



TOO OLD
TO RUN AN
ULTRAMARATHON



TOO YOUNG
to run an
online
business



TOO OLD
to run an
online
business



TOO YOUNG
to RUN
FOR OFFICE



TOO OLD
to get
a tattoo





Have YOU heard of Ageism?

Have you seen these articles and do you know what they mean?

Oxford don forced to quit wins age discrimination claim

31 December 2019



Prof Paul Ewart said he was delighted "especially for colleagues about to be made to retire in the middle of important work"

An Oxford professor forced to retire at 69 was unfairly dismissed by the university, an employment tribunal has ruled.

Physicist Paul Ewart was discriminated against on the grounds of age when his contract was not renewed in September 2017, the hearing found.

Current Oxford University policy means staff in senior grades must retire the September before they turn 69.

A spokesperson said it was considering its options, including an appeal.

Prof Ewart, who is originally from Northern Ireland, said he was delighted "especially for colleagues about to be made to retire in the middle of important

Crossing Divides: The 'youngsters' gaining respect at work

By Dougal Shaw
Business reporter, BBC News

17 February 2020



A demand for social media skills is bringing younger people into the workplace, often straight from school. When managed badly it can create resentment amongst older colleagues - but when the age divide is bridged successfully, it can also lead to a win-win situation.

"It was quite scary knowing that I had so little experience," admits Kirsty Sheppard, "telling people older than me what they should be doing."

Kirsty is 18, fresh from her A-Levels and the newest recruit to Burstimo in Royston, Hertfordshire. It's a small digital agency that promotes musicians on platforms like Spotify and TikTok.

Within the first week Kirsty had proven her worth, says Alex Jobling, 30, the boss





Ageism, also called age discrimination, is when someone treats you unfairly because of your age. It can also include the way that older people are represented in the media, which can have a wider impact on the public's attitudes - age uk "

History

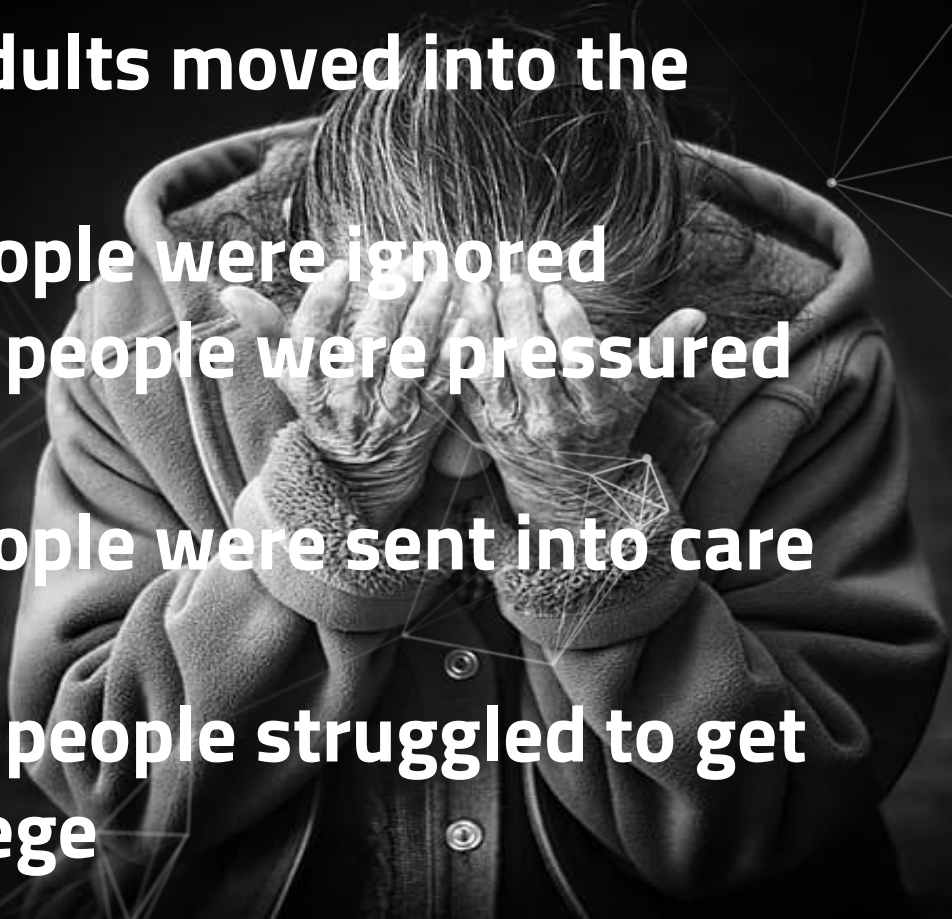


Pre-industrialisation

- **Elders were revered role models**
- **Younger people were not taken very seriously**
- **The village elders were beacons of advice**
- **The youth were under enormous pressure**

post-industrialization

- Young adults moved into the cities
- Older people were ignored
- Younger people were pressured to work
- Older people were sent into care homes
- Younger people struggled to get into college



