



Seniors' Advocate Launches Social Media Campaign to Address Ageism

According to the World Health Organization, ageism refers to “the stereotypes (how we think), prejudice (how we feel), and discrimination (how we act) towards others or oneself based on age” (WHO, 2021). Experiencing ageism can negatively impact a person’s self-worth and instill a sense of invisibility which can lead to social isolation.

June is Seniors' Month in Newfoundland and Labrador, a time to show appreciation and celebrate the many contributions of seniors. Yet, many seniors in the province continue to experience ageism. Therefore, the Office of the Seniors' Advocate (OSA) is marking Seniors' Month this year by addressing ageism.

Today the OSA has launched a Social Media Campaign to showcase seniors throughout the province, highlighting their interests, community contributions and the many possibilities that come with aging.

From May 23 until June 14, 2024, we invite seniors throughout the province to share with the OSA their positive experiences of aging. Throughout June, the OSA will use the information and pictures provided by the seniors of this province in social media to combat negative stereotypes about aging by celebrating the many active, engaged, and valuable seniors of Newfoundland and Labrador.

To learn more about the campaign and to complete an application, please visit our website: www.seniorsadvocatenl.ca.

Quote

“Too often, seniors and the aging process are reflected in a negative way, as something to fear, disparage or worry about. However, I have visited many communities throughout this province and have met some incredible seniors who are challenging stereotypes about aging by simply being who they are. We developed this campaign to shine a light on the many seniors who reinforce the positive side of aging every day.”

Susan Walsh

Seniors' Advocate Newfoundland and Labrador

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