



## Call to Action

**Calling all ASA Members!** We are asking you to become involved in Ageism Awareness Day to help shift attitudes toward older age and older people by reaching out to others and providing materials and assistance where and when possible.

- Educate yourself about ageism—particularly if you are going to serve as a spokesperson. The fact sheet below these calls to action provides several key messages and talking points.
- Gather a group of people and watch Ashton Applewhite's TED Talk: [Let's End Ageism](#). This can be done at a senior center, at a Committee/Commission meeting, in someone's home, etc. Invite younger folks to watch it, too.
- Send our Tool Kit materials (Ageism Fact Sheet, OpEd, Press Release) to your local newspapers and to local news broadcasts. Check for appropriate outlets that have newsletters.
- If your local newspaper runs letters to the editor, submit one about Ageism Awareness Day, and why it is so important.
- Share personal stories whenever possible. Human interest stories are important. Including on social media.
- Contact your local university/college and ask if there is a professor who is an expert in ageism. Invite that person to speak at an upcoming event/commission meeting, etc.
- If you have a Village in your community or are a member of a Village, invite an ageism expert to come and speak. Or run the Ashton Applewhite TED Talk and follow it with a discussion.
- Local Area Agencies on Aging should invite an expert on ageism to speak at a meeting.
- Send materials to local officials and or appropriate local politicians.
- If your city, county or state has a Commission on Aging, send them materials.
- Provide information about ageism to the religious leaders in local houses of worship. Unitarian Universalist churches often host guest speakers, encourage them to have a speaker come and talk about ageism.



- Post about the day on Facebook and Instagram, using a short illustrative tale with a photo representing aging in a positive light, then explain the day and why it matters.
- Create a short video about ageism or your lived experience with ageism and post it on TikTok, Instagram Reels or YouTube Shorts.
- On Twitter post one of the ageism facts, talk up the day and tag ASA and any journalists or other well-known people who might retweet it. This should be done repeatedly prior to the day and on the day itself.