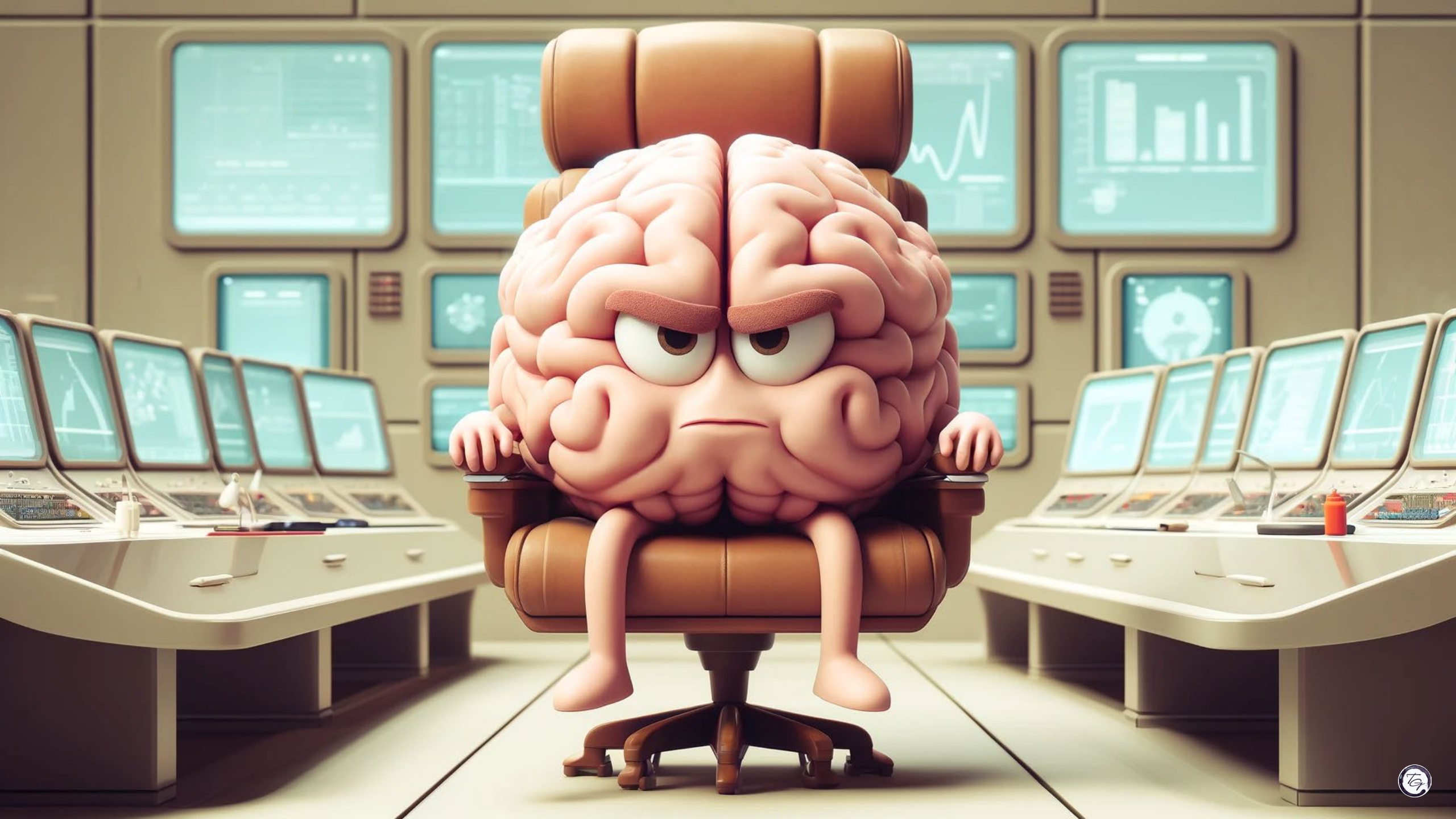
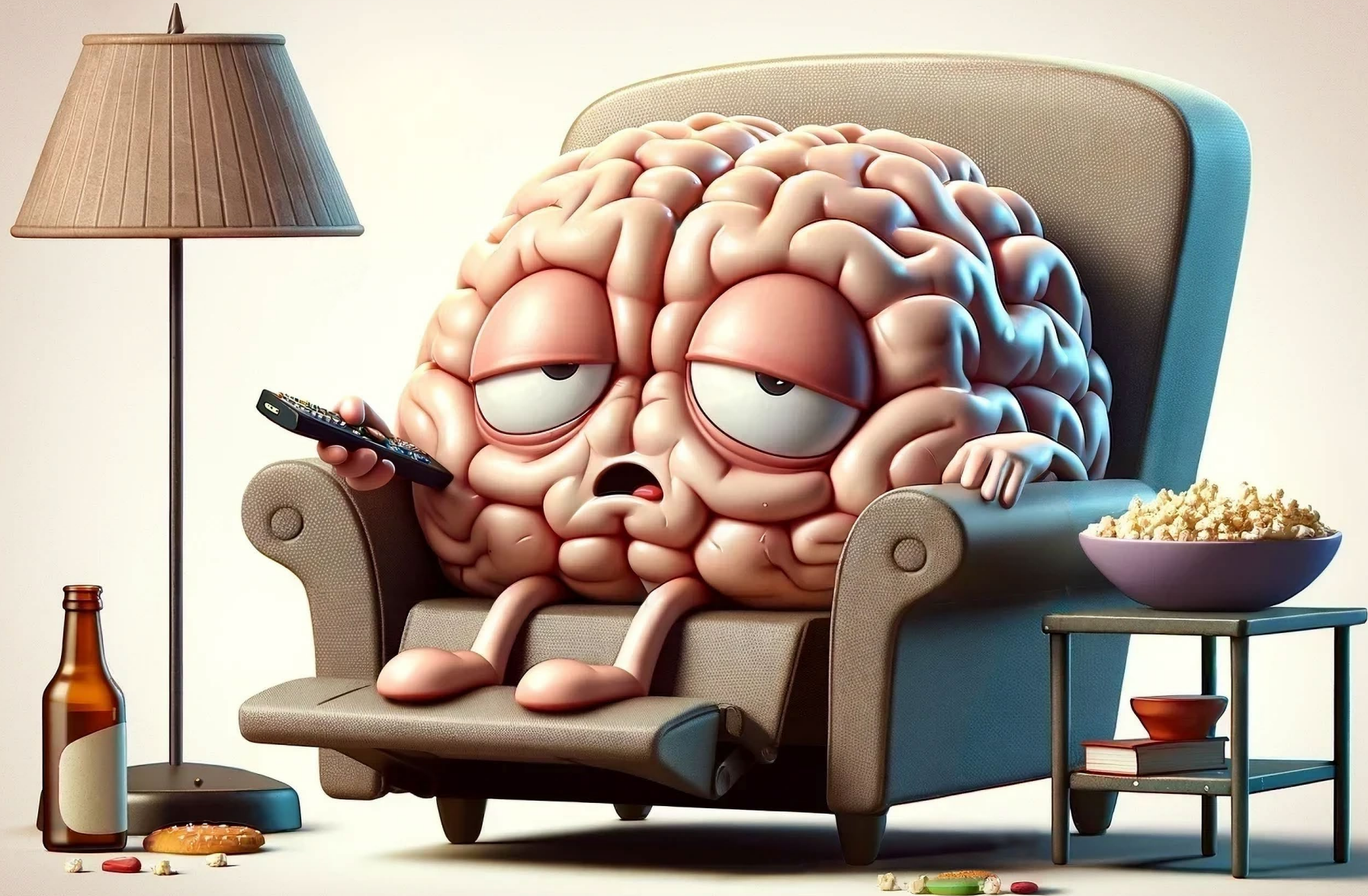


