

Ageism: The Institutional and Interpersonal Devaluing of Seniors

"Oki doki Boomer!" This phrase isn't necessarily expressing agreement, especially if accompanied by an eye roll. Disrespect for seniors in society today is commonplace. It is detectable in the workplace, the marketplace, in families and even in social service and healthcare organizations that are tasked with serving seniors. Just like other "isms" ageism is subconscious so those who perpetrate it have little to no awareness that they are doing so. This training session will include an ageism quiz designed to dissipate common myths associated with aging, discuss institutional ageism to assess if it is present in an organization and/or one's own daily practices and thinking. It will leave the participant with an expanded perspective about how to show respect and value for the seniors in one's life.

Objectives: At the conclusion of the program the participant will be able to:

- Describe and define how age discrimination manifests in the workplace, in healthcare and in social service organizations and its harmful impact on seniors.
- Identify and dispel the myth that mental abilities begin to decline in midlife and discuss how processing differences in the senior brain lend themselves to stereotypes about a senior's ability to learn and grow.
- Recognize and relate the contributions that seniors make to today's society, at work and at home.
- Describe how stereotypes about aging are influenced by a generalized fear of aging and fueled by the media's portrayal of older Americans.
- Define and discuss how different generations view the concept of "respect" and establish how to assist Boomers in feeling respected and valued for their wisdom and contributions in any societal setting.

ABOUT THE SPEAKERS

Rita Rizzo, MSc

Principal of Rizzo & Associates, a management consulting and training firm founded in 1984, Rita has over three decades of experience as a writer, curriculum designer and training facilitator. She has written over 200 print and online articles, 400 training curriculums, and 12 books in the past decade. A ghostwriter, blogger and curriculum developer, Rita never misses a deadline and is known for her error-free, content-rich writings.

Marcella Balin, RN, BSN

Marcella Balin is a well-known and highly regarded educator and presenter. She is an independent nurse entrepreneur and lecturer with forty-one years of experience. She began her nursing career in Brooklyn, NY and spent a decade moving into the field of education. She parlayed years of widely varied teaching experience into a career of independent teaching and presenting. She brings years of ongoing professional education in human and organizational development to her workshops.

CONTINUING EDUCATION

3.0 Hours approved for:

- **Counselor and Social Worker Continuing Professional Education (by the Ohio CSWMFT Board) Meets the Ethics Requirement**
- **Nurses-The Ohio Board of Nursing accepts Continuing Education events approved for Social Workers for Continuing Nurse Education.**
- **Registered with the Accountancy Board of Ohio CPE.181**
- **BELTSS approval #40295-SS-23**

Registration is not complete without payment.

COST \$45

Workshop materials and access links will be sent to participants when registration is complete.

Feel free to call with any questions as the Webinar format is new to many of us.

If you prefer to pay with a credit card—you can message your registration information by email and request an invoice.