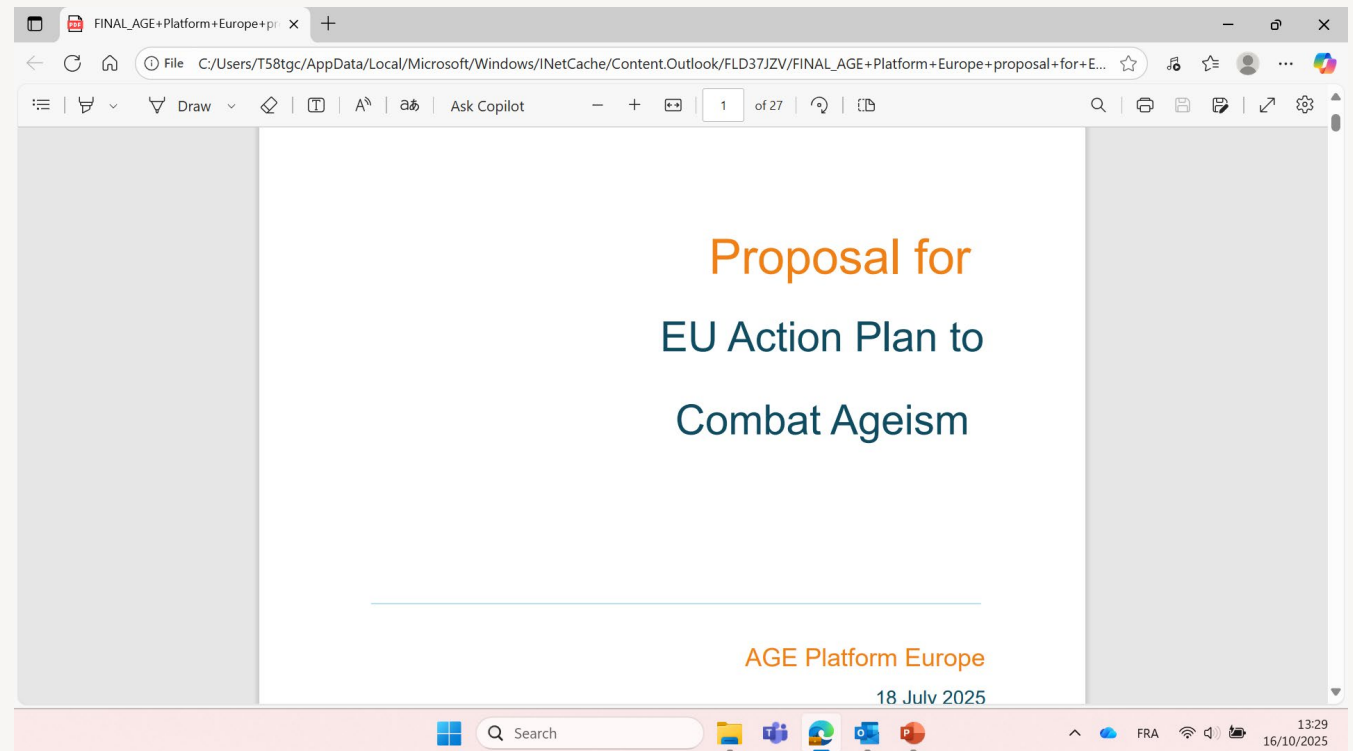
