FIGHTING AGEISM!
CREATING AGE-FRIENDLY AND CAPACITY-INCLUSIVE RURAL LATE LIFE

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Greetings from Penn Nursing

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Disclosures

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Genuine Investment, Not Academic Interest
My Own Rural Elder-in-Chief
Outline

- Defining ageism
- Identifying contributing ‘isms’
- Creating inclusion and friendliness
- Generating innovative examples
## Defining Ageism

<table>
<thead>
<tr>
<th>Form and Level of Ageism</th>
<th>Negative with Intent to Harm</th>
<th>Beneficent with Intent to Protect</th>
<th>Emerging from the Elder and Entailing Elder Identity</th>
<th>Intersections with Other Forms of Discrimination</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Individual</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overt</td>
<td>Abuse and Bashing</td>
<td>Parentalism</td>
<td>Self-Stereotyping</td>
<td>• Racism</td>
</tr>
<tr>
<td>Microagression</td>
<td>• Intentional invisibility</td>
<td>• Elderspeak</td>
<td>• Negative stereotypes</td>
<td>• Sexism</td>
</tr>
<tr>
<td></td>
<td>• Verbal abuse</td>
<td>• Deference to caregiver</td>
<td>• Positive stereotypes</td>
<td>• Homophobia and discrimination against LGBTQI elders</td>
</tr>
<tr>
<td></td>
<td>• Psychological manipulation</td>
<td>• Coddling or directive interactions</td>
<td>• Racing stereotypes</td>
<td>• Healthism and successful aging</td>
</tr>
<tr>
<td></td>
<td>• Financial abuse</td>
<td>• Limited options</td>
<td></td>
<td>• Ableism and functional capacity</td>
</tr>
<tr>
<td></td>
<td>• Physical harm</td>
<td>• Failure to treat</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Institutional</strong></td>
<td>Institutional abuse</td>
<td>Institutional parentalism</td>
<td>Institutional invisibility</td>
<td>• Racism</td>
</tr>
<tr>
<td>Overt</td>
<td>• Sanctioned verbal abuse</td>
<td>• Sanctioned elderspeak</td>
<td>• Incidental exclusion of elders</td>
<td>• Sexism</td>
</tr>
<tr>
<td>Microagression</td>
<td>• Psychological harmful policies and practices</td>
<td>• Programs limited by age without rationale</td>
<td>• Policies supporting exclusion of elders</td>
<td>• Homophobia and discrimination against LGBTQI elders</td>
</tr>
<tr>
<td></td>
<td>• Implicitly and explicitly sanctioned physical harm</td>
<td>• Limited programs and options for older individuals</td>
<td>• Practices that exclude elders</td>
<td>• Healthism and healthy aging</td>
</tr>
<tr>
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<td></td>
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<td>• Ableism and function thresholds in policy and built environment</td>
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</tbody>
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- Intentional invisibility
- Verbal abuse
- Psychological manipulation
- Financial abuse
- Physical harm

- Elderspeak
- Deference to caregiver
- Coddling or directive interactions
- Limited options
- Failure to treat

- Negative stereotypes
- Positive stereotypes

- Racism
- Sexism
- Homophobia and discrimination against LGBTQI elders
- Healthism and successful aging
- Ableism and functional capacity
Important Because...

Population Over Age 65 by County

Note: Alaska and Hawaii not to scale. White areas represent large bodies of water.
Source(s): U.S. Census Bureau, 2010 Decennial Census. Summary File 1
Ageism as Fear of Our Future Selves

- Myth of old, unattractive, and lonely....
## Forms of Ageism

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</tr>
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</table>
Types of Ageism

- Bashing and abuse
- Protective or ambivalent
- Self-stereotyping
Bashing and Abuse

- Individual
- Institutional
What’s Wrong with This Picture?

The Case for Rural Health

In 2017, CDC has issued the first reports in a year-long series on rural health in the Morbidity and Mortality Weekly Report. The series tackles many aspects of rural health. The data signal opportunities for improved public health programs that support healthier behaviors and neighborhoods, and better access to healthcare services. This information is helping CDC and our partners in state, local, and tribal communities understand the disparities between rural and urban populations. Additional information on these disparities could increase targeted implementation of effective public health programs to improve the health of rural Americans.

