

Counting Experience: The Cultural Costs of Ageism

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By Chrystal L. Edney, MBA



Welcome!

- Chrystal L. Edney, MBA
- The University of South Carolina: B.S. in Marketing and Management Information Systems
- The University of Phoenix: Masters degree in Business Administration
- 20 years of DEI experience within the insurance industry



Discussion Objectives:

- Explore ageism in the workplace:
 - Types
 - Why it matters
 - Current laws
- Discuss countermeasures:
 - Actionable steps
 - Your comments and queries



Poll Question #1:

Can younger people experience ageism?

- Yes
- No



Poll Question #2:

What percentage of workers over 45 years old experience ageism?

- 66%
- 25%
- 80%



<https://vervoe.com/age-discrimination-facts/>

Poll Question #3:

True or False: The majority of workers aged 18-24 believe they are treated fairly at work.

- True
- False



<https://www.youthrights.org/issues/age-discrimination/labor/>

Poll Question #1 answer:

Can younger people experience ageism?

Yes!



Poll Question #2 answer:

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Poll Question #3 answer:

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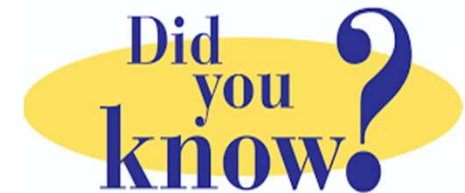
Ageism / Age Discrimination Defined:



- Ageism defined: the prejudice or discrimination on the grounds of a person's age.
- “...treating an applicant or employee less favorably because of his or her age.” (U.S. Equal Employment Opportunity Commission)
- “the **stereotypes** (how we think), **prejudice** (how we feel) and **discrimination** (how we act) towards others or oneself based on age.” (World Health Organization)
- **NOTE: This also includes treating people *more* favorably because of their age.**

Did you know...

- According to the United Nations, on a global scale, one in two people are ageist.
- Younger people are also victims of ageism
- Ageism Awareness Day is observed and celebrated each year on October 7th.
- Ageism decreases quality of life, affects physical and mental health, and can shorten lifespan by 7.5 years.



Types of ageism:

- **Cultural ageism:** cultural societies that undervalue their older adult populations.
- **Benevolent ageism:** pitying people above a certain age
- **Interpersonal ageism:** occurs in social interactions
- **Internalized ageism:** when a person applies ageist beliefs to themselves
- **Institutional ageism:** when an institution perpetuates ageism through its policies
- **Reverse ageism:** when younger generations are discriminated against by older generations

What value does our current society place on older workers? Those new to the workforce? What stereotypes are associated with these groups?

Why now? :



- Ageism is widespread in society and can be found everywhere, from our workplaces and health systems to stereotypes we see on TV, advertising and in the media.
- Ageism intersects with, and exacerbates, all other discriminatory “isms.”
- Ageism sets limits on all people, not just older people.

Impacts:

- Higher rates of illness
- Less care, attention, and treatment
- Higher healthcare spending
- Higher rates of poverty
- Decreased self-esteem
- Depression and anxiety
- Lower life expectancy



Ageism & the Law:

- **Age Discrimination in Employment Act of 1967 (ADEA):** Forbids all forms of age discrimination against employees 40 and older.
- **Workforce Investment Act of 1998:** Addresses other forms of discrimination in addition to age, such as race, sex and political affiliation.

Something to Consider: What groups are missing from needed protections?



Ageism Countermeasures:

