

Transcript from Webinar “Ageism in the Workforce, Health Care and Community”

Webinar was held Wednesday, May 12, 2021

Colorado Center for Aging

Website: <https://coloradocenterforaging.org/>

During the May 2021 Older Coloradans Month celebration we worked with other agencies and produced a series of webinars. We are so pleased that so many of you attended. Below is the transcript from the first webinar of the series, “Ageism in the Workforce, Health Care and Community.”

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Please note that the transcript does have some typographic errors.

“Ageism in the Workforce, Health Care and Community”

Well, good afternoon, everybody. Thank you for joining us. Welcome to the first annual Older Coloradans month, which is our version of older Americans month. Which happens every May. And every month of May there is a theme and this years themes is communities of strengths, which is very appropriate for what we will be talking about today. Our team composed of color and senior lobby and Colorado surfer aging and change in the narrative and ARP Colorado, lifelong Colorado, and Dr. called, will be exploring with you the common interests and strengths of all Coloradans in particular the 2 million of us were over the age of 50. There are some of us who actually long to be age 50 once again.

Articles in the series are really three great webinars to both inform and to spark your interest in and engaging with us in raising our voices and really be heard by our policymakers at every level of government and to create new communities with strength. Today's session we will cover ageism and the workforce, healthcare and community and shifting how all Coloradans think about aging. Next week's session focuses on age friendly communities, and what that means to us here in Colorado, and in our final session we will hear from people all over the state and what they are doing to facilitate aging in their communities.

You may have seen some of the revolving PowerPoint by our sponsors but I would like to thank each of them for their support today. Relay Colorado, InnovAge, COLORADO UNIVERSITY BOULDER multidisciplinary center on aging and Prime Time News. Today and the first for us we actually also

have closed-captioning available courtesy of relay Colorado and it doesn't look I hit record and I didn't [Laughter].

Okay.

Okay here we go so my fine speech is not been recorded but the rest of it will be so finally a couple of quick reminders and first any questions that you have you can put them in the chat room throughout the presentation and please be sure you are on mute unless you are asked to speak or your represent her and then finally we will have a link to an evaluation of this session posted in the chat room. So now I will introduce Janine Vanderburg who is moderating today's panel and Janine is a world-renowned expert on the issue of ageism. Janine, to get away.

Thank you so much, and really appreciate all of you being here one of the things that we have talked about in older Americans month especially because the theme was communities of strength was interested in getting people together to talk about issues that really face not just older know Adams, but older Americans overall and one of the reasons I was thrilled when Colorado senior lobby and now that color center on aging, so congrats, you all, invited me to participate in this section. We note that ageism can really be a barrier to all of us being able to, if you will, be our best cells and being involved in community and show that strength that we have and if together we rise to really addressed ageism and call people's awareness of it and it can make a difference and will allow older Coloradans and others to really be able to deploy the strengths and interests that we collectively have to benefit the community and workplaces in the economy.

Actually because Morris Price and I will be checking first, Kris Gerken is going to be moderating if you well, and interviewing us and then she will hand the microphone back over to me so let me introduce you to Kris Geerken, both works for changing the narrative, running our on the same page intergenerational conversation program and ageism and healthcare, and also on the board of Colorado senior lobby, center of aging so, Kris, gloomy handed to you and you can asked me the first question.

Thank you, Janine. Great to be here, everybody. Really excited about today's session. I also want to add also that we have guest on our panel of Morris Price Jr., and he works with the -- Executive Director for the senior Denver. Thank you so much, Morris, for being here. And Janice Ortiz, highly involved in the activism and building connections and communities of color and she is a senior advisor to the Latino community foundation of Colorado. So thank you so much for being here. And Christine Burrows, Kristine Burrows, director of aging care and connections at Jewish family service of Colorado and she also serves on the Denver commission on aging and certified in reframing aging through changing the narratives and thank you for also for being here.

So I will kick it off with just asking Janine the first question, tell us more about what ageism is and why it is important for us to be aware of what it looks like.

So ageism is basically prejudiced, stereotyping and outright disc ruminaton based on someone's age, and I feel compelled to say that ageism can occur against younger people as well as against older people. So if someone has a stereotype about a younger person, they are entitled, they don't have enough experience yet, that is ageism. Ageism in the context that we will talk about mostly in older Americans month is ageism directed at older people and it can show up on a number of levels.

We know there is such a thing called internalized ageism so if we are looking at herself and saying, you know what, maybe I really am too old to try that. That is as having internalized ageism messages we have been surrounded by. It could be interpersonal and this is what happens very often in the workplace. So if a supervisor looks at an older plate and says, you know, I think we will give George that opportunity because he is not going to stick around long. Not only is that factually incorrect so we know and average older workers have four times a tenure than workers but it is ageism, right? Denies someone opportunity in either way it is unjust. I think what we are hearing mostly to talk about today is when ageism kind of shows up in institutions and public policy. I am mindful we are here with the color you senior lobby in your audience, so for example a couple of things and I know these are currently subject of legislation for example in Colorado, there is something called the earned income tax credit. Earned income tax credit is for lower income working people. It allows and offset on their aspect of their taxes and right now the current limit is, if you're age 64, if you're over age 64, you cannot receive the earned income tax credit even though we know before the pandemic, one in four Coloradans age 65 and over it was in the workplace, right? So the good news is that their efforts there to change it and we also note the right now age discrimination laws about workplace ages ruminations are not treated as seriously as workplace discrimination based on other forms. And so, again, there legislative efforts and I know Colorado senior lobby is a mother that so those are just some examples of how ageism plays out in public policy. It is basically if we are making decisions based on age and based on stereotypes of age, without looking at the individuals in front of us, that is essentially ageism .

That is my short and not so inspirational speech about ageism.

Thank you, but it sets the stage in front of us to be aware of that so thank you, Janine. So now we will go into the topic of workforce and Morris, I will start with you. So people often make stereotypes about generations within the workplace. Which reinforces ageism. You've worked with people of all ages so what would you want people to know about the benefits of traditional -- intergenerational teams but thank you all for being here.

[Indiscernible - low volume] Morris Price serve as the President of city which is a miracle program and literally my workforce we have course, 18-25, I'm on the other spectrum, almost 60. Working in that environment on a daily basis, it leans to two key areas, one is context. Fortunately we had someone who was with us and they left recently to pursue other opportunities who had a very different perspective for example this past year during COVID. Went nonprofits had to go through the process of laying off or going through transition and the sense of calm and experience for the personal perspective and how to handle such transitions and having been there before and we have oh eighth [Inaudible static] could members and the concept of I will have to go find another job or how do I prepare just a sense of ease and environmental where organization will have to shift and how to address that shift just to give them the key point of historical perspective and experience and it was critical.

Also the ability to communicate when it came to others that we deal with, our peers, younger members, dealing with folks in other generations as to teachers, administrators and elected officials. And what advice they could offer them and to drive their point of view and if you spend your time talking to someone your own age group and dynamic, to make the message clear and having that opportunity to practice a presentation for as simple as presenting information to someone where

you are having to pull out the slayings or while -- language you are currently using with your peers for getting that request to someone who is not in your same perspective. Saw that repeatedly as our court was trying to explain their work to others and just value of their context.

Thank you so much, good to hear. Janine, even before the pandemic, ageism existed in the workplace, and with studies showing that older people are likely to be pushed out or laid off, so how have you seen the pandemic impact the issue of ageism within the workplace?

