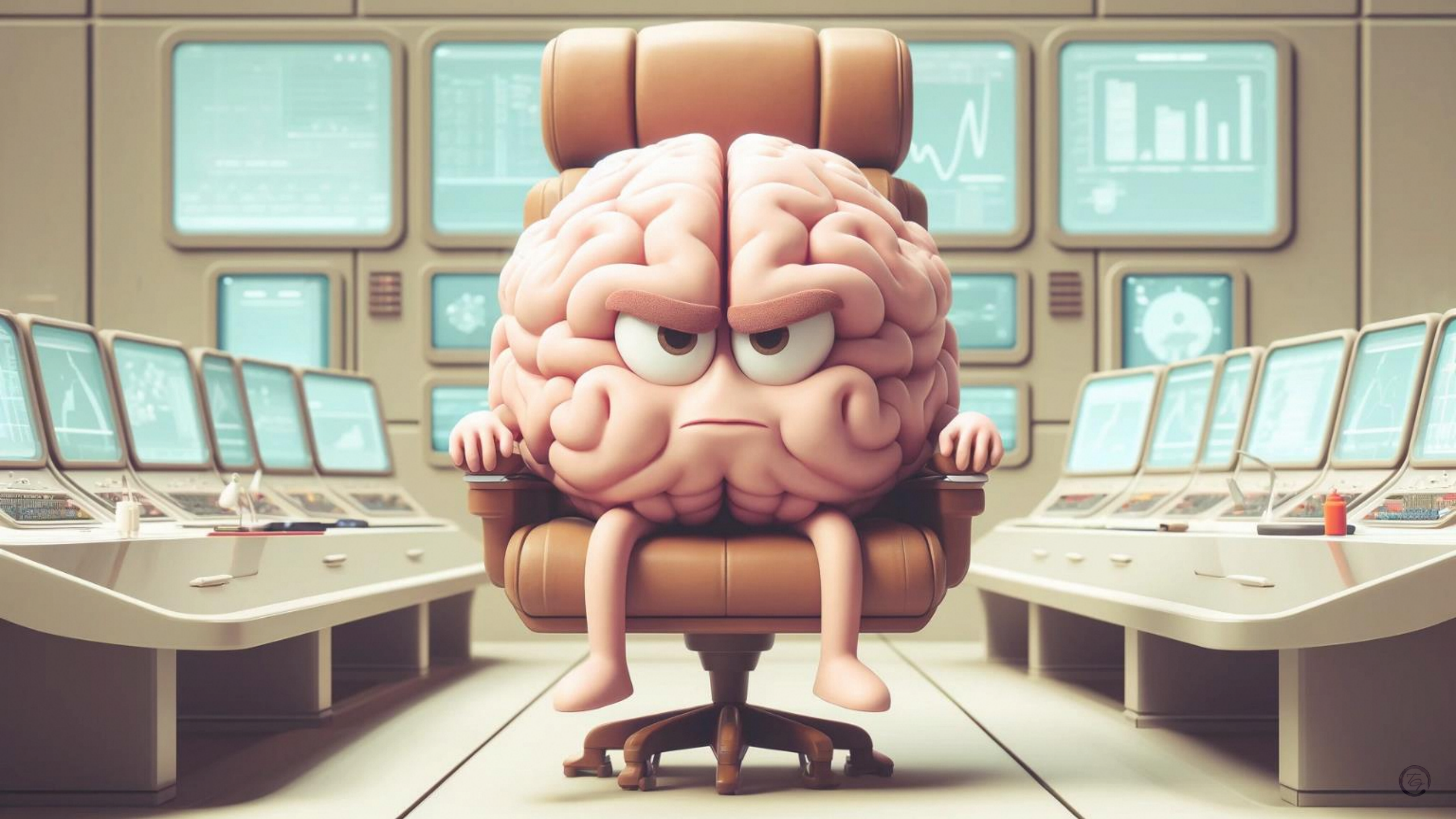
