

Shifting representations of ageing in advertising, the media, and the creative industries

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About this report

This report summarises findings from a Policy Lab that explored ways to change how ageing is represented in advertising, the media, and the creative industries. Its goal is to tackle pessimism about ageing by shifting the representations that influence our collective and self-perceptions. This report follows from an earlier Policy Lab, held in September 2022, which determined that it is valuable, feasible and acceptable to shift perceptions of ageing, as well as identifying nine stakeholder groups to target, including the media.

This project was supported by a UK Research and Innovation Future Leaders Fellowship awarded to Martina Zimmermann (MR/T019794/1).

This report is illustrated using images created by Federica Ciotti, www.federiciotti.com, during live illustration conducted at the Policy Lab.

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Foreword

The Sciences of Ageing and the Culture of Youth (SAACY) is a research programme on ageing funded by a UK Research and Innovation Future Leaders Fellowship. It looks at how we talk and think about ageing, in scientific research, medical practice and wider culture, and how the way we do so can affect our experiences of ageing, the meaning we assign to growing older, and the decisions we make about older people.

A core aim of SAACY is to tackle cultural pessimism about ageing. Such pessimism shapes perceptions of the worth and value of individual human beings, influences intergenerational exchange and endangers solidarity, and directs decisions about care, research and funding priorities. SAACY wants to inform practices and policy development in these areas.

As Principal Investigator of SAACY, hosting this Policy Lab about ‘Shifting Representations of Ageing in Advertising, the Media and the Creative Industries’ together with the Policy Institute at King’s was a real pleasure and privilege.

The Policy Lab brought together academics from a range of disciplines alongside representatives from the creative industries, the media and advertising, as well as from charities and other third-sector organisations, the health and care sector, and the policy world, to answer one specific question in a one-day workshop: ‘**How do we change the way that ageing is represented in advertising, the media, and the creative industries?**’.

I would like to thank all the participants for the time, energy and enthusiasm they brought to this vivid and engaged debate, and the dedication with which everyone worked towards framing the **Systemic Opportunities** to influence representations of ageing in the media, and towards devising the **Strategic Proposals to Promote Best Practice** summarised in this Report. The Policy Lab indicated that better representations of ageing will be heard more if they speak to all generations; it also revealed that appetite for change will increase by making the business case to media organisations and managing the risks of shifting representations of ageing. In addition, regulation can be used as a lever for positive change.

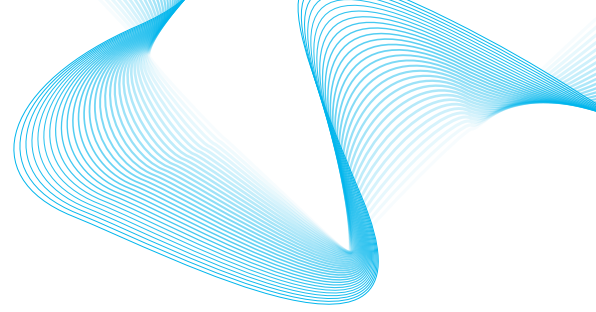
As laid out in the **Next Steps** section, SAACY has already begun using the findings from this Policy Lab to direct our research and shape future work. We very much hope that this report will itself act as a resource and inspiration for all those working towards changing how ageing is represented in the media, advertising and the creative industries.

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How can I use this document?

The ideas and suggested actions in this document are directed towards strategic impact, making them relevant for major stakeholders (predominantly UK-based) with an interest in ageing, and equality, diversity and inclusion in the media. These include organisations in the fields of policy, regulation, funding, industry, and the third sector (examples are shown below). This report may also be useful for anyone interested in learning more about shifting attitudes towards ageing in the media.

Policy	Industry	Regulation	Third Sector	Funders
Department for Culture, Media and Sport (DCMS)	British Film Institute (BFI)	DCMS	Age UK	BFI
Department for Health and Social Care (DHSC)	BBC	Advertising Standards Authority (ASA)	Centre for Ageing Better	UK Research & Innovation (UKRI)
Department for Science, Innovation and Technology (DSIT)	Channel 4	Committee of Advertising Practice (CAP)	Help Age International	Arts Council England
All-Party Parliamentary Group (APPG) for Ageing and Older People	ITV	Independent Press Standards Organisation (IPSO)	Re-engage	Arts and Humanities Research Council (AHRC)
UK Women and Equalities Committee	Guardian News & Media	Institute of Practitioners in Advertising (IPA)	Flourishing Lives	Economic and Social Research Council (ESRC)
World Health Organisation (WHO)	News UK (for example, The Sun, The Times)	Video Standards Council (VSC)	Age Scotland	The National Lottery Community Fund
Older People's Commissioner for Wales	Telegraph Media Group	Clearcast	Age Northern Ireland	Joseph Rowntree Foundation
	Advertising Agencies	Internet Advertising Bureau UK (IAB UK)	Phoenix Insights	The Baring Foundation
		Impress	Generations working together	Innovate UK
			United for All Ages	Nuffield Foundation
				Wellcome Trust



Here are some examples of how this document might be used to shape and influence change:

Inform

The evidence and information required to address a complex policy issue often already exists, but we rarely have all the relevant data compiled in a way that helps appreciate the problem. This report, including the summaries at the end of the document, are intended to be a resource for advocates to inform themselves and others.

Share and connect

This report invites readers to invest their time, expertise and advocacy skills to share and connect with existing strategies aimed at achieving attitudinal change to ageing within the UK and beyond.

Work together and act

Working together with different stakeholders is crucial to shift attitudes towards ageing. This includes those outlined in the table above, in addition to health and care practitioners, researchers, employers, educators, local organisations, community groups, and older as well as middle-aged and younger people themselves.