So there is good news and bad news about that and the good news is and this sounds very counterintuitive, is that because the pandemic exposed ageism overall so much especially in a variety of public policies and how older people were spoken about and being described as weak, vulnerable and elderly, day after day by very well meaning people so the bad part is that reinforced any image that basically increased ageism in the workplace. But the good news is that people have realized that and are upset about it and it has really led to the impetus for kind of a lot of driver and we need to change policies and we need to educate reporters that this is wrong and we need to be able to reap the benefits that Morris talked about about having notable generations in the workplace, right? But here is what has happened. We know overall the jobs report that was just released last week on a national level show that even though new jobs are being created, older workers still have higher unemployment rates and they are unlike the past recession, that keeps increasing among older workers a we note that older workers were pushed out. We know specifically in Colorado, changing the narrative did a survey of Coloradans age 50 and over and how they were affected by the pandemic. We know that over half of Coloradans age 50 and over were pushed out, laid off had I was decreased, salary decrease, so I know that they experienced really negative effects. And about one third reported that they had actually -- they had experienced age discrimination. I often heard about it during the pandemic like this because of the workshops I've done around the state for changing the narrative. I would phone calls from people that I had met in what's up saying okay, I'm in my 60s and my employer is Saint it is too dangerous for me to come to work regardless of someone health status et cetera. So for I'm just going to push that kind of people out. The downside is because we do not have yet the public policies in place someone would have to go through a whole complete process et cetera Under the pandemic I think people thought that was not feasible. So overall ageism in the workplace in a way was allowed by the pandemic and by the repeated message that older people are more at risk et cetera, But if there is good news I really see yes, to me evidence of all of you here, there is really a mobilized effort of older people and younger people coming together and saying, this is wrong and we have to do something about it. So I am remaining hopeful.

Me too, thank you. Next question could be for both, Morris, and Janine, so as businesses are hopefully recovering from the pandemic, how do you recommend that we talk to employees about the value that older workers bring to the workplace?

I'm just going to repeat whatever Moore said because what he said before was perfect [Laughter]. Morris, go ahead.

I think too I focus on the scenario the happen and adds perspective. We had a piece of equipment go down and it was someone had a copier, printer in their office, and some of our core members who are tech savvy, they were resetting it and really going through the process and they were going into

the settings and going through and by no joke, the gentleman who was older adults in our office walked in and he looked at it and he did a little can just open and said, it is just out of paper.

And that is it. Our core members were so used to thinking about elaborate technology and the systems and the unplugging and has to be this, and he went to the simplest process and start with a simple problem and that work your way out. That perspective, and they literally looked at him and their was a marble in their eyes of -- how to heat that analysts are out of paper and you can about the computer. So I think it reminded them that there is value in those years and those years of experience that you want, that you cannot always pay for with Justen Hervey and we do not [Indiscernible - low volume] higher ed but really to different organizations and that creates a healthier pipeline and not just robust one but a healthier public and that will you have in your office brings whole perspective five, six people.

What Moore said, ditto, ditto, but let me ask you a few things. Call it a lot of pattern recognition and the fact you have seen certain pen so if you know a copy machine is looking a certain way, the patent the triggers in your brain because you have experienced this before, let us the out of paper sound or the out of paper look or something like that, right? I think we have to -- during the pandemic, changing the narrative, stop doing our presentations on the business case because we felt like most employees were not but the business case for older workers but think about how do I stay up and make payroll et cetera, right? We are just restarting that right now. We are finding -- I think if you've read them or post articles and New York Times articles, we are ready even though we have unemployment rate we are facing a workplace shortage and we have groups of older people who, one, willing and want to work. And in many cases, who need to work. For economic reasons.

So one, where talking about this gives you a talent pipeline. Long-term, what we all need to talk to employees about is across the world, certainly in Colorado and there's a declining birthrate. Our society is aging and we do not have enough younger workers. That is just kind of a race defined, we will find these younger workers and what really smart workplace is going to do is figure out how to fill slots really across the pipeline but not just fill slots, they will make sure -- this is why some of the other legislation that is in front of Colorado legislation -- were now, so important. We have federal stimulus dollars coming in, right? There will be money for training, upscaling, rescaling, next scaling. I have heard a lot of us versus them conversation and we will spend it on youth apprenticeship or spend it on this. The reality is that successful workplaces and successful companies and organizations of any type in the future are going to have a mix and I just think it is smart to think about how to retrain people together? We will be working together so let's put older people and younger people together both in training upscaling, next scaling, but to do that we need to make sure that some of those dollars are being thought of and they are upscaling older adults. One of the things that I've been really, really mindful of -- and I'm worried about -- both in federal and state level, when we talk about aging policy, we talk about things about long-term care et cetera But not about employment. When we talk about employment policies, we have all of these groups that are terminated and we do not normally target older adults I think the child's relevance here because I know you all by definition being here really committed is we have to figure out how we blend also aging policy, always include employment. And employment policy always includes older adults. And intergenerational thinking.

Thank you.

That is what I am telling people.

First, doing our first workshop and again of 2021 next week.

Good, exciting. All right. As community members, have to kind of go from that angle, how could we encourage people, all of us here, and the people that we are connected with and affiliated with, to think about the benefits of having will take generations work together, what can we do to just spread that word and what ways can we do that for examples of doing that?

I think if I could real quick for my own perspective we often think about the value internally and not about externally. If your client basis is aging the building communicate in that case is critical and with recently my mother going through losing her cable and having someone on the other side who would have that life experience with what are you doing this for your mother? She is 80, not listening, the empathy that he provided rate it so much easier to work through a solution that he was keenly aware that was a different age dynamic over the phone and if someone had been in designing the customer service platform, that whoever picks up that phone is not always going to be the most tech savvy person, what value is at your customer as a business? Not just internally often talk about but external claimant on the other side, when you have an aging population, they will have to deal with you as a business.

Right.

Yes, once again I feel like I'm here to say what Morris said. But no, literally in my prior Zoom call, in the conversation with kind of one of the large national nonprofits, that is, I think, especially post pandemic to think about how do we provide kind of like online tech support for older people? But delivered by older people so people who have mastered like an iPhone or people who have mastered a particular piece of technology, whatever it is, so that -- that also kind of changes the narrative, right? Older -- only younger people are tech savvy and that was kind a part of it but part of it was provides older people who still want to work maybe part-time in the jobs, and it also has that sort of empathetic figure of someone who can say, okay, I will help you kind of figure this out. This is how we will do it. I think there are just a lot of solid business reasons in terms of customer base but I also think ultimately this is about demographics. And a strong workplaces when the people of all ages. So you know, the people who ignore that, I think their putting themselves on a dinosaur path, if you will.

Thanks.

Yeah.

Morris, workplace changes that we have experienced during the pandemic are going to fundamentally change the way we work into the future. Remote working for example. So just curious what you are seeing out there?

We see it right now, literally as we talked about transitioning back into the office, I think someone who's gone through the cycle of aging, what to expect and it is been my best advice to talk about what things should I expect is a bring people back and like healthcare. What are the general fears and how do I ease that? Was the person who said things like the way the room is set. Everything about someone -- not that to the way it was so how do we take the time to reset so that it is comfortable instantly? Digital plants at home and let's put plants back in the office so feels less of a

transition from home to office and moved to a different city and. How could anybody who of thought about that because you get it multiple times when they move within their cycle. I think taken advantage of the cycle of the life experience and seem so cheesy, but it is critical to have that perspective.

