

Tools for eradicating structural ageism: A rapid review with recommendations

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Executive Summary

Background

“Ageism” refers to discrimination based on one’s age. It is commonly directed towards older adults (which is the focus of this report) and often not recognized by those guilty of it. Ageism contributes to worse mental and physical health outcomes in older adults and reduced social opportunities for them. Structural ageism, often unintentional and unrecognized, occurs when policies, programs, and practices perpetuate implicit ageism at a population level. The City of Calgary has countered ageism by taking a leadership role in implementing the Seniors Age-Friendly Strategy for Calgary, which was introduced in 2015. In being age-friendly, the City of Calgary must work to ensure that older adults do not encounter ageist policies or municipal practices that promote bias against them and diminish their quality of life and access to enriching opportunities.

As part of their commitment to eradicating structural ageism, members of the Age-Friendly team of the City of Calgary are committed to ensuring that endemic ageism that is unintentionally perpetuated by activities of the municipal government is recognized and addressed. This advocacy also aligns with the Gender Equity, Diversity, and Inclusion (EDI) Strategy of the City. While ageist assumptions can be directed at various age-groups the life course, the focus of this report is on older adults.

To advance their efforts to address structural ageism, the Age-Friendly team was interested in identifying and evaluating existing anti-ageism tools or aids have been used in other settings, which could be adapted for local use in EDI training of municipal employees. These tools or aids could be anything from examples of age-friendly staff training and rubrics to evaluate the age friendliness of activities to informational campaigns to help challenge negative stereotypes about older adults. The objective of this project was to perform a rapid review to identify examples of these aids and tools, coupled with recommendations as to which ones might be most appropriate for adoption by the City.

Methods and Findings

This report describes the process undertaken to identify, evaluate, and recommend existing anti-ageism tools. This was done through three components. The first two dealt with developing an understanding of the plausible prevalence of ageism towards older Calgarians. The first component involved a framing analysis of newspaper articles published between February and May 2020, to understand how older adults were presented in Calgary newspapers throughout the first wave of the COVID-19 pandemic. The news articles provided information on ways the Calgary media positioned older adults within society, as well as ways that aging is more broadly conceptualized. The second component involved a focus group of older Calgarians involved in a voluntary capacity with City of Calgary. Through lived experience, they were able to provide us with key insights on aspects of ageism and age-inclusivity in Calgary. Key findings generated by these first two components suggested that:

- Calgarians value older individuals and view them as having merit, deserving respect, and being treated with dignity. Yet the view that older adults need protecting that at times (such as during the pandemic), which requires sacrifices by others in society, aligned with framings that perpetuate ageism.
- Most Calgarians are unaware of ageism, whether at the structural or individual levels.

- Input from older adults into municipal affairs must be more than tokenism. There must be opportunities for older volunteers to meaningfully shape initiatives and practices.
- Activities and events that involve bringing together people of all ages are important means of decreasing stigma and enhancing understanding across the life course.

Results from these two project components informed the third one, which is the focus of this report. The final component involved a rapid review of academic and non-academic (i.e., “grey literature”) anti-ageism tools and aids ([see Table 1](#)). The academic literature review identified very few anti-ageism tools that had undergone peer review. The grey literature search produced several more tools and aids. The supporting evidence for the effectiveness of the identified tools ranged from strong to very weak. Many of the tools and aids identified were not well-aligned with the Age-Friendly team’s interests. The findings from our rapid review point to the need to develop novel tools and aids to address structural ageism within the municipal corporation, with a parallel need for rigorous evaluation of their validity and reliability.

Recommendations for future initiatives to enhance age-inclusivity

- **Increase the age awareness component within The City of Calgary staff training.** Age-inclusivity training should be incorporated into the Gender Based Analysis Plus (GBA+) training. Many people are unaware of ageism or fail to recognize it as a form of discrimination, like sexism or racism. The GBA+ online module could include an age-focused chapter, while introducing concepts like Universal Design may help raise solutions-based awareness around age-inclusivity.
- **Introduce a standardized review of policies and initiatives.** The *Promoting Seniors’ Well-Being: The Seniors’ Mental Health Policy Lens Toolkit* and the *Age-Friendly Communities Evaluation Guide - Using Indicators to Measure Progress* (see Appendix) are powerful evaluative approaches that could be used in combination. These tools include explanations, definitions, examples, and rubrics that can be readily calculated and applied to evaluate age-inclusivity for a wide range of municipal activities.
- **Host anti-ageism workshops.** Hosting workshops for City employees and members of the public is recognized as one of the best options for enhancing age-inclusivity. Involving people of all ages in these workshop offerings is recommended so that dialogue on the topic of age represents different perspectives and thus fosters age-empathy. See the Appendix for a by-step workshop guide to hosting your own Anti-Ageism workshop.
- **Evaluate the range of activities and marketing messages aimed at older adults.** Critically evaluating portrayals and framings of older adults in publicity and marketing materials will ensure that implicit ageist views are not perpetuated, while ensuring that materials continue to resonate with older adults. For example, rebranding “seniors lane swimming” into “low-intensity lane swimming” would ensure that older adults feel included while still making accommodations for needs that often cross age-defined lines.
- **Launch an anti-ageism campaign.** Ageism remains an invisible problem. Educating the City staff and the people of Calgary about what constitutes ageism, as well as its impacts, will help reduce both structural and individual ageism.

