



WE Party Conference

15 – 18 October 2020

Motion Title: Combating Ageism requires action now

Amendment Title: Change 'beauty' to 'cosmetic'

Motion Text:

N.B. New text is in colour and underlined – black text ~~struck through~~ has been deleted.

1 The Women's Equality Party Conference 2020

2 *Notes that*

- 3 • ageism disproportionately affects women, both young and old.
- 4 • ageism and ageist stereotypes affect public health and our ability to age well
- 5 • women are disproportionately involved in dealing with the outcomes of a society that
- 6 doesn't age well.

7 The Women's Equality Party *calls* for:

- 8 • The UK Government (and devolved governments of Scotland, Wales & Northern
9 Ireland where appropriate):
 - 10 ○ to ensure (by legislation if necessary) that all post-16 education, career-starting,
11 career-boosting opportunities are to be available to all ages, taking into account
12 different country-level systems and the need for safeguarding in schools (which
13 may then require additional provision for those over 20). Where these are
14 needed to boost/start careers post education, the educational attainment level +
15 a number of years should be used as criteria rather than specific age bands e.g.
16 'graduated with first degree within the last 5 years' rather than 'under 25'. Many
17 people (particularly those facing multiple discriminations) miss out on tertiary
18 education when they are young; they should not be penalised for returning to
19 education later in life.
 - 20 ○ to institute an independent review of the representation of older people (aged
21 55+) in the media (broadcast, online and in print, with particular focus on visual
22 media).
- 23 • The Independent Press Standards Organisation (IPSO) to include "age" in the
24 Editors' Code of Practice as a characteristic by which journalists must not
25 discriminate. The ~~beauty~~ cosmetic industry (both commercial firms and journalists) to
26 stop using the term anti-ageing, replacing it with alternative phrases – for example
27 'formulated for older skin' or 'addressing the needs of uv-damaged skin'.

- 28 • Providers of unconscious bias training to include ageism in their training.



Motion rationale:

[N.B. The unamended rationale has been hidden for ease of display]

29 How ageism affects public health/ageing well

30 Negative attitudes form in childhood (as young as 6) and are reinforced through the media, the
31 beauty cosmetic industry, lack of contact with older people, age based prejudice in the
32 workplace and age based prejudice on social media (e.g. 'OK Boomer' 'Snowflake').

33 Stereotypes form, leading to:

- 34 • Direct age-based discrimination
- 35 • Social exclusion
- 36 • Mental health issues
- 37 • Employment issues
- 38 • Loss of other opportunities due to age band limits.