Kris, I really think this is incredible opportunity actually for older workers now. Because we don't one of the things -- older workers and younger workers really value -- numerous surveys and research have shown this -- flexibility and ability to work remotely sometimes. And we also know their were employees who thought that was and awful thing, no, no, you cannot do that. We have demonstrated obviously not all categories of jobs but we have demonstrated we have done this so I think this really is kind of a great opportunity for older workers and they also think that being really mindful of what is it that we need that actually has to be done in person, how have we all learned to use the tech tools, right? A year ago what we all have been just kind of fascinatingly navigating to Zoom, and all this, no, we were all pressing the button and saying how do I and mute? Woodhall learned that and have a facility with that now. So I think is actually kind of a not of opportunity and again I just keep taking what is the smart player going to do? The smart employer will recognize that even though we have somewhat high unemployment right now, we also at the same time have a workplace shortage. I think my optimistic self, it will lead to kinder, gentler and more employee sane decisions. Morris is finally too, do you agree or disagree I agree. The workforce, simplest things that you often forget.

I'm watching younger employees go through it and look at the health care plan.

Yeah.

Something as simple something we take for granted and they cannot just go to the parents and yes, they've done this and explain the value and consequence of it.

Almost like the little things that you take for granted until you have not done it. What trust that brings in the office and all of a sudden the person you have seen as older recent challenge of technology because someone you look for when it comes -- the advice of that imagine the advice [Indiscernible - low volume] case issue because all of a sudden there's a sense of trust and respect of this person has real value as opposed to -- they are just older.

Yeah.

I actually, Kris, think that that is a great segue over to the next -- since Morris introduced healthcare, it is a great segue. We did not plan this ahead of time, over to the topic of ageism and healthcare. I know you know if you got your Masters in health administration, you've been putting together these presentations on ageism and healthcare for change in the narrative. I think you did this marathon to the weekend, Friday and Saturday, and Monday [Laughter]. Share a little bit with us about what we need to know about ageism and healthcare and maybe a little bit how it shows up in public policy.

Sure, okay. Yes, we did a marathon of sessions for sure [Laughter]. Which is really exciting, actually in the feedback was a positive and clearly people want to talk about their healthcare experiences, is one of the overarching themes that we found in the sessions that we conducted. And people are experiencing ageism and healthcare settings, so I'm excited to be a part of this campaign because it is highly needed to talk about this. And also I think it is important to it all is that there are incredible dedicated healthcare workers all across the country and we are grateful for what they are doing and

definitely need more dedicated compassionate healthcare workers in the country because there is a shortage in them. But we are finding is just there is a need for us to understand what ageism looks like in the healthcare setting so that we can all receive the best healthcare and aligns with their needs and values. And the reason this is important especially for older adults is because by 2034, just in 13 years from now, older adults will outnumber children for the first time in history. Because people are living longer than ever before, many of our systems and structures and policies were created decades ago so they have not necessarily all aligned with and kept up with the changing demographics that we are experiencing. And will continue to experience. So that is part of why it is really important for us to become aware of what does older age look like and how do we all adapt to it and how can healthcare best online with this new reality of living so much longer? So that is part of my mission, in the work that I'm doing. And just, as far as policies are concerned and be more aware of the decisions being made, as we saw with COVID, we need to really be aware of the information that is being shared, for example, the percentage of cases and deaths of people living in congregate care settings and those with underlying health conditions just having accurate information is crucially important to the decision-making process and with that the funding programs for specialized training in geriatric medicine to all levels of healthcare professionals would help to create improved understanding of patient and client needs. So just being aware of doing these programs exist and can we get more training of geriatric care to different levels of providers, including like EMTs, you know, think of all the different people that provide care in the different facets that exist in our country.

Okay. So how do you see it showing up in public policy?

Health ageism in healthcare?

Ageism and health showing up in public policy.

Well, often times like what we have seen is just -- as example, the decision-making process, for healthcare professionals, often uses chronological age to guide their recommendations. And so, some examples of during COVID and that crisis standard of care decision-making that happened, chronological age was part of that decision-making process. And when using age alone as a criteria to determine care, that is actually an ageist thing to do so that is not in the best interest of people. So we need to add additional criteria such as pre-existing conditions, healthcare access, living situations, well-being and lifestyles, all of these factors should be included in the decision-making process. Not just chronological age. So that is one area or an example of which it needs to be considered and policy decision-making over all. And we all hopefully note that the adult population is not an homogenous group. Everybody is uniquely who they are for all the seven factors that a just mentioned. So if we do not have that awareness and decisions we are making, it is not serving the people in the best way.

Does that answer your question?

When example.

[Laughter], well, you know, I don't Colorado senior lobby work -- took a really strong position on this with standards of care because their was a lot of chronological age and with the addition of comorbidities, were often found when people of color because of his stomach health inequities and

it felt like the state created a system where older people and especially older people of color were pushed back, would be pushed back to the triage line. Like us I will ask you the question that you asked me. What can we all do as individuals to kind of highlight and elevate issues like this, especially where there is an intersection of age and race and gender?

To speak up, most important thing or become aware. Like the work that we are doing and part of why we are doing that ageism in healthcare campaign is to raise awareness and help people become more conscious about what they are seeing and what they are experiencing and how much that matters. Just for example in the sessions that I just did this weekend, so many samples came up where people were sharing their own personal experience of not being heard or been dismissed, you know, they go into see a medical provider for whatever reason and present whatever it was they were concerned about, and just vital, well, what do you expect that your age? That is very dismissive, and that happens to so many people, and that just puts up the conversation right there. Is clearly making you feel unheard and then where do you go with that? How do you help yourself and how do you know if what it is you are experiencing is something that you should pursue answers to or -- because age alone is not why you are experiencing something. It is important for people to become more educated, find out what is happening, like what is not working for you, and are there people like us that advocates to help you speak up and raise our voices or have a more collective voice and bring that to the attention of decision-makers.

Right. I'm just going to go ahead and go off script because this is what I do and I want to ask maybe Morris and Christine because I know all of you have some insight into ageism and that place out in healthcare you know maybe looking at family members and that kind of thing so do and if you want to kind of weigh in on this especially ageism and healthcare before we go broadly to ageism in community and what we could do about it?

Sure, I can speak for a research perspective, [Indiscernible - low volume] but prior to this I work for see you and did a lot of research with older adults and one of the things that we saw in our research was related to physical activity and how mobile folks were. And so, working with Janine and changing the narrative was a really great way to help speak up on those things, so for instance we would have a study going on and it was for people who are 65 and older and having some sort of surgery and they have to be x mobile, had to be able to walk a certain distance or whatever. And when we had issues with how fast people could walk or how far they can work work activities it could do, the first question out of most of our research teams now was how old are they? Which however fast to walk has no indication of how old you are. If I said, you know, 67, or, 87, that was a huge factor. Whether we could include them in our study, which it was a big proponent of speaking out against that but I think that is a really easy example of how easy it is to be a just in healthcare.

Yeah, Christine if I could add, one of the things I was talking to me at the beginning of the pandemic is even though when you early on that older people had the most adverse outcomes, we were being excluded from clinical trials at the beginning. So [Inaudible static] [Laughter] will not get it, you know obviously that was remediated, but that to me was an example of the kind of thinking that you are sharing. Cec, want to weigh in on this ?

I will. But I think for me in terms of the work that we do, we do a lot of work with nonprofits across the stage. Specially in terms of mostly Latino communities. And it weight heavily this whole

pandemic, it was just awful on many fronts and a lot of families were affected by this test all that occurred and I guess I would say when I think about or looking at healthcare in looking at policies this is the late I still think we are as Latinos we tend to still take care of our elders so that meant the whole family was involved in this and many times we lost a lot of elders in this process. And I feel like there seems to be acknowledgment about how we have to worry about those people of color, but there is also -- I think that people are not really, really clear about how bad it was. And at this point, there has been a lot and I mean just mental health wise, what we are seeing from families, it has been really, really hard to watch them try to get back to even to a point of feeling pretty normal. I mean that is not the case across and I'm trying to figure out this new world. But I do feel like from a policy perspective, we have got to be able to -- what we are trying to do is just make people really aware of what is important and getting their voice into this discussion. And I would just say, looking terms of this room, I cannot tell, but I would love to have this kind of discussion just around Latinos across the states. We are a very large percentage of this community and we were impact heavily by it all. So again from a place, about, as we think about policy and change, is there ways that we could engage larger communities and I'm sure it could be -- in a community. Could be rule communities at that point as well. It is across the board and this is important so yeah.