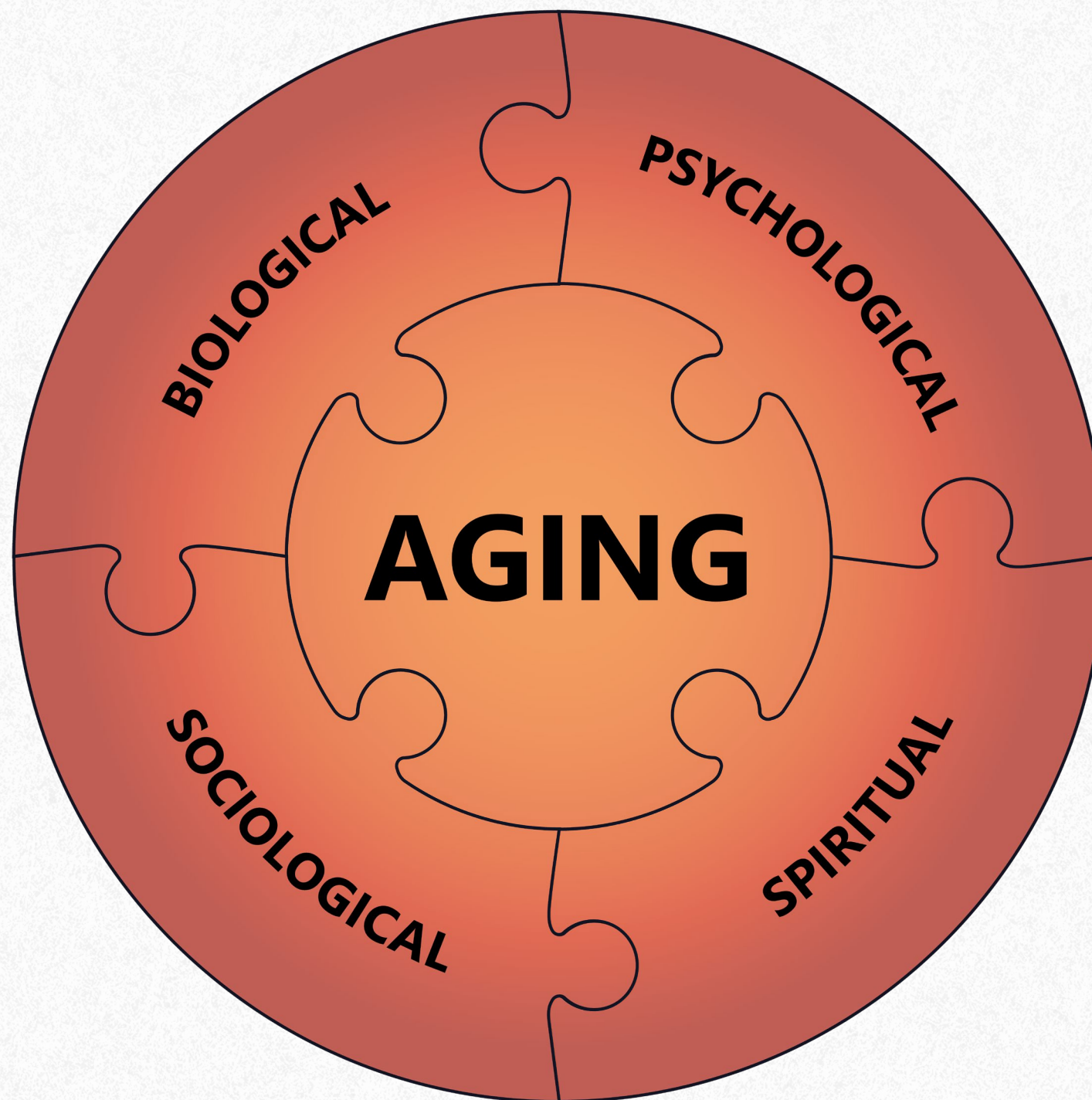
AGING, AGEISM AND AGENCY



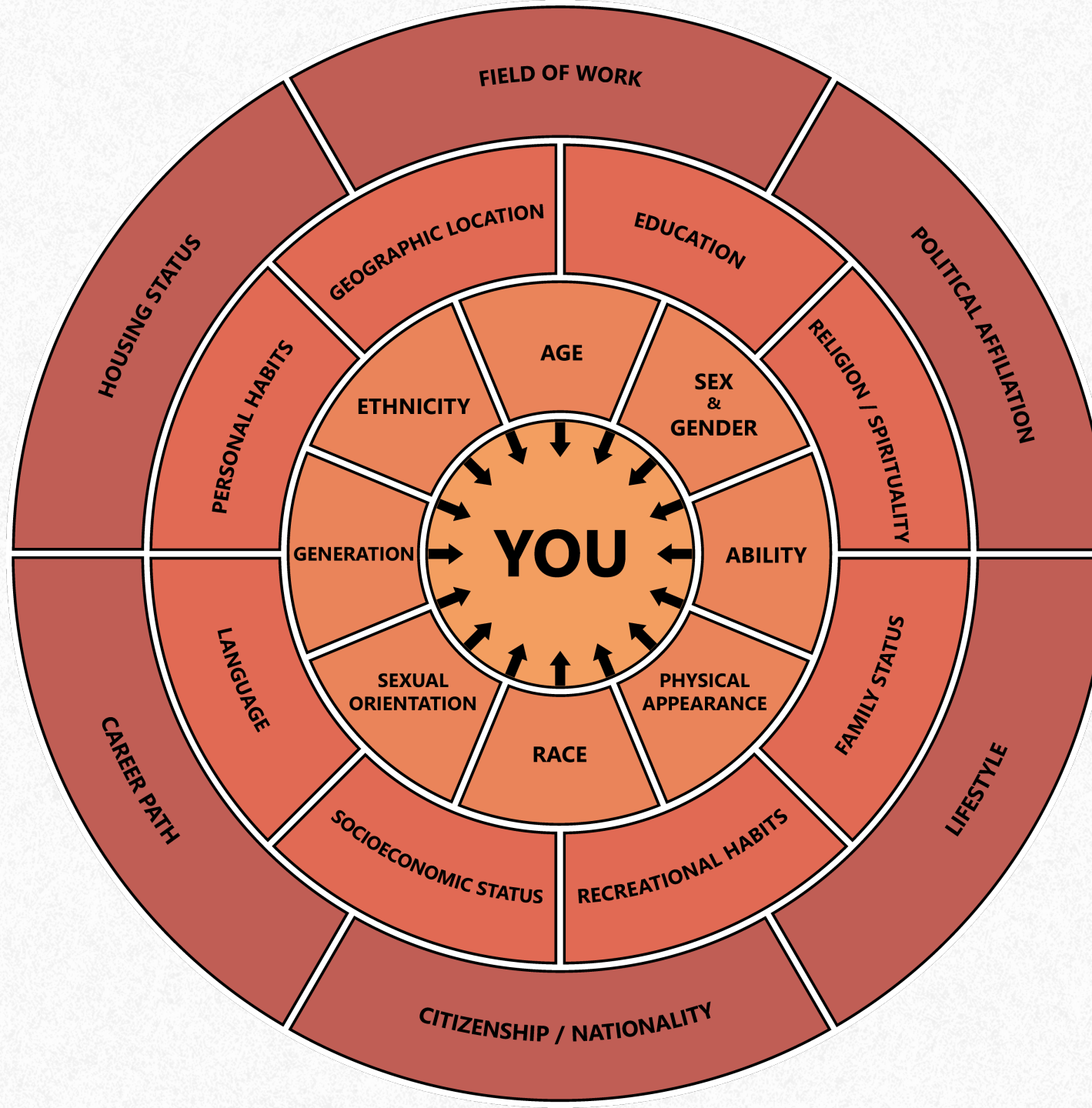








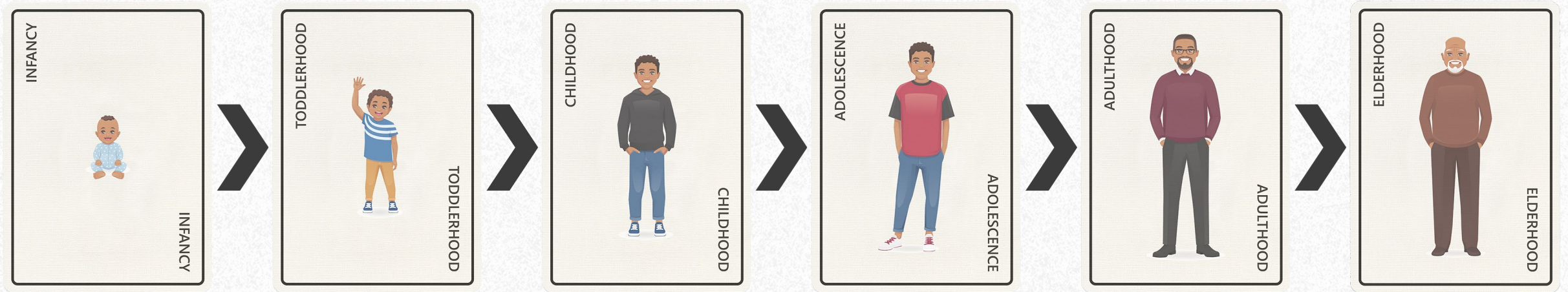
- WHAT DOES 'BEING OLD' MEAN TO YOU?
- WHAT DOES 'BEING YOUNG' MEAN TO YOU?
- HOW DO YOU FEEL ABOUT YOUR OWN AGING?