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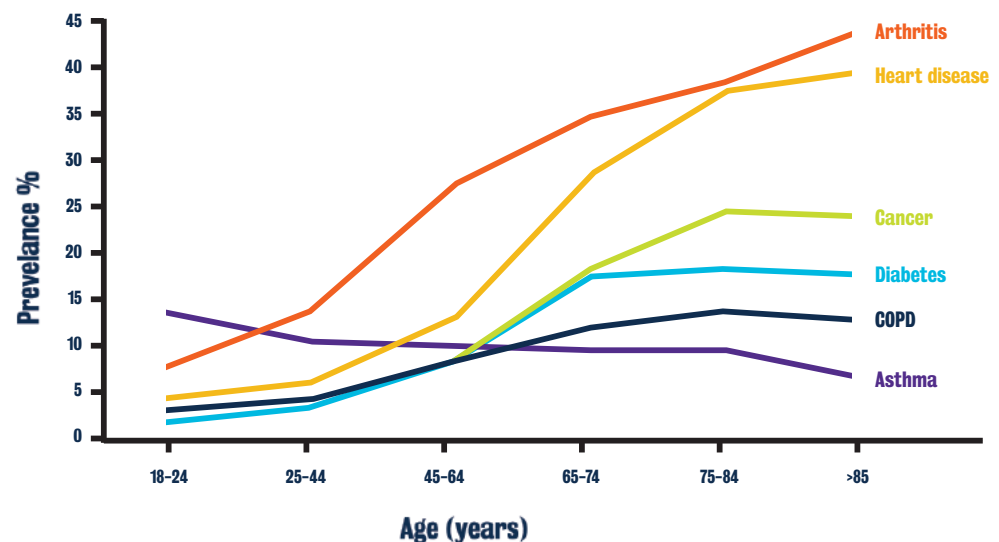
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1. Challenging ageism is essential for people to live and age well

1.1. There is a cultural pessimism towards the ageing process

Throughout history, many societies have tended to portray the process of ageing as something to be feared. The changes it brings, in particular to health, mobility, work, family and social life, are often viewed as unpleasant and unwelcome.¹ In particular, ageing is strongly associated with decline and death. The prevalence of disease does increase with age and, when combined with technological advances in medicines and disease treatments, this means ageing has become increasingly ‘biomedicalised’.²

Figure 1 Prevalence of many chronic diseases increases with age.³



While understanding the association between ageing and disease can have useful applications, such as in forecasting healthcare costs, it is vital not to equate the two. A person's health is in a dynamic state throughout life, depending on context and environment.⁴ Equating ageing with disease encourages the idea that later life is a distinct period with fewer possibilities of development and agency. It risks falsely assuming that some conditions, such as dementia, or some characteristics, such as memory loss, are inevitable in older age. It further suggests that younger people are safe from chronic conditions such as stroke or diabetes, when in fact these are becoming more common at younger ages.

¹ Wayne Booth, *The Art of Growing Older: Writers on Living and Aging* (Chicago: The University of Chicago Press, 1992), 41–97.

² Carroll Estes and Elizabeth Binney, 'The Biomedicalization of Aging: Dangers and Dilemmas', *Gerontologist* 29 (1989): 587–596.

³ Graph adapted from: Randall E Harris, *Epidemiology of Chronic Disease: Global Perspectives* (Burlington MA: Jones & Bartlett Learning, 2019), 8.

⁴ Victoria Margree, 'Normal and Abnormal: Georges Canguilhem and the Question of Mental Pathology', *Philosophy, Psychiatry and Psychology* 9 (2002): 301–302; Mary Tiles, 'The Normal and the Pathological: The Concept of a Scientific Medicine', *British Journal for the Philosophy of Science* 44 (1993): 737.

1.2. Ageism is harmful for health and wellbeing, driving inequalities and other societal harms



Pessimism about ageing drives our beliefs about how we expect older people to think, look and behave. This, in turn, drives ageism – the discrimination, prejudice, or stereotyping experienced by individuals or groups based on their age. Ageism takes several forms. It is often aimed at others, whether communicated directly to someone in person or expressed indirectly in our broader conversations, writings and other forms of expression, behaviour and attitudes. Ageism can also be self-directed, when we internalise negative beliefs about ourselves because of our age. Structural ageism occurs when negative age-related beliefs are enacted and embedded within society, explicitly and implicitly.⁵

Powerful social, cultural and economic influences can reinforce ageism. The scale and profile of research into diseases such as Alzheimer's, while crucial and to be applauded, is often framed in ways that further fuel pessimism about ageing. The Dementia Attitudes Monitor found that half of UK adults now fear getting dementia in the future more than any other condition.⁶ Elsewhere, media coverage of scandals in residential homes has driven negative perceptions of the care available for those who may need it as they grow older.⁷

Ageism, in all its forms, is harmful for health and wellbeing. Hundreds of studies evidence an association between ageism and significantly worse health outcomes.⁸

Self-directed ageism can contribute to an increase in risky behaviours, such as smoking, drinking, lack of exercise, lower compliance with medication and reduced attempts to seek treatment. It also has negative consequences for mental and psychosocial health, with an increase in depression and anxiety alongside poorer social relationships. Structural and interpersonal ageism can limit the opportunities and capabilities people have to maintain health, for example by excluding older people from services and spaces. In contrast, positive self-perceptions of ageing are associated with an average of 7.5 years of longer life.⁹

Ageism further exacerbates inequalities, with women and people from minority ethnic backgrounds experiencing higher levels of self-directed ageism. Gendered ageism is particularly associated with pressure to maintain a youthful appearance and lifestyle, as well as reproductive pressures. Structural and interpersonal ageism

⁵ Becca Levy, *Breaking the Age Code* (London: Vermillion, 2022).

⁶ Alzheimer's Research UK. 'Dementia Attitudes Monitor, Wave 3' (Cambridge: Alzheimer's Research UK, 2023). <https://www.dementiastatistics.org/attitudes/>; Eva-Marie Kessler, Catherine E Bowen, Marion Baer, Lutz Froelich, and Hans-Werner Wahl. 'Dementia Worry: A Psychological Examination of an Unexplored Phenomenon', *European Journal of Ageing* 9 (2012): 275–284.

⁷ Yvonne Pedley, and Paul McDonald, 'Media Reports of Abuse in Adult Residential Care: Implications for Staff and Practice', *Working with Older People* 23 (2019): 177–184; Helena Kisvetrova, Petra Mandysova, Jitka Tomanova, and Alison Steven, 'Dignity and Attitudes to Aging: A Cross-Sectional Study of Older Adults', *Nursing Ethics* 29 (2022): 413–424.

⁸ For recent reviews, see E-Schien Chang, Sneha Kannoth, Samantha Levy, Shi-Yi Wang, John E Lee, and Becca Levy, 'Global Reach of Ageism on Older Persons' Health: A Systematic Review', *PLoS One* 15 (2020): e0220857; Centre for Ageing Better, 'Ageism: What's the Harm?' (London: Centre for Ageing Better, 2023), <https://ageing-better.org.uk/resources/ageism-whats-harm>.

⁹ Becca Levy, 'Longevity Increased by Positive Social Perceptions of Aging', *Journal of Personality and Social Psychology* 83 (2002): 261–270.