Problem/Issue

“Ageism” refers to discrimination based on one’s age. It is commonly directed towards older adults (which is the focus of this report) and often not recognized by those guilty of it. Ageism contributes to worse mental and physical health outcomes in older adults and reduced social opportunities for them. Structural ageism, often unintentional and unrecognized, occurs when policies, programs, and practices perpetuate implicit ageism at a population level. The City of Calgary has countered ageism by taking a leadership role in implementing the Seniors Age-Friendly Strategy for Calgary, which was introduced in 2015. In being age-friendly, the City of Calgary must work to ensure that older adults do not encounter ageist policies or municipal practices that promote bias against them and diminish their quality of life and access to enriching opportunities.

Like racism and sexism, ageism decreases one’s quality of life through creating negative self-worth, stress and reluctance or lack of acceptance to engage in meaningful or healthy activities, such as difficulty finding a job past the normal working years or feeling unwelcome in public programming and events. Older persons living in Calgary may experience both structural ageism (i.e., ageist views and attitudes that are perpetuated by policies and practices) as well as the effects of the unconscious biases held within the population (i.e., viewing ageing and older persons in negative and devaluing ways). In light of our aging population, The City of Calgary has committed to becoming an Age-Friendly City by implementing and evaluating an ongoing Age-Friendly Strategy. This leadership role includes advocating for age-inclusive policies and practices. The City has identified a need to raising awareness of endemic ageism by identifying and introducing appropriate training tools.

Background

As part of their commitment to eradicating structural ageism, members of the Age-Friendly team of the City of Calgary are committed to ensuring that endemic ageism that is unintentionally perpetuated by activities of the municipal government is recognized and addressed. This advocacy also aligns with the Gender Equity, Diversity, and Inclusion (EDI) Strategy of the City. While ageist assumptions can be directed at various age-groups the life course, the focus of this report is on older adults.

To advance their efforts to address structural ageism, the Age-Friendly team was interested in identifying and evaluating existing anti-ageism tools or aids have been used in other settings, which could be adapted for local use in EDI training of municipal employees. These tools or aids could be anything from examples of age-friendly staff training and rubrics to evaluate the age friendliness of activities to informational campaigns to help challenge negative stereotypes about older adults. The objective of this project was to perform a rapid review to identify examples of these aids and tools, coupled with recommendations as to which ones might be most appropriate for adoption by the City.

Our rapid review was complemented by two other project components designed to provide us with a better understanding of ways that ageism may be experienced by Calgarians. The first source of information came from a media analysis of print-based news coverage of older adults during the first months of the global COVID-19 pandemic, considering articles published in the Calgary Herald and Calgary Sun between January and May of 2020. This project analysed the

way older adults were framed (i.e., words used in and around the description and representation of older adults). O’Neil (2020) notes that during times of great upheaval, discriminatory frames are more pronounced, which is why the COVID-19 pandemic, through which older adults and long term care settings soon became the focal point, was an ideal opportunity to explore existing and often unrecognized instances of ageism shaping Calgarians’ understandings of older people and the aging population.

Findings from this print media analysis suggested that older adults were commonly framed using paternalistic language about necessary sacrifices they needed to endure for their safety. Continuing care systems had the highest numbers of COVID-19 deaths and thus news coverage of these institutions were initially framed with outrage, but later articles contained constructive dialogue about improving long term care. Other findings that specifically pertained to the unique Calgarian context were that Calgary prided itself on its commitment to safety and providing a decent quality of living to older adults in comparison to the other, more troubled areas of Canada, and also how Calgary celebrated older adults in this time of hardship and used them as a beacon of hope. Both of these themes may be connected to the Calgary mythos of the respect of “founders”: remembering that it was the previous generations who made Calgary the great city they enjoy today.

