

Tackling Ageism & Uncovering Hidden Biases in Serving Older Adults



ABOUT THIS WEBINAR

When we attribute thoughts, feelings, or beliefs to an individual or group based solely on a specific characteristic, we risk falling into the trap of an “-ism.” For example, when it’s based on race, it’s racism; when it’s based on sex, it’s sexism; and when it involves age, it’s ageism. While ageist beliefs can be directed toward any age group, they are most often associated with older adults. These implicit and explicit biases can significantly influence our perceptions, interactions, and ability to serve older adults effectively. This webinar will explore the impact of ageism and provide strategies for recognizing and addressing age-related biases in our work.

Learning Objectives

- Identify personal and societal beliefs about aging.
- Describe aging and lifespan development theories.
- Examine ideas of opportunity and loss with aging.
- Identify strategies to help address implicit bias.



PRESENTERS

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<https://oneop.org/learn/160071/>

CONTINUING EDUCATION

- **Social Work, LPC, LMFT:** This webinar is pending approval for 1.0 continuing education (CE) credits from the University of Texas at Austin, Steve Hicks School of Social Work.
- **Case Manager:** This webinar is pending approval for 1.0 continuing education (CE) clock hours from the Commission for Case Manager Certification (CCMC).
- **Board Certified Patient Advocates (BCPA):** This webinar is pending approval for 1.0 continuing education (CE) contact hours by The Patient Advocate Certification Board.
- **Certified in Family & Consumer Sciences (CFCS):** This webinar is pending approval for 1.0 continuing education (CE) credits from the American Association for Family and Consumer Sciences (AAFCS).
- **Certified Family Life Educators (CFLE):** This webinar is pending approval for 1.0 continuing education (CE) credits from the National Council on Family Relations (NCFR).
- **Certified Health Education Specialist (CHES) and Master Certified Health Education Specialist (MCHES):** This webinar is pending approval for 1.0 continuing education credit from the National Commission for Health Education Credentialing (NCHEC).
- **Certificates of Attendance** are available for those interested in additional documentation of professional development activities.