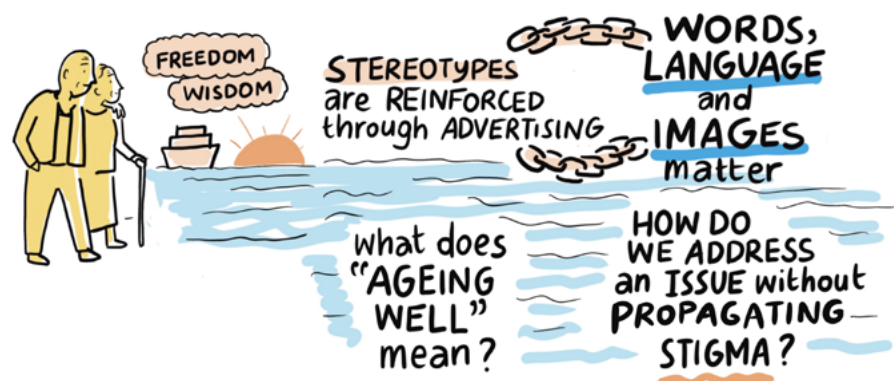
is harmful for social cohesion, contributing to greater intergenerational tensions. It also has socioeconomic consequences, including contributing to greater financial inequality, a lack of workplace opportunities because of recruitment biases, and overlooking the over-50s market as a source of significant revenue.¹⁰

1.3. We can think differently about ageing, recognising it as a lifelong process

A different way to think about ageing, informed by senescence research and biological models, is as a lifelong process of change.¹¹ At a cellular level, we are ageing all the time, with biological processes occurring in youth and middle-age, such as skin changes (starting from 20) or changes in kidney function (starting from 50).¹²

Biological models separate chronological age from the probability of illness and disability and recognise that people age at different rates, partly determined by genes (around 30%) but mostly by environmental and social factors (around 70%). The latter can be addressed through public health and other policy initiatives. These models of ageing view later life as a period of development and plasticity, as it is when we are younger. They do not segregate old age from the rest of life and question what counts as health and what counts as disease.¹³

Whilst some branches of research, medicine, and industry invest in expensive cures that aim to postpone ageing and death, this perspective calls for attention to immediate care for medical and social needs throughout the life course.



¹⁰ Centre for Ageing Better, 'Ageism: What's the Harm?' (London: Centre for Ageing Better, 2023), <https://ageing-better.org.uk/resources/ageism-whats-harm>; Margaret Morganroth Gullette, *Age-wise: Fighting the New Ageism in America* (Chicago: The University of Chicago Press, 2011).

¹¹ Martina Zimmermann, Joe Wood, Harriet Boulding, and Ross Pow, *Shifting How We View the Ageing Process* (London: The Policy Institute, 2023), <https://www.kcl.ac.uk/policy-institute/assets/shifting-how-we-view-the-ageing-process.pdf>.

¹² Rose Anne Kenny, *Age Proof: The New Science of Living a Longer and Healthier Life* (London, Lagom: 2022).

¹³ Rose Anne Kenny, *Age Proof: The New Science of Living a Longer and Healthier Life* (London, Lagom: 2022); Bernard Swynghedauw, *The Biology of Senescence: A Translational Approach* (Cham: Springer, 2019); Carlos López-Otín, Maria A. Blasco, Linda Partridge, Manuel Serrano, and Guido Kroemer, 'The Hallmarks of Aging', *Cell* 153 (2013): 1194–1217.

“You know, if you have a conversation with a 10-year-old, they’re ageing just as much as a 60-year-old. They’re getting older and they’re learning new skills, they’re growing and advancing in wisdom and stature, so advancing to their 15th, their 20th birthday.

And they know more things, they’ve got more skills and more expertise, and the same applies to a 70-year-old, you know, that they’re still developing knowledge and ideas about things, and you know, have lots of things to offer to society.

You know you only have to look at Attenborough, for example you know, at the age of 96 who’s still breaking boundaries in terms of, you know, knowledge of zoology and biology, but also in terms of broadcasting standards”

Male, 66 years old (SAACY interviews on older adults’ perspectives, experiences and expectations of ageing in England)

1.4. Viewing ageing as a lifelong process opens up alternative futures across the life course

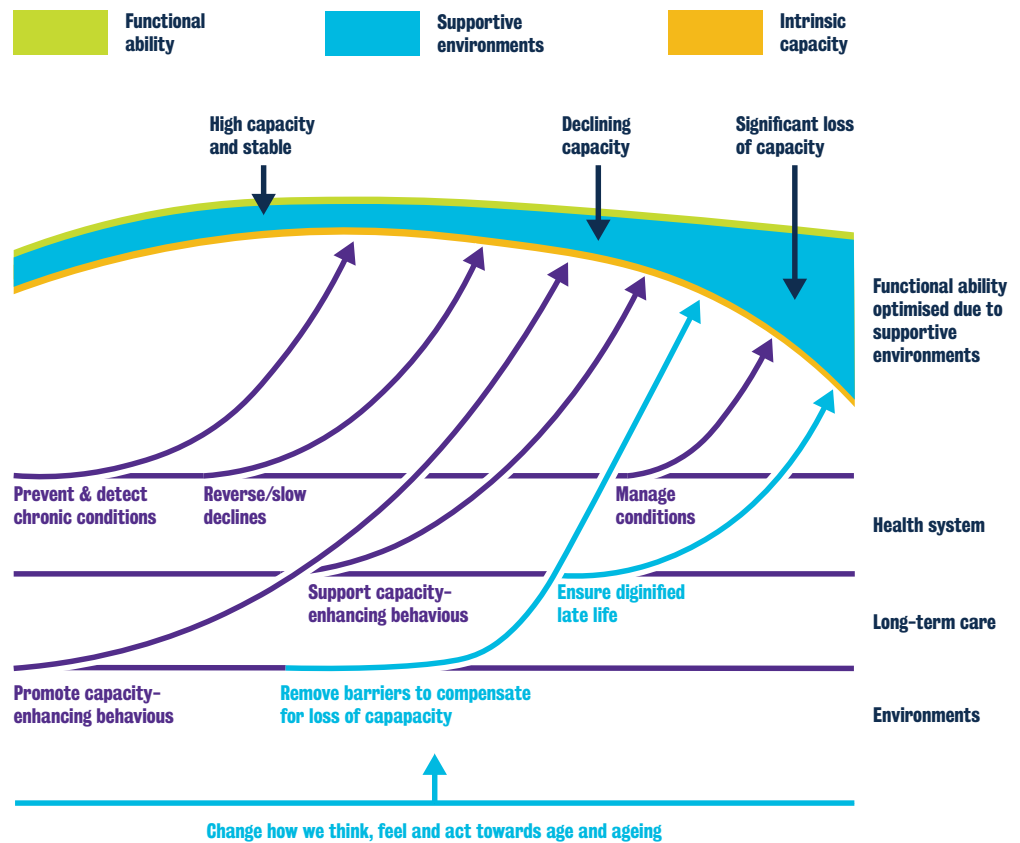
The SAACY research programme conducted an initial Policy Lab in 2022. This concluded that it is valuable, feasible and acceptable to shift how we view ageing and that this shift is integral to advancing policy ambitions for ageing well.¹⁴

A more constructive representation of ageing as a process of change across the life course can unlock enormous social, political and economic benefits through fostering more positive attitudes and treatment towards people as they age.