Cec, thank you for sharing. Morris, did you want to add anything?

No, [Inaudible - static] perspective so I think again we just saw how just the rollout of the process and it would've been no surprise to have folks say that the first way to do this is to get on the app and sign up for it because it would've been so simple for folks to say that is not going to be the best way. Able trust with a no and they trust the community and it would have been immediately -- if he put in the hands of my community and that is where I will go. But the close perspective again.

Right.

Right.

I hope that we all learned a lot and we end up breaking into future public policy so we do not have to go through this again a. Let's switch a little bit to the idea of basically ageism in the broader community. We talked about specifically how it plays out at work and some of the policy factors at play. How it plays out in healthcare and lack of access to. Kristine, you and I have talked about this before and I think we did a PBS show on this about kind of the pandemic and ageism and social isolation, talk to us a little bit about that sort of constant message of older adults being vulnerable, older adults staying indoors, how that manifests itself and maybe impact on social isolation.

Yeah, absolutely. Throughout the course of the pandemic and you know especially at the beginning of the pandemic when we did not really know how the disease was transmitted and who is susceptible to COVID-19, we had a lot of really dangerous rhetoric around only older people are getting COVID-19 and only older people are having really nasty cases of COVID-19. And so, what wound up happening is we asked older adults to continue staying home, which led to a slew of issues but one of them to get this sort of dual public health crisis that we were dealing with with COVID-19. So we were trying to navigate COVID-19, but that we also have social isolation which is skyrocketing among older people. And among younger people as well. This is not only an older adult issue. And for those who are unfamiliar with the term social isolation, it just first to how and individual connects with society. So lack of contact with society. I think all of us could probably relate to feeling a little

socially isolated within this pandemic. And so, trying to navigate both of these processes and keep people safe has been really critical and one thing that has been very challenging from the safety perspective with social isolation and how it impacts our COVID-19 responses that social isolation has a huge, huge health impacts so mental health is a big component of social isolation. And social isolation has been brought together with says I -- anxiety and lack of self worth and very important issues to attack -- took from health perspective and I think what is also interesting to me is a physical have components that tie into the social isolation piece and poor sleep quality has been related with social isolation and diabetes, heart disease, [Indiscernible - low volume] nontrivial health concerns that are being correlate with social isolation and been able to navigate how we value older adults in our community and making sure that older adults are able to participate in community properly and we are able to participate in community abruptly while still navigating that public response and I will ponder this question on high note because those are little bit gross stats on 13 and how harmful it is but one of the things I'm really excited about is that preliminary research is starting to come out about the impact of social isolation and quarantine within the pandemic and I'm excited to learn about different factors that play into social isolation . For instance if we start learning that folks were living with a partner or roommate or family member are reporting lower risk or lower incidence of the social isolation . How can we as service providers start implementing those resources and services to make sure that we can reduce that moving forward? Unfortunately, social isolation has been illuminated during the pandemic, but it is not just a pandemic issue. Where if we find out folks who have access to broadband and reliable Internet and can access technology to continue communicating and participating in community through technology, if we find out that those folks have more instance of social isolation , you know again how do we deploy that resource to make sure that we can solve the problem moving forward?

So Kristine, this always happens which is why I'm a terrible moderator [Laughter], something that you said just kind of triggered another question in me and this is actually for Morris, Kris Garrett and you, thought there was this whole -- felt like during the pandemic, very early on, we recognize, oh, schoolchildren will not be able to go to school remotely unless they have tablets and that kind of thing, right? So it is sort of government it philanthropic thing to make sure kids have access to technology which they should have. We also know that older adults were not only isolated but Morris, to your point earlier, if I do not have a tablet and the only way I could make a vaccine appointment or telehealth appointment is that, why is it we did not respond as quickly to older people and instead it seemed to me that some of the narrative or conversation out there was, oh, older people and technology they just do not know how to do it. Would anybody want to weigh in and then I promise I will get back to the script but I'm curious.

I think that is exactly it, ageism around who wants to use technology. And who has the capability to use technology. We note that older adults can and do use technology, but the greater community maybe does not believe that. While we prioritize students, because we have this thought that students and young people can use technology, it did not translate unfortunately.

I think the priority of need. By my mother's retirement, she did not to use the computer every single day like I did and someday she did not want to. So once she needed the proficiency group and in time my favorite quote is, you can make the parents for the computer to remember she taught you how to use a spoon. Once they experience was there the proficiency was there and I think with you,

Jenning, if we had said just to months before COVID make sure every child has a tablet for think we would say was where to get the money and how do we do the role and wears a pilot project? We did it in less than a month and I said this before this was not elective resource but a lack of will. When we use it as resources, excuse, will to think differently and will to empower differently in the population to say let's just find out if what we had done would be the opposite of what would be the results and imagine if we did that with the older adults with technology then, us with the transition of the vaccine would've been dramatically different and think of the lies we would've saved.

I really like that, is about our well because I feel that something together that we could help generate and Cec, I know you want to weigh in on this.

Exactly, I just want to say right on to what Morris said. I think it is about honest just again if we need this we need to do it and we tend to kind of have all the reasons wrong -- of why not. But we missed that and it makes me embarrassed that I would think about what you just said, Jennings, around why didn't I think about that [Laughter]? It is there, you see it and of course give it to the kids but with elders we thought differently.

I would say that we learned a lot just with our preparatory him model which community -- to said neighbors, who basically they learned very quickly how to use that tablets. Because that was a job at this point. So Morris, you are right on.

That included older people, right? Your permit notice?

Yeah, infect the majority were, were elders, right, 50 and older.

John, a lot of community activism in this basin also around connecting generations, I would love to hear Cec, what are kind of the effective things because I know we defined, I hope for you, for everyone so far, that ageism is a problem. And get it seems to me that the kind of things that you are doing kind of identified some hopeful, maybe positive solutions. Can you talk to us a little bit about what you see and how can we maybe translate those cultural lessons?

Yeah, you know, again I'm speaking from a place of working in communities on behalf of major issues affecting our communities, of course. There is always -- it's great when you have a rallying cry on something, right? Think about an issue and you want to fix it. You go to the community. And I would say that I have the -- I'm blessed to be able to work with young people who are also looking at community differently. And that is to a lot of work in schools that we are working with, before them to see themselves as part of the community, right? We do not tend to do that. Elders, on the other end, we are the ones that built that community, especially for those that a been around for a while. And I think that just the idea of having some space where elders and everybody else feels that way, but even the ¬50, the want to turn 50, I'm really interested in them as they kind of move into where I'm at at 70. But it is really about how do we engage community in their own work? We do not do that very often. We do it through science, we do it through department -- again, health, wellness, whatever -- what we really do not go into communities. I feel like I don't think it is so magical. It just is pretty logical and thoughtful around how do we engage communities in the work of becoming much more loving to each other as we think about the generations? If ever there is a time and ever there was a time, what we've gone through, survivors of that, and what is it we both learned and what did we all learn? For me, the young once are really, really open to that, because we have kind

of been away our roots. There is no color right here. It is about who are we and how did we get here? What is our history? All of that has happened and somewhat unfortunately somewhat of a gift around people waking up and kids call it being vocal, someone calls it being vocal, and every time I say I don't know what that really means for me. But I do believe that the engagement has to start inside community. I do not care what it is, in terms of any aspect of really wanting to build some awareness around the importance of being an elder or knowing an elder, and as a young person, and they love it. And we have organizers that are 22, working with permit Taurus that are 68. And because there is purpose, right? And so along with everything I just read about workforce and importance of that, I think there is just so much potential but that cannot be done one at a time and we have to see this as a community whether that be small or whether that be large..