The second component of our effort to understand ageism within the Calgary context involved a semi-structured focus group interview with a volunteer group of older adults who give consultation to The City of Calgary on age-based topics. An analysis of themes arising during this session suggested that overall, the participants’ responses aligned with both the Calgary news media analysis and issues identified within the current anti-ageism peer-reviewed literature. The participants emphasized the need to socially redefine retirement, especially that it is a potentially active and constructive rather than passive life chapter. Another important theme was to re-evaluate the City’s various accessibility features, including both built environment and programmatic considerations. Barriers to accessing City services, programs and events are often present and may (unintentionally) deter users, many of whom are older adults, from achieving full participation in opportunities to participate socially in all that our vibrant city offers.

Together, the findings from these two components of our research reaffirm that ageism is both perpetuated and experienced within the Calgary context. These findings thus informed our search to identify and evaluate relevant anti-ageism tools, both within the peer-reviewed and grey literature.

Methods

The tool search took two separate pathways which were then compiled together. The first search was looking for evidence-based tools, which were peer-reviewed and assessed using scholarly methodological rigour. This search was conducted using Google Scholar and the University of Calgary library search engine. Both search engines followed the same key terms of “older age” “policy”, “training”, “tools”, “education”, “program planning” “strategies”. The search was restricted to English language articles, published between 2015 and July 2020, and be peer-reviewed. The original search did not offer substantial results so thus a second search was conducted expanding the time of publication back to 2010 Articles were required to describe (or review) a strategy or tool that could be adopted at the personal or organisational level to help reduce ageism. Some strategies found involved changes at the national level, such as reducing

false advertising in anti-ageism health and cosmetic products (Levy, 2017), but strategies at the level of national media were considered beyond the scope of The City of Calgary and were thus not included. Two articles provided a review of an anti-ageism program (Broome et al., 2011) and a quiz (Phillips, 2018), but they elected not to identify the items they were reviewing, so these articles were excluded.

A second search pathway was conducted looking for grey literature, i.e., tools generated by non-commercial and non-academic sources. Such sources may not be subject to rigorous scientific testing. This search strategy involved searching through several website sources suggested by City of Calgary personnel to mine these for any relevant online resources. Resources that pertained to improving older age-inclusivity at a business or municipal level (including personal anti-ageism awareness and training) were included in our review. If a selected tool was linked to a website that had not originally been identified by our City colleagues, that website was then searched iteratively for additional anti-ageism tools.

Key Findings

The two separate tool searches brought forth different numbers and quality of tools. The academic search identified 11 articles for further investigation. After a full text review, only two evidence-based tools were identified and neither were relevant to the City of Calgary's interests. The grey-literature search led to 23 anti-ageism tools being identified and after a full review process, 15 were reviewed. A summary of the results of our search follows, in Table 1:

Table 1.

Academic Search	Grey Literature Search
<p>1 Scholarly Article</p> <p>Ageism and the baby boomers: Issues, challenges and the TEAM approach</p>	<p>2 Tool Kits</p> <p>Promoting Seniors' Well-Being: The Seniors' Mental Health Policy Lens Toolkit</p> <p>The intergenerational evaluation toolkit.</p>
<p>1 Book Chapter</p> <p>Contemporary Perspectives on Ageism</p>	<p>2 Community Guides</p> <p>Community Planning Tool Applying a Health Equity Lens to Program Planning.</p> <p>Becoming an Age-friendly Community: Local Community Guide.</p>
	<p>2 Webinars</p> <p>Social Inclusion and Age-friendly Communities</p> <p>Walking the Age-Friendly Talk – Case Studies</p>
	<p>2 Quizzes</p>

	Relating to Old People Evaluation (ROPE) Ageing Attitudes Quiz
	1 Report Finding the Frame: An Empirical Approach to Reframing Aging and Ageism.
	1 Lesson Guide Tools for Building Justice: Unit of Ageism. Campus activism
	1 News Article A Powerful New Tool to Combat Ageism.
	1 Brochure Connecting the dots to promote social inclusion of seniors
	1 International Program Review Promoting the labour Force Participation of Older Canadians
	1 Evaluation Guide Age-Friendly Communities Evaluation Guide Using Indicators to Measure Progress
	1 Information Campaign Anti-Ageism in the Workplace

Academic Tools

The results of our evidence-based academic tools search was surprising, given how few tools were found, and also the volume of academic sources suggesting the need to create and validate anti-ageism planning and policy tools. The large number of calls to action suggests that anti-ageism policy tools that have undergone rigorous scientific testing are needed. The overall quality of tools in this search was very low. It was common to see articles that used a non-evidence-based tool set, yet details about the actual tool set being considered were not included, preventing us from investigating further.

