



EveryAGE Counts is a campaign led by a broad based national coalition to tackle ageism. Ageism is prejudice expressed toward a person because of their age. While ageism can affect anyone of any age, the particular focus of the EveryAGE Counts campaign is older people. Our campaign vision is a society where every person is valued, connected and respected regardless of age and functional ability.

EveryAGE Counts aims to set the foundations for current and future generations to age well, and to:

- positively change social norms and public discourse on ageing
- drive a holistic political and societal response to the opportunities presented by our ageing population
- reframe getting older as a valid, positive and meaningful part of life.

EveryAGE Counts is a long term, multifaceted campaign built on a variety of social change activities, including:

- Advocacy, political engagement and campaigning
- Addressing structural barriers, for example, in particular settings where ageist policies or entrenched practices prevent the equal participation of older people
- Increasing the diversity and accuracy of representations of older people in media, arts and public discourse.
- Building a grassroots social movement for change
- Further research and policy development.

### **Why do we need a campaign to tackle ageism?**

Ageism is not benign or harmless. It is a pervasive but sometimes hidden form of discrimination with three key aspects:

- Prejudicial attitudes towards older people, including some attitudes held by older people themselves
- Discriminatory practices against older people, for instance in employment or health care
- Institutional practices and policies which perpetuate stereotypes and undermine dignity.

Ageism has negative impacts and can distort our attitudes to getting older and to older people. This can prevent or limit older people from contributing and participating – socially, economically, and as full citizens. It can have a negative impact on the experience of growing older at the individual level, and it can also deny society the dividend – the enormous benefits that can flow, economically and socially, from the full participation of older people.

The EveryAGE Counts campaign will be formally launched 11 October 2018.

[www.everyagecounts.org.au](http://www.everyagecounts.org.au).