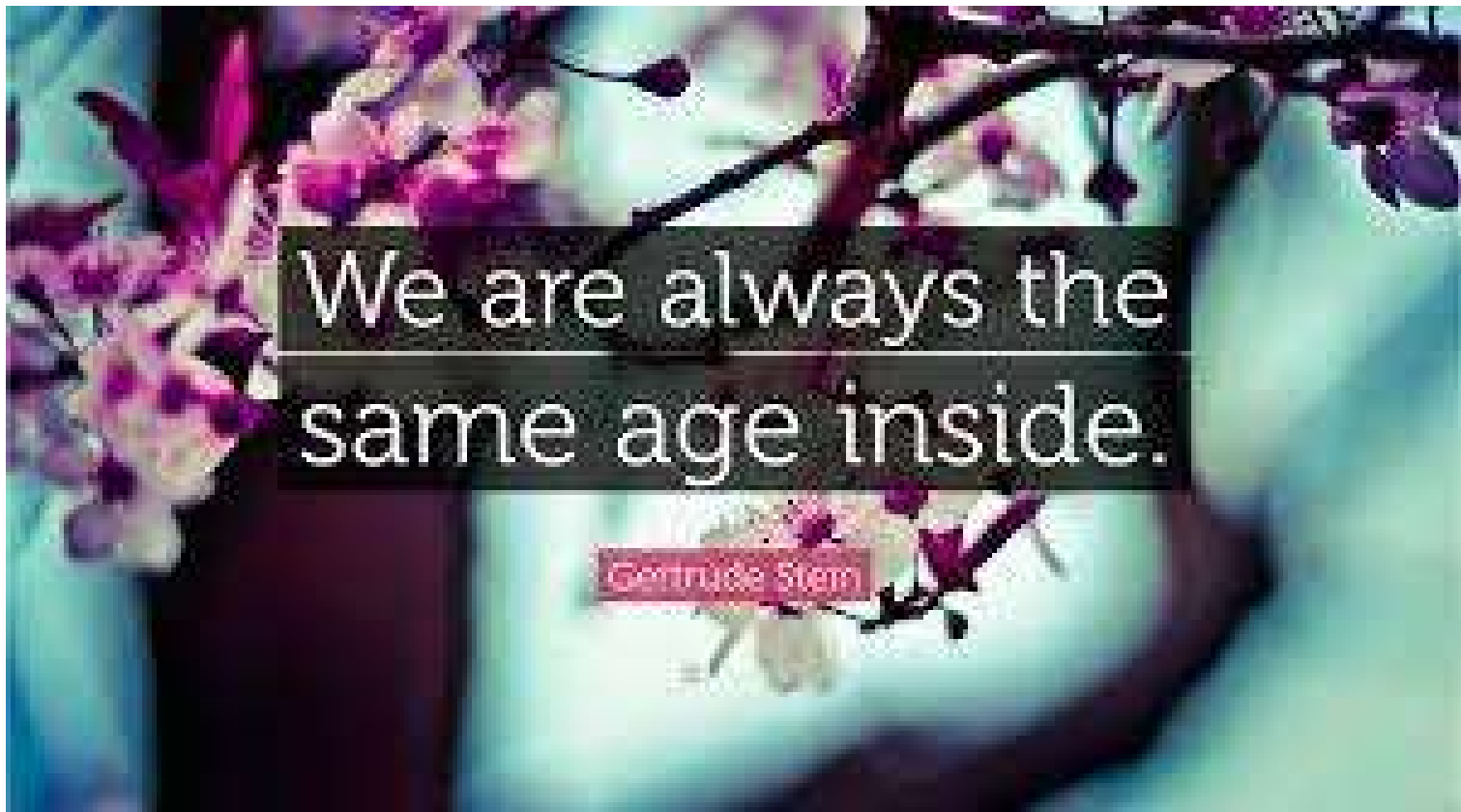
- Ensure that ageism is a part of DEI programming
- Conduct a complete age equity audit
- Avoid using generational labels
- Include the concerns of younger workers too
- Don't lump older employees into a 40+ category
- Develop and Sponsor an Age Equity ERG
- Make sure leadership is educated on ageism
- Perform a self audit
- Speak up!
- Ask yourself: Would I like it?
- Give yourself some grace.



Takeaways & final thoughts:

- Take a look inward
- Think about how this affects those around you
- Patience! Unlearning old habits and creating new ones take time
- Be an ally





*Thank You!
Questions?*



11/15/2022

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***Connect
With Me:***



Resources:

- Central Vermont Council of Ageing: <http://www.cvcoa.org/blog/celebrating-ageism-awareness-day-on-october-7th-2022>
- Medical News Today: <https://www.medicalnewstoday.com/articles/ageism>
- World Health Organization: <https://www.who.int/news-room/q-a-detail/ageing-ageism>
- Built In: <https://builtin.com/diversity-inclusion/ageism-in-the-workplace>
- Nevada Today: <https://www.unr.edu/nevada-today/blogs/2022/ageism-awareness-day>
- Forbes: <https://www.forbes.com/sites/sheilacallaham/2021/11/29/workplace-ageism-requires-leadership-action-10-steps-to-proactively-address-the-problem/?sh=45995682374c>
- Vervoe: <https://vervoe.com/age-discrimination-facts/>
- National Youth Rights Association: <https://www.youthrights.org/issues/age-discrimination/labor/>
- United States Equal Employment Opportunity Commission (EEOC): <https://www.eeoc.gov/age-discrimination>
- World Health Organization (WHO): <https://www.who.int/news-room/questions-and-answers/item/ageing-ageism>