Can add one thing, imagine when this happened I think we also families come together with very different ways and if we did not have the perspective of older adults who had seen the development of the family the way it has, imagine how much would've been done and out parents, my friends are thinking different about when they H up. What should their home look like and how close should they be to family? He always thought, I will move home sooner or later but I contain more my friends thinking Clint my sister, I need to be closer to family now.

And not believe that I have 10, 15 years and they see the benefit of it. I spoke with to of my friends who said these are women in the profession and I'm not going back to work. I been able to talk to my older adults and how did you do it and the value of it and I think not so much about work expense but the life expense of the folks saying there is a way to think about family differently and we could learn from that and having gone through it.

Right.

I think this is taking a to a really important threat and I would like to -- I'm also mindful that we have people putting questions in the chat. I think Cec and Morris, you spoke beautifully articulated solutions you've seen emerging from community, right? I would like to ask Kris and Kristine as well as reflecting back on this year, and we think about ageism and here is where I really want to talk about ageism directed both against older people and younger people and I feel like there has been a reciprocity of us understanding the value of each other and the intergenerational connection kind of during this time so Kris or Kristine, anything you want to add to that and then the last question for our panelist is if you could wave a magic wand and have Colorado Senior lobby champion in the kind of public policy to, in Colorado, to solve the problems of ageism and related problems, what would be I will give you time to think about that but Kris and Kristine, you are on right now.

First thought to comes to mind is just how beneficial it is for generations of just different age groups to share and learn from another and share with one another in a close in all directions and not one directional and to the pandemic that I think has become even more lent with connecting to each other and helping to deal with the isolation, issues that Christina mentioned. You know, that is one really important aspect that has come to light. And also as Morris just explained people making pretty major life decisions now and maybe moving closer to their loved ones and changing their living situation or thinking about the setup that you have and is it safe to age in the setting and what have you. So these are all areas that have come into light which I think is meaningful and communal, bring it more purpose to realizing how important connection is and about the people that we care about

and then just touching on the whole element that Cec was sharing about communities and that communities consist of all ages. And we should all be there for one another and in my opinion, the pandemic has really highlighted that and how important it is for us to lean on each other and know that we have people to support us. And as we saw, lots of people came forward to help with like bringing people food and putting all different programs together, last-minute. Just help one another. So we all as human beings have that potential to live up to those benevolent actions. So I think it is important for us to do that together, all ages.

Listing, dig want to add to that?

Kristine?

I agree, nothing being able to leverage our work as community to move past this pretty dark time we are in, and being able to recognize the strengths that everybody brings to the table is going to be really critical. I think that is something certainly have been able to do in this pandemic. I do a lot of work with intergenerational programming and right now we are working on the program where we have students were helping older adults with some of the tech support piece and we have these older adults who are helping the students have conversations with older adults, with adults, high school, I was not a great communicator necessarily with other adults. So thinking about creative strategies to make sure that we are highlighting the skills and the value and the experience and expertise that people bring to the table is going to be really critical and I think the moment I have right now has been a good conduit to make sure we could do that. Where interesting -- now we have articulated consistent themes that really making sure that we are engaging community and that it is community driven intergenerational kind of connection conversation and so, now I want to kind of -- those are things that we can do as individuals in the community. What kind and must policy makers do and this is again blue skies, waving a magic wand. I'm looking at Bob Brocker, not necessarily under policy agenda right now, but what can we do what we do? Anybody can jump into start. Specifically around ageism, if we want to and that's really want to end ageism so if we want to end ageism with policy things can we put in place ?

[Captioners transitioning]

So that is my recommendation, start there.

And that you will know what to do.

Morris, how about you?

I would say from the comments, obviously did to things, one convening the building for elected officials to go cross industry and a cross sector, they have the power and if congressperson or elected official comes with the captain and I want to talk to someone in community aging they are likely to show up and not just someone from [Indiscernible - low volume] say if you confirm Richard purposes but I've always had the best purple tools company and the second one is incentivize those want to take the risk so bringing on an older adult is not seen as a deficit and a risk but more as intent of and we saw it happen after recession where there was a tremendous amount of money put up by the Department of Labor to read train technology as we've done industry will why not do that but wait

that's why not [Indiscernible - low volume] if you really want to bring someone working the shift and no technologist different there is incentive for me for me to pay for the learning curve and towards seen as a deficit

[Captioners transitioning]

It is just this idea that there should be some legislation. I love the idea that we are doing it for children especially because I will say again. Speaking from a point of view of understanding some of the people of color issues, it is hard out there just any economic that would be supportive of elders so that if you are a woman and you are woman of color you are poor.. There are elders. They has to be some other -- sums up different conversations about what it means what is equity and what is the economics of all of this.

I will add one more important point. I cannot test the number of my friends who do not have kids to start thinking now, what does that mean when you have a large part of your sector whether they will be living along or provide the supports of the can of a whole life on who is not going to do it who is delivering mail services. We know it is coming. We will wait for it to happen and then fall into panic mode when we have health crisis. It's like watching kids of color, we knew we were going to have a change in population. While wait for it to happen when we can start planning and making those changes.

Yeah. Amen. I was just going to add to that. Caregiving to me is another one of those issues that is across generations a quarter of caregivers on the little age. Caregiving is for everyone. To me, it seems so important to move away from the us versus them. It is not younger people versus older people. We all need to think about this. Kristen,

If I had a magic wand and perhaps less policy related. I wish we could have an indicator for when we are saying something ageist or an annoying and went off and we got buzzed every time something ageist come out of our mouths.

I think would be very indicative of how ageist in our society truly is. I work so heavily in making sure that ageism is diminished and ended, but I still say things that are ageist all the time. All of a sudden, I have to check my biased and to take a step back. Even as someone who is working on it, I still say ageist things or think ageist things. If we were able to give that entire community, what would that look like. Along the same lines of Kris's thinking , training, we offer sexual harassment training at work and things like that. Can we implement that in workplaces and in schools and and things like that to make sure that we are really educated on the matter?

Right. Okay. We have our policy agenda for us Colorado Senior Lobby. We're going to open up the questions now. My understanding is that you are queuing up the questions. Is that right? And you were to tell us who it is directed to. I can no longer the moderator. I'm handing you the mic.

Thank you. This is been a wonderful discussion. I encourage our audience to put more questions in the chat room. It looks like we have a little time to continue this great dialogue. A question from Bob is just about the younger worker. The discussion about these intergenerational programs and the importance of older and younger adults working together. His question is, what do younger workers see when they look at older workers? This is probably geared to our younger people either in the

audience or are panelists. That is open to the entire panel. What do younger workers see when they look at older workers?

I will start. I am on the older workers side in case people were wondering. One of the things that I have heard a lot. I actually published a piece yesterday about ageism directed against younger people. What I have heard from younger people, and there is a recent report that was released by the global health report on ageism, by the World Health Organization. It cited some reports that show, for younger people, around 50% of them have experienced workplace age discrimination by older employees and supervisor. It doesn't directly answer your question, but it kinda happens both ways. We allow the stereotypes. We even reinforce it. Anytime someone does one of those horrible generational stereotype training. If you are millennial you are here, if you're Gen X, you're here. I think it is incumbent on all of us. I think my brought answer to the question would be there are some younger workers that very much appreciate the mentorship and learning from. Kind of like the examples that Maurice was sharing. There are some who feel discriminated against. There are some that say you were in my way. We know that that is something that is called the lump of labor theory. Often people are pitting younger workers against older workers. We know that factually that is incorrect. I'm going to look at Kristen, if you and I are in the same organization and there are only two people there and I'm not leaving, then yes I am standing in your way. But the more the older person stay in the workforce, the better it is for everyone. I don't think there is a one size fits all. I think it is very dependent on the workplace they are in and their experiences, et cetera. Overwhelmingly, there has been less research for ageism in the workplace against young workers. The research that is there shows that that is the biggest place that younger people experience ageism.

