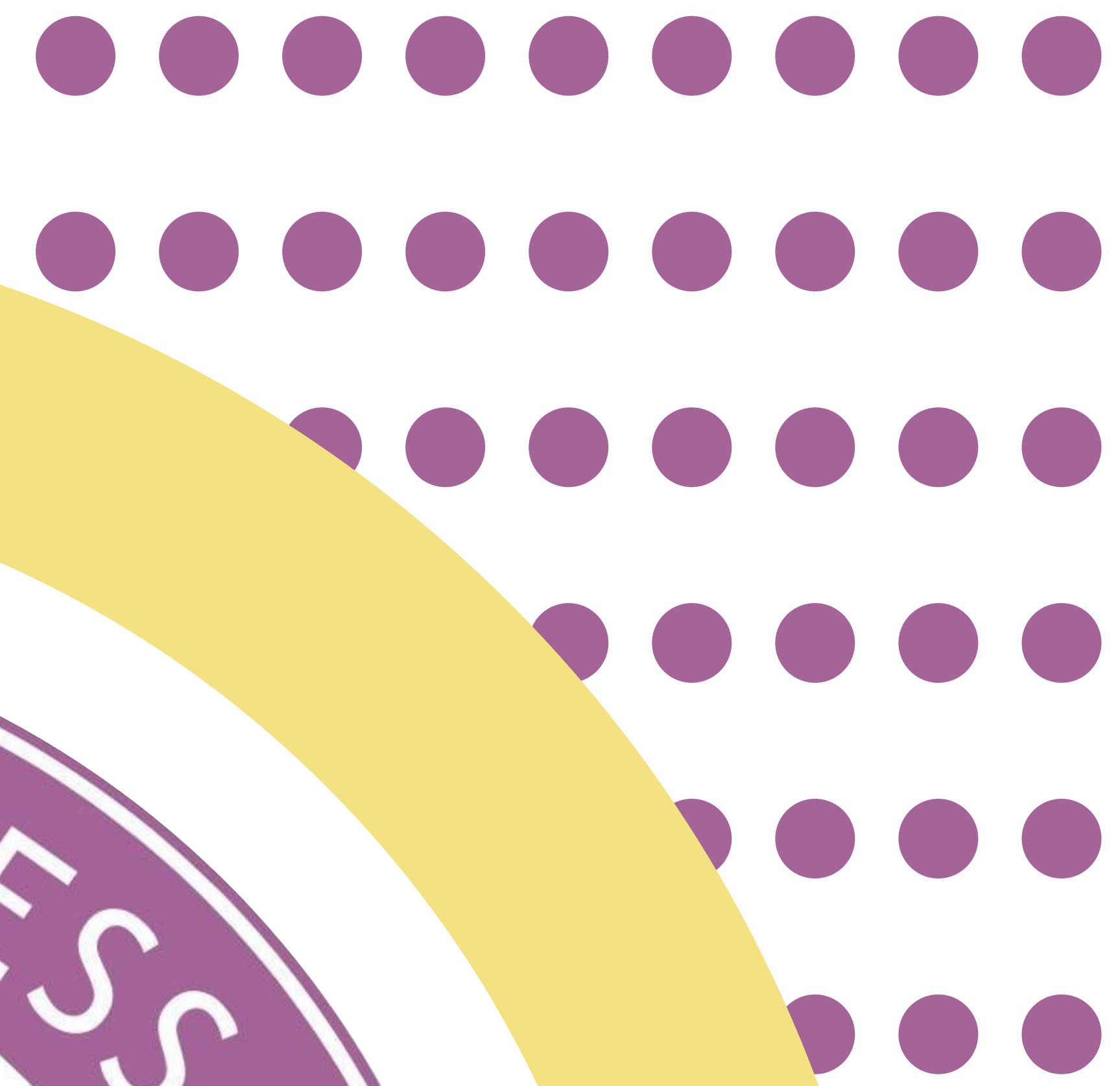




AGEISM  
AWARENESS HUB



AAH

Ageism Awareness Hub





## Mission Statement

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At the AAH (Ageism Awareness Hub), we envision a world where age is celebrated, not discriminated against. Our mission is to eradicate age discrimination in the workplace, fostering inclusive environments where every individual, regardless of age, feels valued and empowered. Through comprehensive training and resources, we aim to equip organizations with the tools they need to embrace diversity and create workplaces that thrive on the strengths of all generations. Together, let's build a future where ageism is a thing of the past and every voice is heard!