The WHO’s ‘Decade of Healthy Ageing’ strategy underscores this need to “change how we think, feel, and act towards ageing” in order for people to age well. Rather than succumbing to the dominant narrative of ageing as decline, the WHO framework encourages people to look forward and see that the future is not completely determined.

¹⁴ Martina Zimmermann, Joe Wood, Harriet Boulding, and Ross Pow, *Shifting How We View the Ageing Process* (London: The Policy Institute, 2023), <https://www.kcl.ac.uk/policy-institute/assets/shifting-how-we-view-the-ageing-process.pdf>.

Figure 2 WHO trajectories of healthy ageing optimising functional abilities¹⁵

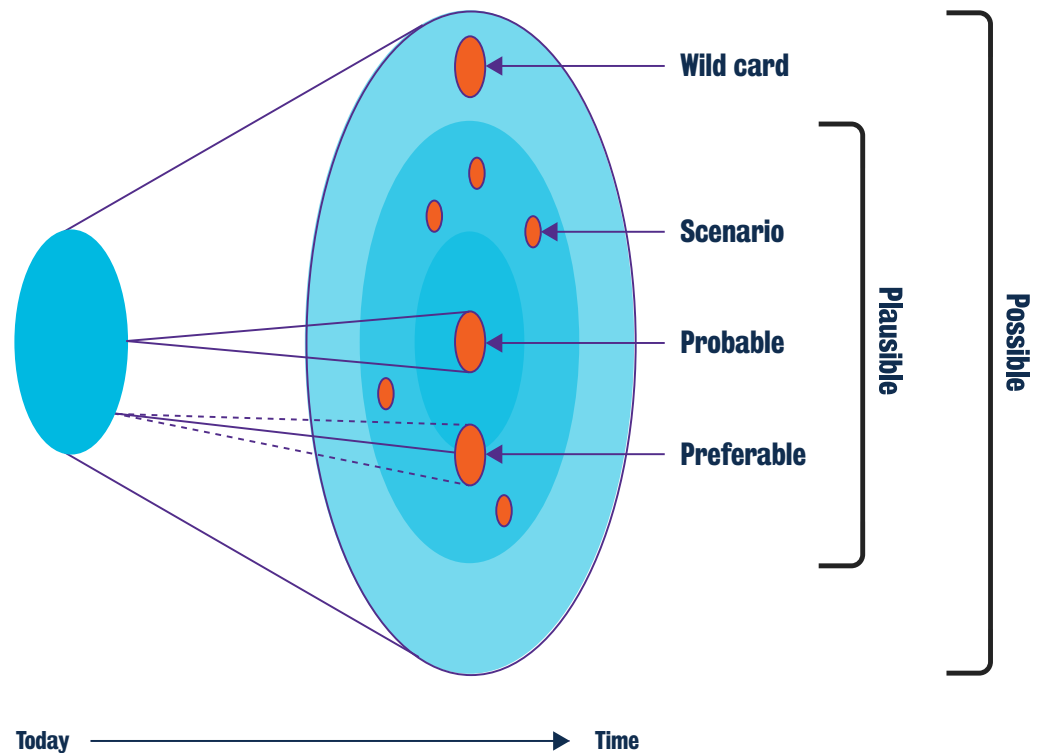


The SAACY team has termed this ‘optimistic realism’, where people hold open the possibility that, at any point in life, ‘alternative futures’ are possible. We can imagine these alternative futures radiating out as a cone, an approach used in scenario planning.¹⁶ These future scenarios will vary in terms of probability and preferability. So whilst decline becomes more probable as we age, there are other plausible futures that we can strive towards which would be more preferable.

¹⁵ Graph adapted from: World Health Organisation, ‘Decade of Healthy Ageing. Baseline Report: Summary’ (Geneva: WHO, 2021), <https://www.who.int/initiatives/decade-of-healthy-ageing>.

¹⁶ Graph adapted from: Dhani K Mandeep, Lars Wicke, and Dilek Onkal, ‘Scenario Generation and Scenario Quality Using the Cone of Plausibility’, *Futures* 142 (2022): 102995.

Figure 3 Scenario cone



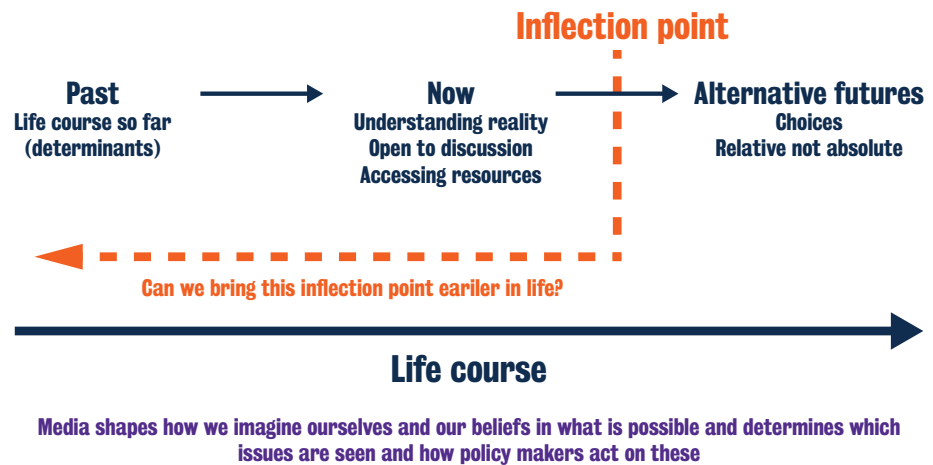
For each of us, what life is like in these alternative futures is a function of:

- ♦ the determinants that affect us individually up to any particular moment in time (for example, genetics, upbringing, health, social capital, previous choices, etc)
- ♦ the choices we can make now that will move us towards one or more of the possible scenarios for our future

People often consider these choices at 'inflection points' in life, including those triggered by certain milestones (for example, significant birthdays) or events (for example, a notable change in life circumstances). Encouraging people to think about their alternative futures can help bring forward when people consider the decisions available to them that will shape their future life course. The earlier that this thinking happens, the wider the range of potential scenarios that are still available to us within the future cone.