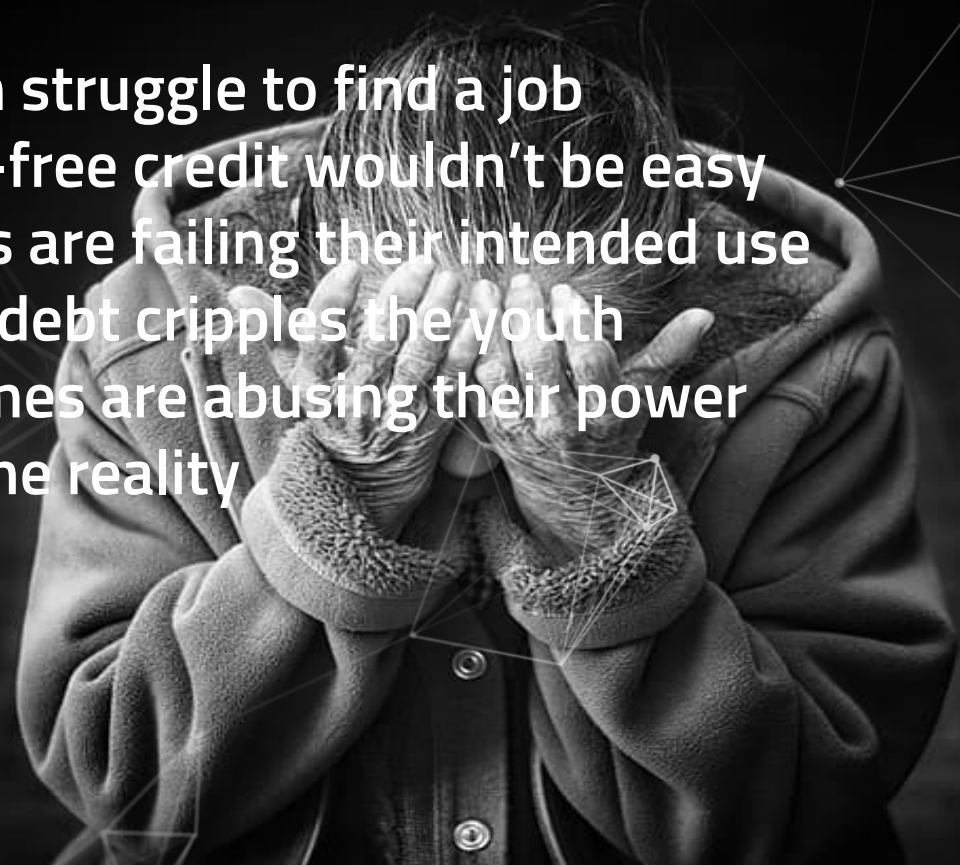
Legislation and law:

- **Wirtz report in 1965-surveyed recruitment**
- **ADEA in 1965 outlawed ageism**
- **2010 equality act-age was a protected characteristic**



**But how are they
being
mistreated?**



- 
- They can struggle to find a job
 - Interest-free credit wouldn't be easy
 - Pensions are failing their intended use
 - Student debt cripples the youth
 - Care homes are abusing their power
 - That is the reality

**How are the
youth
overlooked?**



Recruitment/school



- Younger people are paid less for same job
- Claims you aren't experienced enough
- School doesn't empower you
- School timetables and curriculum are restricting
- Stresses students out instead of helping

MENTAL HEALTH crisis!

A black and white photograph of a person wearing a heavy, textured hoodie, with their hands pressed against their face in a gesture of despair or distress. The background is dark with a white geometric network pattern of lines and dots.

- Too much pressure
- Children being left behind
- Not doing enough to secure stability in adulthood
- Suicide rates increased from an all time low

Child sexual exploitation: How the system failed

By Bethan Bell
BBC News

🕒 16 March 2018

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Telford child sex abuse allegations



Grooming, rape, trafficking, or the many other ways children are being sexually abused, the subject of child sexual exploitation - or CSE as it is known by professionals in the field - is in the headlines with depressing regularity. Telford is currently in the spotlight - but is by no means the first place and will not be the last.