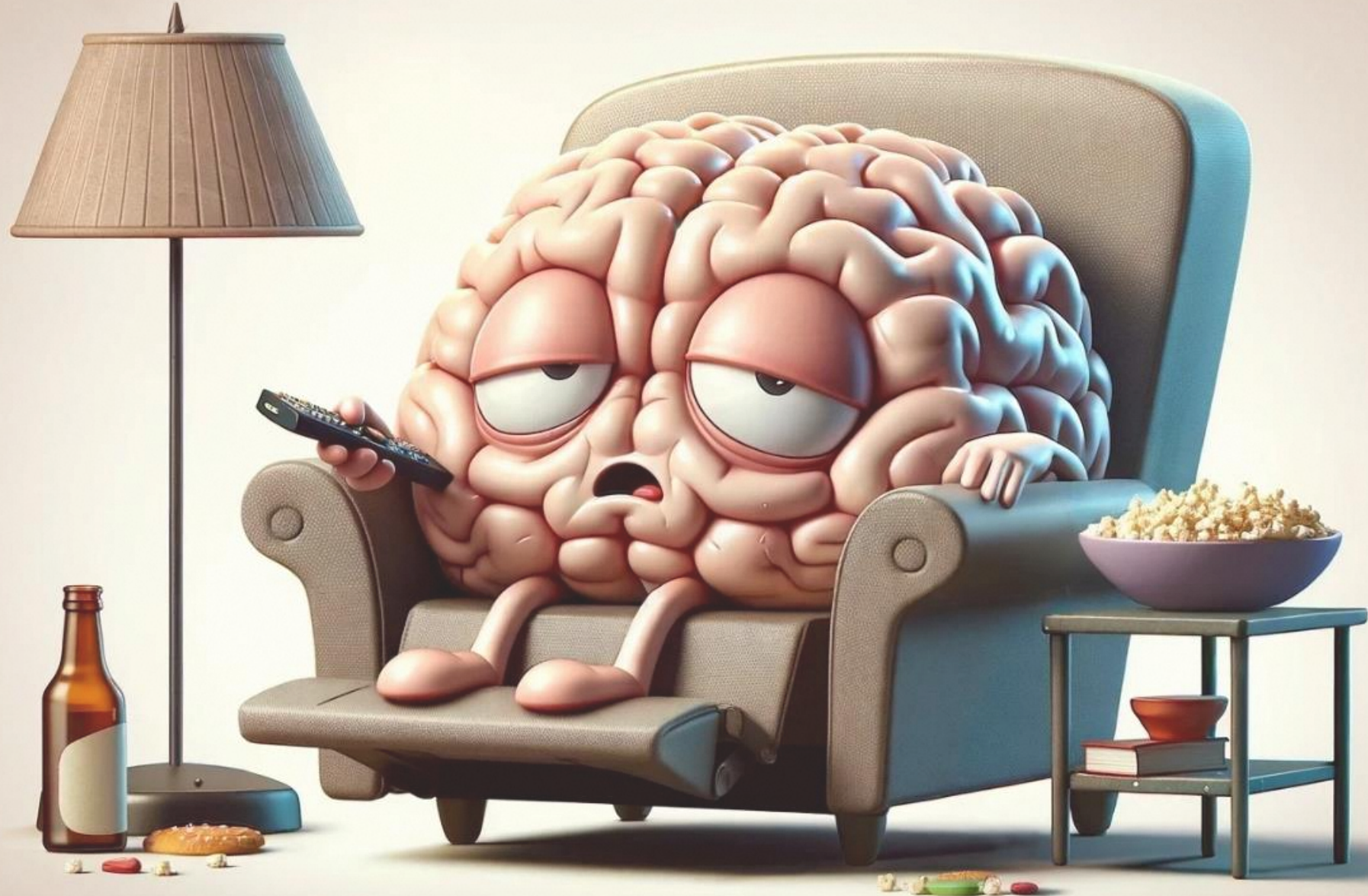
