Managing Workforce Ageism
Evaluating the effectiveness of a video-based workforce training program focusing on ageism

Training Components

1 HOUR in-service
Training for people working with older adults in a variety of settings

PARTICIPANTS:
Administrators (8%), RNs (11%), CNAs (14%), and management (15%)

10 MINUTE video
Followed by targeted review and discussion

Goals include helping participants:

- Recognize ageism
- Understand how ageism is communicated and transmitted
- View examples of how to disrupt ageism

Response of Training Participants

What increased?
- Knowledge about ageism’s harmful impact on my health and longevity

What decreased?
- Anxiety about my personal aging
- Anxiety about how other people perceive my value and worth as an older adult
- My self-reported ageist behaviors

What did participants say?
- “It’s important to change my attitude about aging.” (71%)
- “I’m confident I will change my attitude toward my own aging.” (72%)

What will participants do differently?
- Be mindful of the words I speak
- Help residents develop a sense of purpose
- Be more positive about my own aging
- Avoid stereotypes
- Be a catalyst for attitude change in my workplace