NUANCE

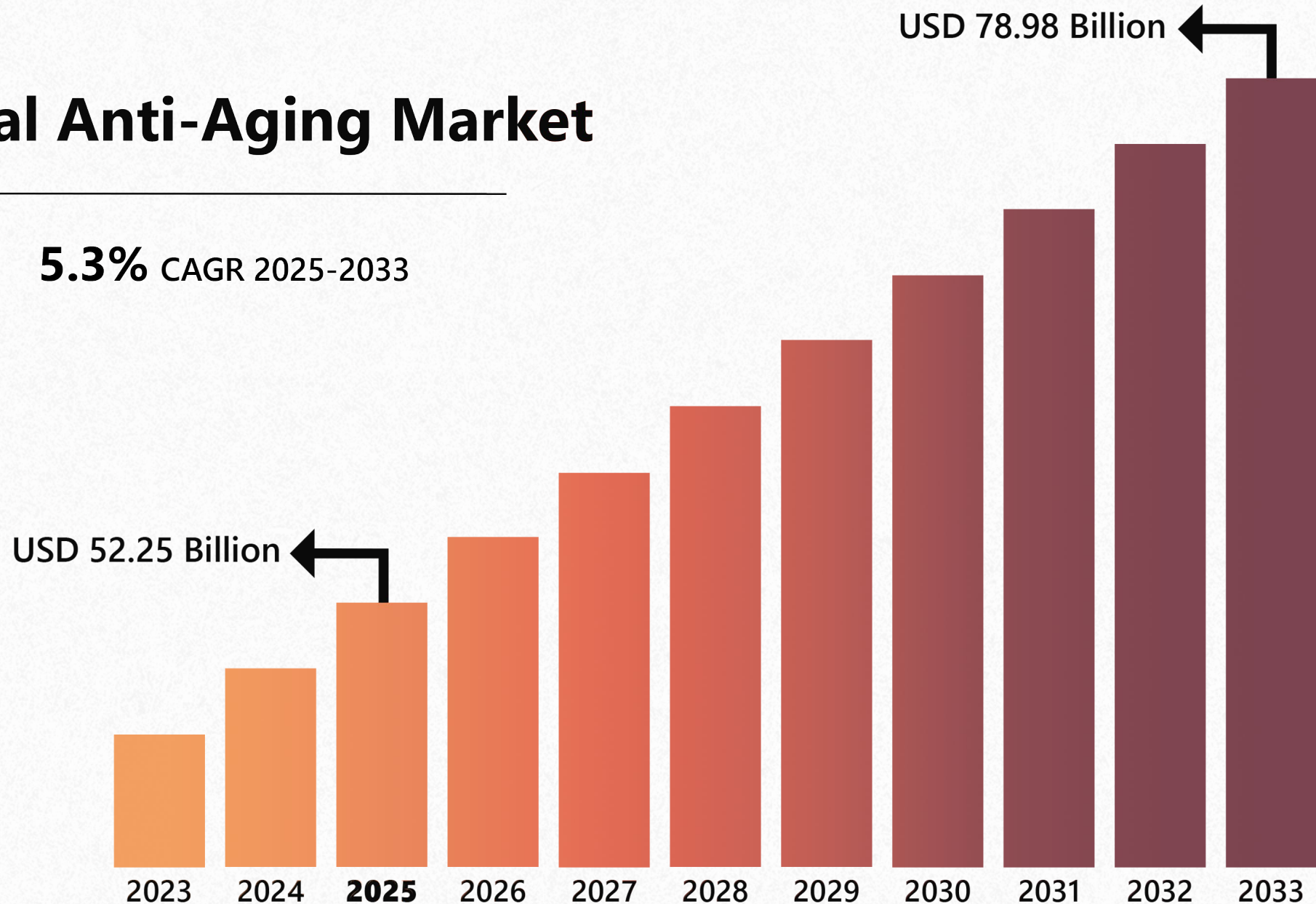


DEVELOPMENTAL GERONTOLOGY



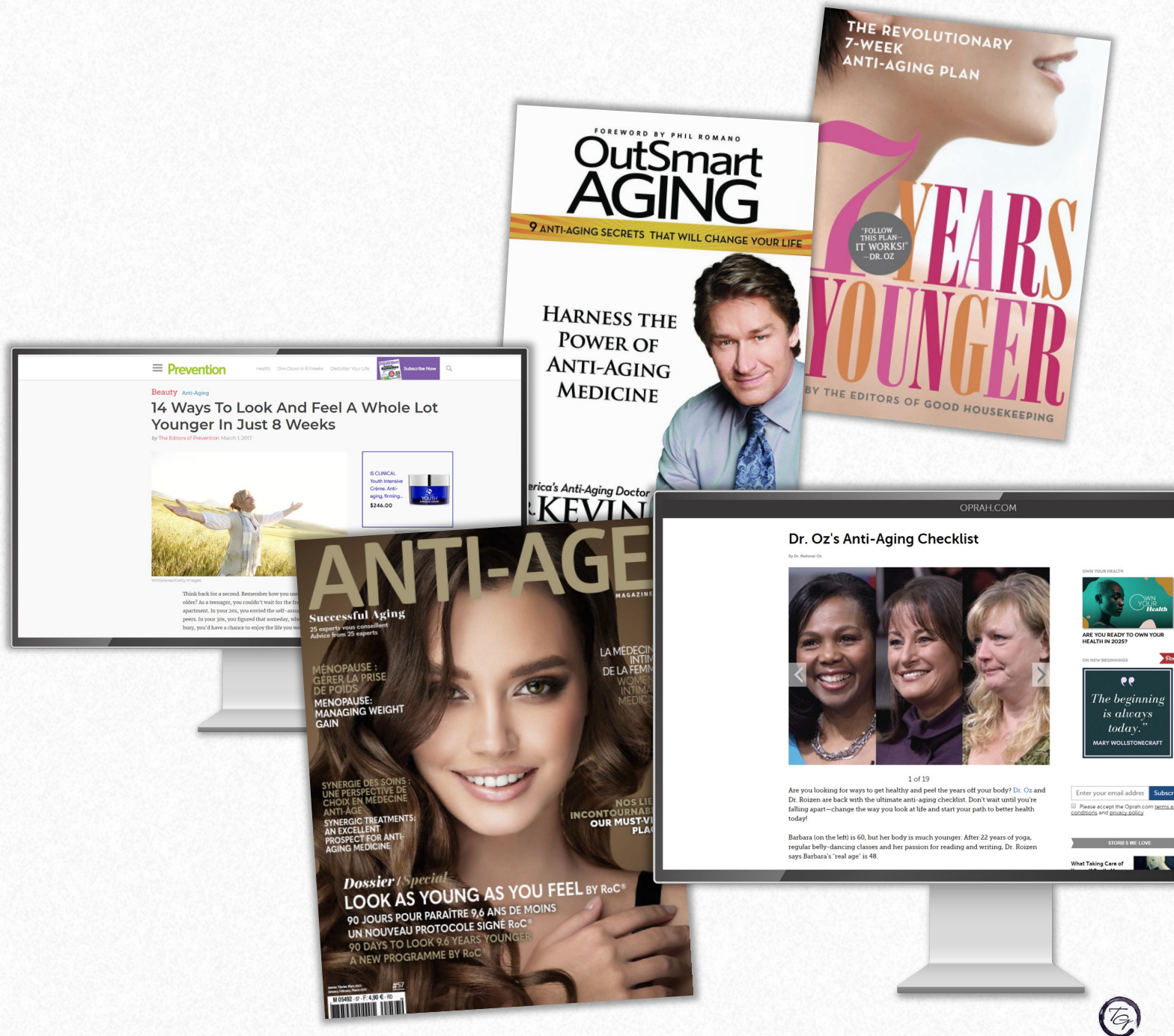
Global Anti-Aging Market

5.3% CAGR 2025-2033



"Once they sell you on the idea that you need to anti-age, they have a customer for life."

Jessica DeFino, author of The Unpublishable



POSITIVE & NEGATIVE STEREOTYPES

YOUNG PEOPLE ARE ENERGETIC AND HOPEFUL

OLD PEOPLE ARE LAZY AND ENTITLED

YOUNG PEOPLE ARE LAZY AND ENTITLED

OLD PEOPLE ARE HOARDING WEALTH

YOUNG PEOPLE ARE TECH SAAVY

OLD PEOPLE ARE FRAIL AND SENILE

YOUNG PEOPLE ARE IMMATURE AND IGNORANT

OLD PEOPLE ARE WISE AND EXPERIENCED





THE AGEISM IMPACT ON MENTAL HEALTH

INCREASED RISK OF SOCIAL ISOLATION AND LONELINESS

INCREASED RISK OF DEPRESSION AND ANXIETY

INCREASED RISK OF SUICIDAL IDEATION

ISSUES WITH MEMORY AND COGNITION

INCREASED RISK OF BIOMARKERS



THE AGEISM IMPACT ON PHYSICAL HEALTH

INCREASED RISK FOR CHRONIC DISEASE

PERCEIVED ILL HEALTH

INCREASED DEPENDENCY

REDUCED RECOVERY FROM ILLNESS

DECREASED LONGEVITY





MISDIAGNOSIS
+
INFANTILIZATION
+
OVERTREATMENT
+
UNDERTREATMENT

\$63,000,000,000

GENERATIONS ARE NONSENSE

Generation Alpha
(2011 – 2025)

