

Let's question ageism



Ageism is the prejudice, discrimination and stereotyping directed toward people based on their age.

It's so ingrained in society that we often don't notice it, but we know that negative assumptions about ageing are all too common: 'Stuck in their ways', 'You look good for your age', 'It's time to slow down'. Comments like these add up - limiting work, health and who's valued.

Questioning ageism means asking why we hold these beliefs and where they come from. And when we question ageism, we start to change it. This Age Without Limits Day, ask:



When have you encountered ageist language, and what questions could you have asked to challenge it?



What's an ageist assumption you've held, and what made you question it?



Why do we assume that getting older means becoming less capable?



Why do we continue to see and hear ageism?



Where do our beliefs about ageing come from?

Did you know...

The public think 25% of older people (aged 65 and over) live in care homes, yet it's just 2.5%.

Get involved at [AgeWithoutLimits.org](https://www.AgeWithoutLimits.org)

[#AgeWithoutLimitsDay](https://twitter.com/AgeWithoutLimitsDay)

[#QuestionAgeism](https://twitter.com/QuestionAgeism)

Let's change ageism



When you hear ageist assumptions or language, asking simple questions can spark curiosity and shift perspectives.

Questions like 'why do we think that?' or 'where does that belief come from?' invite reflection, interrupt habits and help us all change the way we think about ageing. Small questions in everyday moments - at work, with friends, with family - challenge the attitudes and assumptions that limit us all.

Here are some questions focused on specific areas of life:



At work: Where does the belief come from that someone can be 'too experienced'?



About language: What do we mean when we say 'act your age'?



About appearance: Why do we say 'you look good for your age'? Why not just 'you look good'?



About capability: Where does the idea that you can't learn new things later in life come from?



With friends: Why do we judge others based on what generation they are a part of?



Anytime: What would change if we questioned this assumption?

Did you know...

Older adults are the most likely to volunteer, vote and provide unpaid care, alongside their contributions to the economy as workers and consumers.

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