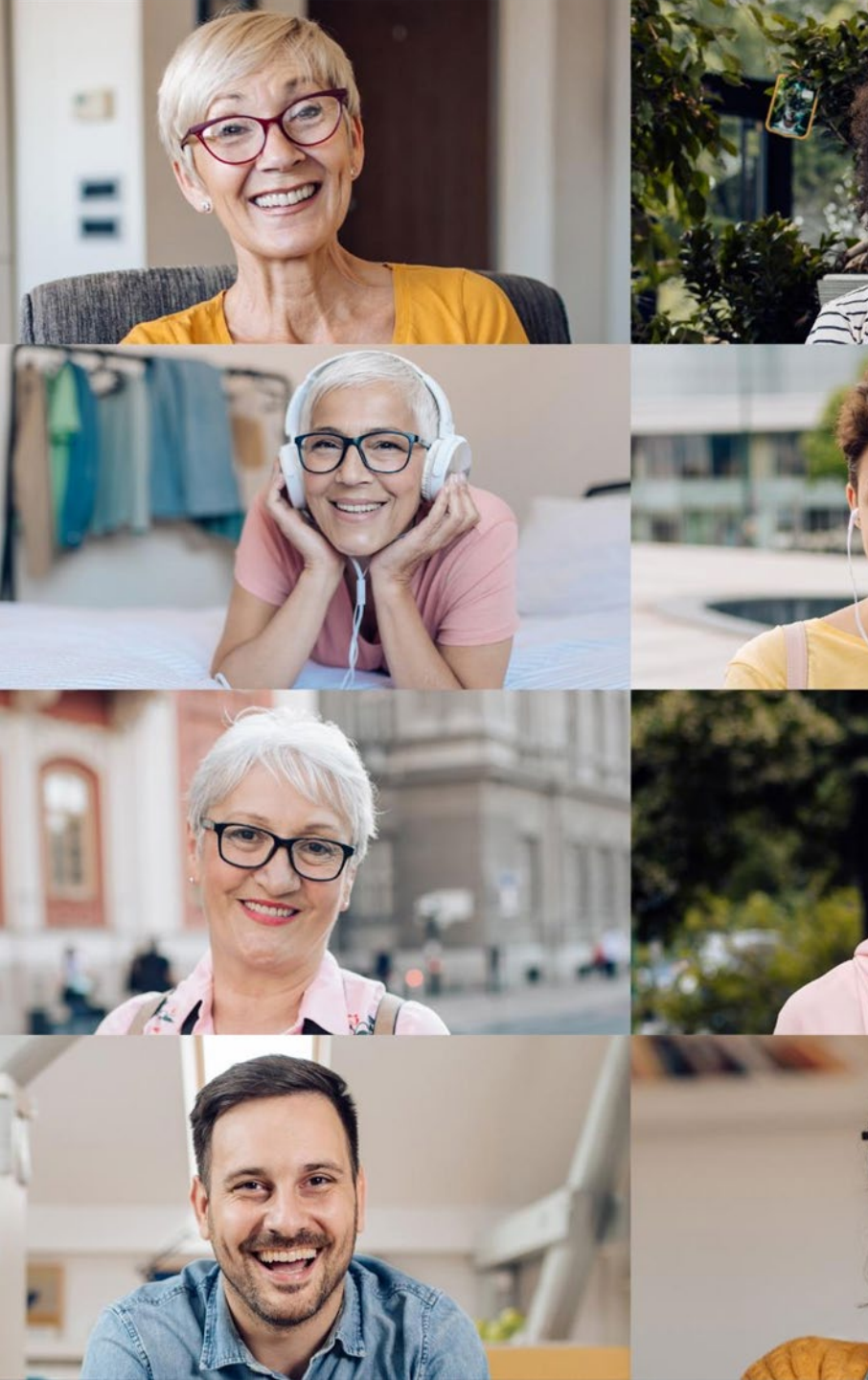