One of the tools identified was featured in a published book, versus a peer-reviewed journal. This chapter collected and summarized recurring recommendations from the academic articles we considered, and thus we included this chapter in our review. Between a singular journal article (Gibson et al. 2010) and this singular book chapter (Ayalon & Tesch-Römer, 2018), the reoccurring themes in the academic literature we reviewed were captured. These primary themes were: the importance of intergenerational project teams, the need for anti-ageism awareness and

education, the importance of respecting autonomy in older age, the benefits of intergenerational mentorship, and the imperative of accountability when implementing anti-ageism policies. A brief summary of these two sources follows:

[*Ageism and The Baby Boomers: Issues, Challenges and The TEAM Approach \(Gibson et al. 2010\)*](#)

The purpose of this journal article was to recommend a framework for team-building activities, i.e., the TEAMS approach, which involved the following: taking age-focused educational training, using intergenerational teams on projects, increasing accountability of anti-ageism practices, and creating mentorship opportunities. These recommended practices regularly reappeared in the other academic sources as suggestions for promoting age-friendly workplaces and community planning.

[*Contemporary Perspectives on Ageism \(Ayalon & Tesch-Römer, 2018\)*](#)

This book chapter captured similar themes to those recommended in the TEAMS approach, but also discussed more fulsomely invisible ageism. The authors describe the importance of understanding the detrimental side of marketing and pressuring all older adults to strive for an idealized form of healthy and active aging. Rather, the autonomy of older adults should be respected, and they should have the ability to follow their own particular aging journey, as could be accomplished by adopting an expanded and diverse understanding of what it means to age “successfully”. Organizations were urged to evaluate their anti-sexism and racism policies (i.e., are complaints dealt with in a reasonable time, has discrimination decreased since these policies were implemented, etc.) as a way of predicting the effectiveness of introducing anti-ageism policies.

Tools described in grey literature

Our grey literature search was smaller in scale but more productive than the academic tool search, suggesting that the field of anti-ageism policy and planning tools may be establishing a foundation of non-evidence-based material. The grey literature also aligned with specific keywords of interest (i.e., titles contained the words “tools” and “frameworks”) and thus results were directly relevant to the topic of anti-ageism tools, rather than distally so, as was the case in the academic search. The majority of the websites we searched also showed a great deal of interconnectivity and a sense of creating an anti-ageism tool-sharing community. The grey literature reflected multiple approaches to addressing ageism, but almost all involved either ageism education or checklists for age inclusive approaches.

To help streamline the results of the 15 tools (see Appendix), a review of the top five that we felt were most applicable for The City of Calgary’s goal of age inclusivity is presented. Each tool approaches ageism from a unique perspective.

Top Five Review

[*WHO Ageing Attitudes Quiz*](#)

The World Health Organization (WHO) has created and released a dedicated and interactive online survey called the Ageing Attitudes Quiz. This quiz challenges one’s views of ageism by presenting a series of true or false questions about commonly held beliefs about older age. As questions are answered, the quiz will in real time indicate the correct answer with an explanation that supports claims with facts. Delivering this quiz as part of an anti-ageism awareness-raising campaign would be effective at dispelling commonly-held misconception and assumptions about

older adults and older age in general. The Aging Attitudes quiz is recommended as a starting point for age-friendly training for staff and volunteers.

[Promoting Seniors' Well-Being: The Seniors' Mental Health Policy Lens Toolkit](#)

This tool kit, produced by the Healthy Aging CORE BC, was the most comprehensive finding of our rapid review, considering both the grey literature and academic sources. This toolkit was originally designed to improve the mental health of older adults, but the tools recognize that physical health, including accessibility, and social well-being, (i.e., feeling included and valued in society) and mental health are often inextricable. The tool accounts for the inclusion of older people of diverse of health status and identity. The authors take a holistic approach to evaluating policy and activities, assessing a range of relevant dimensions. AS an added strength, the tool kit offers ample background information and conceptualizations of ageism. It includes several checklists for evaluating policies and activities within an organization. Responses to checklists are scored to rate age-inclusivity, leading to enhanced guidelines and accountability for the inclusion of older adults.