Figure 4 Model of ageing as ‘alternative futures’ shaped by the media

Model of ageing as ‘Alternative Futures’ shaped by the media



1.5. Shifting how we portray ageing advances policy ambitions



At the time of writing, the UK is conducting major reforms in health and social care, with ambitions to integrate care, as well as shift ‘from treatment to prevention’, ‘from hospital to community care’, and to ‘embrace digital transformation’.¹⁷ With an ageing population, optimising people’s functional abilities as we age plays a fundamental part in realising such changes. As older generations are likely to have greater health needs, and may have lower digital literacy, inclusive and supportive environments are also integral to reducing health inequalities.

Shifting how we understand ageing also advances educational and economic policy ambitions. The 2025 Apprenticeships and Technical Education Bill proposes a ‘lifelong learning entitlement’ involving greater funding for educational opportunities across the life course. Such an offer recognises that lifelong learning holds positive benefits for wellbeing, happiness, employment, social mobility, health and mental health (particularly memory function), and social connection.¹⁸

¹⁷ National Health Service, ‘Change NHS: Help Build a Health Service Fit for the Future’ (London: NHS, 2025), <https://change.nhs.uk/en-GB/>; Department of Health and Social Care, ‘New Reforms and Independent Commission to Transform Social Care’ (London: DHSC, 2025), <https://www.gov.uk/government/news/new-reforms-and-independent-commission-to-transform-social-care>.

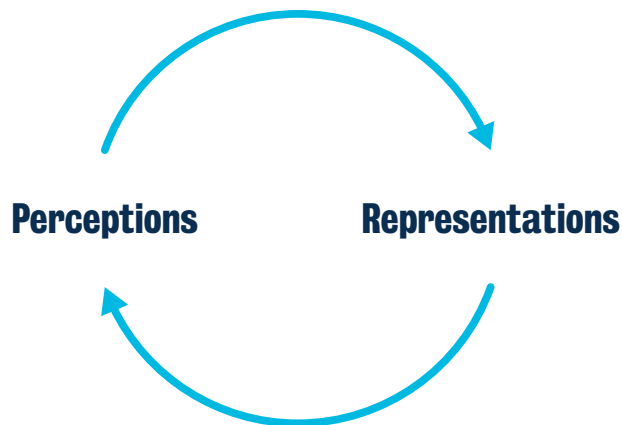
¹⁸ UK Parliament, ‘Institute for Apprenticeships and Technical Education Bill’ (London: UK Parliament, 2025), <https://bills.parliament.uk/bills/3772>; UK Parliament, ‘House of Lords Library: Lifelong Learning: England’s Adult Education Sector and the Government’s Plan for Skills’ (London: UK Parliament, 2025), <https://lordslibrary.parliament.uk/lifelong-learning-englands-adult-education-sector-and-the-governments-plan-for-skills/>.

2. The media holds enormous untapped potential to challenge ageism in society

2.1. The media plays a major role in shaping age beliefs and stereotypes

Public perceptions of ageing shape, and are shaped by, how ageing is represented. On the one hand, ageist stereotypes that are normalised and embedded in society play out explicitly and implicitly in the representations of ageing that we see in the media. On the other hand, those same representations of ageing shape and influence people's perceptions.¹⁹

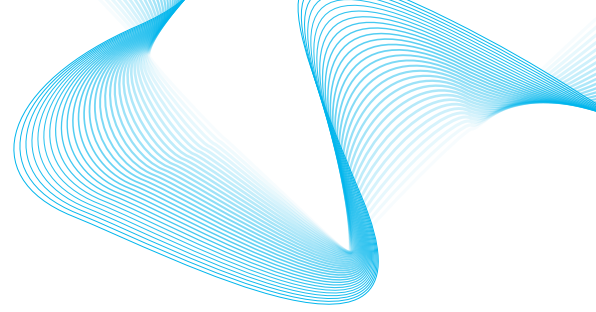
Figure 5 How perceptions and representations influence one another



As multi-billion-pound industries with enormous reach, the media, advertising and creative industries have a powerful influence over how we think about the world around us and our future. Recent cultural moments, such as the late Dame Maggie Smith modelling in the Loewe Spring 2024 fashion collection, have sparked important conversations about how we perceive ageing and treat people as they age. The media has enormous potential to lead the way in promoting a more optimistic-realistic view of ageing.²⁰

¹⁹ William F Brewer and Bruce L Lambert, 'The Theory-Ladenness of Observation and the Theory-Ladenness of the Rest of the Scientific Process', *Philosophy of Science* 3 (2001): 176–186; Marte Otten, Anil K Seth, and Yair Pinto, 'A Social Bayesian Brain: How Social Knowledge Can Help Shape Visual Perception', *Brain and Cognition* 112 (2017): 69–77.

²⁰ Ellie V Bramley and Lauren Cochrane, 'Loewe and Behold: How Older Models Are Casting a Spell on Fashion' (London: The Guardian, 2023), <https://www.theguardian.com/fashion/2023/oct/27/loewe-fashion-older-models-maggie-smith>.



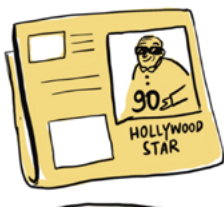
2.2. Telling, and listening to, the right kinds of stories can be a vehicle for positive change



Stories, of which language and images are the building blocks, create and cohere collective identities and are essential to improving public reasoning. Listening to stories can help generate new thinking, shaping the perceptions of the public, as well as the priorities of decision-makers. They play an especially important part in identifying specific social groups, understanding actions and motivations, and recognising social norms and how they change. In doing so, they reveal the many intersecting identities that shape the lives we each lead. Ethnicity, gender, class, education, and geographical location are some of the factors that contribute to what older age looks like for us as individuals, including the inequalities we may experience.²¹

For stories to bring about change, they have to be heard. Not every story that is told is listened to or becomes popular. The Post Office scandal is a key example of this.²² In the UK, more than 900 sub-postmasters were prosecuted for stealing because of faulty software. This story was told for years and ignored, until the 2024 drama ‘Mr Bates vs the Post Office’ ignited widespread public awareness and support. Google searches for ‘The Post Office’ rose 500% and 50 new potential victims came forward following the documentary. Similarly, telling the right stories about ageing can help to shift representations of ageing in a way that reduces ageism in society, unlocking benefits for all.

2.3. Current representations of ageing in the media are often narrow, stereotypical, and equate ageing with ‘being old’



Positive stories and representations of ageing do exist, but they are not the norm. Not only are older people under-represented in the media, but the *quality* of those representations is just as big an issue as the *quantity*.²³ Large parts of the media represent ageing and older people in a range of ways that promote ageism, rather than challenge it.

