

# POWER IN AGING

BUILDING AN AGE-POSITIVE MAINE THROUGH CONVERSATION & ACTION



Let's become anti-ageist together to build an age-positive culture in Maine!

MAINE  
COUNCIL  
ON AGING

## The Power in Aging Project

The Power in Aging Project was launched in 2021 as part of the Maine Council on Aging's campaign to dismantle ageism and build an Age-Positive Maine.

The Project's primary strategy is to engage audiences from different sectors in direct conversations about age-bias, the impacts of ageism, and the benefits of living and working in an age-positive culture. We are creative and flexible, able to calibrate these interactive, reflective, and thought-provoking Power in Aging sessions to any end-user for an hour up to a whole day.

Since launching the Power in Aging Project we've hosted thousands of people in presentations for all kinds of organizations, including *L.L. Bean*, *Town & Country Federal Credit Union*, *Diversity Hiring Coalition of Maine*, *the Maine Public Health Association*, *Organization of Maine Nursing Leadership*, and many others.



## Why do these conversations matter?

Conversations help people become aware of age bias and increase their support for change.

### Did you know?

- 82% of adults age 50-80 experienced ageism in their daily lives
- Bias against older workers cost the U.S. economy an estimated \$850 billion in gross domestic product in 2018.
- WHO found that in 96% of studies conducted, ageism was associated with worse outcomes in all of the health domains examined.

## Power In Aging Presentations

### POWER IN AGING PRESENTATION

General one-hour Power in Aging session is available to any audience.

### AGE POSITIVE MEDIA PRESENTATION

Highlights age-positive reporting using the AP Style Guide's language recommendations.

### AGE POSITIVE WORKPLACE PRESENTATION

Designed for HR Professionals and Managers, highlights the power of older workers and multi-generational work teams, provides recruitment and retention strategies, and discusses the importance of including age in DEI and addressing ageist stereotypes and practices in the workplace.

### AGE POSITIVE HEALTHCARE PRESENTATION

Highlights impacts of ageism in healthcare, best practice to address age-bias and provide age-positive treatment, and discusses the effect on our health of healthy aging practices and holding age positive beliefs.

### Schedule a Power in Aging Presentation today!

For more information, contact:  
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## Leadership Exchange on Ageism

A special initiative of the Power in Aging Project is facilitating the first in the nation Leadership Exchange on Ageism. Designed for executive business, policy, and community leaders, Leadership Exchange on Ageism (LEA) is a fourteen-hour intensive, participatory, peer-learning-centered leadership development experience.

For more information, contact:  
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For further details, visit us at  
[http://mainecouncilonaging.org/power\\_in\\_aging\\_project/](http://mainecouncilonaging.org/power_in_aging_project/)