We had a case about technology. We hired younger people to walk into it. We thought it was a toll for people with learning differences. It was a nice thing to say this is how the manual should be designed for someone who is not familiar with technology, not that that they are so old they can't handle it. Again, within our tools that we use, are we not thinking about the value of that they learn differently, not just because of their age.

This is open to the audience too. If you have experience as a younger person or older person in this realm, please speak up. We would love to hear your thoughts. All right. Think about it. We can always come back to that. There has been a lot of buzz in the chat room just about, you know, how do we educate our policymakers are legislators, the panelists talk extensively about that. Certainly through Colorado Senior Lobby there is an opportunity to support bills, testifying on bills, write letters to legislators. We actually do a training program to teach people how to do that. Under changing the narrative, Jeanine, a lot of our work together has been the grassroot advocacy. Not to put you on the spot, but can you talk a little bit about the action network and how some of these folks on today's zoo meeting who are really interested in sharing and lending their voice around the subject matter, how they can get involved with that.

Yeah, what I can do before the end of the meeting is demonstrate my tech savvy by signing a link and pasting it in the chat. Basically, changing the the narrative that we are about educating people about ageism. We teach people how to reframe messages. Some messages do not work. When we say silver tsunami, the great wave, we are going to overburden the economy. That doesn't work. We do training on all of that. We also organize communities. Every time we do a workshop on ageism, we ask people to join the movement, to sign up can, to be active on social media, to write letters to

legislators. Everybody's name is in a platform called action network. That is a call to action. At any point, we could push a button, and you could write a letter to your legislator. You could know who to call. You could -- Colorado Senior Lobby does a great job of monitoring legislation we don't monitor legislature. But if there's a call to action, we can activate people who have said I am willing to testify. I am willing to write a letter to go ahead and do that. All of us, all of us, it does not have to be around the bill. We can take a training on ending ageism and start speaking up about it. I think we are offering our next one in June. We are it. One of my favorite savings is we are the leaders we are waiting for. There are no magic group that are coming out to save us. It is not somebody else. We got to do it. We have to be savvy with the talking points. We need to be ready, and we need to be able to talk about the uncomfortable things about ageism. To me, one of the really uncomfortable things about ageism is how it played out and the pandemic. Not only is it bad to get over, but it is really bad to get older if you are a female and a woman of color. There are certain things that just became -- we knew them intellectually, but then it was like, we saw it. Two friends of mine died. I was like, they are my age. What's different? One was Latino and one was black. They were in different circumstances. We need to be willing to talk about that. We need to be willing to tell legislators, you know, it is not okay that the earned income tax credit right now starts at 25. We know younger people are working and we know people over 65 are in the working poor. We need to be able to say that if we have experienced this rumination. We need to be willing to talk about it. That is been the hardest thing to get people to talk about. Everybody feels it is them, there's a stigma. If you got pushed out of your job and if you're in your 50s or 60s, you worry about talking about anything. No one will hire you again. If you don't talk about it, we can't to do something about it, right? All of us need to speak up. In my view.

I would like to add something here. What are the things that I have noticed in working with legislators, there needs to be a fundamental cultural shift. The idea of we are fixing problems, change to preventing things. We have a good example. Senate Bill 158, which we proposed last year. Jodi is very familiar with this. That was to increase the number of geriatric healthcare providers. Just as a starting point, we used the term healthcare providers for older adults are legislator immediately changed to senior citizens. That tells you something right there. The bill gets reintroduced this year, goes to its first committee it is passed unanimously. This bill calls for a certain amount of money this year, next year and actually for five years. It got to the Appropriations Committee and it's just been sitting there for seven weeks. And what you finally found -- what we've learned is that one of the reasons it was stuck as because it calls for funding for more than two years. This is the point about prevention. We are trying to do something that will help prevent help issues -- health issues in older adults by geriatric trained healthcare providers. The legislator can't go beyond two years in terms of looking at funding. We've been doing a lot of work on this and trying to get more people to raise their voices. What we are talking about here really is raising your voice it is letting your particular legislator, your senator, your representative in your district of the state, let them know how you feel about it. Let them know how you feel about these issues that affect older adults. I don't think enough people are doing that. In fact, I know not enough people are doing that. There is this reluctance to affect your legislator about specific issues. To do something besides frankly just complain. There is a lot of complaining, and there is not enough doing. This is a pretty constant source of frustration for many of us. I don't know. Jeanette is on here and maybe she would like to make a comment about that as well. Maybe later.

We happen to have, again, not to put them on the spot but Jim iceberg who is also on this call. Keep it in the chat room, please do not send stuff. Instead actually have a conversation. Jim, I do not know if you feel comfortable and muting yourself and providing insight as a former legislator?

Thank you. Let me just say that, legislators arrive early in the morning and may have had a six-hour hearing, they go back to their office to see what they need to do before they go home. They open up their computer, and there are 3000 emails on their computer by some organization that said click here to send this. 3000 people did. Many of them not even knowing what it is about. They just clicked it. The first thing you do is start removing them all so that you can get to the work that you really need to do and to see the information we you can really have something. When I first went to the capital, every night of work from 7:00 to 10:00 to get ready for the next day. There was no one there to answer the phone but myself. I get to the phone, and all I got was hangups. One day I just picked up the phone and said. I'm here, please talk to me. A lady said, well, I was surprised to hear her voice.

What is it that you want me to do. This immaculate you to vote no on this issue. And I said why. She said I'm not sure. I just got a message that I should call you and tell you to vote no on this issue.

We had a conversation. Do you know what the status? What do you think would be the most important thing we could do? If this is right, why do you think this is right? If you want me to vote no, why do you think this is wrong? The word started to get out that this was a lot on healthcare things and nurses who were making a lot of calls. All of a sudden, I started having a lot of good conversations with people. Because if you do it on email, if you do it any other way. I answer back, you send a note. I answer back. You sent a note. In a telephone call, and five minutes, you can encompass more than you can do with 100 emails back and forth. Just sending things and saying this is important to us, we want you to know about this. Go down and sit with them in their office between sessions. Include them in the things that you do the thing I enjoyed more was being a fly on the wall when I was invited to a meeting of some group and it wasn't to be the speaker it was to sit and look at their agenda and listen to the things that they were talking about and why they felt those things were important. But the problem we have people don't want to make the extra effort. It is so easy to just push a button and say, oh, boy, I did it. It accomplishes very little quite frankly. I had my people count those. If a bill came up and I had 9000 people said yes and 6000 people said no. I knew that. But I had the same information 9000 time and 6000 time without anybody adding to the discussion. The real key is that those people want a lot to be in the legislator. They worked hard to get down there and what they need now is information, credible information from people who can answer their questions and give them the information that they need. Often times, you want something to go to get something they kind of like. You have to give them the reason why it is not a good idea. They haven't talked to all of the things that you have thought through. They don't have the experience that you have. Go down there with a whole lot of experience on the things that matter to them, but -- that they ran on. Now it is up to you to provide the education and get them the thought process so that they can think through the things, so that they can hear you and begin to understand what you are trying to tell them. You can change a lot of minds. But you have to have a conversation. In my opinion.