Generation Z
(1997 – 2010)

Millennials
(1981 – 1996)





Generation X
(1965 – 1980)

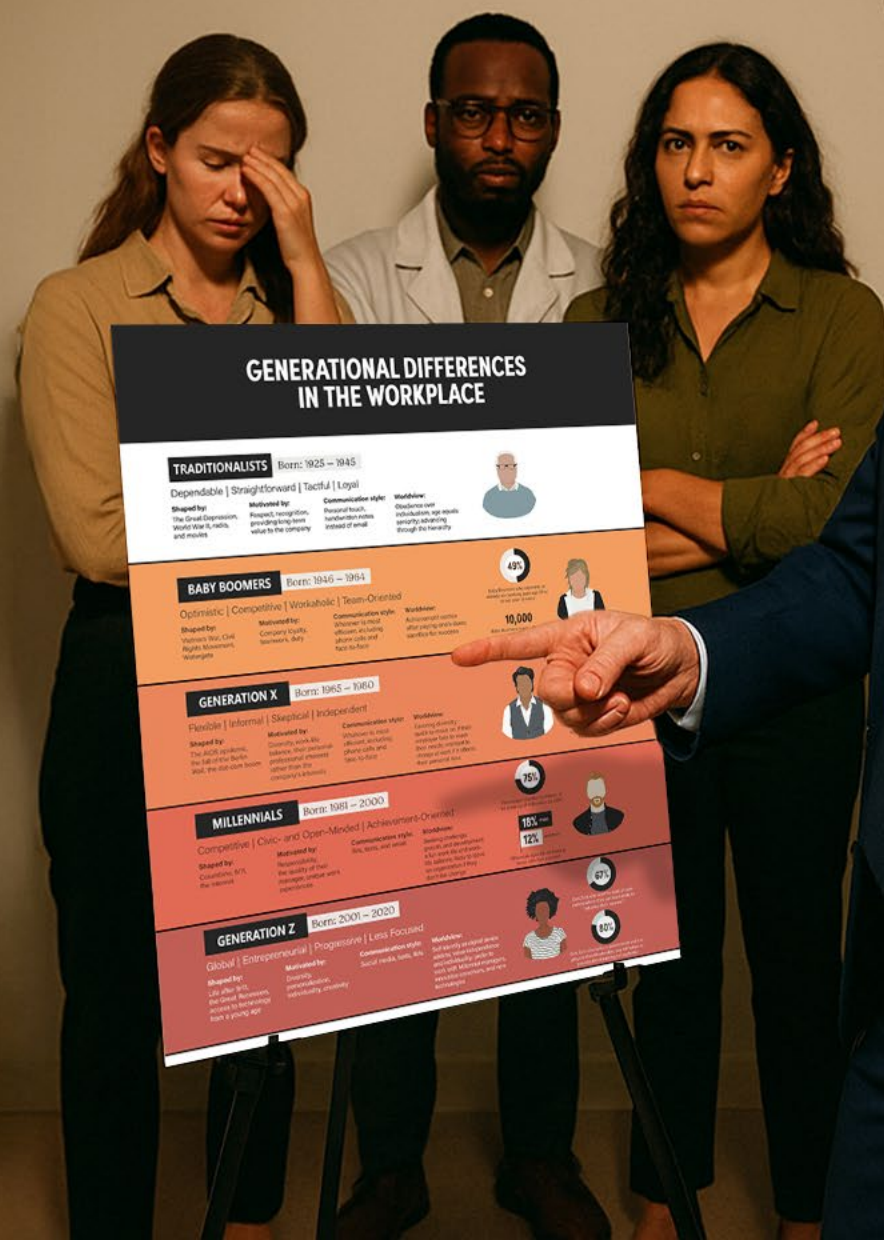
Baby Boomers
(1946 – 1964)

The Silent Generation
(1928 – 1945)



GENERATIONAL DIFFERENCES IN THE WORKPLACE

TRADITIONALISTS Born: 1925 – 1945 Dependable Straightforward Tactful Loyal Shaped by: The Great Depression, World War II, radio, and movies Motivated by: Respect, recognition, providing long-term value to the company Communication style: Personal touch, handwritten notes instead of email Workstyle: Gradual career advancement, age equals authority, valuing hierarchy	
BABY BOOMERS Born: 1946 – 1964 Optimistic Competitive Workaholic Team-Oriented Shaped by: Vietnam War, Civil Rights Movement, baby-boom Motivated by: Career growth, teamwork, duty Communication style: Showers to meet, efficient, including phone calls and text to text Workstyle: Achievement driven, always going above and beyond for success	 <p>49% of Boomers are over 50 years old</p> <p>10,000 are over 65</p>
GENERATION X Born: 1965 – 1980 Flexible Informal Skeptical Independent Shaped by: The AIDS epidemic, the fall of the Berlin Wall, the dot-com boom and bust, the rise of the Internet Motivated by: Autonomy, work-life balance, high personal and professional demands other than the company's demands Communication style: Informal, to the point, efficient, including phone calls and text to text Workstyle: Learning diversity, quick to learn, adaptable, but in some ways resistant to change, if it's not their idea	 <p>75% of Gen Xers are over 40 years old</p>
MILLENNIALS Born: 1981 – 2000 Competitive Cautious and Open-Minded Achievers-Oriented Shaped by: Computers, MTV, the Internet Motivated by: Recognition, the quality of their manager, smart work, participation Communication style: Direct, blunt, and social Workstyle: Learning diversity, quick to learn, adaptable, but in some ways resistant to change, if it's not their idea	 <p>75% of Millennials are over 30 years old</p> <p>16% are over 40</p> <p>12% are over 50</p>
GENERATION Z Born: 2001 – 2020 Global Entrepreneurial Progressive Less Focused Shaped by: Life after 9/11, the Great Recession, access to technology from a young age Motivated by: Diversity, professional, individuality, creativity Communication style: Social media, text, etc. Workstyle: Learning diversity, quick to learn, adaptable, but in some ways resistant to change, if it's not their idea	 <p>80% of Gen Zers are under 30 years old</p>

