



Cappella LIVING SOLUTIONS



Inclusive Cultures: Eradicating segregation, ageism and ableism in retirement communities

shuffler irrelevant
cantankerous weak crippled dependent
stuck-in-the-past crabby
blue-hair grumpy senile geezer disabled cranky
fogey codger feeble pathetic
needy worthless sad worn-out
useless burden frail demented
elderly stubborn
washed-up

The Old Bag You'll Actually Love.

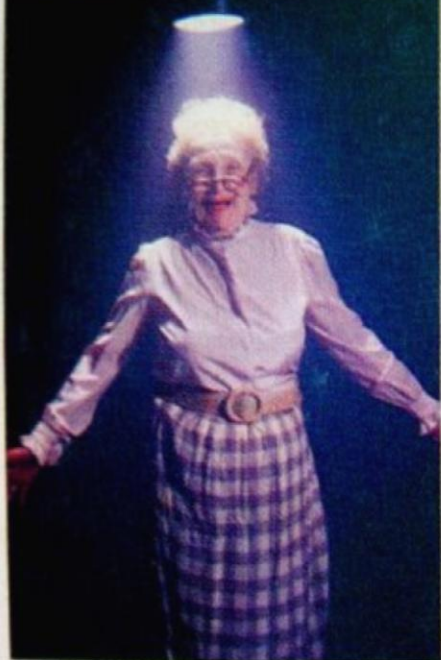


KIESEL
Camera Bag Solutions

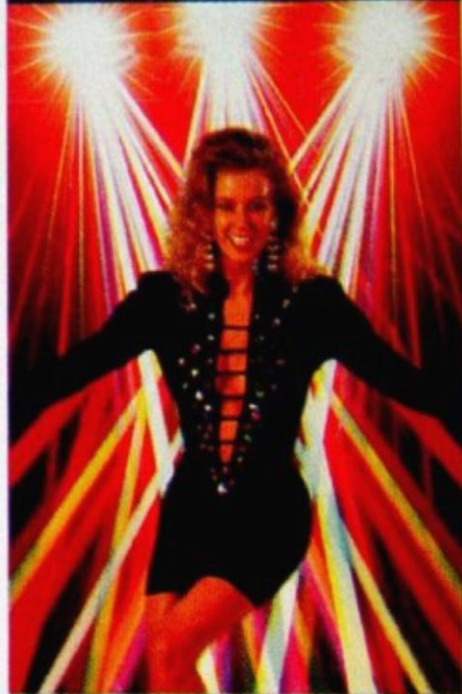
KIESELBAGS.COM | 619.819.8578

◀ Ad appearing in *Photo District News* for Kiesel camera bags;
Kiesel Bags, 1277 Kettner Blvd.,
Suite 304, San Diego, CA 92101;
(619) 819-8578;
info@kieselbags.com

SEEN UNDER NORMAL LIGHTS



SEEN UNDER **LYTEQUEST** LIGHTS



LYTEQUEST

Amazing what the right light can do. Create excitement. Make or break a party. Even enhance a reputation. Shows, for instance. LYTEQUEST is a new line of professional lights. They shimmer, sparkle. And create dazzling special effects and radiant colors. They're strobes, balloons, spots, foggers and... Helicopters. They're high quality. One year warranty. Long lasting. A snap to use. They look good and they're easy on the budget. So, for the lights of the party, choose LYTEQUEST.

gemini
SOUND SYSTEMS, LIGHTING & VIDEO

Corporate Office: 1100 MAIN ST. • JERSEY, NJ 07098 • 908-933-8888 Fax: 908-933-8890
Atlanta Branch: 2700 Peachtree Rd. • Atlanta, GA 30328 • 404-252-1100 Fax: 404-252-1101
Washington Branch: 1100 Main St. • Jersey, NJ 07098 • 908-933-8888 Fax: 908-933-8890

PROMOTION

OLAY

“Join me in the battle against ageing!”



