

# Useful Resources



## Purpose

There are multiple resources available online that provide additional information, strategies and practical guidelines on how to effectively communicate with and about older people and how to avoid ageism in communication.

Several explore how to identify and challenge your internalised ageism to change your behaviours.



## Audience

Internal communication teams, external media agencies, program and service developers

Anyone who is interested in combating ageism within our communities, systems and structures.

The following global, national and state-based organisations and government departments provide further useful information and guidance about tackling ageism.

## Understanding ageism - research & strategies to combat

### Australian Human Rights Commission

<https://humanrights.gov.au/our-work/age-discrimination>

**Resource:** *What's age got to do with it? A Snapshot of ageism across the Australian lifespan*

<https://humanrights.gov.au/our-work/age-discrimination/publications>

### Centre for Ageing Better

<https://ageing-better.org.uk/>

**Resource:** *Challenging ageism: A guide to talking about ageing and older age*

<https://ageing-better.org.uk/publications/challenging-ageism-guide-talking-about-ageing-and-older-age>

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### **The Australian Centre for Social Innovation (TACSI)**

<https://www.tacsi.org.au/our-work/project/changing-the-way-we-think-about-ageing>

**Resource:** *Vision for Ageing Well in South Australia*

<https://www.tacsi.org.au/report-vision-for-ageing-well-in-south-australia>

### **The Benevolent Society**

<https://www.benevolent.org.au/get-involved/campaigns-for-change>

**Resource:** *The drivers of ageism*

[https://d3n8a8pro7vhmx.cloudfront.net/benevolent/pages/393/attachments/original/1538977350/Ageism\\_Full\\_Report\\_Final.pdf?1538977350](https://d3n8a8pro7vhmx.cloudfront.net/benevolent/pages/393/attachments/original/1538977350/Ageism_Full_Report_Final.pdf?1538977350)

### **World Health Organization (WHO)**

[https://www.who.int/health-topics/ageism#tab=tab\\_1](https://www.who.int/health-topics/ageism#tab=tab_1)

**Resource:** *Global Report on Ageism*

<https://www.who.int/teams/social-determinants-of-health/demographic-change-and-healthy-ageing/combating-ageism/global-report-on-ageism>

## **Communication - conversation, language and images**

### **Centre for Ageing Better**

<https://ageing-better.org.uk/>

**Resource:** *Challenging ageism: a guide to talking about ageing and older age*

<https://ageing-better.org.uk/publications/challenging-ageism-guide-talking-about-ageing-and-older-age>

### **Changing the Narrative: Ending Ageism Together**

<https://changingthenarrativeco.org/#:~:text=Changing%20the%20Narrative%20is%20a,to%20work%20and%20our%20economy>

**Resource:** *Guidelines for Age Inclusive Communication*

[https://changingthenarrativeco.org/wp-content/uploads/2022/01/Guidelines-for-Age-Inclusive-Communications\\_ChangingtheNarrative-1.pdf](https://changingthenarrativeco.org/wp-content/uploads/2022/01/Guidelines-for-Age-Inclusive-Communications_ChangingtheNarrative-1.pdf)

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## **EveryAGECounts**

<https://www.everyagecounts.org.au/>

**Resource:** *Practical tips to respond to ageism*

[https://assets.nationbuilder.com/benevolent/pages/667/attachments/original/1665633396/A1640\\_EAC\\_PracticalReco\\_FA.pdf?1665633396](https://assets.nationbuilder.com/benevolent/pages/667/attachments/original/1665633396/A1640_EAC_PracticalReco_FA.pdf?1665633396)

**Resource:** *Conversation Starters*

[https://d3n8a8pro7vhmx.cloudfront.net/benevolent/pages/667/attachments/original/1636330687/A1497\\_EAC\\_ConvoStarters\\_FA.pdf?1636330687](https://d3n8a8pro7vhmx.cloudfront.net/benevolent/pages/667/attachments/original/1636330687/A1497_EAC_ConvoStarters_FA.pdf?1636330687)

## **Government of South Australia Office for Ageing Well, SA Health**

**Website:** *Tackling Ageism*

<https://www.sahealth.sa.gov.au/wps/wcm/connect/public+content/sa+health+internet/healthy+living/healthy+communities/Tackling+Ageism>

