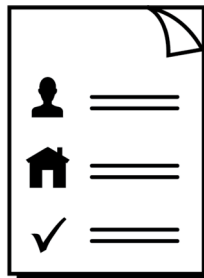




Framing age

How to talk and write about getting older



Easy Read

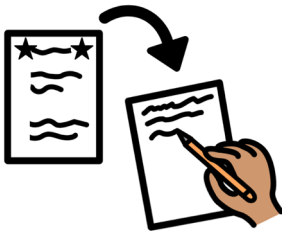
About this booklet



This booklet is from the Southern Melbourne Elder Abuse Prevention Network.



This booklet is written in a way that is easy to understand.



We add a star before and after *hard words*. Then we explain what the words mean.



You can ask someone to help you read and understand this booklet.



Contact information is at the end of this booklet.

How to talk and write about getting older



We want everyone to be respected and valued in our community.



We want to change the way people think about older people.



We want to help people talk and write about

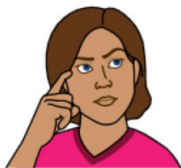
- age and getting older



- issues that affect older people.



We want to encourage people to think positively about getting older.





We did *research* to find out how people think and talk about

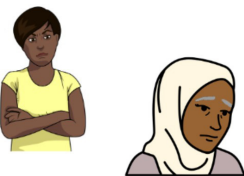
- growing old
- older people.



Research means we learn about something.



We found out that *ageism* is a big part of why older people are abused.



Ageism means people are **not** treated fairly or respected because of their age.



We found out that there are ways to talk about older people that

- helps everyone understand what it is like to get older
- is fair and respectful.



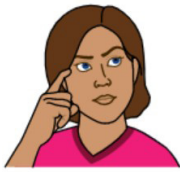
We made a guide to help people talk and write about getting older in a good way.



For example, how journalists can write about services for older people.



Focus on ***values***

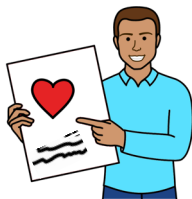


When talking about getting older, focus on values.

Values means things that are important.

For example, people might value

- the freedom to choose their own path in life
- the right to be treated equal at any age.



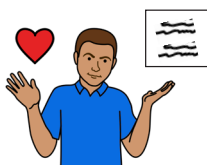
Focus on values, not ***facts***.

Facts means information from research and reports.

For example, 27 per cent of older people said they were **not** treated fairly at work.



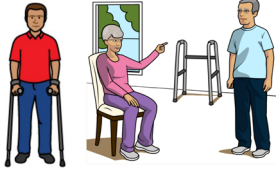
Sometimes facts are hard to understand.



Sometimes people do **not** connect their feelings with the facts.

Focus on ***equality***

When talking about getting older, focus on equality.



Equality means everyone gets the supports they need, no matter how old they are.

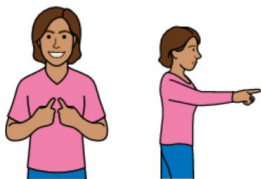


You can talk and write about things that are the same for everyone at any age.



It is better to talk about

- **people** instead of **older people**



- **us** instead of **them**.

Focus on supporting *diversity*



When talking about getting older, focus on supporting diversity.



Diversity means differences.
For example, religion or age.



Do **not** use *stereotypes*.

Stereotypes means you think all people in a group are the same.



For example, you think **all** older people need help to remember things.

Focus on what you want people to know



When talking about getting older, do **not** focus on *myths*.

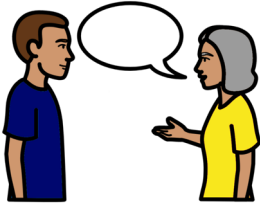
For example, older people should live in aged care.

Myths means information that is **not** based on facts.



When talking about getting older, use real examples and real people.

People will understand your messages if you talk about things that really happened.



Your messages should be

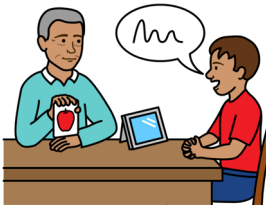
- clear



- true



Share real stories to help people understand and remember important messages.



For example, share stories about how older people are good workers.

Focus on ***solutions*** more than problems

People will listen to your messages if you talk about



- the problem

and



- the solution.

Solutions means how to fix problems.



For example, you might show people ways to fix the problem of ageism.



More information

For more information contact the Southern Melbourne Elder Abuse Prevention Network.



Call 9556 5339



Website eapn.org.au



Email enquiries@eapn.org.au



If you need help to hear or speak, contact the National Relay Service



Call 1300 555 727



Website
communications.gov.au/accesshub/nrs



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