

Situation

The number of aging Kansans is rapidly growing, but society still has not embraced the aging population. Both casual and systematic occurrences of ageism, or prejudice or discrimination on the basis of a person's age, toward older adults are prevalent.

Public Value

Age-positive programming promotes positive aging-related values among Kansans through research-based education. Those who better understand, and perhaps empathize with, the challenges older adults may face provide a positive foundation of age-related perceptions in families, communities, institutions, and the workplace.

Outputs

Participants:

- Youth
- Adult children/family members of aging Kansans
- Formal/informal caregivers and health care providers
- Individuals interested in aging-related topics

Activities:

- Provide community leadership for age-positive programming with the goal of encouraging and promoting positivity toward aging. This programming can be in the form of workshops, meetings, presentations, exhibits, individual consultation, and media. A description of curricula is provided below:

Evidence or Research Based Programming

- Keys to Embracing Aging (positive attitude segment)
- Gray for a Day
- Powerful Tools for Caregivers

Additional individualized educational and promotional efforts may be supported through the use of the following:

- Aging in Kansas Facebook and Twitter pages
- KSRE SoundLiving radio releases
- KSRE News Media print/video releases
- aging.ksu.edu website
- eXtension (website, Ask an Expert platform)

Short-Term (Knowledge)

- Program participants report an increase in knowledge about age-positivity.
- Program participants report plans to take action or change their attitudes toward aging.

Indicators

- After participating in a KSRE age-positive programming, what did participants report that they learned?
- After participating in a KSRE age-positive programming, what actions did participants report that they plan to take?

Medium-Term (Behavior)

- Program participants report taking steps to better foster age-positive values.
- Program participants report taking steps to express age-positive behaviors (e.g., helping, patience, etc.).

Indicators

- Three-to-six months after participating in the program, participants report improved age-positive values.
- Three-to-six months after participating in the program, participants report improved age-positive behaviors (e.g., helping, patience, etc.)

Long-Term (Change in Condition)

- Program participants report an enriched quality of life through improved age-positive attitudes.
- Program participants report an enriched quality of life for aging Kansans through improved age-positive behaviors.

Indicators

- Kansans will report an enriched quality of life through improved age-positive attitudes.
- Kansans will report an enriched quality of life through improved age-positive behaviors.