

courage
own your age



Design Challenge

We are experiencing unprecedented economic, social, and environmental shifts, leaving many with overwhelming feelings of uncertainty. Wellness and self-care practices are becoming necessary aides for individuals to navigate these major societal stresses. Wellness is experienced individually and is managed socially, so it is important for design thinking to incorporate a variety of approaches in search of solutions. To understand users wellness needs, it is important to examine and reflect on the lifestyles, stereotypes, biases, and issues of society to collectively heal.

LET'S TAKE ON AGEISM!

Proposal

Overview

Ageism is still one of the most acceptable forms of discrimination. It impacts people across race, sex and ability. It can negatively affect our institutions, relationships and self image.

Objective

Create a nationwide campaign dedicated to ending ageism. Change how we think, feel and act towards age and aging. Hold individuals accountable for spreading age positivity.

Users/Audience

Since all ages experience the effects of ageism, the audience can relate across age groups and generations. However, educating and giving younger populations more age positive messages will allow them to age without internalizing ageist ideas and build empathy for age groups other than their own.

“Confronting ageism isn’t just a matter of personal well-being. It’s a social justice and human rights issue.”

This Chair Rocks: A Manifesto Against Ageism, Ashton Applewhite

Research

The World Health Organization (WHO), has been dedicated to gathering research surrounding the impact of ageism on our health and society. The courage project builds on the information provided by WHO and applied it to create a cohesive brand that will start the end of ageism and age bias.

An important first step in identifying the target audience was separating the perpetrators from the groups that face the most adverse affects of ageism. According to WHO, younger, less educated people who have little interaction with older generations are the most likely to perpetuate ageism. Another group that often internalizes ageist ideas are older, less educated people with poorer health and greater care dependence.

These findings highlight the challenge with addressing age bias. Our age is a moving target though our life. To address both groups that perpetuate ageism, the courage project will be targeted to younger populations and focus on educating them about aging. Targeting a younger audience will intervene before individuals internalize ageism.

Did you know?

Half the world's population
is ageist toward older people!

ARE YOU?



Survey

There are three strategies proposed by WHO to reduce ageism: enacting policy and law, educational activities and intergenerational interventions. Each strategy strives to reduce ageism at different levels within our society. Since the courage project wants to work on educating younger populations and inspire them to question age bias, we needed to know more about what they know and how they feel.

A survey was completed in the early stages of identifying the target audience. The goal of the survey was to understand how younger audiences feel about their age and aging. The questions were answered by a group of 22-28 year olds.

Survey Questions

How old are you?

True or False. Ageism affects me as a young person?

True or False. Half the worlds population is ageist toward older people.

In your mind, what age are you?
What does that mean to you?

Do you think you should tell people your age? Why or why not?

What do you like about being your age?

Is there anything you don't like about being your age?

Does your age affect the way you feel or think about your body? Why or why not?

What are some things you are looking forward to as you age?

What do you fear about aging?

Can you think of a time you faced age bias?

What are some things you are looking forward to as you age?

"I am looking forward to growing in my knowledge and acceptance of myself. As I've gotten older, I've come to appreciate my body more and more and not be as self-deprecating. I also am more accepting of who I am and still working on learning more and becoming a better person."

"Wisdom. Caring less (about everything). Less pressure to do everything right and how it will affect the rest of my life. Building a life with friends and family. Financial stability."

"Not much."

What are some things you fear about aging?

"I fear how the treatment and messaging about older people and as someone that is sensitive to other's opinions and thoughts, I hope that I don't internalize the negative messaging about aging and be able to embrace it."

"Getting busy/caught up with small things, my body aging (losing strength), friends and family aging."

"Body failing. Looks going. Not having things to show for my life."

"Looking old and not having the same body."

Survey Results

When reviewing the responses, I noticed internalized ageism even among younger populations. The reason people liked being young was that they were young and could play into the age bias of having less experience and knowledge. However, when asked what they didn't like about their age they felt there was a lack of respect. The same reason they enjoy their age was the same reason they disliked their age. These responses will help shape personas and future messaging.

Personas

Sam, 24, Female

Sam is excited about starting her first full time job as a physical therapist. She is nervous about being on her own but feels very fulfilled helping patients.

How has ageism affected her?

Older patients sometimes ask if she is old enough to be working in the hospital. She knows they are just trying to joke around but she feels it invalidates her education and experience.

What does she fear about aging?

Sam is worried her appearance could get in the way of achieving her goals as she ages. Sam has contact with older patients and understands that not all age stereotypes are true but its hard to not get in her head about aging.