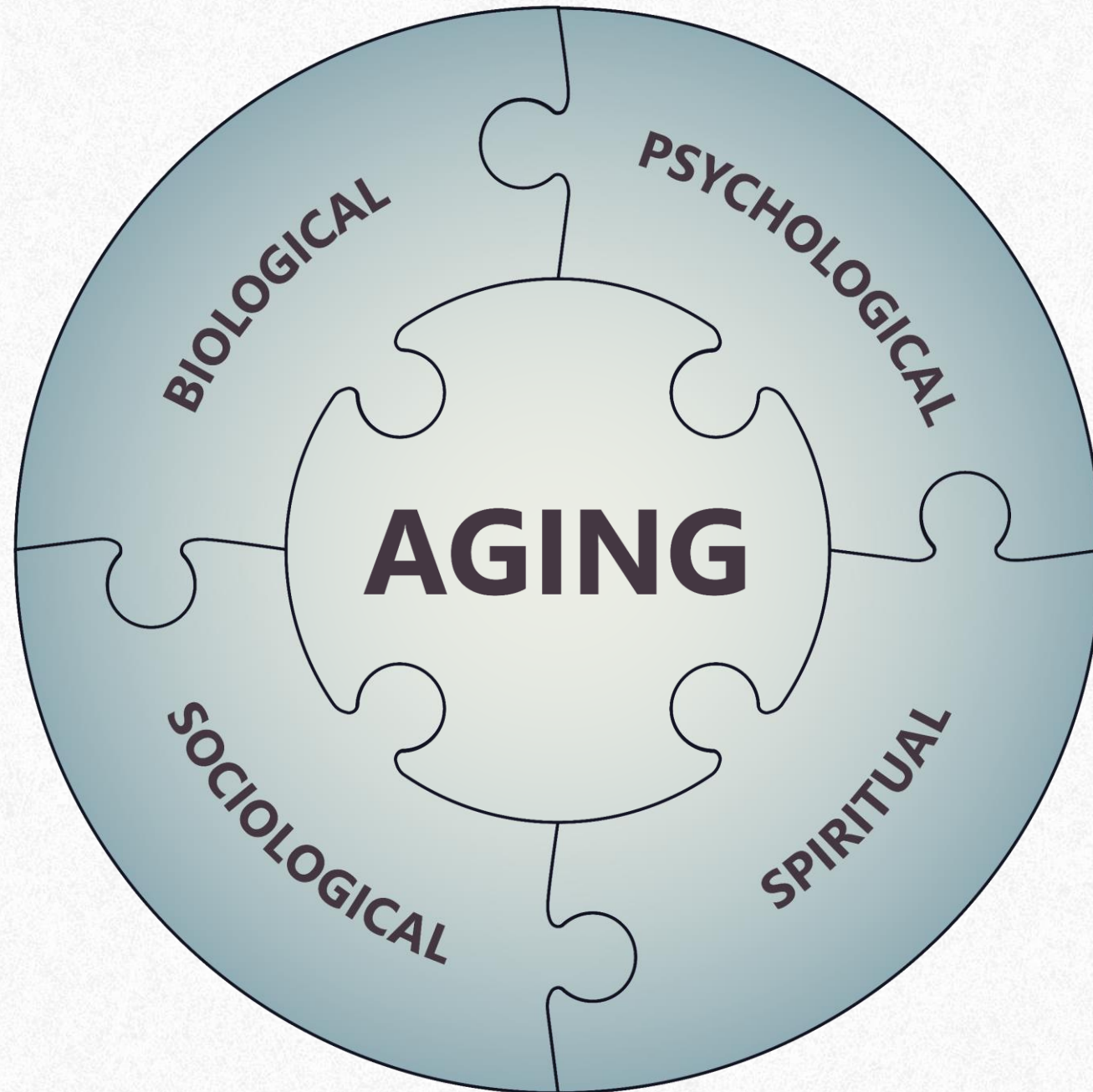




