

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Survey launched on ageism in B.C.

VICTORIA – BC’s Seniors Advocate is asking people to share their perceptions and experiences on ageism to better understand how it impacts seniors in British Columbia.

“Seniors have told us they’re struggling with the cost-of-living, affordable housing, accessing health care, ageing in place and other issues that arise as they grow older,” said BC Seniors Advocate Dan Levitt. “I’m interested in learning more about the extent to which ageism may be a factor in some of these challenges. The information we receive will help guide our office’s next steps and future work in this area.”

A short survey is now available on the Office of the Seniors Advocate’s website and will remain open until December 13. Paper copies are also available upon request.

“Seniors are the backbone of our communities and undertake immense amounts of volunteering, caring for grandchildren and others, and make significant contributions in the lives of others every day. However, ageism frames growing older as a state of decline, frailty or dependency, rather than one that celebrates experience, knowledge and continued potential,” said Levitt. “Ageism can impact an older person’s self-worth, independence, safety, mental and physical health, social life and even financial well-being.”

Age discrimination is noticed most often in the workplace; exclusion in social situations; in society through age-related jokes and insults; making decisions for, instead of with, older people; stereotypes in advertising, movies or media; or abuse through fraud or being denied care. Many older people report feeling dismissed and invisible.

“Ageism is often referred to as the last socially-acceptable form of prejudice – and we want to change that,” said Levitt. “Seniors deserve to be recognized for their abilities and experiences, and not have their age in years be the measure of their value.”

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- Ageism Survey Link: [Ageism Survey – Seniors Advocate](#)
- Ageism Awareness Day 2024 Statement: [STMT-Ageism-Awareness-Day-Oct.-9-Final.pdf](#)

The Office of the Seniors Advocate is an independent office of the provincial government with a mandate of monitoring seniors' services and reporting on systemic issues affecting seniors. The office also provides information and referral to seniors and their caregivers by calling toll-free 1 877 952-3181, BC211, via email at info@seniorsadvocatebc.ca, Canada Post and the OSA web site <https://www.seniorsadvocatebc.ca/>.

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