Personas

Brent, 28, Male

Brent enjoys working from home and going out with his friends for drinks on the weekend. He works in IT and as someone who works in tech he enjoys keeping up with the newest trends.

How has ageism affected him?

When Brent was looking for an apartment, the woman giving him a tour kept asking how old he was. Brent felt like she was judging if he would be able to afford the place based on his age.

What does he fear about aging?

Brent is worried that he will become obsolete at his job in tech. He fears being irrelevant as he ages. He knows that old people don't last in his career.



Our Mission

Courage is dedicated to spreading age positivity and empowering people to courageously own their age!

Part of our job is to educate society about aging and the impact ageism has on ourselves and others. Understanding that aging is a natural and valuable part of life will allow everyone to move forward a better sense of empathy and awareness. You can get involved by posting your stories to social media using [#agepositivity](#) and help us build a community devoted to combating ageism. Also be sure to take the pledge. It's time to value people of all ages and it all starts with a little bit of courage!

Campaign Strategies

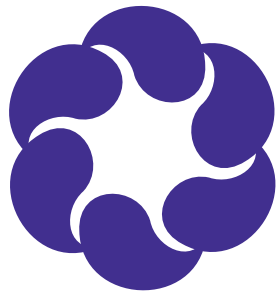
Since younger age groups are worried about losing the opportunities and the activities they enjoying doing as they age, messages need to encourage and reassure them that aging does not mean you stop having new experiences. Staying active, having a positive outlook on aging and interacting with a variety of ages increases everyones quality of life. These messages will be delivered across a variety of media including posters, social media posts, a pledge and a responsive website.

BRANDING!

Primary Logo

courage
own your age

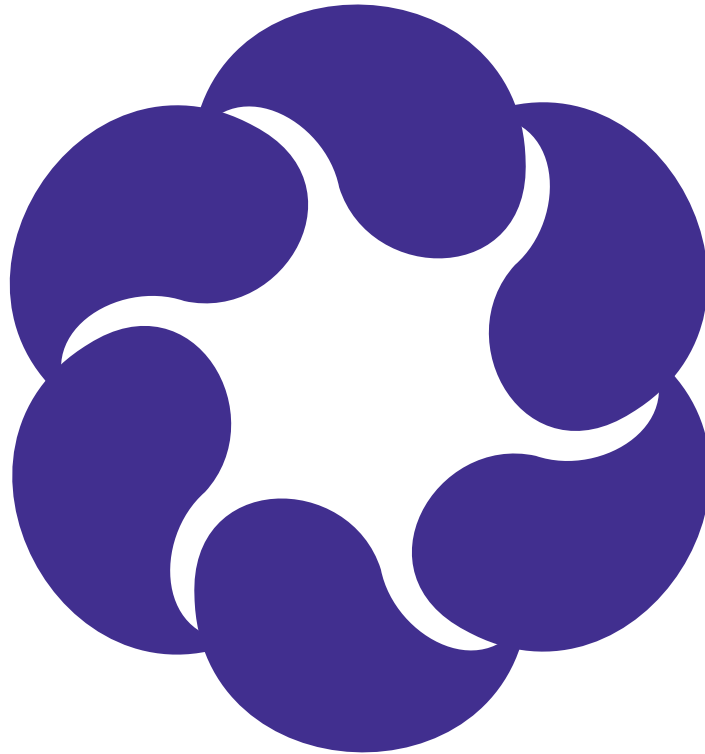
Secondary Logo



courage
own your age

The Mark

The mark was made by exploring different radial patterns to illustrate a cycle of aging. The final mark was built using a similar shape to the halves of the yin and yang symbol. This worked to show how people are typically identified as either 'young' or 'old'. However, courage is about more than those ideas so to create more of community, the shape was repeated.



