

# Wallis Annenberg GenSpace Leadership Initiative

We're working to change how society views getting older by challenging stereotypes and combating ageism through convenings, partnerships, and events.

## Background

Aging is often misunderstood in America and tends to be based on perceptions of deficit, or lack. These perceptions are constantly reinforced in everyday culture both implicitly (e.g., through the emphasis placed on youthfulness) and explicitly (e.g., age discrimination). Reframing how our culture views aging by emphasizing the assets and strengths of older people is an important step towards a society that values and better integrates older adults into our lives, communities, and workplaces.

Three different factors are converging to make the current moment different from any other in history. First, about one in seven adults is 65 years old or older, but by 2060, that number will be closer to almost one in four. Second, Americans are living longer than ever, and the average American is now living to age 79 as of 2017 (up from 68 in 1950). Third, one out of five adults age 65+ is a person of color; this figure will more than double by 2050, making the population of older Americans the most diverse ever.

## Our Role and the "Aging Out Loud" Series

GenSpace has an important role to play in championing a new narrative that pushes our culture to reimagine what it means to age and be supported as we age—particularly given that GenSpace provides direct services to older adults through classes and programs in Los Angeles' diverse and highly populated community of Koreatown.

GenSpace's Leadership Initiative will work with leaders in the tech, business, and entertainment sectors to hold convenings about what the barriers and opportunities are to change how we think, talk and incorporate the needs of older adults in society. As part of this, GenSpace has launched the **Aging Out Loud** series to bring conversations about aging out of the shadows and into the forefront of our public dialogue.

The Leadership Initiative held its first Aging Out Loud convening in November 2021 titled Digital Bridges, which was centered around aging and the technology industry. The 60-minute event featured 13 technology and aging stakeholders engaging in conversations around the intersection of the future of tech and age inclusivity.

Our next Aging Out Loud convening—"Good for Business"—will take place in May 2022 and focus on why and how businesses should recruit, retain and support older workers in today's workplace.