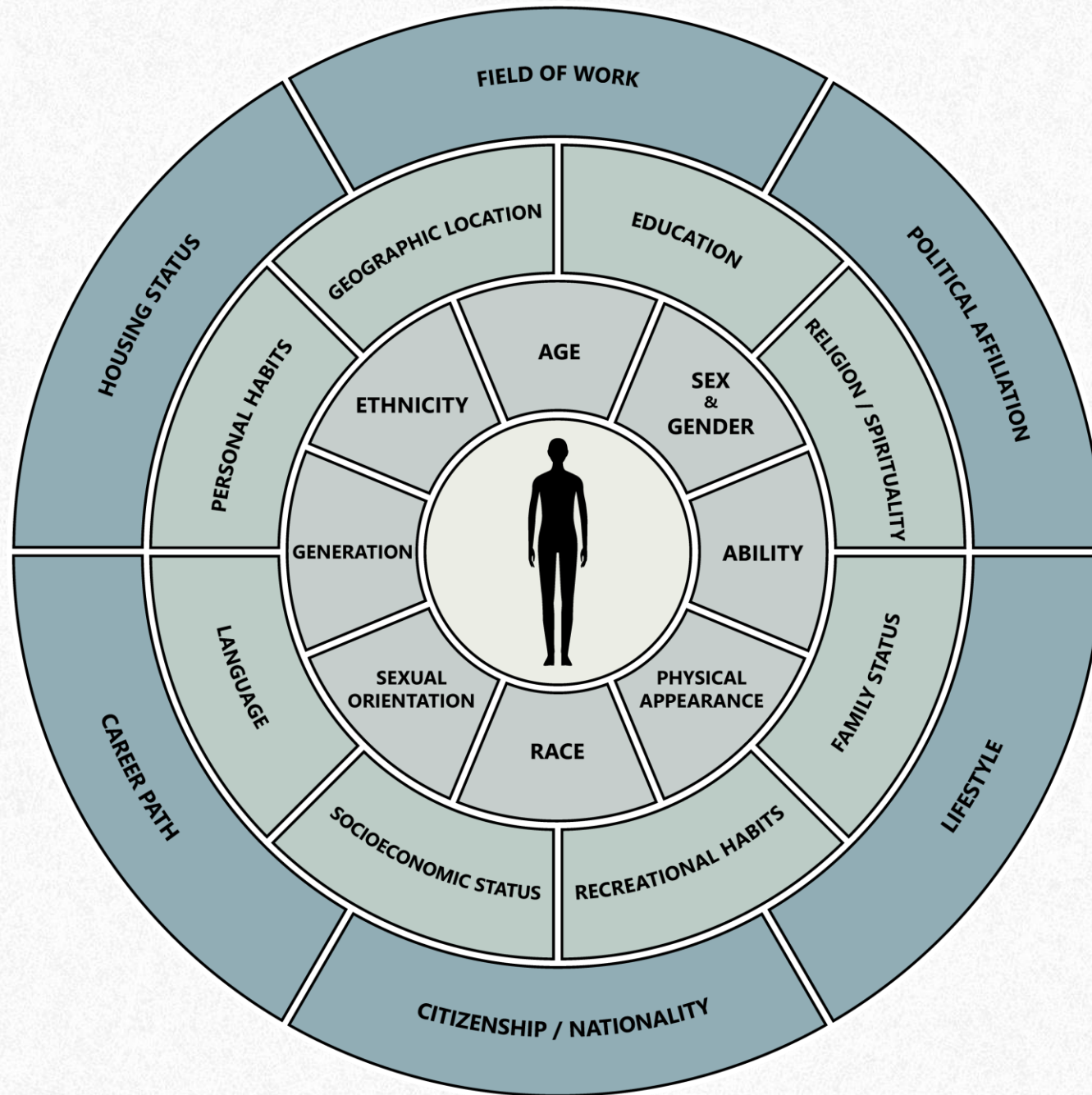
*Tracy
Gendron*







- WHAT DO YOU **THINK** IT MEANS TO BE OLD?
- WHAT DO YOU **THINK** IT MEANS TO BE YOUNG?
- HOW DO YOU **FEEL** ABOUT YOUR OWN AGING?
- HOW DO YOU **TALK** ABOUT GROWING OLDER?