This starts with how we understand and define ageing at different stages in life. Perhaps with the exception of ‘coming of age’ films, the media rarely reflects the biological view of ageing as a lifelong process of change. Instead, ageing through the mid-life or later is usually narrow and stereotypical, following a young-old binary, depicting either idealised ideas (such as ‘super agers’ or the smiling 50-year-old on skin care adverts), or resorting to a decline narrative dominated by negative imagery (such as frail, disembodied and wrinkled hands).

21 Sarah Dillon and Claire Craig, *Storylistening: Narrative Evidence and Public Reasoning* (London: Routledge, 2021).

22 ITV Media, ‘Mr Bates v The Post Office: ITV’s Biggest New Drama in over a Decade’ (London: ITV, 2024), <https://www.itvmedia.co.uk/news-and-resources/mr-bates-vs-the-post-office-itvs-biggest-new-drama-in-over-a-decade>.

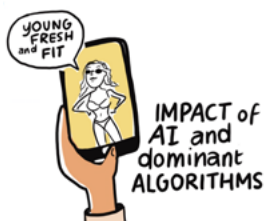
23 Centre for Ageing Better, ‘Cast Aside: Exploring the Presence of Older Characters in British Films’ (London: Centre for Ageing Better, 2023), <https://ageing-better.org.uk/resources/cast-aside-exploring-presence-older-characters-british-films>; British Film Institute, ‘Opening Our Eyes: How Film Contributes to the Culture of the UK’ (London: British Film Institute, 2011), <https://core-cms.bfi.org.uk/media/846/download>; Sally Chivers, *The Silvering Screen: Old Age in Disability and Cinema* (Toronto: University of Toronto Press, 2011).

Content involving or aimed at older audiences also tends to revolve around a narrow set of themes (for example, attending a funeral or receiving a medical diagnosis in tv and film, or adverts for funeral homes, life insurance or bedding on daytime tv). There is only a limited attempt to portray the enormously varied life experience of older people.

Such biases and stereotypes extend to gender. A perceived skew towards older male presenters and characters runs alongside double standards in the expectations for older female versus male individuals. Ageing femininity is often represented as disabling, with women cast into passive, or youth-obsessed roles, whilst men tend to be represented as active. What might be labelled ‘interventional ageing’, to maintain a youthful appearance, could be seen to contribute to gender biases by endorsing narrow beauty standards for older women and making it difficult to celebrate honest representations of ageing for women through life.

Personal identity is fundamentally intersectional, tied up with ethnicity, race, gender, occupation, community, age, and more. In representing ageing and older people, it is essential to maintain the richness of older people’s diverse identities.

2.4. New forms of content creation and delivery can act as barriers to changing perceptions of ageing

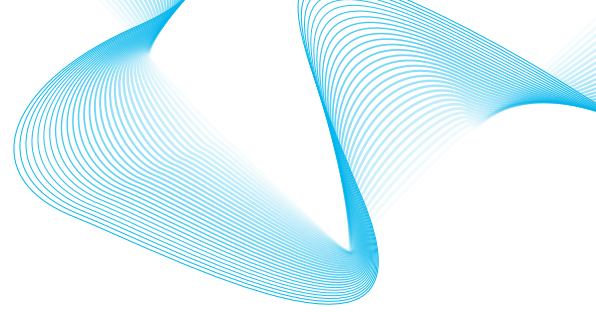


Algorithms are increasingly used to determine the content people are exposed to and how they consume this, particularly on social media platforms. Much content is targeted at audiences seeking entertainment, escapism, or distraction rather than looking to confront challenging ideas about ageing and the ‘future self’. That can reward misleading representations and reinforce negative stereotypes (the advance of deep fake technology makes it increasingly easy to reverse the signs of ageing, or to develop representations of ageing that are caricatures of reality).

An algorithm-driven world of individualised content fuels the potential for mis- and disinformation, as well as creating echo chambers, which reinforce ageism. This skews the development of new content and limits the diversity of representations of ageing and older people. Younger cohorts tend to consume more media from online channels and social media, such as YouTube or TikTok, whilst the audiences for traditional broadcast platforms tend to be older. This can contribute to a sense amongst those working in the media that older audiences are actually over-served by mainstream television and broadcasting (even if the content is not conveying the diversity of lived experiences of ageing and later life).

In responding to this new landscape, it is no longer as easy as it was to reach mass audiences in an attempt to achieve widespread change in public attitudes. The number and fragmentation of media platforms means that there are no ‘dominant spaces’ (such as those that were once controlled by traditional broadcast tv and radio) which can be targeted to share ideas that might reframe ageing in public consciousness.

3. The Policy Lab



The Policy Institute at King's College London runs Policy Labs to bring about positive change in response to complex societal problems.²⁴ These collaborative and interactive workshops bring together stakeholders with diverse research, policy, practice and lived experience expertise to assess the evidence, understand barriers and constraints to change, and use this understanding to inform policy options that can help improve outcomes. By co-producing practical ideas for action, Policy Labs also create highly-invested groups who become powerful advocates for the subsequent application of the Lab's recommendations.

SAACY worked with The Policy Institute to run a Policy Lab in October 2024 focused on the question: ***How do we change the way that ageing is represented in advertising, the media and the creative industries?***

We welcomed older people, national policymakers, academics, intergenerational charities, and those in the media, advertising and creative industries (see page 29 for full list of participants). For simplicity and ease of reading, we will refer to all industry perspectives as 'the media' throughout this report.

3.1. Key Findings

1. Shifting representations of ageing in the media is an enormous challenge but now is a good moment in time to tackle this. We believe there is an appetite for change, and the Policy Lab paves a way forward.
2. More important than increasing visibility of ageing, is how ageing and older people are represented. Representations of ageing should be honest, diverse and open to the positive possibilities that ageing can offer.
3. Good representations of ageing do exist, but there are opportunities to increase the volume and profile of this work, and to get these stories listened to.
4. Detailed proposals for four strategic ideas should be progressed to shift representations of ageing:
 - Making the commercial case for shifting representations
 - Lobbying for changes to the Editors' Code of Practice
 - Establishing a screenplay prize to promote helpful content
 - Putting in place processes to 'complain better' about ageist content

²⁴ Saba Hinrichs-Krapels, Jocelyn Bailey, Harriet Boulding, Bobby Duffy, Rachel Hesketh, Emma Kinloch, Alexandra Pollitt, Sarah Rawlings, Armida Van Rij, Benedict Wilkinson, and Jonathan Grant, 'Using Policy Labs as a Process to Bring Evidence Closer to Public Policymaking: a Guide to One Approach', *Palgrave Communications* 6 (2020): 101.

