



THE IALH UPDATE

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Aged by Popular Culture



Linda Outcalt is a research assistant with the UVic site for the Canadian Longitudinal Study on Aging (CLSA) and a recent Interdisciplinary Studies graduate. Her doctoral dissertation, *Aged by Popular Culture*, examined how “perceptions of age and aging are shaped by Western media and popular culture, and subsequently result in an ageism that is normalized and largely accepted by the general population.”

The World Health Organization (WHO) has defined ageism as the stereotypes, prejudices and discriminatory behaviours that are directed towards individuals on the basis of their age. WHO has stated that “Ageism starts in childhood and is reinforced over time. [It] often intersects and interacts with other forms of stereotypes, prejudice and discrimination, including ableism, sexism, and racism.” The goal of *Aged by Popular Culture* was to encourage critical thinking that could: a) result in positive attitudes towards aging; b) improve intergenerational connections; and c) reduce the negative effects of ageism.

Two groups of participants (individuals 20 to 35 years of age and individuals 65 to 80 years of age) were asked to create six photographs that captured: a) their interpretation of old age as generally depicted in the media and popular culture; b) their interpretation of what old age is or actually looks like; and c) their vision of how old age should be portrayed in the media and popular culture. Participants were then asked a series of interview questions regarding the photos.

Seven themes emerged from this work:

- a) the ‘cult of youth’ and the anti-aging industry – an emphasis on youth in popular culture and a focus on remaining youthful;
- b) healthy aging - an emphasis on active and healthy lives through engagement in a variety of activities;
- c) time, creativity and relationships – an emphasis on the creative, emotional and spiritual life of older individuals whether with other older adults or through intergenerational relationships;
- d) frailty and care – an emphasis on physical frailty and/or cognitive impairment resulting in the stereotyping of older adults;
- e) gender and class - bias and inequality – an emphasis on a model of successful aging which fails to adequately consider determinants of health (e.g., financial stability);
- f) what is old age – a perception that old age is “just a number”, “a socially constructed and/or meaningless concept” or “a stage in life”;
- g) moving beyond stereotypes – an emphasis on replacing negative stereotypes regarding old age with a positive and more realistic view that embraces aging as a part of life.

The website developed through this research is designed to be used as a teaching tool in schools, post-secondary institutions, seniors’ centres and other organizations, and by the general public. For more information, see <https://onlineacademiccommunity.uvic.ca/outcalt/>

Upcoming Events



Pathways to Healthy Aging

Tuesday November 2 1:00 – 4:00 pm via Zoom

Wednesday November 3 9:00 am – noon via Zoom

The concept of lifelong health can be viewed from multiple perspectives. In this public forum, panel presentations and concurrent sessions will highlight the depth and breadth of research being conducted by faculty and student affiliates at the Institute on Aging and Lifelong Health.

Panel sessions will focus on: Brain Changes Over Time, Health and Technology, Life Course Impacts, and Health for All. Concurrent sessions will cover a wide range of topics including: privacy and security issues related to the use of home-based technology; the impact of weight stigma on health and health care; the neuropsychology of olfactory cognition; palliative and end-of-life care for marginalized individuals; the role of microglial cells in the pathogenesis of brain disorders; and Trans, Two-Spirit and Non-Binary mental health.

This free, virtual event is open to anyone interested in learning more about this research. The full schedule can be found at <https://www.uvic.ca/research/centres/aging/assets/docs/schedule-pathwaystolifelong-health-20211102-v02.pdf>

To register for sessions on Tuesday November 2, please go to <https://uvic.zoom.us/meeting/register/tZcs-dO2rqT0iHtemmu-TxQY1F1oucHzNigv0>

To register for sessions on Wednesday November 3, please go to https://uvic.zoom.us/meeting/register/tZ-0kd-yurT4sHd2U9HTralTKAmEiO_wWN73B

To register for sessions on both days, you will need to use both links.

Questions? Please contact us at aging@uvic.ca or 250-721-6369.