AGEISM

"Boomers are out of touch" OR "Millennials ruin everything"



"You're very young to be a professional."

The 'anti-aging' industry

"Your dad knows how to use TikTok?!"

"I am 68 years young."





AGEISM



INCREASED RISK FOR CHRONIC DISEASE



ALZHEIMER'S DISEASE BIOMARKERS



PERCEIVED ILL HEALTH



INCREASED DEPENDENCY



REDUCED RECOVERY FROM ILLNESS



DECREASED LONGEVITY



AGEISM



MISDIAGNOSIS
+
INFANTILIZATION
+
OVERTREATMENT
+
UNDERTREATMENT

\$63,000,000,000



GENERATIONS

Generation Alpha

(2011 – 2025)

Generation Z

(1997 – 2010)

Millennials

(1981 – 1996)

Generation X

(1965 – 1980)

Baby Boomers

(1946 – 1964)

The Silent Generation

(1928 – 1945)



OUT OF TOUCH

DEPRESSED

UNABLE TO ADAPT

SICKLY

OUTDATED

HAS DEMENTIA

IMPATIENT

IRRELEVANT

A DRAIN ON RESOURCES

NARCISSIST

UNPRODUCTIVE

ENTITLED

WITHOUT ASPIRATION

KILLING INDUSTRY 'X'

LAZY

NO LOYALTY

SNOWFLAKE







**SUCCESSFUL
AGING**

TO DO LIST

~~1. Pick up dog food~~

~~2. Cancel subscription to that streaming service you only watch one show on~~

3. Fundamentally change the way we think about aging to better reflect reality in order to live a happier, healthier and more fulfilling life.

~~4. Nap~~



Ladies' Home Journal 1959



Ladies' Home Journal

1959

HOW TO LOOK AND FEEL 20 YEARS YOUNGER



Ladies' Home Journal 1959



Ladies' Home Journal

1959

HOW TO LOOK AND FEEL 20 YEARS YOUNGER
HELP FOR "UNRESPONSIVE WIVES" MAKING MARRIAGE WORK
ARE SOME HOSPITALS DANGEROUS TO BABIES?



one of those unresponsive wives you meet recently, only I think I was worse. I had been taught that sex was wrong, so I always felt guilty when my husband approached me.

"But my husband kept telling me sex was not wrong, and his encouragement gradually took effect. I read about sex and learned all I could. Knowing what to try for, I began to try. I still can't take satisfaction for granted, but I know now I can achieve it. I wish every wife would understand that sexual fulfillment in marriage is worth every effort because it brings your husband happiness too. You can love someone without feeling any need for sex, but you are missing half of marriage. And so is he."

ASK YOURSELF:

Have I Habits Men Dislike?

Single or married, the wise woman never forgets that her appeal for a man depends on how well she measures up to his ideals, both in external matters like appearance and deportment, and in character traits like integrity and fairness. The list below deals with both external and internal qualities. Check to see if you have any of these defects.

Have You a Tendency to:

1. Exaggerate or tell untruths?
2. Swear or use coarse language?
3. Insist on having the last word?
4. Play one man against another?
5. Neglect grooming of hair and nails?
6. Take unfair advantage of being a woman?
7. Make deflating remarks about men?
8. Neglect make-up or use too much?
9. Ignore promises or commitments?
10. Sulk when denied your own way?
11. Seek attention through show-off behavior?
12. Refer to older people as "has-beens" or fogies?
13. Choose clothes for high style rather than becomingness or suitability?
14. Drink intemperately or immoderately?

Occasionally an attractive single girl who is guilty of several of these faults "gets by" with it—that is, she is able to date and even to marry. But the successful wife recognizes that such tendencies damage her relationship with her husband and does her best to avoid them all. Happy wives almost never have more than two of these faults, and those they constantly try to correct.