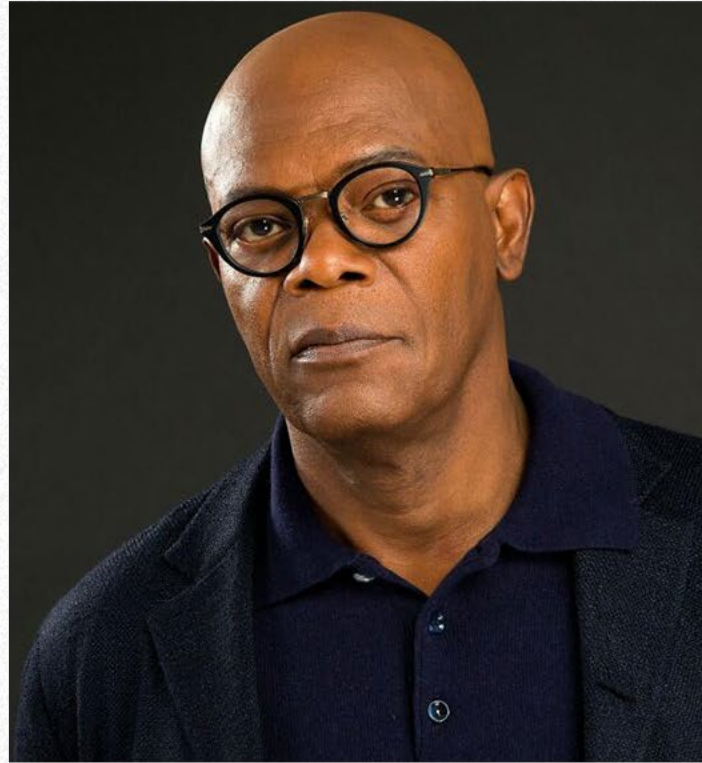


GENERATIONAL SIMILARITIES vs UNIQUE IDENTITY



King Charles III

Born 1948



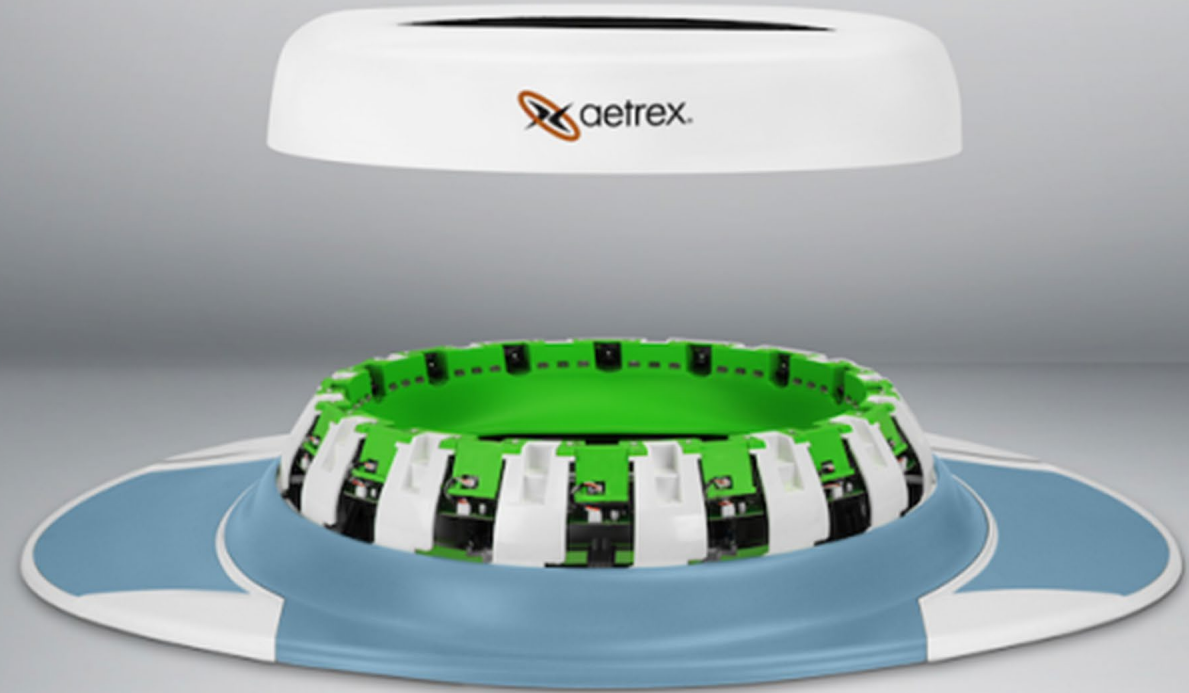
Samuel L. Jackson

Born 1948



My Mom

Born 1947





1001
Aging
Clichés



NUANCE

FROM 'YES, **BUT**' TO 'YES, **AND**'.











Ladies' Home Journal 1959



Ladies' Home Journal 1959

HOW TO LOOK AND FEEL 20 YEARS YOUNGER



Ladies' Home Journal 1959



Ladies' Home Journal 1959

HOW TO LOOK AND FEEL 20 YEARS YOUNGER
HELP FOR "UNRESPONSIVE WIVES" MAKING MARRIAGE WORK
ARE SOME HOSPITALS DANGEROUS TO BABIES?

one of those unresponsive wives you meet recently, only I think I was worse. I had been taught that sex was wrong, so I always felt guilty when my husband approached me.

"But my husband kept telling me sex was not wrong, and his encouragement gradually took effect. I read about sex and learned all I could. Knowing what to try for, I began to try. I still can't take satisfaction for granted, but I know now I can achieve it. I wish every wife would understand that sexual fulfillment in marriage is worth every effort because it brings your husband happiness too. You can love someone without feeling any need for sex, but you are missing half of marriage. And so is he."

ASK YOURSELF:

Have I Habits Men Dislike?

Single or married, the wise woman never forgets that her appeal for a man depends on how well she measures up to his ideals, both in external matters like appearance and deportment, and in character traits like integrity and fairness. The list below deals with both external and internal qualities. Check to see if you have any of these defects.

Have You a Tendency to:

1. Exaggerate or tell untruths?
2. Swear or use coarse language?
3. Insist on having the last word?
4. Play one man against another?
5. Neglect grooming of hair and nails?
6. Take unfair advantage of being a woman?
7. Make deflating remarks about men?
8. Neglect make-up or use too much?
9. Ignore promises or commitments?
10. Sulk when denied your own way?
11. Seek attention through show-off behavior?
12. Refer to older people as "has-beens" or fogies?
13. Choose clothes for high style rather than becomingness or suitability?
14. Drink intemperately or immoderately?

Occasionally an attractive single girl who is guilty of several of these faults "gets by" with it—that is, she is able to date and even to marry. But the successful wife recognizes that such tendencies damage her relationship with her husband and does her best to avoid them all. Happy wives almost never have more than two of these faults, and those they constantly try to correct.

