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Each year, Ageism Awareness Day is recognized on October 9. It serves as our annual reminder that our work continues because ageism is still everywhere – sadly. It doesn't just show up in jokes or job interviews. It's built into the way we have been conditioned to think about age. It's in the spaces we design, the stories we tell, and the assumptions we make about what someone can or can't do because of their age. It limits opportunity, divides generations, and makes it harder to distinguish the perception of offensive behavior or discrimination. Combatting ageism is an imperative and begins with recognizing those patterns and choosing to see people for their abilities, not their age.

Age-based stereotypes affect both young people and older adults. Older adults are told they are no longer needed. Young people are told they haven't earned a voice. Both messages are ageist. And both are wrong. They undermine potential and destroy connection between people. Combatting ageism is embedded in our mission. This month, NYC Aging is amplifying the critically important conversation about how ageism shapes not only how we see each other, but also how we care for one another. Our new intergenerational media campaign, 'Ageism Stops With You', launching in mid-October, challenges the stereotypes that divide us and



invites New Yorkers to see age differently. You will see it across the city in newspapers, on subways and buses, on social media, and on TV. Real people. Real stories. One simple call to action: recognize ageism when you see it, speak up, and call it out.

October is also National Long-Term Care Planning Month, a time to think about how we prepare for the future. The month highlights the importance of understanding the services and supports we may need as we age and encourages families to plan early, talk openly, and make informed decisions about care. Whether it is assistance with daily activities, ongoing medical support, or simply a plan for peace of mind, thoughtful planning helps ensure

that every New Yorker can live with dignity and independence.

Though many don't realize it, ageism also impacts policies, practices, and access to critical support and services, including long-term care. Proactive planning provides choice, connection, and confidence in the future. A commitment to care strengthens families and communities, allowing generations to depend on one another. Older adults care for children and grandchildren, just as young people care for parents and grandparents. That exchange keeps us all strong. It shows what's possible when generations lift each other up and see care as a shared purpose. Ending ageism begins with all of us. It starts with small acts of recognition and courage, with listening, and with respect.

Let's make New York City a place where we see age as growth at every stage of life, not a limitation. And where or when ageism rears its ugly head, together, we call it out. AGEISM STOPS WITH YOU!



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