

## Language \*

<i><b>Instead of...</b></i>	<i><b>Prefer to...</b></i>
Catastrophic terms about growing population of older people (“time bomb”, “silver tsunami”)	Talk affirmatively about longer and healthier lives and ageing as an opportunity
References to youth to describe older age (“accumulated youth”) or positive aspects of one’s personality (“young at heart”)	Use direct affirmation of being old (“I’m old and that’s ok”) or alternative adjectives to describe positive aspects of one’s personality
Terms that are homogenising and stoking stereotypes (“seniors”, “elderly”)	Use “older people” or “older adults” that are more neutral
Pronouns (“they”, “them”) or framing that are “other-ing” older people as a group to set aside assuming they are different from “we”	Use “we” and “us” pronouns in reference to the universal experience of ageing and giving a voice to self-advocates
Possessive assuming older people are someone’s property (“our older people”)	Remove the possessive pronouns
Adjectives around frailty to describe a whole age group (“vulnerable”, “at-risk” population)	Specify the risk factors that are putting people in situations of vulnerability