[Social Inclusion and Age-friendly Communities](#)

These webinar resource from Heriot Watt University and the International Federation on Aging demonstrate impactful and effective ways to include the voices of older people in activity planning. Results from our background media analysis and focus group discussion both highlighted a sense that older people feel ignored, or that perspectives they contribute are not acted upon. This webinar walks through some of the steps and presents some ideas on how to facilitate an effective discussion when working with older adults as stakeholders. This presentation was also very short and could be used as an outline to follow at the next opportunity where older adults' voices are present on a City planning topic.

[Age-Friendly Communities Evaluation Guide Using Indicators to Measure Progress](#)

This program evaluation guide, presented by the Healthy Aging Core BC, is a tool for measuring the success of age-friendly initiatives. The tool itself spans the planning stages through to the conclusion of initiatives. For instance, the tool discusses is the importance of carefully selecting final measurable outcomes of success *a priori*, as part of the planning and designing stages. The intent of the tool is to enhance the impact of age-friendly strategies and initiatives.

[Tools for Building Justice](#)

This resource is a lesson guide for an anti-ageism workshop offered by Old School Clearing House group and is freely available. Organized anti-ageism education was regularly recommended within the peer-reviewed literature, as a needed component of inclusion, equity and diversity training. The tool provides a lesson plan that can be adapted for particular contexts and could be used as the foundation for creating a City of Calgary anti-ageism training module or class. The lesson plan for this tool was created in 2003 and would merit updating, although many of the items in this lesson plan remain relevant, reflecting current issues with individual and structural ageism. The lesson plan also aligns with peer-reviewed recommendations to ensure that training involves age-diverse groups.

Discussion and Recommendations

The results of our rapid review of anti-ageism tools suggest a dearth of both academic and non-academic tools that have been studied and/or made publicly available. More research in this area is needed, including rigorous evaluations of anti-ageism tools found in the grey-literature. The tools that our rapid review identified also confirmed themes and insights generated through the other components of this project, including our focus group interview with a sample of older Calgarians and our newspaper framing analysis of reporting during COVID-19. Key findings point to a growing need to strategically create public opportunities that integrate people of all ages; ensuring that older adults have meaningful and impactful ways to contribute in their lives, and raising public awareness about both the existence and negative consequences of both individualized and structural ageism.

Strengths and Limitations

A major strength of this study was the involvement of City of Calgary staff and volunteers in the project. Familiarity with municipal operations and provincial age-friendly efforts helped to ensure that our rapid review addressed practical needs. Additionally, hearing the voices of Calgarians with lived experiences of aging helped to underscore the credibility of our findings and the relevance of our recommendations.

The rapid nature of our review may have limited the extent to which we identified both academic and non-academic anti-ageism tools. Search results confirmed that there is limited publicly available information on anti-ageism tools. It is possible that highly tailored tools are devised and implemented at a grassroots or municipal level and are not easily identifiable using the search strategies we employed. Furthermore, some anti-ageism tools may not be available online. Direct communication with other Canadian municipalities and older adult advocacy groups to discuss anti-ageism initiatives is recommended in the future.

Recommendations for future initiatives to enhance age inclusivity

Based upon our rapid review of available tools and findings from the newspaper framing analysis and focus group interview, a series of recommendations are presented to The City of Calgary to support their efforts to eradicate ageism in Calgary:

Increase the age component to The City of Calgary staff training

Ageism is often invisible and unconscious. Our newspaper framing analysis and focus group data confirm that Calgary is subject to the impact of ageism on older adults' feelings of exclusion and irrelevance. As such, age-inclusivity training should be incorporated into the Gender Based Analysis Plus (GBA+) training. Many people are unaware of ageism or fail to recognize it as a form of discrimination, like sexism or racism. The GBA+ online module could include an age-focused chapter, while introducing concepts like Universal Design may help raise solutions-based awareness around age-inclusivity. We also recommend incorporating the WHO Ageing Attitudes Quiz into the City's existing online Gender-Based Analysis Plus (GBA+) training.

Introduce a standardized review of policies and initiatives

The *Promoting Seniors' Well-Being: The Seniors' Mental Health Policy Lens Toolkit* and the *Age-Friendly Communities Evaluation Guide - Using Indicators to Measure Progress* (see Appendix for details) are powerful evaluative approaches that could be used in combination.

These tools include explanations, definitions, examples, and rubrics that can be readily calculated and applied to evaluate age-inclusivity for a wide range of municipal activities.