Thank you. That was terrific any questions for Jim? It's a pleasure having you here. All right. Jim, stay on. I am sure something will percolate as we continue our discussion. Thank you so much for that personal insight. That is hugely helpful. We have talked about reaching out to legislators. Janine and Kris, this might be back to changing the narrative but also for other panelist, how have you leveraged

media? How do people contact media to get that messaging out? Certainly targeting our legislator getting messaging into community is often done through media all

It -- again, this is something that I think everybody will do. Especially on workplace age discrimination and the business case, we've got coverage in the Denver Post, in the business Journal about the business case for hiring older workers and about the power of intergenerational workplaces. One of the things that we have done is -- what we have learned is that in general, the media, I'm going to say in Colorado. I actually had better luck with national media. The media in Colorado has not been that interested in the issue of ageism. One of the ways that we got around that was we did an untie ages birthday campaign. The local newspaper wasn't particularly interested in talking about ageism. When we had artists from across the state who were producing anti-ageism records. Birthday cards and celebrate aging rather than the X stereotypes about getting older. They were interested in talking about the birthday card. Then we got coverage of ageism and how it played out and got the data out. We can do more birthday card campaigns. It's just been really interesting to find out that we can get coverage on a serious issue in using a tool that some people might consider not a serious thing at all. I think we've gotten about 15 stories on the birthday Kari campaign. Every single one of them we have been able to communicate that older Coloradans are at source, they are ignored, there is ageism. We got a little bit of coverage on our workforce survey which showed that over half of Coloradans aged 50 and over were negatively affected by the pandemic. I think Colorado politics picked that up. Also about a third of Coloradans age 50 and never had the workplace discrimination. You all know this. We've got to figure out what is the angle right now that people are interested in talking about. I've got to say, to me, the pandemic made it really hard. I will share that I did, right before the pandemic shut everything down, a reframing aging session with basically the editorial and news crew of one of our local television stations. They were all on board. This is great, et cetera, were going to use this language. Literally, two days after the state was shut down, the head of the newsroom called me and said don't use the terms like wheat, vulnerable, elderly. What you do it when the's officials are using them and you are trying to quote them. We all have a lot of work to do. I think it is all of us just not getting discourage. Bob, I get what you're saying. It is not getting discourage to try to enlist more people. This is sort of like a flywheel. The more people that we are, we can see that more people are getting involved. I know you have much higher numbers of the lobby this year than you'd did before. Our mailing list at changing the narrative has grown exponentially. I feel like it is going to turn we will also stop for a moment, raise a glass, and then keep going.

I just said I hope we live that long.

Any of the other panelist to have experience with the media and reaching out with regard to messaging around this topic?

Jitney knows -- oh, was or someone else. Was really unhappy about the term elderly being used as often as it was by our governor's office. Back to what Jim said, call or email -- well I emailed them because I didn't think I could get to the governor. But he must've got to one of the young people. He changed his language. I am sure there were lots of people calling him. It meant that, yeah, I was feeling like this is good news. We just let them know that that doesn't feel good to me. But it happens. I agree with what Jim has said as well as Bob. We got to tell our truth. We got to do something. Again, I have Janine as my point person always making sure that I do. I also need a partner, so all of that. I

need a partner in this work. It is nice to have the narrative group with me as well. That makes a difference.

Janine and I had a conversation to look at the strategy. It is something the press could do is who is benefiting from the Smith. What elements of our community are benefiting from the can tenured reflection of our dolt as people. That's the hearts and mind time but there's an economic part of this as well. The media can do stories on it. This is no different than when the L key, the myth based. That someone else's, the, that's not my grandmother. As opposed to less showing what I called the illegitimate leader of the leader, the one who when something happens they're going to go to her before they go to the politician. She has more control on that block than any elected future. Who are those people? Does the media know who those people are. There's always people, certainly in the black community, we knew this people are. Start highlighting who some of the players are when these things happen.

We actually created a value of contribution reference sheet that can be used by the public. It can be found on a website that really helps hit home about the contributions of older Coloradans to. Not look at them as frail and broken and that you all be amazed at the numbers that our older Coloradans contribute to the state. We need to bring that from around as well. Feel free to visit our website and/or can email either one of us on the board. We can certainly get you that document. Real quickly, Jeannine has a question about local communities and healthy social groups generating discussion around ageism to help understand language and impacts on the workplace as well as society. I know Janine just to changing the narrative, we do a lot of work with immunity groups. Maybe another little insight about some training sessions are resources that these groups can use.

Sara, if you were still in the calling but the link in the chat of join the movement. There are two parts. One is that any group can have us come in. Would facilitate a conversation about ageism. It's a little bit of fact and data and a facilitated conversation. It always ends with a call to action. In our community, what are we going to do, right? We've got that generally about ageism. We've got one specifically around ageism and healthcare. Kris can also facilitate . We have a toolkit. You can download it literally from our website. If you want to host your own intergenerational conversation about ageism. It has everything from here's how to invite people. Here are questions that you can use. Here are activities you can do. We are happy to come out. In June -- also, if anyone loves speaking, our goal is to change -- train a group of people, the kind of people that like to speak and get invited to speak anyway. To be able to just facilitate this little program on ageism. If you're interested in doing something like that, that is how we spread the word. Again, changing the narrative, we are trying to do this very big thing. We have a very small budget. Our method is how do we think about it, how do we get people involved, how do we get communities to do this. It's exactly what we do. We go out and again, it's group by group, person by person, raising awareness about this.

Terrific. Thank you. This next question. Jim, I think it is back to you. You are in an informal panelist is a former legislator. I hope you don't mind tapping you a little bit more for some insight. This is a hugely helpful having you on this call. Phil is asking, what are some suggestions to actually get the legislator to answer their phone? It sounds like you did personally from 7 PM to 10 PM. How, in general, do we get legislators -- how do we connect with legislators outside of just writing to them, which you suggested maybe not doing as much?

The key is to know that some, you never will. If you get the little pink book, some of them list home numbers sometimes they don't even list their office numbers. You have to work hard to find a home number. They all have a phone that they talk to the wife and kids on. You need to find out what that number is. Sometimes, if you know for example that they belong to a church, most churches put out directories. You can go to the church directory and you can find they're not political number. The number that they will talk to people on. You can ask around. You can try to get on a good relationship with their aid. Often times, their aid will say, this is an important call. I think you should return the skull. It is hard, because they are in committee hearings and on the floor and they have other things to do and almost every night during the some dinner or group to meet and greet with. It is hard to find them. Find the ones that will talk to you. They have friends, and they will say, hey, I've gotten good information from them. I asked them to call you. Please take the call. Can I give them your other number. It's not always easy. They only want to give you the office number because the state is paying for it. They know they don't necessarily have to respond. Often times it is a lot easier to start building that directory between sessions. Between sessions, all a lot of people are calling them and inviting them to meetings and things. They know that they are not going to be listening to the office phone. Is not something that happens overnight. Nonprofit groups could create their own pink book. Special numbers to get a hold of key legislators. Many of them will be on intro committees. They do a lot of other things. A lot of you lobbyists probably have some numbers that they can get up old folks with. That others don't have. Begin with a lobbyist to see if they have some of the numbers that they can get through on. I know there are many down there that if you get a call from them, you take it. If you can get those numbers, the other thing is when you have a good conversation, be prepared so that if they know that when you call, that you are going to give something good, they will take it. You need to be a credible source. Often times, I was on healthcare and appropriations and capital development committee. Often times, we would get our appropriation bills the night before. On Friday morning, we would have to go through in 45 minutes 20 225 bills. Sometimes you need some information right away. So you have to have those opportunities where if it is a legislator, you can call back people and say, I'm not sure where to go with this one, what do you think I should do? If they have your number when they need information, they're more likely to give you their number when you want to give them something that they really need. It is developing that personal relationship and not just this old sheesh another email. You'd be surprised how many legislators would like to have a strong personal relationship, and not just meaningless banter every time you talk to someone.

