Handout 3

**Age Equality Fact Sheet[[1]](#footnote-1)**

Ageism is discrimination or unfair treatment based on a person’s age. It can impact on someone’s confidence, job prospects, financial situation and quality of life. It can also include the way that older people are represented in the media, which can have a wider impact on the public’s attitudes.

Older people may experience…

* Losing a job because of their age.
* Being refused interest-free credit, a new credit card, car insurance or travel insurance because of their age.
* Receiving a lower quality of service in a shop or restaurant because of the organisation’s attitude to older people.
* Not being eligible for financial help due to age limits.
* Being refused a referral from a doctor to a consultant because you are ‘too old.'
* Being refused membership to a club or trade association because of your age.

All of these situations are examples of ageism. You are protected against some of these situations by law, but not all of them.

1. **Source**: Age UK <http://www.ageuk.org.uk/work-and-learning/discrimination-and-rights/what-is-ageism/> [↑](#footnote-ref-1)