Host an Anti-Ageism Workshop

Hosting workshops for City employees and members of the public is recognized as one of the best options for enhancing age-inclusivity. Involving people of all ages in these workshop offerings is recommended so that dialogue on the topic of age represents different perspectives and thus fosters age-empathy. Because designing a workshop requires time and resources, such a program could be built upon the Tools for Building Justice lesson plan with updated statistics and Calgary-specific examples. See the Appendix for a by-step workshop guide to hosting your own Anti-Ageism workshop.

Evaluate the range of activities and marketing message for older adults

Critically evaluating portrayals and framings of older adults in publicity and marketing materials will ensure that implicit ageist views are not perpetuated, while ensuring that materials continue to resonate with older adults. For example, rebranding “seniors lane swimming” into “low-intensity lane swimming” would ensure that older adults feel included while still making accommodations for needs that often cross age-defined lines. Furthermore, in order to facilitate a broader understanding of what it means to age actively well, we recommend evaluating existing program offerings to ensure a balanced mix of both active living events as well as other accessible events which reflect the diverse interests and abilities of older adults.

Anti-ageism campaign

Ageism remains an invisible problem. Educating the City staff and the people of Calgary about what constitutes ageism, as well as its impacts, will help reduce both structural and individual ageism.

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Appendix - Anti-Ageism Tools Grey Literature Search

Tools that have been described in more depth in the **Top Five Review** section presented earlier in this report are indicated by an asterisk (*).

Search date: August 2020
1. Community Planning Tool Applying a Health Equity Lens to Program Planning
Program planning guide. Healthy Aging Core British Columbia, https://healthyagingcore.ca/sites/default/files/2019-12/20180322_Community_Planning_Tool_Online.pdf
This article is a wide-reaching guide for an organization or municipality to improve inclusivity of actions in order to improve health equity. This involves identifying the problems (both the obvious and the hidden) and then connecting with stakeholders, gathering information, and then trying out the new way of the previous actions. The problem is that this is simply too all-encompassing. This resource would be ideal for a new company, but for an organization like The City of Calgary, this isn't helpful because these ways of analysing the success of program are already in place.
<ul style="list-style-type: none"> • Not effective – The City of Calgary already has capacity and awareness to for analysing their actions. • Too all-encompassing and general to use in the capacity we are looking for. • Not Age focused - this tool could be used for any feature of inclusivity, not specific to age. The document does not mention ageism.
2. Ageing Attitudes Quiz *
Online Quiz, World Health Organization, https://www.who.int/ageing/features/attitudes-quiz/en/
This is a simple online quiz that talks about ageism and helps dispel myths about negative age issues such as older people being a drain on the economy. The quiz is short and gives feedback immediately. This is a type tool that helps to raise awareness among individuals of what ageism is and how unconscious we are of it, but I think that it would be more effective to use this as a template for what should be added to the training component of the GBA+ program.
<ul style="list-style-type: none"> • Small and informative – gives the reader a quick and easy way to address their current knowledge of ageism. • Unlikely to actually change any ageist attitudes with this quiz alone. • Good template for what to add to GBA+ program. • Immediate feedback – This website gives immediate feedback with useful info • Anonymous – no one wants to be identified as being prejudiced. Anonymity helps people focus on changing behaviours and self-awareness instead of worrying about being fired during training.

3. ROPE: Relating to Old People Evaluation
Personal evaluation quiz, NICE.net http://www.nicenet.ca/files/U_of_T_Nice_193447_ROPE_Tool_web.pdf
This tool is basically a series of questions that will tell you just how ageist one is. There are no correct answers and thus the more likely you are to do any of these actions listed, then the more ageist you are in your views and conduct. This is problematic because it just tells you that that you are ageist, but gives no explanation as to why the actions outlined are ageist.
<ul style="list-style-type: none"> • Lack of information – this test just shows you that you are ageist and offers no corrective recommendations or teachings. This could be very discouraging. • Not interactive – this could be more of an annoyance as this is not interactive and requires self-calculations to understand your score. The more difficult, the less people will want to do this, and it will be seen as an annoyance.
4. Anti-Ageism in the Workplace
Information Campaign, City of Toronto : https://www.toronto.ca/community-people/get-involved/community/toronto-for-all/anti-ageism-in-the-workplace/?accordion=ageism-against-older-employees-in-the-workplace
This awareness campaign uses aspects of tools 2 and 3 as a self-evaluation, teaching and conversation starter. This campaign is about helping bring awareness to the existence of ageism in the workforce, which is usually invisible. There is good information here, but it is not very much of an evaluative, training or planning tool.
<ul style="list-style-type: none"> • Raises awareness - best way to deal with ageism is to show others that it is real and problematic. • Stops at being an awareness campaign- this doesn't do anything to promote change, aside from raising awareness. • Focused specifically on the workplace - might not be the right area of The City of Calgary; likely tools are wanted for evaluating policies, events, and other City business. • Has some posters and images available for reference and use.
5. Promoting Seniors' Well-Being: The Seniors' Mental Health Policy Lens Toolkit *
Tool Kit, Healthy Aging Core British Columbia, https://healthyagingcore.ca/sites/default/files/2020-02/Seniors_Seniors_Mental_Health_Policy_Lens_Toolkit_ENG_0_1.pdf
This tool kit provides a check list to review policy activities to assess the prospective mental health implications for older adults. The application of this tool is very broad and would be very useful in helping evaluate a policies, programs, and other activities or initiatives. I highly recommend further reading of this tool.
<ul style="list-style-type: none"> • Has a firm checklist – allows for scoring of the age mental health friendliness of a program. • Comprehensive - in its scope but still focused on the planning of affairs. • Despite mental health focus, goes well beyond mental health, these features encompass physical health as well. • Considers diversity of identity and health – makes this a more well-rounded tool. • Long- makes this harder to use, may need to be decreased.