4. There are systemic opportunities to influence representations of ageing in the media



4.1. Representations of ageing should better tell the stories of our diverse lives

Representations that show ageing with ‘optimistic realism’ do exist, exploring what it means to lead a ‘good life’ along the life course and emphasising the value of a person’s experiences rather than their age. Many more of these are needed, something the Diversity in Advertising competition has sought to stimulate.

Transport for London launched a ‘Diversity in Advertising’ competition in 2020 which awarded £500,000 in free advertising to the best age-inclusive advertising campaign.²⁵ The winner, intimate moisturiser brand Replens, used their bold tagline ‘sex never gets old’ to challenge narrow representations of older people as sexually inactive. Runners-up Brompton Bicycles flipped the term ‘getting on’ to refer to confidently getting on a bike, rather than ageing.

We should be also concerned with the quality and content of representations of ageing. Optimistic and realistic representations of ageing need different language and ways of seeing to reshape public consciousness. We need to challenge existing stereotypes (for example, that older generations cannot deal with technology), avoid overused age-related phrases (for example, ‘in your prime’, ‘good for your age’), broaden our understanding of words (for example, ‘attractive’, ‘independent’), bring in new concepts (for example, alternative futures) and rediscover undervalued ones (for example, ageing is connected with experience).

Using the full potential of different media formats can help with this. A developing narrative (for example, through film or tv) can communicate ageing as a process in ways an image cannot. By connecting complex and nuanced ideas, it can alter how and what we talk about (for example, taking parents on a journey by making a link between how what children are eating now can affect them later in life).

4.2. Better representations of ageing will be heard more if they speak to all generations, drawing on shared experiences



Stories need a hook to grab attention and be heard. The ‘inflection points’ in life where we become open to thinking differently about the process of ageing can provide one of these. These moments include birthdays (especially ‘milestone’ birthdays), health events (for example, illness, menopause), relocation, bereavement, relationship changes (for example, divorce), changing jobs or leaving the workforce, children leaving home, and many more. All of these can be used as an entry point into more complex narratives.

²⁵ Transport for London, ‘Diversity in Advertising Awards 2020’ (London: TfL, 2020), <https://madeby.tfl.gov.uk/2020/10/07/diversity-in-advertising-awards/>.



Focusing on experiences and events which can happen at any age is another way to spread narratives. For example, media content about having a child at an older age might primarily focus on ideas of motherhood but can also take us into the experience of ageing and confront ageism in society. Individual characteristics and interests too are shared by people and offer opportunities to explore how they affect a person's experience over time. For example, the way creativity is encouraged/flourishes or is stifled/dims, in both younger and older people, can be part of stories that initially capture audiences by focusing on a particular type of art or craft.

Intergenerational content too is capable of achieving broad reach. Television shows such as *Strictly Come Dancing* or *My Mum, Your Dad* help reimagine ageing and model productive collaboration across age groups. There is also significant scope for intergenerational content in imagery and advertising. Lyn Slater works with younger designers, encouraging them to interview their grandmothers to understand how their bodies and self-perceptions have evolved over time.²⁶ This demonstrates that a drive towards age inclusivity does not need to involve sacrificing design quality.

4.3. The appetite for change will increase by making the business case and managing the risks



In income-driven industries, like the media and advertising, making an economic case is important for influencing practice. Data that would reassure a positive return on investment from representing ageing in optimistically realistic ways can show businesses that it is safe to invest, opening up opportunities for new projects and for greater creative testing.

There is huge scope for research and modelling to show that content is successful when older people are included, and when those representations reflect optimistic realism about ageing. This includes tracking brands or platforms that have pushed the boundaries around existing stereotypes (for example, in relation to age, race, disability, etc), to show that authentic content results in commercial gains. More could also be done to quantify the value of cross-generational interactions.

Commercial advertising clients are increasingly asking for more sophisticated and nuanced representations of ageing. Data that capture the diversity of lived experiences of ageing will better inform how such experiences are represented. The UK is experiencing substantial growth in the number of 80+ year olds, which underscores the need for greater differentiation in how we understand the experiences of people aged over 50, given that most people reaching that age will have another 20-30 years of life. However, the commercial data driving content creation typically aggregates anyone over 50, with little or no effort to separate out different cohorts, whether stratifying by age or other demographic factors (for example, ethnicity, socioeconomic status) or segmentations (for example, capabilities, interests).

²⁶ Lyn Slater, *How to Be Old: Lessons in Living Boldly from the Accidental Icon* (London: Yellow Kite, 2024), 164–171.

The Women over 50 Film Festival has demonstrated the commercial interest in tailoring products to older generations in its work with Virgin Atlantic to produce a series of short ‘dementia-friendly’ films (for example, using calm language, dance, animation, etc) for airline in-flight entertainment.²⁷ Such content has proved popular with passengers of all ages, showing that content can be entertaining, educative and commercially successful.

Media businesses are also sensitive to commercial risks, resorting to ‘safe’ stereotypes, rather than pushing boundaries for fear of complaints or damage to reputations. Life insurance adverts portraying the aspirational lifestyles of active and smiling couples in their 50s and 60s can inadvertently denigrate those whose life experience is very different. Harnessing commercial data can help us to properly understand commercial risk, and to improve confidence in experimenting with alternative representations of ageing.

4.4. ‘Nothing about us without us’ – media content should be an intergenerational effort



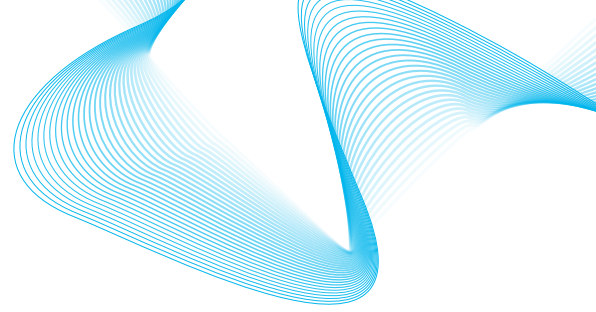
Bringing content based on an ‘optimistic realism’ view of ageing to different audiences, across different formats, and for different products needs to draw on the full range of creativity, skills and experiences in our media workforce, communities and society at large. This should include encouraging and incentivising intergenerational teams working on content together, bringing diverse perspectives to the creative process. Very few people live their life in complete isolation from other generations, and involving a range of ages helps distil common experiences and identify common entry points for narratives that promote understanding, empathy and respect across generations.

Adopting more co-productive approaches to determine what audiences want could help reshape idealised or escapist content to better represent ageing without resorting to stereotypes. It could also open up nuanced conversations on people’s understandings of and relationship with ageing and introduce ideas related to the role of choices in shaping alternative futures.