Exaggerate or tell untruths?

Neglect make-up or use too much?

Swear or use coarse language?

Ignore promises or commitments?

Insist on having the last word?

Sulk when denied your own way?

Play one man against another?

Seek attention through show-off behavior?

Neglect grooming of hair and nails?

Refer to older people as "has-beens" or fogies?

Take unfair advantage of being a woman?

Choose clothes for high style rather than becomingness or suitability?

Make deflating remarks about men?

Drink intemperately or immoderately?



Ladies' Home Journal

1959

The **GAME** of
LIFE

ORIGINATED IN 1860

MODERN VERSION RELEASED IN 1960

UPDATED EVERY FEW YEARS





1960 GAME BOARD



1978 GAME BOARD

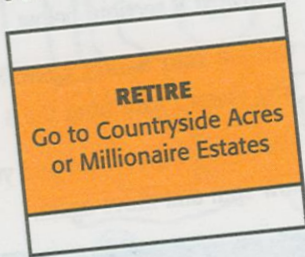


1991 GAME BOARD

RETIREMENT

When you reach the RETIRE space, stop — even if you have moves left. Then do the following:

- Repay to the bank any outstanding loans.
- Place your Career Card, Salary Card, Insurance Policies (if any) and House Deed out of play. Keep your Stock — you can still collect when players spin your number!
- If you think you might have the most money, place your car on Millionaire Estates (any number of players may retire there). Otherwise, place your car on Countryside Acres.
- Wherever you decide to retire, wait there until all other players have retired.



If you retire at Millionaire Estates, your LIFE tiles are not safe! If the draw pile has run out, players may take tiles from you when they land on LIFE spaces.



09/00 Rev.1 04000-1

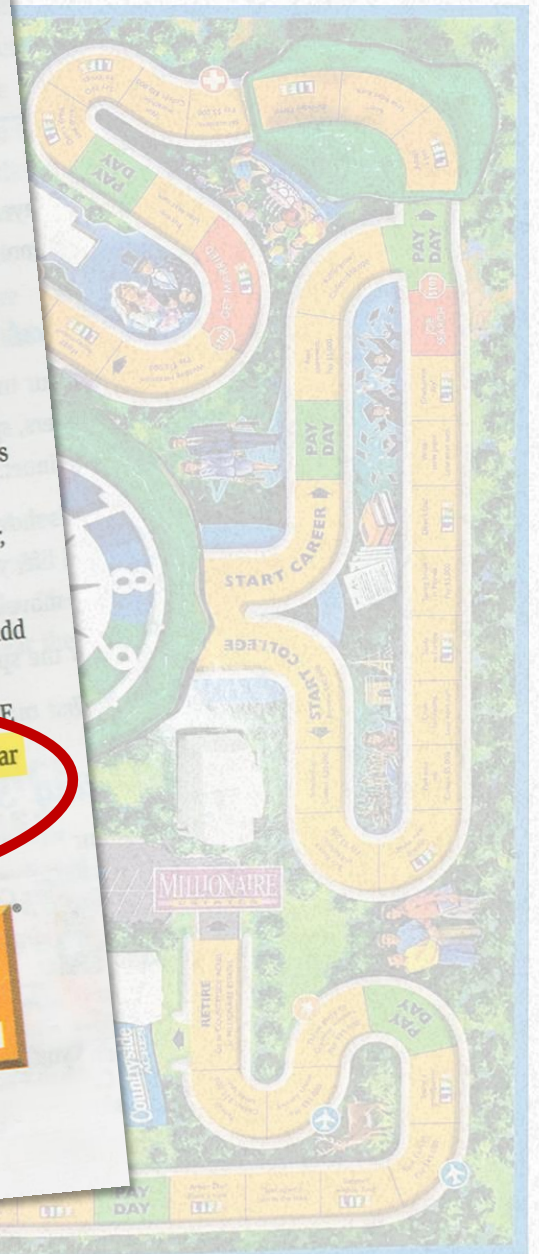


If you retire at Countryside Acres, collect 1 LIFE tile. Your LIFE tiles are safe! If the draw pile has run out, players cannot take tiles from you when they land on LIFE spaces.