The latest science from CDC on rural health is summarized below:

- Leading Causes of Death
- Health Behaviors
- Child Health
- Suicide

File Formats Help:
How do I view different file formats (PDF, DOC, PPT, MPEG) on this site?
Abusive Ageism Happens Too Easily

15% of all Americans live in rural areas.

Rural Americans are at greater risk of death from 5 leading causes than urban Americans:
- Heart Disease
- Cancer
- Unintentional Injury
- Chronic Lower Respiratory Disease
- Stroke

https://www.cdc.gov/ruralhealth/
Protective or Ambivalent

- Individual
- Institutional
Ambivalent Ageism Scale
The Ambivalent Ageism Scale: Developing and Validating a Scale to Measure Benevolent and Hostile Ageism. The Gerontologist, gnw118.

Consider these statements, then determine extent to which you (1) strongly disagree to (7) strongly agree.

1. It is good to tell old people that they are too old to do certain things; otherwise they might get their feelings hurt when they eventually fail.
2. Even if they want to, old people shouldn’t be allowed to work because they have already paid their debt to society.
3. Even if they want to, old people shouldn’t be allowed to work because they are fragile and may get sick.
4. It is good to speak slowly to old people because it may take them a while to understand things that are said to them.
5. People should shield older adults from sad news because they are easily moved to tears.
6. Older people need to be protected from the harsh realities of society.
7. It is helpful to repeat things to old people because they rarely understand the first time.
8. Even though they do not ask for help, older people should always be offered help.
9. Even if they do not ask for help, old people should be helped with their groceries.
10. Most old people interpret innocent remarks or acts as being ageist.
11. Old people are too easily offended.
12. Old people exaggerate the problems they have at work.
13. Old people are a drain on the health care system and the economy.
Self-Stereotyping

- Individual
- Institutional
Self-Stereotyping & Hardiness

- Rural life
  - Resilience
  - Hardiness

- Rural aging
  - Unmet needs
  - Limited resources
  - Self-imposed exclusion
Contributing ‘Isms’

**Familiar**
- Sexism
- Racism

**Unfamiliar**
- Healthism
- Ableism
What Makes Rural Ageism Different?

- **Urbanism**
  - Myths of urban aging
  - Urban aging models

- **Disability**
  - Rural burden

- **Poverty**
  - Rural burden
Mapping Disability Tells a Story
Fighting Ageism by Reprimand Fails
Replacing Ageism with Friendly Inclusion
Examining WHO Strategy for Age-Friendliness

WHO Age-Friendly Themes

- Transportation
- Outdoor spaces and buildings
- Community support and health services
- Communication and information
- Housing
- Social participation
- Civic participation and employment
- Respect and social inclusion

Age-friendly city
Critiquing Age Friendly for Rural America
Age-Friendly & Capacity-Inclusive

- Age-Friendly
- Built and Generative Environment
- Cultural Environment
- People and Generations
- Personal Ageing Beliefs
- Ageing and Elder Knowledge
- Compassion and Relationships
Creating Age-Friendliness and Capacity-Inclusion

- Interpretation
- Adaptation
- Transformation
Reframing Respect for Elders
Going Beyond In-Home Care Entrepreneurship
Going Beyond Integrated Health and Social Care

https://www.ruralhealthinfo.org/community-health/services-integration/2/care-coordination/pace
Using a Positive Approach

- Rejecting a wholly negative decline model
  - Overcoming biomedical focus on aging
- Focusing on advantages
  - Unseen strengths in rural aging
  - Hidden resources among rural elders
Thinking About Possible Innovations
Ask “Where Do We Need Our Elders?”
Insuring Effective Internet Access and Use
Creating Intergenerational Opportunity
Rethinking Transportation Solutions
Teaching Aging and Caregiving Without Ageism
Your Innovations?