Understanding the EU: An Elder Academy Event

Saturdays, November 6, 13, 20, 27, & December 4, 2021 10:00 am - noon via Zoom

Cost: \$25.00 for all 5 sessions *

*students attend free but must pre-register by emailing UVRAElderAcademyEvents@uvic.ca

This event follows the “Understanding China Series” by looking at the European Union (EU). The EU is a collection of states which have come together over time each bringing a variety of cultures, ethnicities, values and languages but with the common goal of being united. The history of the union is fascinating, the way it operates and indeed survives is remarkable. The average North American is unfamiliar with a part of the world that is exceedingly important on the global stage. Here is an opportunity to learn more about it. For more information and registration, see <https://www.eventbrite.ca/x/understanding-the-eu-tickets-178965950977> or email UVRAElderAcademyEvents@uvic.ca



**University
of Victoria**

Retirees
Association

The UVic Retirees Association provides the public with better mental and physical health for older adults through stimulating education experiences.

Resources

CRADLE - The Canadian Institute for Seniors Care at Conestoga College has developed *Canadian Remote Access for Dementia Learning Experiences (CRADLE)*, a free online course designed for care providers working in home and community care, retirement homes, and long-term care facilities across Canada. The course, which can be completed in less than two hours, explores strategies to meaningfully connect and support individuals living with dementia and their families. For more information, go to https://opencoursesstore.d2l.com/product?catalog=CRADLE_FKYkt

The LGBTQI2S Dignity Project - Older lesbian, gay, bisexual, transgender, queer, intersex, and two-spirit individuals grew up in a time when homosexuality and the expression of transgender identity was viewed very negatively. Although positive changes have occurred over time, individuals in this cohort often feel they must hide their identity when entering assistive living and long-term care facilities. *The LGBTQI2S Dignity Project* was developed to improve conditions for these individuals by raising awareness of an issue that largely remains invisible in the health care system. Resources created through this project include an interactive workbook and three film vignettes – *Never Married*, *It Still Hurts*, and *A Special Occasion* – which address issues faced by LGBTQI2S individuals living in assistive living and long-term care facilities. For more information, go to <https://www.lgbtqi2sdignityproject.ca/>

Research Opportunities

RESEARCH STUDY:

Aging in Place with Google and Amazon

UNIVERSITY OF VICTORIA Political Science Department

Call for volunteer participants: Focus Group on Smart Home Speakers

If you are a B.C. resident, 65 years or older, and use a smart speaker such as Google Home, Google Nest Hub or Amazon Echo, we would like to invite you to participate in a one-hour focus group. The conversation will take place on Zoom on **Wednesday, October 27th at 12pm (PST)**.

Here, you will be asked to share your experiences with using your smart speaker in an informal group conversation setting. Some questions include: What do you use your smart speaker for? How often do you use it? Do you have any privacy or security concerns about using your smart speaker?

This project is affiliated with AGE-WELL, the Institute on Aging and Lifelong Health, as well as the Big Data Surveillance Project. Findings from this focus group will support dissertation research on aging in place with technology, conducted by Jessica Percy Campbell, a PhD candidate in the Political Science department at the University of Victoria.

Participant identity will be kept anonymous and participants have the right to withdraw from the research at any time.

Participants will receive a \$20 Starbucks gift card via email.

If you may be interested in participating in this research– please respond to this e-mail (jpercycampbell@uvic.ca).

Questions?

Contact:

Jessica Percy Campbell jpercycampbell@uvic.ca Dr. Colin Bennett (Supervisor) cjb@uvic.ca

Research Opportunities (cont'd)



Personas to Support Health Care Provider Use of Electronic Patient-Reported Outcomes in the Care of Older Adults with Cancer

Research Study Information

What is the purpose of the research?

This research will help to create “personas” which are hypothetical representations, in this case, of older cancer patients that incorporate demographic data and fictional life stories. You are being invited to help develop patient personas to assist your health care providers to better understand the medical, emotional and social needs of older cancer patients. The patient personas will then be used as tools to inform the development of a learning module for health care providers on the use of electronic patient-reported outcomes in the care of older adults.

Who is conducting the research?

Principal Investigator: Dr. Jae-Yung Kwon is a registered nurse and an Assistant Professor at the University of Victoria
Phone: 604-729-2308 Email: jykn1@uvic.ca

How can you help?

If you are an older adult (65+ years of age) who is living with cancer and would like to take part in this study, you will be asked to participate in one-and-a-half-hour online workshop session (and a follow-up feedback survey) in the development of personas to help health care providers better manage the cancer journey of patients. Please note that your care at BC Cancer will not be compromised should you elect not to join the study.

For your participation in this study, as a sign of appreciation, you will be given a \$10 gift card.

Please contact the researcher or the research assistant Melissa moyniha3@student.ubc.ca if you think you might like to take part in this study.

Version: August 26, 2021

Approved Ethics ID H21-02219

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