## What is Ageism/Age Discrimination

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According to the World Health Organization (WHO), Ageism refers to the stereotypes (how we think), prejudice (how we feel) and discrimination (how we act) towards others or oneself based on age. The Equal Employment Opportunity Commission (EEOC) defines age discrimination as treating an applicant or employee less favorably because of his or her age. The AAH is focused on educating workplaces and organizations to identify and eradicate ageism and related biases from their hiring and work practices.





## Policy in America

### Age Discrimination in Employment Act of 1967 (ADEA)

- ✓ The Act forbids all forms of age discrimination against employees 40 and older.

### Workforce Investment Act of 1998

- ✓ This Act addresses other forms of discrimination in addition to age, such as race, sex and political affiliation.

### Other Policies

- ✓ The number of annual complaints related to age based discrimination under these acts has jumped to more than 18,000 in 2017 alone.
- ✓ The financial impact of age discrimination under the Age Discrimination in Employment Act (ADEA) is significant, with companies paying over \$90 million in some fiscal years between 1997 and 2022.
- ✓ Individual lawsuits have been particularly costly as well, with settlements ranging from \$2.85 million to \$250 million.



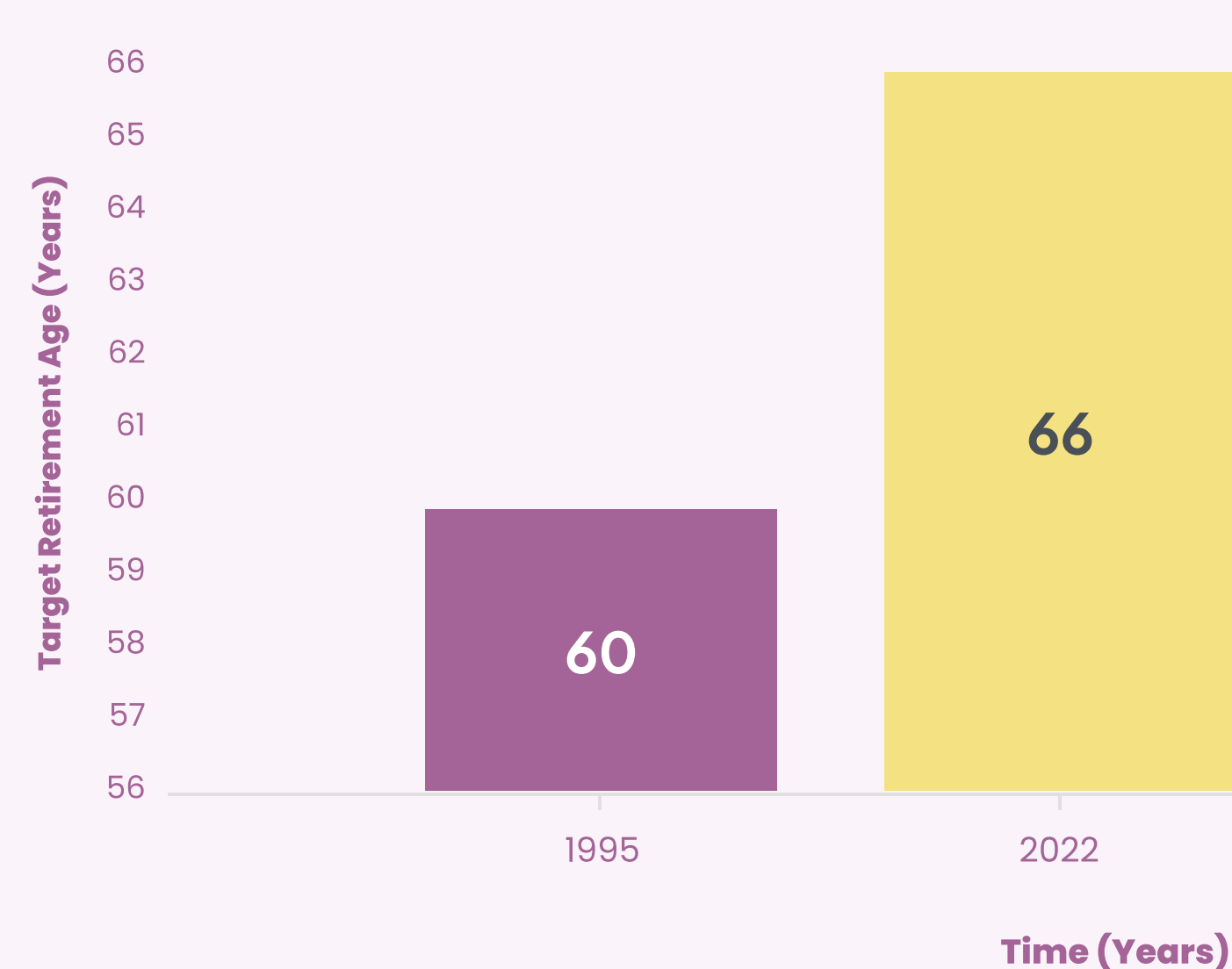




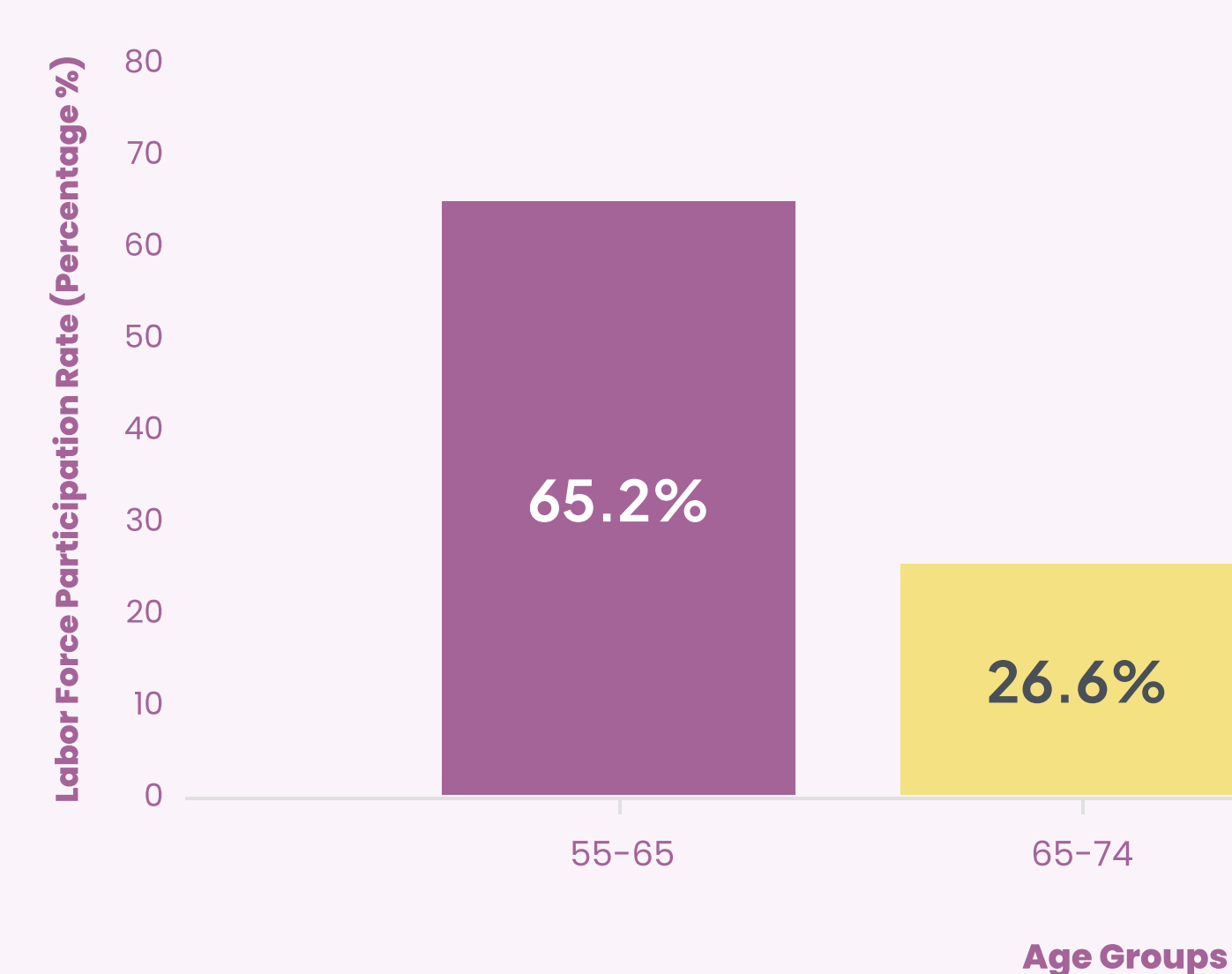
# Age Discrimination Makes Employment Harder

- ✓ Americans aged 55 and over have grown as a share of the workforce, from just 13% in 2000 to almost 24% today.

The target retirement age for U.S. workers has risen from 60 in 1995 to 66 in 2022.



Labor Force Participation rates in 2022



- ✓ Target Retirement Age for U.S. workers has risen from 60 in 1995 to 66 in 2022
- ✓ In 2022, only 26% had saved more than \$100,000
- ✓ The estimated median retirement savings for people in their sixties - \$162,000

The notable decline in employment among workers in their fifties and sixties is concerning, especially since many older employees may lack adequate retirement savings. Age bias has made it challenging for experienced professionals to remain in the workforce, prompting legislative measures to promote fairness and inclusion.



