



Wes Moore | Governor

Aruna Miller | Lt. Governor

Carmel Roques | Secretary

FOR IMMEDIATE RELEASE

October 4, 2024

Governor Moore Proclaims October 9th as Ageism Awareness Day in Maryland

Baltimore, MD – Gov. Wes Moore has proclaimed October 9, 2024 as [Ageism Awareness Day](#) in Maryland to draw attention to the existence of ageism in our society and how it influences everything from personal interactions to public policy.

“It’s time we recognize the many contributions older Marylanders provide to our local and state economies, our care and kinship network, and our communities as a whole,” said Maryland Department of Aging Secretary Carmel Roques. “This proclamation reiterates the need to address ageism in education, employment, housing, culture, and healthcare to ensure older adults are not left behind.”

How we think, feel, and act toward others based on age potentially impacts the 1.4 million Marylanders age 60 and older. Evidence shows ageism can be found everywhere, from our workplaces and health systems to entertainment, advertising, and the media where older adults are often underrepresented or negatively portrayed. According to the World Health Organization, negative self-perceptions of aging decrease quality of life and can shorten lifespan by 7.5 years.

“If we are going to effect change, modernize systems, implement policies, and improve programs that support older adults, we must first address negative and inaccurate prejudices and stereotypes,” Sec. Roques said. “Transforming the way we think and talk about aging is the first step in creating a more equitable society for all and is a key priority of our state’s multisector plan for aging, Longevity Ready Maryland.”

To make a difference in the way older people are perceived and positively impact the services we need as we age, the Department has been collaborating with the National Center to Reframe Aging over the past year. Through workshops, training, and technical support, more than 500 communicators, leaders, and policymakers across Maryland have learned the principles of reframing aging and are carrying that information back to their organizations.

In addition, the Department is creating an innovative Data Dashboard that will provide a spectrum of detailed information on older adults to help identify needs, anticipate projections, and track progress across all Maryland communities. This resource will be available for public viewing within the coming months.

To learn more about ageism and how to reframe the narrative, attend a free Ageism Awareness Day Webinar on October 9 from 12:00-1:00 p.m. Register at

https://zoom.us/webinar/register/WN_fyhulRmaSX6Em6jvEJlOzg#/registration. All ages are also



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encouraged to participate in our Reframe Aging Milestone Survey at aging.maryland.gov/reframeaging.
To learn more about Longevity Ready Maryland activities visit lrm.maryland.gov.

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