

RECOMMENDATIONS FOR POLICYMAKERS







Smart
Against
Ageism

Given the issues caused by ageism, individual efforts to promote age diversity are crucial for bringing about change. However, ageism is also found at the structural level, and much more awareness raising is needed. Therefore, it is essential to cooperate and involve policymakers and stakeholders, informing them of measures and practices that can be implemented to tackle ageism in different spheres of societal life.

SAA PROJECT

The Erasmus+ project 'Smart against Ageism' (SAA) (January 2022 – June 2024) aims to raise awareness about age discrimination. The consortium of seven partner organisations from six European countries provides the public with educational tools for improving attitudes towards older people. The SAA game is an educational game that introduces the users to the perspectives of older people concerned by or at risk of discrimination and segregation.






AIMS OF THE SAA PROJECT:

-  Contribute to better social inclusion of older adults.
-  Develop empathy, tolerance of diversity and civil society skills in societies.
-  Encourage people to reflect on their own negative biases towards old age.
-  Protect older people from condescending attitudes and practices.

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“Ageism refers to stereotyping (how we think), prejudice (how we feel) and discrimination (how we act) against others or oneself because of age” (World Health Organisation 2022).

LEARNING OFFERS AND MATERIALS OF THE SAA PROJECT:

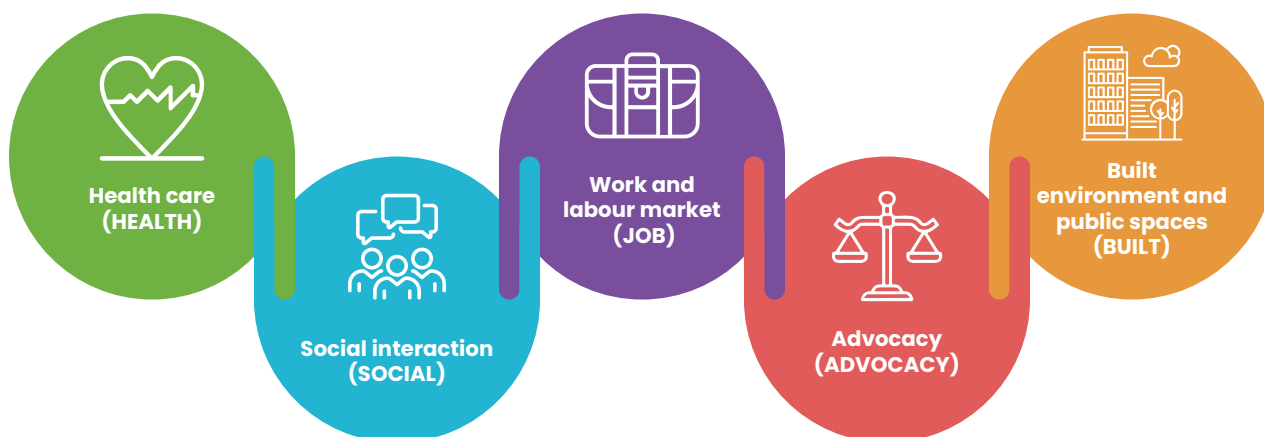
-  Learning and information brochure
-  Interactive learning platform and digital learning game
-  Game guide
-  Handbook for trainers
-  Policy recommendations

All educational materials and news about the project can be found at: www.saa-game.eu



FIVE AREAS WHICH SAA EXPLORES:

Five areas were identified as particularly important in the interviews and desk research. So these were addressed and thematised separately in the learning materials and the game.



These five areas are at the core of the SAA game and its Code of Conduct. You can access the game by clicking on the following link: www.saa-game.eu/saa-game

WHAT CAN BE DONE?



Ageism violates Human Rights

Shift the policy focus from addressing age-related vulnerabilities and needs to empower older individuals as rights-bearing members of society, thereby promoting their potential and contribution to society.



A combined approach is needed

Implement integrated policies across ministries to ensure social, work, health, advocacy, and structural domains collaborating with national institutions and municipalities.



De-normalise Ageism

Implement educational campaigns to empower older individuals to recognise and report instances of age discrimination, thereby reducing underreporting and fostering a culture of respect and inclusivity for all ages.



Realistic active ageing initiatives are needed

Implement measures to increase financial support for older adults living in poverty, promote intergenerational contact, reduce loneliness among older adults and launch international awareness campaigns to foster a realistic image of active ageing.



Funding and political commitment is needed

Allocate resources and ensure high-level political commitment to support national strategies aimed at integrating older people into society, fostering their participation in social, political, and economic activities, and enhancing intergenerational relations.

Read the policy recommendations to find out more about the ways of tackling ageism in different areas. You can find it at: www.saa-game.eu



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