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**Promoting positive images of aging by sensitizing society to the value of older adults**

- 1 WHEREAS the lifelong contributions of older persons to the economic, cultural, and educational achievements of the nation are often unrecognized;
- 2 WHEREAS older persons remain creative throughout the lifespan;
- 3 WHEREAS disproportionate emphasis is given to the problems related to the positive and productive aspects of aging, and negative attitudes and misconceptions regarding the capabilities of older persons persist;
- 4 WHEREAS the media often portrays images of old age that unfairly stereotype older persons as senile and unproductive; and
- 5 WHEREAS older persons and children are often pitted as adversaries in competition for government funds and other resources;

***THEREFORE, BE IT RESOLVED by the 1995 White House Conference on Aging to support policies that:***

- 6 Develop partnerships between all aging organizations and the media to recognize the contributions and worth of older adults;
- 7 Develop and fund ongoing public education campaigns to highlight the diverse roles and activities of older adults;
- 8 Integrate information about the aging process into the curricula of all educational institutions;
- 9 Encourage and provide opportunities for older adults to demonstrate their capacity for lifelong learning by supporting existing educational programs and developing guidelines for new programs;
- 10 Educate all professionals and paraprofessionals to recognize the wisdom, creativity, and potential of older adults;
- 11 Encourage research on the productivity, potential, and depiction of older adults and provide accurate images of older adults in radio and television programs, print media, and advertising, respecting the first amendment;
- 12 Encourage the fashion and other consumer markets to respond to the needs and interests of older adults.