Early Drafts



Palette



Primary

CMYK 91, 99, 0, 1
RGB 58, 12, 163



Secondary

CMYK 70, 91, 0, 0
RGB 114, 9, 183



Secondary

CMYK 70, 91, 0, 0
RGB 114, 9, 183

Typography

Poppins Light

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

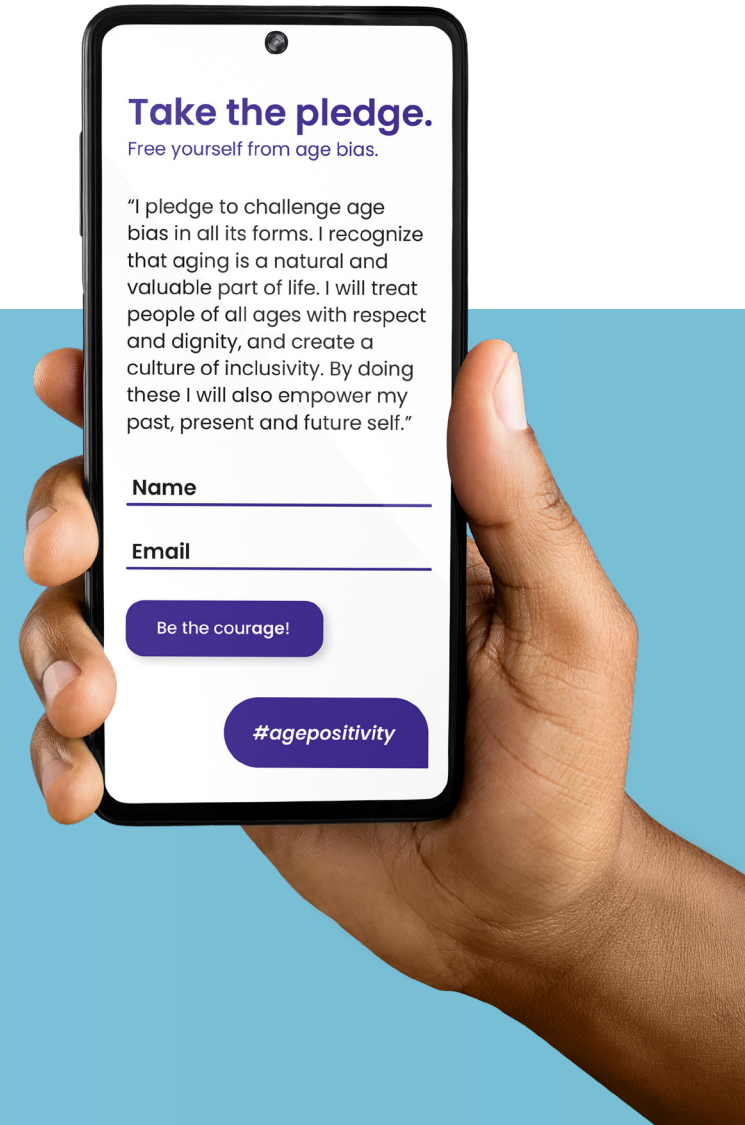
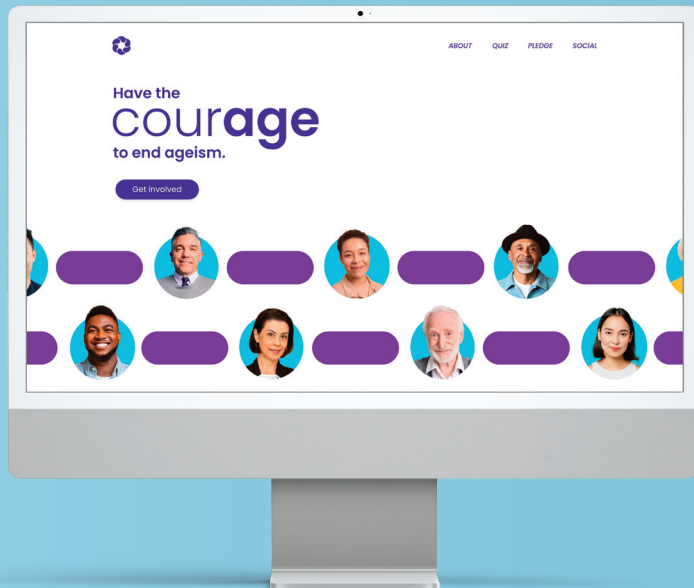
Poppins SemiBold

**Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Application - Website

A responsive website allows users to take courage on the go!

The website will be where users can find and take the pledge. It will also provide them with more information about ageism and age bias. Another interactive area includes the quiz to gauge the users ability to spot age bias.



Application – Social Media

Social media will be a great place to meet our target audience!

Ageism has a huge influence over our media. By creating more age positive messaging in these spaces, we will be doing our part to make everyone visible. This application will also be one of the most effective ways to reach our target audience.



Application - Posters

Posters are a great way to spread the word!

Including print materials allows us to bring more traffic to the pledge. The posters can also serve as a public service announcement to educate a more general audience.



Application - Other



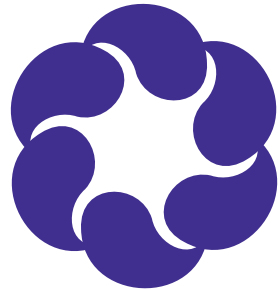
thank you cards



stickers



business cards



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TAKE THE PLEDGE!