## Ageism in the Workplace

Ageism in the workplace refers to when an employee or professional receives poor treatment and is denied career opportunities because of their age. Examples include being denied a job, being fired or being viewed as unfit for a promotion due to one's age.

**64%**

of older workers say that they have either seen or personally experienced ageism in the workplace.

**53%**

reported having experienced age discrimination in the workplace.

**11%**

of postings describe ideal candidates in terms most typically associated with youthfulness.

**25%**

of employers said that they would choose a 30-year-old over a 60-year-old, if faced with equally qualified candidates.

**45%**

of employers expressed concern that older workers might lack the necessary tech skills for the job.

**47%**

of the employers surveyed described these tech skills as either "very important" or "extremely important".

**93%**

of workers over 50 years assert that ageism in the workplace is a regular occurrence.

**1-in-4**

job seekers over 55 reported difficulties finding a job.

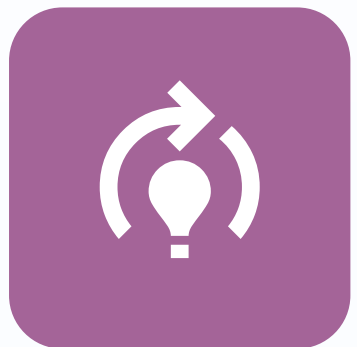




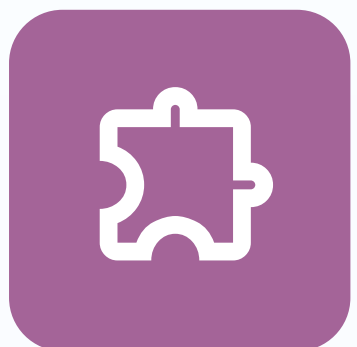
# Ways to Combat Ageism in the Workplace



Diversity training in the hiring process



Education for all employees on how to recognize and avoid age discrimination in a workplace creating an inclusive culture.



Recognize the three types of age discrimination in the workplace: Job Eliminations, Discrimination in Promotions, and Discrimination in Job Advertisement.



Age diverse graphics and content should be displayed on company website and literature to foster a more inclusive company culture. This will also encourage seniors to apply for positions at the company.



Avoiding ageist language in job descriptions as not to discourage seniors to apply.







## Ready to make an impact?

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Help your organization recognize and avoid ageism related practices.  
Education is KEY.

Explore our website at [www.ageismawarenesshub.com](http://www.ageismawarenesshub.com) to schedule an educational session on recognizing and overcoming age-related biases. Whether it's for your workplace, school, community group, church association, or any other setting, this essential training can make a difference.

## Lessons from the session

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- ✓ Define ageism and age discrimination.
- ✓ Discuss the ways in which ageism presents itself.
- ✓ Identify the biases that enable age discrimination.
- ✓ U.S. laws against age discrimination explained.
- ✓ Age discrimination in the workplace.
- ✓ Negative impacts of age discrimination to organizations and seniors.



# Lack of basic tech skills hindering employment/ hiring?

## We can help! Help for organizations and individuals

Looking to break the stereotypes and hire seniors? But concerned about candidates not possessing basic tech skills? Looking for a job but constantly being turned down due to tech skills?

Contact us through our website to book a basic tech training session for current or potential employees.

What will be taught:

### Microsoft Office

- interface
- tools
- document preparation (Letters, Notices, Reports etc)

### Microsoft Excel

- interface
- fundamental concepts
- understanding and creating workbooks
- simple formulas

### Digital Merchandising

- inventory management concepts using CStorePro Application
- merchandise pricing management/updates
- ETD invoice inventory management
- shelf display creation and updates





# The Roadmap

## Top Priorities for 2024 and beyond



**Spread awareness** through Ageism Awareness Lectures, Social Media Posts, Update and Maintain valuable resources on Website ([www.AgeismAwarenessHub.com](http://www.AgeismAwarenessHub.com)). Learn to identify discriminatory behaviors and practices.



**Encourage organizations to make changes!** Eliminate discriminatory language and practices. Help more people and organizations to take a public stand against ageism and age discrimination practices.



**Share stories** to shed light on ways we can be more age-inclusive in our lives and careers. Amplifying the impact by reaching out to influencers.



**Reach out to local media** to spread the message and discourage discriminatory practices.



**Education** for those lacking simple tech skills hindering employment.



**Advocate for Government Policy Changes** that will hinder the prevalence of age discriminatory practices and apply more stringent consequences for those not in compliance. Create/encourage a budget for providing training for those seniors struggling to find employment based on a lack of tech skills.

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## Contact Us