It really sounds like it is up multipronged approach. Recommending writing letters and emails, but also calls. To those calls, trying to develop a relationship that they can trust you. Be clear and concise. But be persistent. Do not be a stalker, taking them down on the soccer field when they are trying to watch their kids play the game. Instead, it sounds like persistence. But clear and concise information is what you are sharing with them.

If you get them on the phone, do not waste their time. Make it a worth while call. If you're sending them some of me better be less than a page. They say a good writer, if you just want to get something published, you can write 1000 words. You want to have somebody change somebody's mind, you got a right less than 100. You've got to get to the point. If you have something have a system on site that you can put it on the business card.

That is terrific advice. Thank you so much. Combining that with some of the workshops that are offered to -- through Colorado Senior Lobby . Today we all have some wonderful tools that we can use. For a quick second I want to the evaluation for today's session, the link is in there. Before you hang up today, and disconnect from us if you don't mind taking less than 30 seconds to just fill that out, that would be terrific.

Can I say one more thing?

Of course. Please.

I think the other important thing is that legislators also have to be willing to come to your groups and tell you why they can't do what you ask. When I was in the legislator, I carried a lot of the bills around. I had the dubious honor one time of having to carry the bill that was going to eliminate the senior homestead invention for two years. Carry that message to all of those groups that I had been working with and explaining exactly why this was necessary and why it had to be done, what the shape of the budget was, we are going to work diligently to try to bring it back within two years because the legislator had the ability to make the rate zero, which made basically made it go away. Quite frankly, when we ran that, we had support from a lot of the senior organizations supporting this and telling the members and selling this idea to their members that this was something that was necessary and had to be done. We were very concerned about their issues. We weren't running away from them. We were saying that this is an important. This is important. It is also because both ways. Sometimes legislatures need you to explain something that everyone thinks maybe it good idea may not look like at this time. It is something that you will continue to work on to continue to find a way to work on when you find the time.

Bob brought up earlier with the current bill around our geriatric training ATPs. I legislator saying second appropriations because we can't think beyond two years. As the public advocating for these bills, how do we get past something like that? That hurdle?

You can't. You have to write a bill that you can fund for two years. That's just the way it is. That is what -- that is why colleges can't hire coaches and give them tenure contracts. That's just the way life is. Have to work within those roles and it can be changed.

Working in two-year increments. Terrific. The floor is open. Are there any other questions for our panelist or for each other? Now is the time? Share your thoughts with us. This is been a terrific panel discussion today. An high, this is Kelly Roberts with Colorado Center for aging. I thought it would take this opportunity to ask Jim if he would be willing to write a manual for Russ. [Laughter] I think that would be effective with legislators.

See what happens when you attend these resumes?

I do not know that you need a manual. But I have given hundreds of presentations to various groups on how a bill becomes a law and how to work with legislators. I have never turn down an opportunity if someone wanted me to share that type of information. Then you can write it.

Duly noted. We may take you up on that.

Absolutely. Also as you work pulling the link for today's evaluation, there are some great resources. Links that have been shared in today's chat room. Some of it is what Janine mentioned. Other people

are sharing World Health Organization. Before we all sign up today, make sure that you take a peek at that chat room and download or copy some of those links that are appearing.

And if you click on the three dots, you will get a menu, and it says you can save the chat. You don't have to write all the stuff down you can save it for yourself.

I would like to add something just to let people know. If you go to the change the narrative website and select workshops, then it will take you to a calendar. We have where shows the events we have coming up and the different ways you can become involved or portable workshop. This Friday, I am cohosting a conversation about ageism if anyone is interested. We have more planned for later this month and next month intending to do some more ageism and healthcare sessions as well. Just check out our website and the different things that we have coming up.

I just want to do around the thank youse. Colorado Senior Lobby , Colorado Center on aging, thank you for inviting us. Kris thank you for being my partner in crime as we kind of think this through. Season Morris, Kristine. I love how you just reach out when we reach out you just say yes. We thank you so much. Your insight is so fabulous. I feel optimistic. Ageism is a big problem. I feel optimistic because I feel like so many more people are starting to become aware that this is something that we should talk about. Both younger people and older people. I am optimistic. I am grateful for all of the work that Colorado Senior Lobby is doing and everybody on this call, the fact that you are here and that you care about it and are willing to do something about it. Do look for upcoming -- especially if you want to be trained as someone to speak in your community about age ageism. We are looking I would love to flood the state with people who are willing to talk about ageism in every single setting. You are the leaders we are waiting for. Don't wait. Sign up now.

Thank you.

And I asked if the panelists have any last words?

I just want to thank Morris and Kristine for joining us today. Thank you for your wisdom and insight. Thanks for helping to spread more knowledge to the people that attended today. Thank you so much for your time. We really appreciate it.

I know that Colorado Senior Lobby has an announcement of something -- a transition that is happening. I think now is a good time to hand it back to our fearless leader, [Poll being conducted] -- Bob Brocker, the president for Colorado Senior Lobby. Thank you. Just started talking about this idea some years ago actually of changing our organization from the IRS designation of up 501(c) four which is what Colorado Senior Lobby is to a 501(c)(3) life that important? It is important for a number of reasons. The primary one is the funding we learned very quickly and applying for grants through various organizations, that they don't really like organizations that he had the name lobby in their name. We per decided we need to fix that. If we are going to be able to reach out across the state and really raise the voices of older Coloradans across the state, something along the lines we have just been talking about for the couple of hours. We need to make a change. The change is that Colorado Senior Lobby now becomes Colorado Center for aging which is now of 501(c)(3) organization. We've already gotten funding for the new organization that we could not possibly have gotten under the gold organization. That is the biggest change is the change in the name and the designation. The focus of the organization remains pretty much the same as has been, which is

education, information, advocacy. Lobby is not a great word to use with funders. Advocacy is a better word. That is where we are. We are marching forward from here. We are advertising for board members for the new organization so that it is not just an automatic transition at the Colorado Senior Lobby board to the new board. People that are interested in becoming board members, let us know soon. Please. That's it for the announcement. I'd also like to extend my gratitude and thanks for all of the panelists and moderators today. I think we had a really terrific discussion. I appreciate Jim Richburg bring on to talk about his experience as a legislator. I think we all learned a lot. I would like to leave you with some of what Jim said, which is build relationships with your legislators. Not just them, but also your local city councils and county councils. Whoever is representing you. They are representing you. Don't be afraid to engage. As we say in our little slogan for the senior lobby, don't just complain about politics, do something. We just ask you to do something. That is the message I would like to leave you with it there is nothing else, I think we are finished.

Somebody asked about our new website?

Is at light yet?

Yes, it is. Colorado Center for aging.org.

It is very different and very fresh.

Yes. It's a huge amount of work changing anything like this. Anybody who has been involved in basically a start up, is what it is, you realize how much it work it is. We have a lot of people who volunteered to be engaged. Kelly, Jodi, Jeanette, others on the call today have all been a part of that. We appreciate what everyone has done.

I looked at that last night, Bob. It really looks good.

Thank you. Yep. Thanks to next 50, we were able to get that done. Appreciate your support as well. Okay. Well, next week, just a quick reminder our next webinar is on in age friendly communities and what that meteorologist was here in Colorado. We are going to have Derek Hughes, Bob Murphy, and a bunch of other folks talking about that. We look for to that. We hope to see you then.

Thank you.

Thanks again.

Thank you.

[Event Concluded]