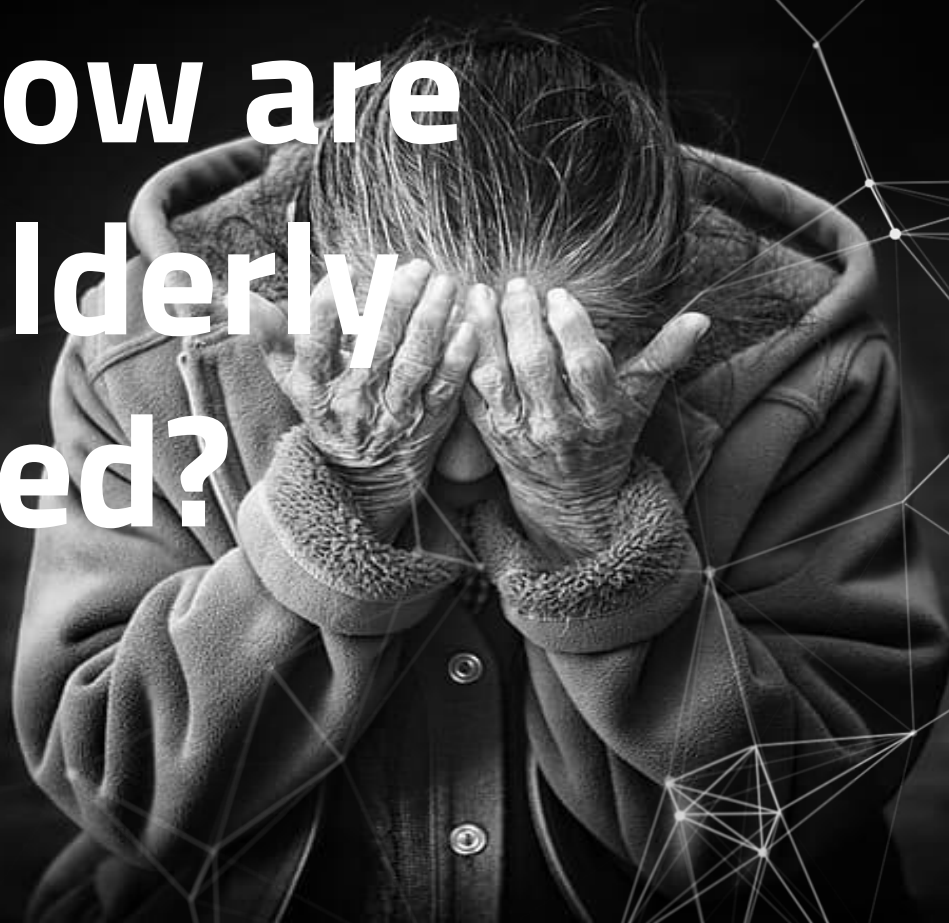
There were so many opportunities - in Rotherham, in Rochdale, in Oxford - to step in and help. No-one did. The exploitation continued.

Not only did the cycle of abuse grind on, but the message given to the victims must have been that "we don't care about you".

Child exploitation and abuse



**So ,how are
the elderly
abused?**



Sunita

Sunita, age 91, was referred by a family friend (who is also her Power of Attorney) as she was concerned about her welfare and safety.

Sunita's family live abroad and she came to Scotland after meeting her husband during World War 11. She lives alone and has reduced mobility. Her son has an alcohol misuse issue and can be verbally threatening and abusive when under the influence. Sunita had allowed him access to her home, but his behaviour deteriorated and with advice from the Recovery Project, he no longer is allowed access to her home. This action has greatly helped Sunita cope with the stress that had been caused.



2

Luis Gomez

A native of Guatemala, Gomez got a nursing degree after moving to Waynesville, North Carolina, in the late 1990s. Over the next 20 years, he would be accused of sexually abusing six women in three different area facilities, according to [CNN](#). His victims ranged in age from their 50s to 80s, with most suffering from long-term debilitating conditions. In 2017, Gomez was found guilty on two counts of forcible rape, one count of forcible sex offense and three counts of sexual activity by a custodian, according to local newspaper [The Mountaineer](#). He was sentenced to 23 years in prison, according to [FOX8](#) in North Carolina.

**So what
are the
opinions
of our
youth?**



Misconceptions

- Don't have enough experience
- Teenagers like little toddlers
- Adults are actually like that sometimes
- 16-17 year olds campaigning to vote



Time for a demonstration

A black and white photograph of a person with their hands covering their face, set against a background of a network diagram. The person is wearing a heavy, textured jacket with a fur-lined hood. The network diagram consists of white lines connecting various points, creating a complex web of shapes. The overall mood is one of distress or anonymity.

**How we
ignore the
plight of the
elderly**



Their loneliness

A black and white photograph of a person with long hair, wearing a heavy, textured jacket. They are covering their face with both hands, with their fingers spread, suggesting a state of despair, grief, or intense loneliness. The background is dark with a faint, white geometric pattern of interconnected lines and dots, resembling a network or a constellation.

- Ignored and treated as pests
- Pensions provide a meagre living standard
- Having to watch frustrating things happen without being able to do anything
- Because no one will listen

**So how do we
prevent
it?**





Notice it
Comfort those who need
Comforting
And most importantly...
Report it



Quiz time!

1. What is ageism?
2. What happened to the youth in the past?
3. What differences were made in post-industrialisation?
4. How are the elderly people being mistreated?
5. What is the problem with schools for children?

ANSWERS

1. Ageism is discrimination against someone because they are too young or old.
2. The youth were not taken seriously.
3. The youth were relied upon for jobs and the elderly were ignored.
4. Pensions are failing in their intended use and care homes are abusing their power.
5. The timetables are restricting and they just stress students out.

Our resources!

- ❖ Age UK
- ❖ Citizens Advice
- ❖ UNISON
- ❖ Age Discrimination
- ❖ Lumen learning
- ❖ BBC