HOW TO WIN

After all players have retired, all players at Millionaire Estates count their money. The richest player takes the 4 LIFE tiles at Millionaire Estates. *NOTE: In case of a tie for richest player, the tied players split the pile (take 2 tiles each).*

Now all players turn their LIFE tiles message-side-up and add up the dollar amounts shown on their tiles. All players then count up their money, and add the two figures together (LIFE tile value plus cash value). **The player with the highest dollar amount wins!**





The player wins by getting 50 points and reaching a 'HAPPY OLD AGE'.

1860 GAME BOARD





1960 GAME



GAME BOARD



The *GAME* of **LIFE**

THINK ABOUT THE NEXT UPDATE TO THE GAME OF LIFE!

HOW DO WE CHANGE THE STORY OF AGING?



2021 GAME BOARD



TO DO LIST

~~1. Pick up dog food~~

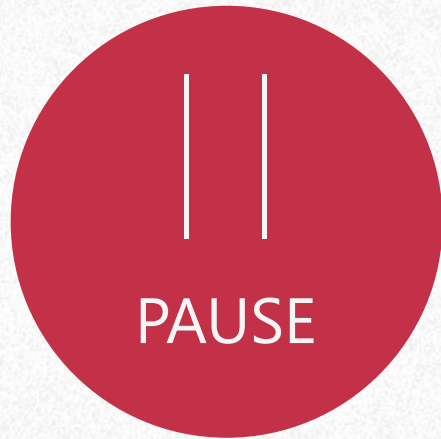
~~2. Cancel subscription to that streaming service you only watch one show on~~

3. Fundamentally change the way we think about aging to better reflect reality in order to live a happier, healthier and more fulfilling life.

~~4. Nap~~

DISRUPT

HOW CAN YOU **DISRUPT** AGEISM?



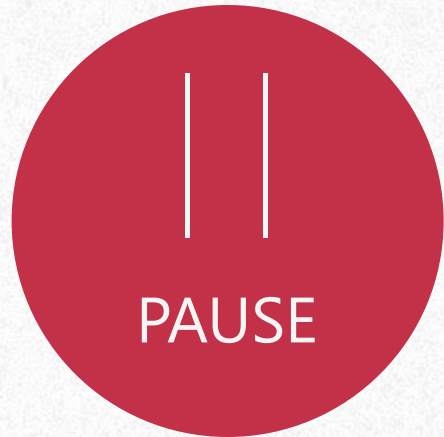
TAKE A MOMENT TO REFLECT
ON WHAT YOU'VE LEARNED



CONSIDER IF WORDS OR ACTIONS
ARE CONTRIBUTING TO AGEISM

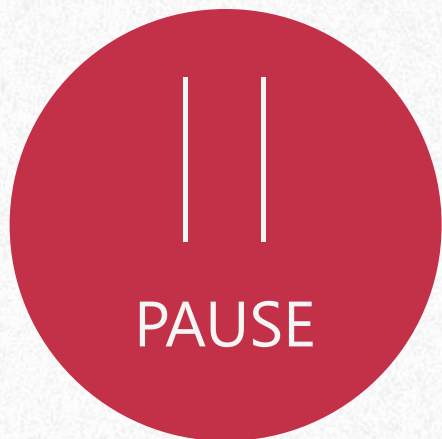


YOU HAVE THE POWER TO STEER
THE NARRATIVE ABOUT AGING



REMEMBER THAT:

- PEOPLE ARE INDIVIDUALS
- AGE ALONE DOES NOT PREDICT ABILITY
- ABILITY DOES NOT PREDICT SUCCESS
- WE ARE ALL AGING
- GENERATIONS ARE NOT HOMOGENOUS
- ELDERHOOD IS A STAGE OF LIFE