Exaggerate or tell untruths?

Neglect make-up or use too much?

Swear or use coarse language?

Ignore promises or commitments?

Insist on having the last word?

Sulk when denied your own way?

Play one man against another?

Seek attention through show-off behavior?

Neglect grooming of hair and nails?

Refer to older people as "has-beens" or fogies?

Take unfair advantage of being a woman?

Choose clothes for high style rather than becomingness or suitability?

Make deflating remarks about men?

Drink intemperately or immoderately?



Ladies' Home Journal 1959

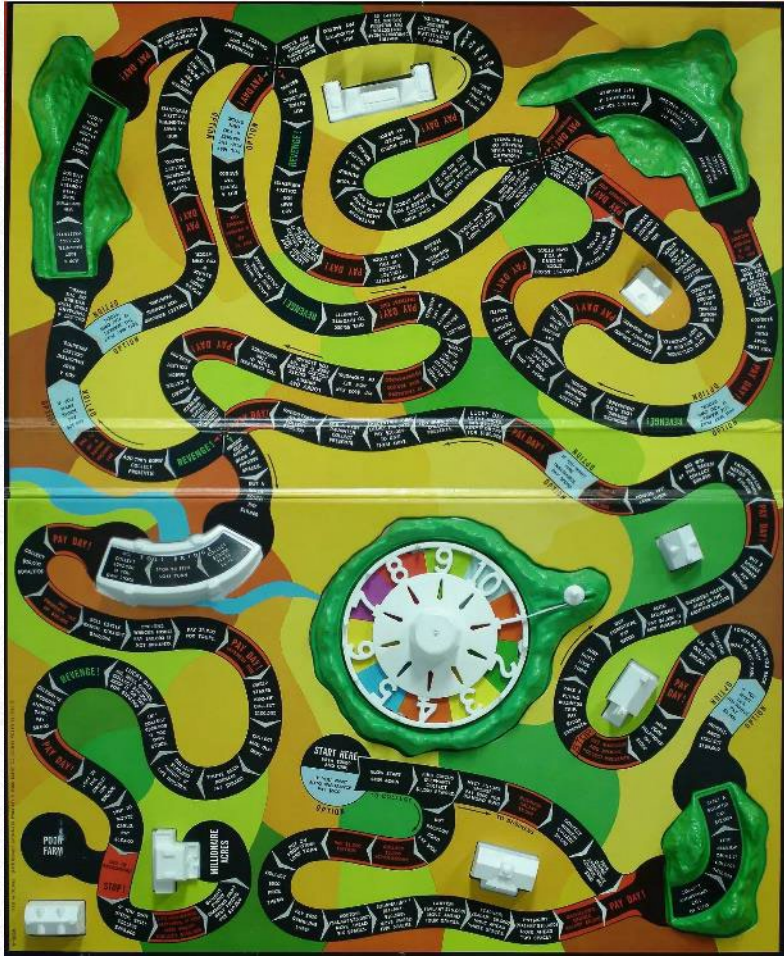
The GAME of LIFE

ORIGINATED IN 1860

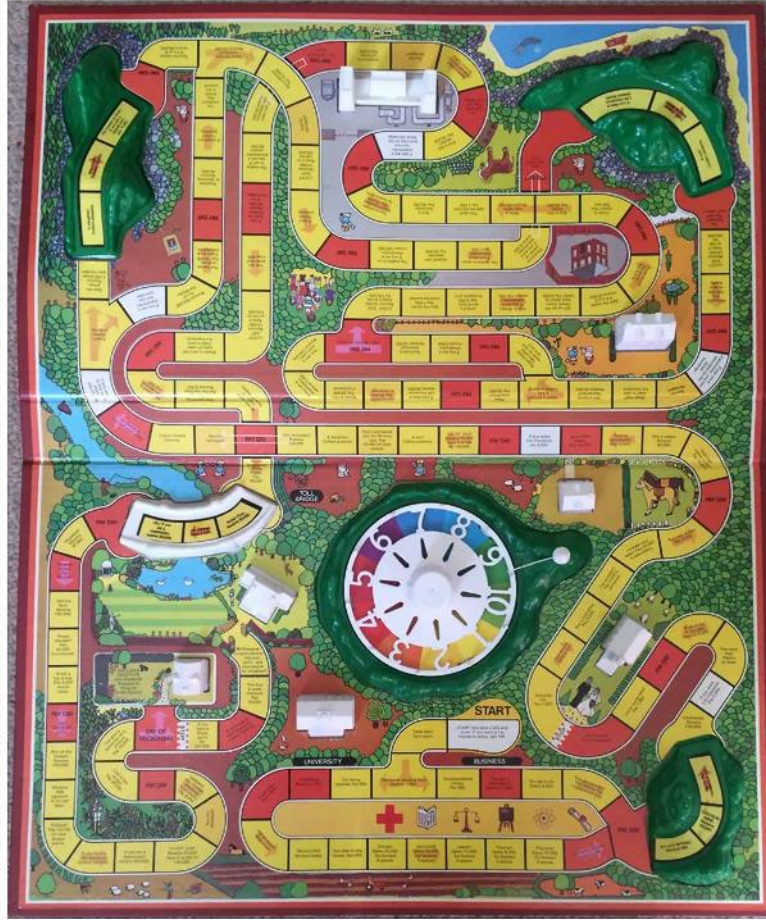
MODERN VERSION RELEASED IN 1960

UPDATED EVERY FEW YEARS





1960 GAME BOARD



1978 GAME BOARD



1991 GAME BOARD

The GAME of

RETIREMENT

When you reach the RETIRE space, stop — even if you have moves left. Then do the following:

- Repay to the bank any outstanding loans.
- Place your Career Card, Salary Card, Insurance Policies (if any) and House Deed out of play. Keep your Stock — you can still collect when players spin your number!
- If you think you might have the most money, place your car on Millionaire Estates (any number of players may retire there). Otherwise, place your car on Countryside Acres.
- Wherever you decide to retire, wait there until all other players have retired.

RETIRE
Go to Countryside Acres or Millionaire Estates

If you retire at Millionaire Estates, your LIFE tiles are not safe! If the draw pile has run out, players may take tiles from you when they land on LIFE spaces.

Millionaire ESTATES

PROOF OF PURCHASE

The GAME of **LIFE**



09/00 Rev.1 04000-1



If you retire at Countryside Acres, collect 1 LIFE tile. Your LIFE tiles are safe! If the draw pile has run out, players cannot take tiles from you when they land on LIFE spaces.