I feel very proud to be a part of the brand that has made millions of women feel younger. Olay total effects carries everything that you would need for your complete skin care regimen and puts to rest 7 signs of skin ageing such as open pores, fine lines and dark spots. From moisturizing to sun protection, Olay total effects has everything that will make your skin glow and give it a youthful appearance. So why not try Olay total effects and join me in the battle against ageing!



- Dark spots
- Dry skin
- Dull glow-less skin
- Lines & wrinkles
- Sagging skin
- Open pores
- Uneven skin tone

TRY
Olay total effects

Visit www.olay.in for a free sample.

Let's drink
until we
forget
about
your age.



@MissTanDesigns

I'm not making any
age-related jokes
because I genuinely
feel bad about how
old you are.



someecards

"Are all old people this boring",
thought Billy...



som^{ee}cards
user card

AGEISM:

Prejudice against our feared future self



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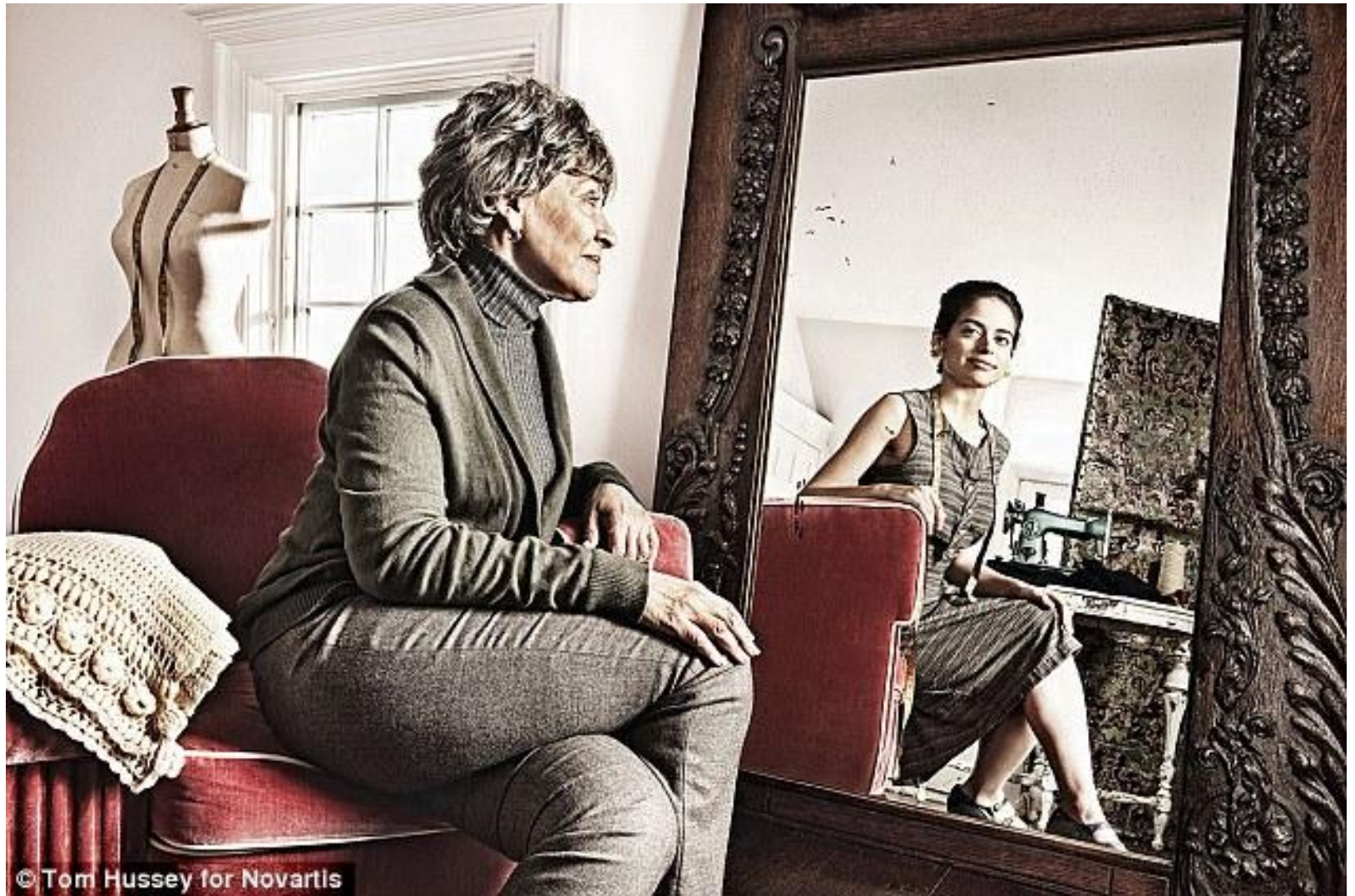
Covert Ageism