Project: One Nation

Quadeer Porter



Brothers Building A Better Nation

**Project: One Nation
Presented by:
Quadeer Porter**

11/15/2022

24

Agenda

BBABN Founder

Project One Nation

Challenges

Next Steps

Photo Gallery

11/15/2022



Our Founder: Quadeer Porter

- Born and raised in Newark on July 26, 1990
- Graduated from Rutgers University – New Brunswick with a Bachelors of Science in Public Health
- Graduated from Walden University with a Masters of Health Administration
- Founded Brothers Building A Better Nation on September 13, 2021
- Used the Project Management Institute's methodologies in developing "Project: One Nation"
- Executive board consisted of friends/mentors from college





Project One Nation

- Brothers Building A Better Nation's program Project One Nation is based off of the wraparound theoretical framework which is described as an intensive, individualized care management program designed for individuals who are young with complex emotional or behavioral problems.
- Individuals must be between the ages of 16 ~ 29 years old and identify as male
- Provides weekly stipend between \$250 ~ \$500
- Each cohort lasts for at least 16 ~ 18 weeks
- Highlights of the program: free medical/mental health care, mentorship, job training & placement, group therapy, legal assistance
- Participants assist with community clean up monthly

Challenges

- Clients frequently canceled meetings at the last minute
- Attempting to utilize established services in the city
- Burnout from the staff
- Lack of consistent funding
- Stipend became a source of contention between friends/family members

Next Steps

- Hire a full-time case manager for the next cohort
- Acquire a physical location for staff and clients
- Solidify pre-apprenticeship program
- Fundraise \$70,000 by January 15th for the next cohort
- Partner with other nonprofit organizations to assist clients obtaining community service hours
- Kick off internship program for college students to study BBABN business model
- Onboard at least 10 clients next cohort

Photo Gallery



LAUNCH EVENT

PRCC - RU - NEWARK

350 Dr Martin Luther King Jr Blvd, Room Essex East 233, Newark, NJ, 07102

SEPTEMBER 17, 2022 || 4:00 PM TO 7:00 PM



...Light Refreshments will be provided...

DONATIONS ARE WELCOME

All donations will go towards aiding our mission of uplifting adolescent and young adult males located in the city of Newark.

info@buildabetternation.org || 862-201-3746



BROTHERS BUILDING A BETTER NATION PRESENTS



**BROTHERS BUILDING
A BETTER NATION**

COMMUNITY DAY

CLEAN-UP OF CUTLER ST, NEWARK

.....

AUGUST 6th & SEPTEMBER 10th
STARTING AT 10:00 AM

.....

MEET UP:

NAT TURNER PARK (251-289 18TH AVE, NEWARK, NJ 07108)