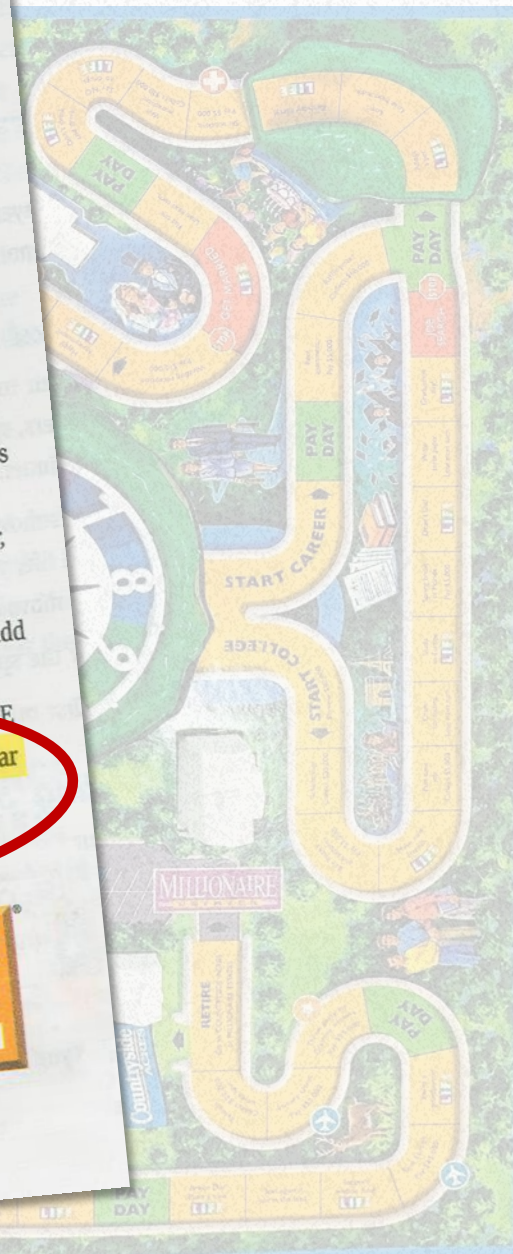
HOW TO WIN

After all players have retired, all players at Millionaire Estates count their money. The richest player takes the 4 LIFE tiles at Millionaire Estates. *NOTE: In case of a tie for richest player, the tied players split the pile (take 2 tiles each).*

Now all players turn their LIFE tiles message-side-up and add up the dollar amounts shown on their tiles. All players then count up their money, and add the two figures together (LIFE tile value plus cash value). **The player with the highest dollar amount wins!**

The GAME of

LIFE





RIGHT.





1960 GAME

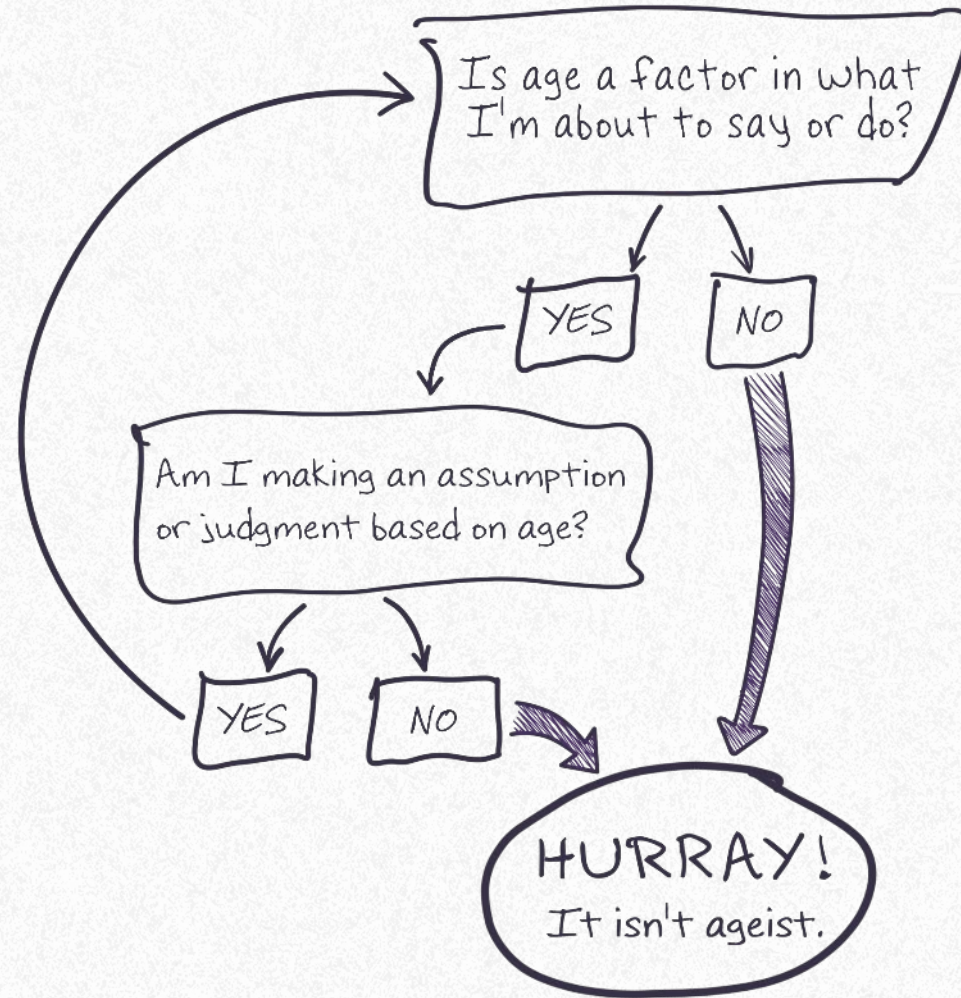


GAME BOARD

HOW DO WE CHANGE THE NARRATIVE ABOUT AGING?



SUPER HELPFUL AGEISM FLOWCHART



RETHINK YOUR AGE.



UNIVERSAL TRUTHS ABOUT AGING

LEAVE HERE REMEMBERING JUST ONE OF THESE!

- PEOPLE ARE INDIVIDUALS
- AGE ALONE DOES NOT PREDICT ABILITY
- ABILITY DOES NOT PREDICT SUCCESS
- WE ARE ALL AGING
- GENERATIONS ARE NOT HOMOGENOUS
- ELDERHOOD IS A STAGE OF LIFE



GET IN SYNC



YOUR AGE FEELS DIFFERENT THAN YOU THOUGHT IT WOULD

OWN YOUR AGE



THANK YOU!



www.TraceyGendron.com