- You don't look 80 years old! You look great!
- My grandmother is 82 and still...
- I love old folks. They're all so nice/sweet.
- Sweetie/honey/dear/cute
- Paternalism





**How others see you, is not important..
How you see yourself means everything.**



© Tom Hussey for Novartis

ABLEISM:

Prejudice or discrimination against someone living with a physical or cognitive challenge/disability



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ALZHEIMER'S

Have fun finding the Easter Eggs you hid



memecenter.com 



DEVASTATING EFFECTS

- Self Image
- Independence
- Memory
- Health
- Longevity



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A Cruel Irony



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I DID NOT
COME HERE TO
LIVE WITH
OLD PEOPLE



SEE,
THERE'S
ANOTHER ONE
WITH A
WALKER

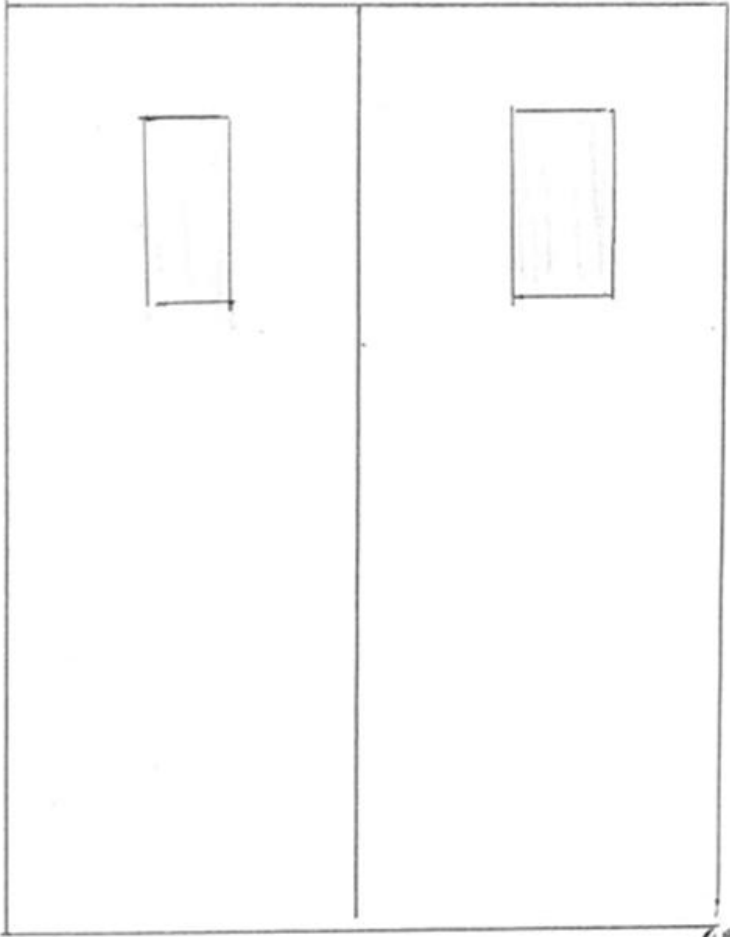


SHE SHOULDN'T
BE LIVING HERE...
SHE'S SO CONFUSED



CAN YOU
TELL ME
WHERE MY
APARTMENT IS?





Sam Riva

The New York Times

- Tables Reserved for the Healthiest
- Mean Girls in the Retirement Community
- An Unexpected Bingo Call: You Can't Play



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THE COMMITMENT

Welcome.

