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GUIDANCE ON TERMINOLOGY

Wrong language or images can easily convey a stereotypical idea of older people or ageing. This paper gives concrete communication tips in order to avoid these pitfalls and ensure more coherent messaging throughout the project and especially when we communicate with policymakers.

Instead of	Consider using
Elderly, Seniors, the old *Mass nouns (ex. seniors, the elderly, the ageing population) obscure the individuals, and their diverse stories, preferences, and needs. The term 'elderly' is associated with frailty and loss of functional capacities	Older persons/adults
Dependent, vulnerable older persons *Talking about 'vulnerable groups' homogenises people of this group and reduces them to being only vulnerable. Such descriptions disregard older people's potential and contributions. Labelling older people as vulnerable or dependent can cause further prejudice, 'othering' and marginalisation. Additionally, these characterisations tend to undermine the structural factors that create vulnerability and/or dependency	Some (older) people find themselves in a situation of vulnerability; People more at risk; people receiving support; AND make sure you specify risk factors that put people in situations of vulnerability
Demented, suffering from dementia, disabled *These terms highlight the loss of capacity and tend to overmedicalise	Living with dementia/cognitive impairment; person with a disability
The rights of older people	Our rights in old age/when we are older

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<p>*We are all ageing. Describing older people as ‘others’ or ‘them’ vs. ‘us’ generates distancing by emphasizing the differences between human beings rather what they have in common. It tends to split age groups, or worse: pit them against each other. People tend to care about what is close to them, not what is distant. Language must help us relate to each other, not reinforce prejudice, hostility, or even hatred.</p>	
<p>Not all older people are vulnerable, dependent, disabled, etc</p> <p>*Whereas is it important to highlight the diversity among older people, asking readers not to think of a stereotype about a stigmatised group has been shown to simply make that stereotype more prominent in people’s minds. Using positive descriptions, or simply refer to diverse experiences is a better strategy</p>	<p>We all age differently; Our life stories become even more diverse when we are older; Different factors affect experiences of later life</p>

Communication guidelines

- How to avoid stereotypical communication when talking about ageing and older people – AGE Platform Europe

<https://www.age-platform.eu/how-avoid-stereotypical-communication-when-talking-about-ageing-and-older-people>

- Elevate Aging Through Language: A Usage and Style Guide

http://caassistedliving.org/pdf/resources/elevate_aging_style_guide.pdf

- Dementia Language Guidelines

<https://www.dementia.org.au/sites/default/files/language-guidelines.pdf>

- ICAA’s Guidelines for effective communication with older adults

<https://www.icaa.cc/business/whitepapers/communicationguidelines.pdf>

- Framing ageing – Frameworks institute

<https://www.frameworksinstitute.org/issues/aging/?current-page=2#listing>