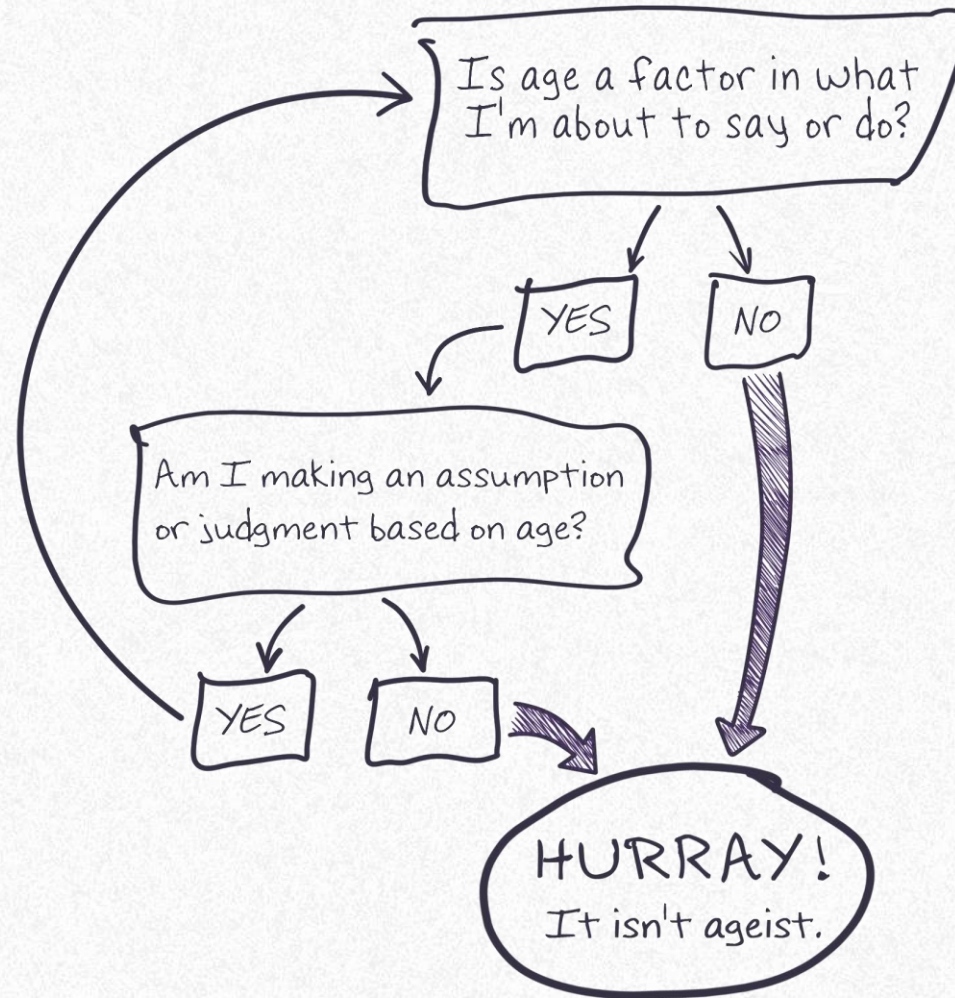






**DOES THE THING I'M
ABOUT TO SAY OR DO
CONTRIBUTE TO AGEISM?**

SUPER HELPFUL AGEISM FLOWCHART





SAY WHAT WE MEAN:

- WHAT DO WE MEAN WHEN WE SAY 'YOUNG SPIRIT'?
- WHAT DO WE MEAN WHEN WE SAY 'I FEEL SO OLD'?
- WHAT DO WE MEAN WHEN WE SAY 'SENIOR MOMENT'?



**CREATE YOUR OWN DEFINITION OF
SUCCESSFUL AGING**

YOU ARE **ALL** THE AGES YOU'VE EVER BEEN



WE ARE **ALL** ROLE MODELS FOR AGING

OWN YOUR AGE



THANK YOU!



www.TraceyGendron.com