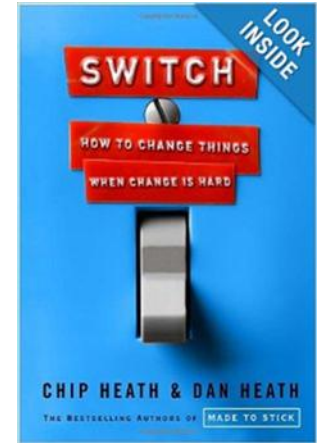
We are building an
inclusive community.



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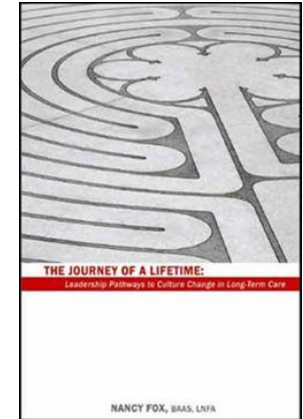
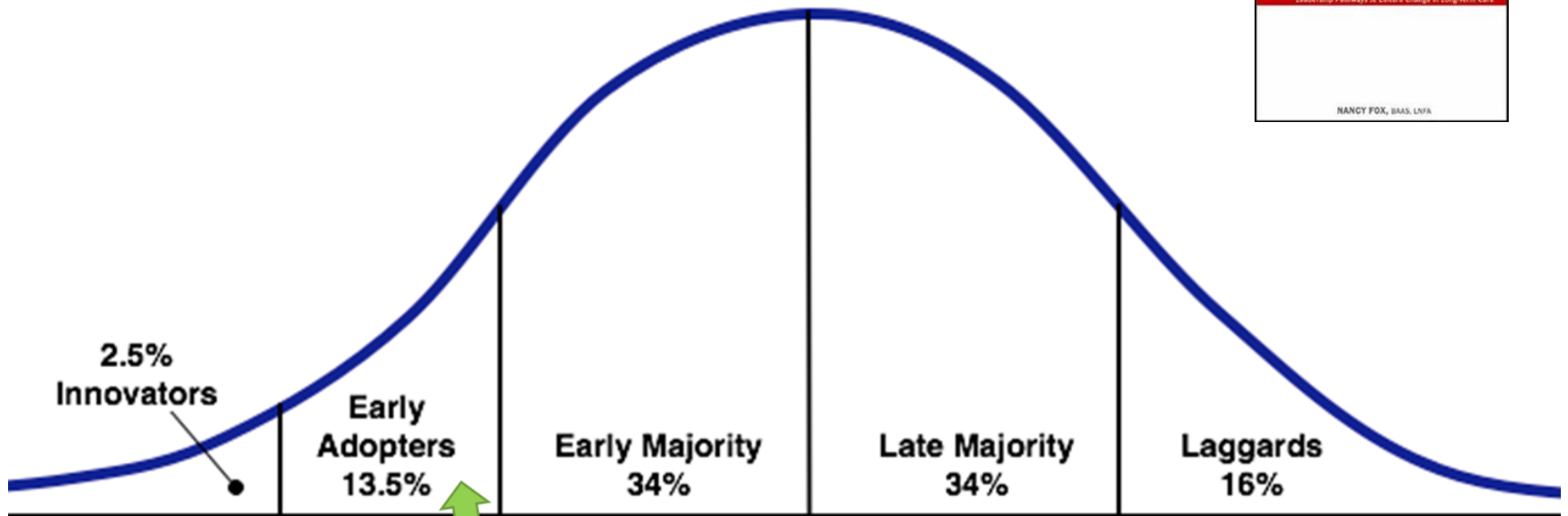
THE MESSAGE



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THE PEOPLE



Source: Everett Rogers, Diffusion of innovations model

The Tipping Point



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SOLUTIONS

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www.discovercls.org

Inclusivity White Paper:

http://www.leadingage.org/Creating_Inclusivity_in_Aging_Services_V4N5.aspx