6. Intergenerational Evaluation Toolkit
Program Toolkit, Generations United, https://www.gu.org/resources/intergenerational-evaluation-toolkit/
This framework has some useful recommendations, but only for specifically intergenerational events. The tool is not intended to assess age-inclusive public activities, but rather activities designed specifically for younger people (i.e., youth) and older people to interact.
<ul style="list-style-type: none"> • Intergenerational tools- very useful for this specific application • Too specific- isn't informative for broader aims. • Large program- makes it hard to quickly implement. • Designed specifically for youth and older adults interacting together.
7. Becoming an Age-Friendly Community: Local Government Guide
Step by step guide for a community, Healthy Aging Core British Columbia, https://healthyagingcore.ca/resources/how-become-age-friendly
This guide gives a step by step approach on how to make a community age friendly. A limitation is that the steps are very generic. For example, the guide recommends talking to stakeholders and building good connections with local media outlets, but does not offer guidance on how to mitigate ageism within these processes and within the outcomes of age-friendly efforts.
<ul style="list-style-type: none"> • Community based strategy guide - ideal for implementation within a community, especially for a smaller geographically-defined area. • Very generic - not very easily implemented since it provides very fundamental tips that may already be known. • Focused on creating inclusive and safe places for older person but not on tactics to reduce ageism within this process.
8. Age-friendly communities evaluation guide – Using indicators to measure progress *
Program Evaluation Guide, Healthy Aging Core British Columbia, https://healthyagingcore.ca/sites/default/files/2019-08/indicators-indicateurs-v2-eng.pdf
This evaluative program guide is designed to help measure the success of an initiative, specifically for trying to make a community more age friendly. Evaluation is important, especially for the justification for policy implementation and other initiatives, but this guide doesn't help very much with the actual planning of a project, aside from identifying measurable goals before starting a project.
<ul style="list-style-type: none"> • Age focused • Ageist language is highlighted, along with recommendations for identifying and avoiding such language, in the section on communication • Discusses the complexities of age-friendly initiatives from a community level • Focused on evaluation, not starting a project.