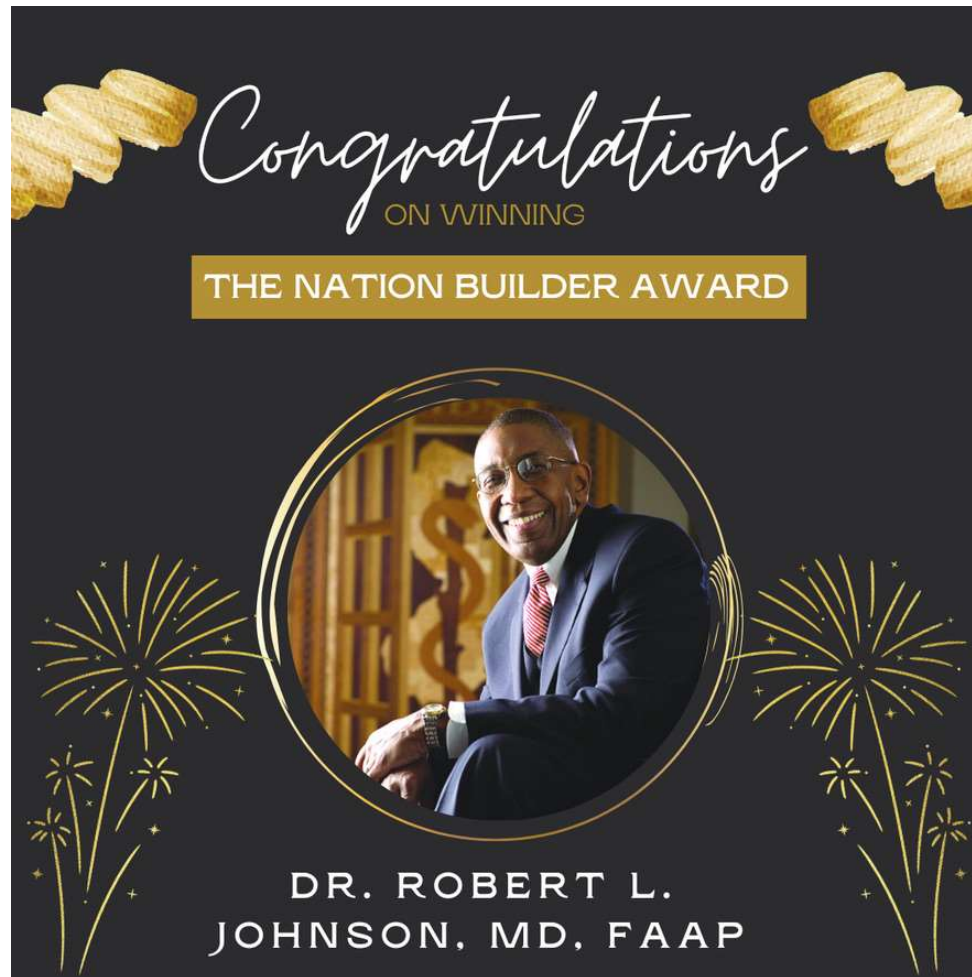
JOIN US

CONTACT FOR MORE INFORMATION

info@buildabetternation.org

862-201-3746



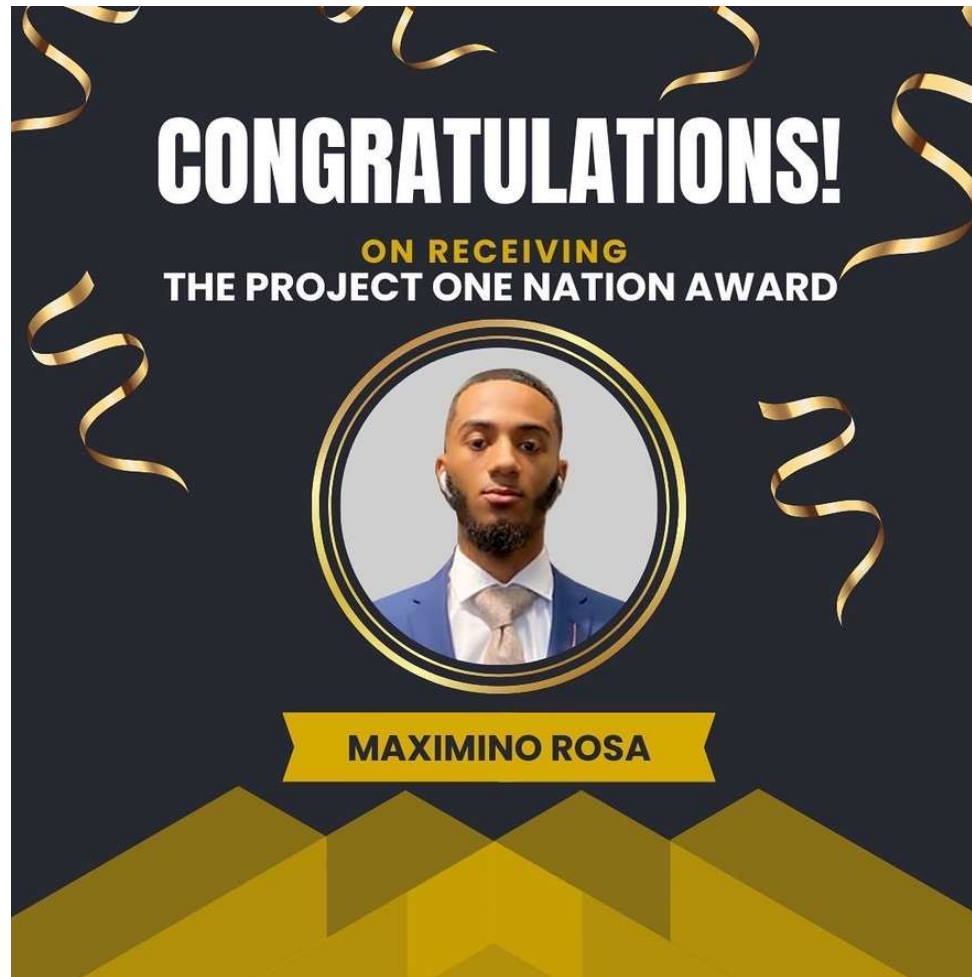


CONGRATULATIONS!

ON RECEIVING
THE PROJECT ONE NATION AWARD



RAYQUAN LACOSTA-CARTER







11/15/2022

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