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WHAT COMES TO OUR MIND WHEN WE THINK OF 'OLD'?

Negative Aging Stereotypes

People often associate aging with decline, need for care, slowness, and wrinkles, reflecting societal biases.

Positive Attributes of Aging

Experience, wisdom, and resilience are important and positive aspects of growing older frequently overlooked.

Impact of Ageism

Ageism is embedded in culture, influencing perceptions and treatment of older adults in society.

AGEISM IS EVERYWHERE

Youth Ideals in Advertising

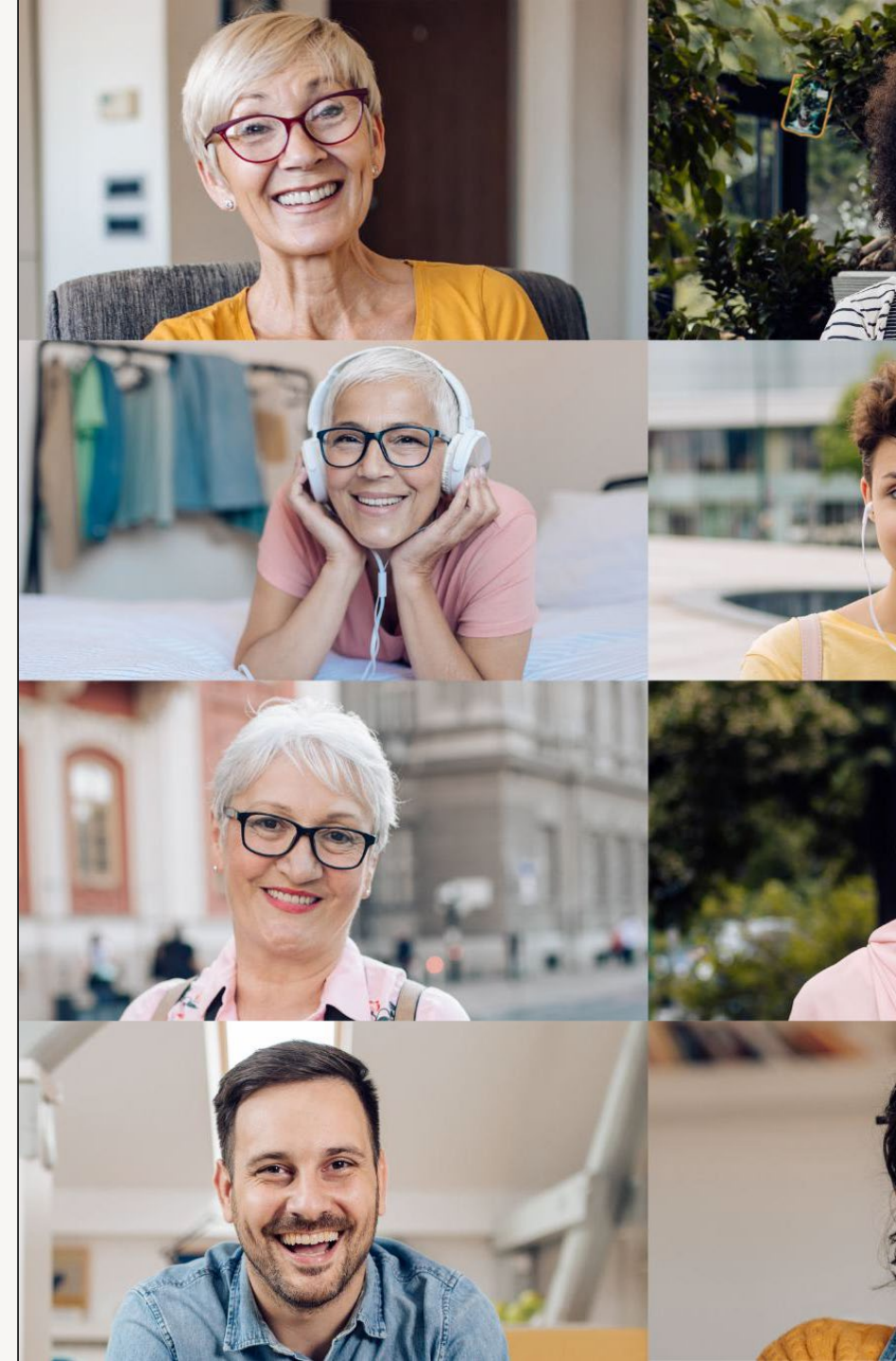
Advertising often idealizes youth while portraying aging negatively, creating unrealistic beauty standards.

Stereotypes in Media

Media frequently depicts older adults in negative or stereotypical roles,

Ageism in Healthcare

Healthcare providers sometimes show negative attitudes and undertreatment toward older patients.



Ageism in Healthcare

“This review found a worrying trend of increasing age discrimination throughout the careers of healthcare workers. This pattern is consistent with other reviews that have revealed a growing ageism among healthcare staff. For example, two recent systematic reviews show that both the attitudes of nurses and nursing students toward older adults have become more negative over the past 10 years. The increase in age discrimination among care providers may be due to rising time pressure: staff are often required to see patients more quickly, and keeping clinical information up to date in the electronic medical record is now also part of daily tasks.”

(Chang et al., 2020)



WORLD HEALTH ORGANIZATION

Warning!

**3.6 millions depressions
worldwide**

**We do underestimate the
negative impact of ageism**



EU ACTION PLAN AGAINST AGEISM

The plan presents a set of nine actionable, high impact flagship initiatives

EU ACTION PLAN AGAINST AGEISM

- *Efforts to address legal gaps concerning equality principles*
- *Develop age-friendly labour markets*
- *Ensure adequate pensions and income security*
- *Expand home and community-based care;*
- *Recognizing unpaid care;*
- *Combat ageism, launching a public campaign to challenge stereotypes*
- *Creating some structures to coordinate this combat and organize some events (annual event) to support this combat*