**Website:** *A Guide to Age Friendly Services*

<https://agefriendlyservices.sa.gov.au/>

**Resource:** *Better Together: A practical guide to effective engagement with older people*

<https://www.sahealth.sa.gov.au/wps/wcm/connect/efc56a004efc69f1b7ccf79ea2e2f365/Better+Together+-+A+Practical+Guide+to+Effective+Engagement+with+Older+People.pdf?MOD=AJPERES&CACHEID=ROOTWORKSPACE-efc56a004efc69f1b7ccf79ea2e2f365-nwLmRMW>

**Resource:** *Facilitator Guide - Bystander Action for Ageing Well*

<https://www.sahealth.sa.gov.au/wps/wcm/connect/public+content/sa+health+internet/healthy+living/healthy+communities/tackling+ageism/bystander+action+for+ageing+well1/bystander+action+for+ageing+well>

## **International Council on Active Aging (ICAA)**

<https://www.icaa.cc>

**Resource:** *Guidelines for effective communication with older adults*

<https://www.icaa.cc/business/whitepapers/communicationguidelines.pdf>

## **National Ageing Research Institute (NARI)**

<https://www.nari.net.au/>

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**Resource:** *Age-positive language guide*  
<https://www.nari.net.au/age-positive-language-guide>

## **Queensland Government**

Department of Communities, Disability Services and Seniors

**Website:** *Queensland: an age friendly community*  
<https://www.dcssds.qld.gov.au/our-work/seniors/queensland-age-friendly-community>

**Resource:** *Queensland: an age-friendly community toolkit*  
<https://www.dcssds.qld.gov.au/our-work/seniors/queensland-age-friendly-community/age-friendly-toolkit>

**Southern Melbourne Primary Care Partnership (now transitioned to South East Public Health Unit)**  
<http://smpcp.org.au/>

**Resource:** *Framing Age Message Guide*  
[http://www.smpcp.org.au/images/Documents/EA/Framing\\_Age\\_Message\\_Guide\\_FINAL.pdf](http://www.smpcp.org.au/images/Documents/EA/Framing_Age_Message_Guide_FINAL.pdf)

**Shutterstock + American Society on Aging**  
<https://www.asaging.org/>

**Resource:** *Telling age-inclusive stories*  
<https://www.asaging.org/toolkits>

**This Chair Rocks (Ashton Applewhite)**  
<https://thischairrocks.com/>

**Resource:** *“Who me, ageist?” How to start a consciousness-raising group*  
<https://thischairrocks.com/wp-content/uploads/2018/01/ConsciousnessRaisingBooklet2018.pdf>

**Resource:** *Old School: a clearinghouse for all things anti-ageism*  
<https://www.oldschool.info/>

**World Health Organization (WHO)**  
[https://www.who.int/health-topics/ageism#tab=tab\\_1](https://www.who.int/health-topics/ageism#tab=tab_1)

**Resource:** *Initiating a Conversation about Ageism*  
<https://www.who.int/publications/m/item/initiating-a-conversation-about-ageism>

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**Resource:** *Quick guide to avoid Ageism in communication*

<https://www.who.int/publications/m/item/quick-guide-to-avoid-ageism-in-communication>

## Disability

**Government of South Australia, Department of Human Services, Inclusive SA**

<https://inclusive.sa.gov.au/home>

**Resource:** *Report it Right: Guidelines for portraying people with disability*

[https://inclusive.sa.gov.au/\\_\\_data/assets/pdf\\_file/0020/124148/Report-it-Right\\_Media-Guidelines\\_2021\\_FA.pdf](https://inclusive.sa.gov.au/__data/assets/pdf_file/0020/124148/Report-it-Right_Media-Guidelines_2021_FA.pdf)

## Image Libraries

**Unsplash:** free high-quality images from independent photographers around the world.

**Getty Images** '[Disrupt Aging](#)' collection: This collection is a partnership with the American Association of Retired Persons (AARP). Photos incur a charge and in some cases do not look and feel Australian; however, it may be a good source of inspiration.

**The Centre for Ageing Better [Image Library](#):** a free UK-based photo library.

**The Catalyst Foundation Wellness Gallery [www.wellnessgallery.com.au](http://www.wellnessgallery.com.au):** a free online gallery of images taken by older South Australians as part of an online photographic competition.

## For more information contact

**Office for Ageing Well, SA Health**

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Adelaide SA 5000

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[View all age positive communication tools](#)

[www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit](http://www.sahealth.sa.gov.au/AgePositiveCommunicationToolkit)

[Visit the Tackling Ageism website](#)

<https://www.sahealth.sa.gov.au/tacklingageism>



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SA Health