Ageism or discrimination against individuals based on their age is widespread and generally accepted. The stereotypical beliefs that give rise to ageism are deeply embedded in our society. Ongoing efforts to address sexism and racism have shown that it is possible to change social norms.

It is time to **STOP** defining people based solely on their age.

Say **NO** to Ageism & **YES** to Aging Well

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PROCESSION AND GREETINGS
The Honourable Janice C. Filmon, C.M., O.M.
Lieutenant Governor of Manitoba

GREETINGS
Amanda Macrae, CEO
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TED TALK
Ashton Applewhite
Let’s End Ageism

PANEL PRESENTATIONS
Jeff Palamar
Ageism from a Legal Perspective

Dr. Phil St. John, MD MPH CCFP FRCPC
Older Adults and the Health Care System

Dr. Lori Koz, M.D.
The 60 Second Mistake:
Sexual Activity & Older Adults

Alexander Segall, Ph.D.
Overcoming Ageism

QUESTION AND ANSWER SESSION

CLOSING REMARKS
Amanda Macrae, CEO
A & O: Support Services for Older Adults

WINE AND CHEESE RECEPTION

KEYNOTE
Ashton Applewhite
Activist, Author
A leading voice in an emerging movement dedicated
to dismantling ageism and making age a criterion for
diversity.

PANEL

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