EU ACTION PLAN AGAINST AGEISM : REMARKS

- Stop talking about the elderly as an homogeneous group
- Stop talking about costs
- The need for differentiating data
- No need for further constructions, nor structures
- No need for special events

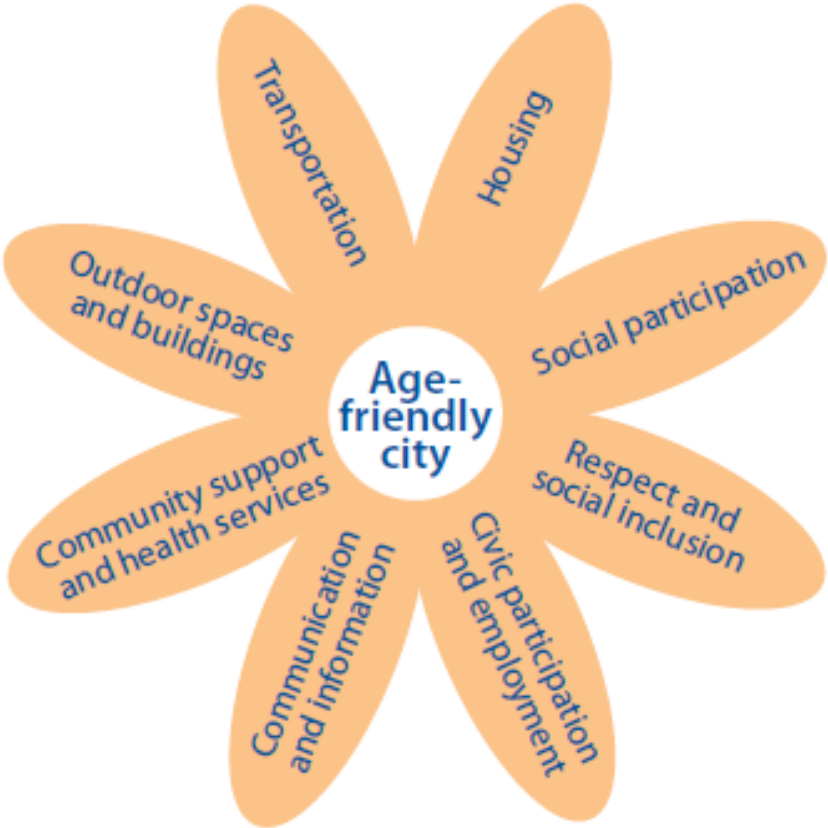
EXAMPLE OF A SUSTAINABLE APPROACH IN KORTRIJK BELGIUM



EU ACTION PLAN AGAINST AGEISM : REMARKS

- **Age-friendly cities**

Figure 6. Age-friendly city topic areas



WHAT ARE AGE-FRIENDLY CITIES?

Inclusive Urban Design

Age-friendly cities prioritize accessible outdoor spaces and transportation suitable for all ages.

Social Inclusion and Participation

Fostering respect, social inclusion and opportunities for civic and social participation is central to age-friendly cities.

Support Services and Health

Community support and health services ensure older adults live safely and maintain good health.

Local Initiatives and Evaluation

Local initiatives tailor solutions and use monitoring to adapt age-friendly policies effectively.





PREVALENCE AND ECONOMIC IMPACT OF AGEISM

Widespread Age Discrimination

**One in three Europeans
over 65 faces age
discrimination, affecting
employment and daily life.**

VALIDE SCIENTIFIC LONGITUDINAL RESEARCH SHOWS:

FOOTER TEXT

10/23/2025

13

- Physical functioning: People primed with positive images about aging perform better in balance and walking tests than those primed with negative images.
- Dementia incidence: Negative age beliefs are associated with greater hippocampus shrinkage and more Alzheimer's biomarkers.
- Cortisol (stress hormone): Negative age beliefs correlate with a 44% increase in cortisol.
- Life expectancy: Those with the most positive beliefs about aging lived on average 7.5 years longer than those with negative beliefs, even after controlling for other factors.
- Heart failure: Negative beliefs increase the risk of heart failure; positive beliefs are linked to better functional health.
- Quality of life: Not only longer life, but also better quality—more open to options, greater resilience during difficult periods.



DISCUSSION

- **Stress buffer**
- **Positive influence on (health) behavior**
- **Contribute to positive will to live**
- **Support healthy behavior**





- **The narrative on aging can influence healthy behavior and active ageing**
- **Let's make it a priority!**
- **Because : when the mindset is wrong everything goes wrong!**

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