Before you take action, make sure you've checked your language!

Individual - Educate others that language matters and ***individual change is needed***.

- Call out ageist humor, comments, and jokes, and buy age-positive birthday cards!
- When introducing yourself in a meeting, say, "and during this meeting, I ask that we all refer to people over 60 as older people instead of seniors or the elderly." You'll be surprised what an impact this has – it even sparks some very productive conversations.
- Include a statement about being anti-ageist in your email signature block.
- When you hear the use of "senior," "senior citizen," or "the elderly," consider saying, "we don't use those terms to describe people over 60 anymore" or ask the person to be more specific about the age of the people they're discussing.
- Especially when engaging members of the media, or communications staff of other organizations, talk about and share the Associated Press Styleguide recommendations.
- Address ageism when you see it – write letters to the editor when articles stereotype or marginalize older people; write television stations about offensive anti-aging ads.
- Use social media to show age-positive images of older people that offer a balanced view about aging – we can be productive, healthy, and happy, and still need some help!

Institutional - Educate your organization that ***institutional change is needed***.

- Particularly if your organization serves older people, review and modify all internal, including mission, vision and goals, and public facing communications to be consistent with the language recommendations. Be public about the changes!
- Regardless of the type of organization, share the Associated Press Styleguide and FrameWorks recommendations with your communications staff and ask them to incorporate the recommendations into future communications.
- Is your organization doing Diversity, Equity, & Inclusion work? Is ageism being included? If not, ask why not, and encourage it be part of all discussions about equity.
- Do you offer orientation and training to your staff? Consider including specific training on ageism and implicit age bias, and set expectations for staff around these issues.
- Examine your workforce, hiring practices, and HR policies to determine if you're actively building and supporting a multi-generational workforce.
- If you are a service provider, engage consumers to check your service delivery model and workers – are your model and staff age-positive and person centered?

Systemic – Take every opportunity to educate others that ***systemic change is needed***.

- Ask how much your municipality spends per capita on children and older residents.
- Does your town's comprehensive plan addresses the needs of older residents? If not, ask why not, and what they plan to do about it. Ask what the plan is for addressing the housing and transportation needs of older residents – or why there isn't one!
- Educate yourself and get involved in policy! Talk to policymakers about critical justice issues – why are there long waitlists for home care and homemaker services? Why isn't there affordable access to essential services and supports? Why isn't the state investing in new models of housing? Why doesn't Medicare cover oral health or long term care?
- Call out systemic age-based stereotypes and bias. Are there age-positive images of older people on the State's website, or only positive images of young people? Do our State Plans on Aging use age-positive language or othering, stereotyped language?