



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA SOLIDARNO PRIHODNOST

TOWARDS A POSITIVE IMAGE OF AGEING AND OLDER PERSONS

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Ministry of Solidarity – Based Future

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1) VIENNA INTERNATIONAL PLAN OF ACTION ON AGEING (1982)

... MAY NEED A RADICAL CHANGE OF PERSPECTIVE IS NOT JUST ...PROVIDING PROTECTION AND CARE;

... THE TRANSITION TO A **POSITIVE**, ACTIVE AND DEVELOPMENTALLY ORIENTED **VIEW OF AGING**;

... TO **HIGHLIGHT THE POSITIVE ASPECTS OF THE AGING PROCESS AND OF THE AGING THEMSELVES**;

... MINISTRIES OF **EDUCATION**SHOULD BE STRENGTHENED IN ENCOURAGING AND FACILITATING THE **INCLUSION OF AGING IN CURRICULA, AS AN ASPECT OF NORMAL DEVELOPMENT.**

2) MIPAA, RIS (2002)

... SPECIAL EFFORTS NEED TO BE UNDERTAKEN BY**TO PROMOTE A POSITIVE IMAGE OF AGEING AND OLDER PERSONS**

THE SPECIAL CHAPTER: **PROMOTE A POSITIVE IMAGE OF AGEING.**

THE **MASS MEDIA, WITH THE ASSISTANCE OF OLDER PERSONS**, COULD PLAY AN IMPORTANT ROLE IN HIGHLIGHTING THE WISDOM, STRENGTHS, CONTRIBUTIONS AND RESOURCEFULNESS OF OLDER PERSONS.



3) GLOBAL REPORT ON AGEISM (WHO 2021)

AGEISM (CONSISTS OF STEREOTYPES, PREJUDICES, DISCRIMINATION).

AGEISM IS INVISIBLE; PEOPLE ARE NOT AWARE OF IT; CONSEQUENTLY PEOPLE ARE INDIRECTLY AGEIST TO THEMSELVES WITH ALL INSUING CONSEQUENCES.

MANY SURVEYS FOUND THAT OLDER INDIVIDUALS WITH MORE POSITIVE SELF- PERCEPTION OF AGEING **LIVE 7.5 YEARS LONGER** THAN THOSE WITH LESS POSITIVE SELF-PERCEPTONS.

AGEISM IS ASSOCIATED WITH A SHORTER LIFE SPAN (7,5 YEARS)!!



SUPPORT TO CHANGES REGARDING THE NARRATIVE AROUND AGE AND AGEING IN SLOVENIA

- **2021** International Conference of the SLOVENIAN PRESIDENCE OF THE COUNCIL OF THE EU: HUMAN RIGHTS FOR ALL AGES: PROMOTING A LIFE COURSE PERSPECTIVE AND INTERGENERATIONAL COOPERATION TO COMBAT AGEISM,
- **2023** Festival of the Third Age: Round table: AGEING WITH A POSITIVE VISION
- **2024** Festival of the Third Age: Round table; AGEISM, THE CHALLENGE OF NOWADAYS
- **2024** : OPEN LETTER TO ALL INSTITUTIONS, MEDIA, STAKEHOLDERS ABOUT NAMING OF OLDER PERSONS (Festival of the Third Age)



RESULTS, LESSON LEARNED

- CHANGING DEEPLY ROOTED BELIEFS IS AN EXTREMELY LONG-TERM AND LIFECYCLE PROCESS INCLUDING MANY DIFFERENT AREAS
- THE ENVIRONMENT IS SLOWLY BECOMING MORE SENSITIVE TO OLDER PERSONS BUT WITH MANY BUBBLES OF RESISTANCE
- IN MEDIA THERE ARE MORE POSITIVE ARTICLES ABOUT AGEING (WHAT ABOUT HEADLINES?)
- OUR ACTIVITIES ARE GOOD PRACTICE EXAMPLES BUT NOT YET THE ESTABLISHED SYSTEM

7.5 YEARS LONGER LIFE SPAN SHOULD STAY IN OUR MIND AS A ONE OF THE GREATEST CHALLENGES IN A LONGLIVED SOCIETY

IT IS WORTH KEEPING IT IN MIND!



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Thank you !