



# Health Equity in Aging

## Unintentional Ageism

The population and economy have changed so quickly that most organizations don't realize when their strategies and practices have become outdated and are not inclusive of older adults. This can result in disparities when it comes to direct support and the distribution of gifts or finances. This is referred to as *unintentional ageism*.

### Avoiding Unintentional Ageism

- Strive to maintain a diverse workforce. Verify that your HR policies are up-to-date making sure they support our healthier older adult population.
- Check your budget for this coming year to make sure there is an equitable distribution of support for older adults.
- Be sure your partnerships for community support, special events, and media attention include organizations that support older adults.



**(757) 461-9481**

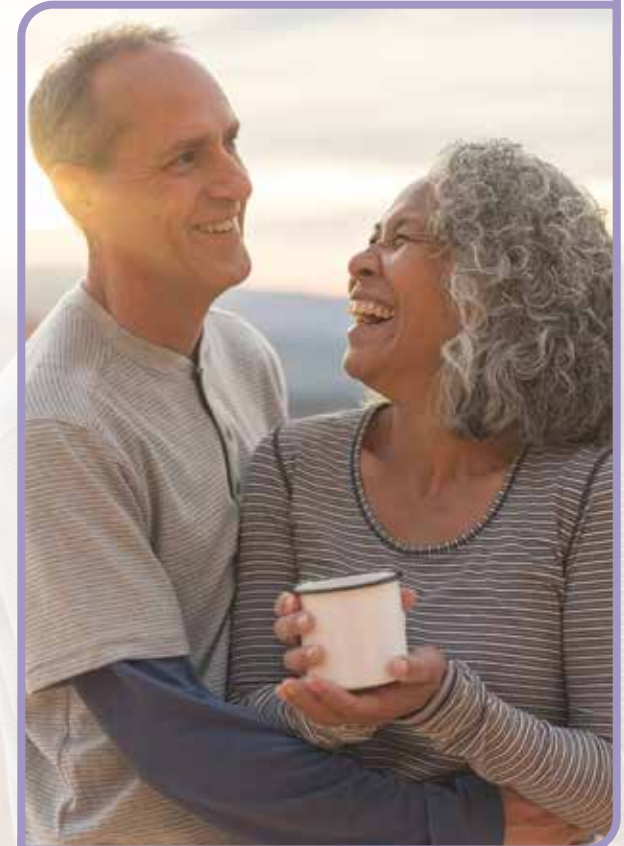
2551 Eltham Avenue, Suite Q  
Norfolk, VA 23513

Hayden Village Center  
680 Oak Street  
Franklin, VA 23851

[www.SSSEVA.org](http://www.SSSEVA.org)

[www.facebook.com/SSSEVA](https://www.facebook.com/SSSEVA)

Senior Services of Southeastern Virginia is a 501(c)(3) nonprofit organization.



## Health Equity Matters



Senior Services of Southeastern Virginia is committed to ensuring that no person is excluded from participation in or denied the benefits of its services on the basis of race, color, or national origin, as provided by Title VI of the Civil Rights Act of 1964.



## Health Equity

Equitable aging refers to our need to recognize the importance and value of our older adults to our local economy, workforce, communities, and families.

As the fastest-growing segment of our population, older adults are healthier, more financially stable, and living longer than previous generations.

The bottom line: Our older adults require an equitable share of respect, support, consideration, and finances as the rest of our community. That is health equity in aging.



**Senior Services**  
of Southeastern Virginia

Keeping You Healthy, Active, & Engaged



## Value

### You Should Know the 60+ Population:

- Represents the fastest-growing segment of our population.
- Is larger than the 18 & under population
- Is a critical part of a strong local economy.
- Controls 70% of all disposable income.
- Are an increasingly important part of your workforce.
- Represents the largest portion of your community's volunteer hours.
- Is the cornerstone of today's family structure.
- Is living longer than ever before.
- Is generally healthy & active—88% have no form of dementia.



## Social Drivers of Health

Health, especially as we age, is largely determined by what happens outside of clinical care. How we take care of ourselves, apart from medical care, accounts for 85% of health outcomes.

*Senior Services of Southeastern Virginia* provides non-clinical programs and services that support the health and well-being of older adults. We empower older adults to stay healthy, active, and socially engaged as they age.

### Critical Services for Health Equity

- Affordable Senior Housing
- Caregiver Support
- In-Home Services
- Meals on Wheels
- Nutrition
- Senior Companions
- Socialization
- Transportation