

Ageism – Moving the Conversation Forward

by Roberto Muñiz

While at the LeadingAge national conference, I stopped by the “Tackling Ageism” kiosk in the heart of downtown Indianapolis. [LeadingAge](#), our national association whose members are committed to helping older adults live rich, purposeful lives, is moving the Ageism conversation forward in an effort to create a society unbiased about growing older – a society that embraces age differences and acknowledges that aging is simply a part of life’s journey.

They’ve given us a very simple pledge to help change the conversation about aging....

| *“I promise to be conscious of what I say and do and
how it influences others’ perception of older adults”*

What was especially great was the number of people who were not associated with the meeting who stopped by the kiosk to learn more about LeadingAge, our message on Ageism, and to sign the pledge. Fortunately, the Colts played a home game (losing to the Chiefs!) on a sunny Sunday afternoon and that meant thousands of fans pouring into the city and past the kiosk.

And that is what I was so excited about – because there are so many opportunities for aging services professionals to move this discussion out into our broader circle of influence. Whether community, professional, civic, educational or social connections – we can move this conversation into the spaces and places it needs to be – in businesses, government agencies, homes, workplaces, universities, and social media.

It can be as simple as having the pledge printed on a few business cards to pass out, or you might share the information through your social media accounts. However and wherever conversations take place (Starbucks anyone?) is where we need to be!

[Click here to take the pledge to change the conversation about aging](#)