9. Promoting the labour force participation of older Canadians
Review of older adult work initiatives, Healthy Aging Core British Columbia, https://healthyagingcore.ca/sites/default/files/2019-01/Promoting Labour Force Participation of Older Canadians -EN.pdf
This document is a report to the Federal, Provincial, and Territorial Ministers responsible for seniors and provides a comprehensive collection of suggestions, success stories and Canadian and international programs focused on keeping and allowing the re-entry of older adults into the work force. This document is specifically geared to older age and the workforce, and could thus inform work place initiatives within the City of Calgary.
<ul style="list-style-type: none"> • Good information- helps dispel and inform people about the myths of older people in the work force. • Limited scope - the entire document explores ageism in the workforce but not beyond. • Not really a “tool”- the primary intent of the report is to inform. While it could work as a tool, this would require some reverse engineering to see what successful programs have been doing and then how to apply that to Calgary.
10. Brochure: Connecting Edmonton Seniors
Individual brochure guide to improving older adult inclusivity, CORE Alberta, https://corealberta.ca/sites/default/files/2020-05/Connecting-the-dots-to-promote-social-inclusion-of-seniors.pdf
This is a guide to help individuals in the community to try to do their part to ensure that older adults feel more included in the community. The brochure is informative, but the target is individuals whereas The City of Calgary is aiming for systemic improvements of age-inclusivity. That being said, if systemic approaches are combined with individual approaches to promoting age-inclusivity, this brochure could be useful.
<ul style="list-style-type: none"> • Individually focused- looks at empowering individuals to promote social inclusion via improved awareness and strategies. • Easy to read brochure with good, relatable information. • Could be approached in a campaign similar to Snow Angels for City-wide impact. • Very rudimentary.
11. Social Inclusion and Age-friendly Communities *
Webinar Presentation slides, Heriot Watt University and International Federation on Ageing, https://ifa.ngo/wp-content/uploads/2019/05/Social-inclusion-and-the-design-of-age-friendly-spaces.pdf
This is a very informative webinar about what a community needs to do to include older adults in the planning as well as some of the common issues they face. The theme of older adults needing to be taken seriously as a stakeholder is reoccurring; this presentation gives a powerful explanation on how to go about doing this. Ageism as a concept is not covered, but rather factors that promote both social exclusion and social inclusion are described.
<ul style="list-style-type: none"> • A tool with strategies to promote inclusion of older adult’s opinions and contributions • Not as relevant for actual City policy, program, and activity planning • Very informative.

12. Walking the Age-Friendly Talk – Case Studies
Webinar presentation slides, International Federation for Aging, https://ifa.ngo/wp-content/uploads/2015/06/Webinar-202-Walking-the-Age-friendly-Talk.pdf
This webinar presentation highlighted examples of successful age friendly programs around the world. The presentation demonstrates the end results and outlines many of the steps to reach age-friendly goals but didn't provide any deeper information beyond what we know already, which is the importance of listening to the opinion of older adults. Ageism is not discussed.
<ul style="list-style-type: none"> • Highlighted some successful international age friendly programs that are worth looking into as effective models for community development. • Not really a tool • Very informative • Focused on impact at the community level – relevant examples for a large city to consider.
13. A Powerful New Tool to Combat Ageism
News Article, Aging Frameworks Institute, https://www.huffpost.com/entry/a-powerful-new-tool-to-combat-ageism_b_58e525a8e4b02c1f72345955?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZnJhbWV3b3Jrc2luc3RpdHV0ZS5vcmcvZXh0ZXJlYXJ0aWNsZS9uZXctdG9vbHMtdG8tY29tYmF0LWFnZWlzbS8&guce_referrer_sig=AQAAAGeNDFFGJVYVPfiwQ520JsXMdglYKlLhGkphp_1StRT6CCpUi2z3zjUW-hnm5twGjytuXXLudqhx2qaywyg2vLgDBblIJ0tnEaHoyDPDioS0Oesc_cHsef0rufU59YQk7TAk2w4RuTnbhcdjS63FQBXLOOGZXrSz-5b4spk-NYOF
This article presents a very simplified tool for how to present older people in media to reduce ageism.
<ul style="list-style-type: none"> • Not focused on community planning • Very simple check list related to language and imagery - easy for any city employees to use • Focuses on media framing of older people – popular media contributes to ageism, as it perpetuates negative stereotypes in written and photographic depictions of older people.
14. Finding the Frame: An Empirical Approach to Reframing Aging and Ageism
report, Aging Frameworks Institute, https://www.frameworksinstitute.org/wp-content/uploads/2020/05/aging_research_report_final_2017.pdf
Evidence-based facts for the importance of reframing ageist language and media depictions of older adult. A more comprehensive version of item 13, with more complexity and engagement with evidence.
<ul style="list-style-type: none"> • Same as item 13. • Evidence-based explanations of the impacts of ageist language and depictions in terms of perpetuating negative stereotypes of old-age • Length and comprehensiveness- requires further commitment, versus the checklist/abbreviated version described in 13.

15. Tools for Building Justice *
Lesson Guide, Old School Clearing House, http://www.campusactivism.org/server-new/uploads/ageism.pdf
This document is an outline for a lesson about ageism, as part of a broader training unit on Social Justice. One could follow these steps and instructions to host a professional development day about reducing ageism. This resource is not really a tool or an addition to a training program, yet may be useful to consider as a training option for city employees.
<ul style="list-style-type: none">• Could be outdated as it was written in 2003.• Delivery of a live, in-person session on ageism – this would require more planning, time and funding than updating a virtual program.• Easy to follow guide- would help with organizing and delivering a similar workshop.• Focus is on individual versus systemic ageism.