The Women Over 50 Film Festival aims to get older women leading behind the camera as writers, producers and directors, as well as on screen. The productions typically involve diverse age groups working together (for example, a 14-year-old teenager making a documentary about their 62-year-old grandmother). An intergenerational approach challenges the perceptions of all involved, helping people to think about their own futures and different life stages.²⁸

²⁷ Women Over Fifty Film Festival (London: WOFFF), <https://wofff.co.uk/>.

²⁸ Women Over Fifty Film Festival (London: WOFFF), <https://wofff.co.uk/>.



Older people could also be supported to be more visible by producing user-generated content (ideally on their own channels), hosted on online platforms (for example, YouTube, Instagram, TikTok). Interesting and more unique content can gain the attention of brands and advertising, who may be interested in amplifying user-generated content by older people or building it into their own campaigns.

@RetirementHouse is a collective of older people producing content on TikTok and Instagram with almost 6 million followers. The independent voice of such creators helps to raise awareness of their stories, increasing the probability that it will reach a more diverse audience than more traditional forms of media.

Turning individual, family and community experiences into subtle, authentic stories has increasingly been possible in relation to other elements of identity and discrimination, such as for people with disabilities where the tagline ‘nothing about us without us’ has become commonplace. Similar approaches should be possible for age-related content.

4.5. Regulation, funding and education strategies can be used to shift representations of ageing



Public policies have a direct effect on putting attitudes towards ageing front and centre in public discourse, especially when they are done at scale. Initiatives such as the Older People’s Commissioner and Future Generations Commissioner in Wales are attempts to shift towards policy making that considers the needs of older people and intergenerational relationships and responsibilities (in the same way that Children’s Commissioners have been successful in doing that for younger generations). The Centre for Ageing Better has similarly called for a Commissioner for Older People and Ageing in England, to champion the rights of older people and include them in policymaking.²⁹

Regulation is a vehicle for raising standards. There has been good progress across the industry in embedding anti-racist practices over recent years, supported by the likes of the British Film Institute, and the same could be achieved with regards to age. Regulation will also have an impact on the use of AI models in machine learning and could be used to protect against perpetuating unhelpful stereotypes.

Similarly, the Editors’ Code of Practice, enforced by the IPSO, sets the rules and guidelines to regulate print and digital news. Unlike other protected characteristics within the 2010 Equality Act, the Editors’ Code does not include age as a category of discrimination to protect against. Changing this would be a significant step in shifting the practice of media businesses.

²⁹ Centre for Ageing Better, ‘Commissioner for Older People and Ageing’ (London: Centre for Ageing Better, 2023), <https://ageing-better.org.uk/commissioner-older-people-ageing>.

Public financial support encourages businesses to invest in new ideas and take a longer-term view of the impact of their work. Specific funding pots or awards could support better age-related content focused on particular cohorts, such as older adults, mirroring previous initiatives such as the Young Adult Content Fund by DCMS. The eligibility criteria for accessing such funds could determine certain topics to focus on, such as inequalities, to bring such social issues to the fore and showcase how they play out over the life course.

Education and training can help children to explore what ageing means for themselves and others, as they consider other elements of identity including ethnicity, gender and sexuality. As children too are significantly exposed to media, how ageing is represented can help educational conversations to happen.

4.6. Increasing attention is being paid towards how ageing is represented, which makes now a good time to act



More people than ever are entering into mid- and later-life and confronting and considering what experiences of ageing mean for them. In other words, as more people age, ageism becomes a more pertinent issue. And while conversations about age are rarely at the top of equality, diversity and inclusivity (EDI) agendas, more attention is being given to representations and perceptions of ageing. A Policy Lab with a focus on ageing in the media was much less likely to have happened even five years ago.

As such, now is a good time to act in changing representations of ageing. Recent decades have seen substantial shifts in how sex, gender, disability, class and ethnicity are represented in the media. Dementia and the menopause are examples of inflection points with an age dimension that have started to achieve greater prominence in the media. Some topics are driven by a confluence of trends and (often negative) events, such as the 'Me Too' or 'Black Lives Matter' movements. Controversies regarding the treatment of people as they age, particularly older people, have risen from time to time and there is greater scope to use these stories. This includes ensuring the media coverage of the Covid-19 inquiry shines a light on the differential value placed on people that results from ageist stereotypes.

Shifting representations and public perceptions of ageing also complement a range of policy objectives, including economic growth (for example, keeping people in the workforce or returning to it), civic society (for example, social cohesion and community development), and health (for example, reducing inequalities, improving quality of life).

5. Four strategic proposals to promote best practice

5.1. Harness data to make a case for shifting representations of ageing in advertising and marketing



What is the proposal?

Harness age-related data to make the business case that it is commercially beneficial to shift representations of ageing in advertising and marketing.

How could it be implemented?

Several areas of the media, particularly advertising, have already made great progress across most areas of EDI, motivated by a focus on potential growth through presenting greater diversity. The case for doing so is informed by robust data on different demographics. It is possible to do the same for ageing.

IPA already collects routine age-related data every two years. The dataset is robust and trusted by media clients who utilise it to gain better insights and finer segmentation relating to specific audiences. Additional data could be gathered to fill any gaps or augment existing data on older groups.

Analytical insights from the data pertaining to older audiences could support the growth of different media sectors and drive subsequent revenue. This could include greater segmentation of age cohorts (most data groups the over 50s). Analytical insights would draw attention to harmful or stereotypical representations of ageing and older people, which fails to reflect the diversity, interests, and value of this market.

This business case can also promote educating advertisers and marketers on older audiences, providing the knowledge and understanding needed to better represent ageing and older people in ways that are optimistically realistic.

Who needs to be involved?

A coalition of partners will be more influential in driving this proposal forward and translating it into industry-wide impact. This could include organisations who hold significant authority within the marketing and advertising industry, shaping good practice and holding practitioners to account (for example, the Advertising Association, ASA, IPA, and IAB UK. The IPA already holds much of the necessary data).

5.2. Shift representations of ageing in print media through influencing the Editors' Code to consider age



What is the proposal?

Tackle negative age stereotypes in print and online by including age as a category of discrimination to protect against within the Editors' Code of Practice, which sets best practice guidance for print and digital news.

How would it be implemented?

Approaching the IPSO to add protections against age-related prejudice or discrimination in the Editors' Code should be relatively straightforward in theory, aligning it with other protected characteristics.

Awareness raising and promotion of the guidance could be supported by some form of assessment or award scheme, to identify, celebrate and promote good practice and by collating positive examples in an accessible repository (including resources which can be freely used by others, such as the Centre for Ageing Better's Age-Positive free image library).³⁰

Future representations of ageing in print and digital news would be benchmarked against examples which have been recognised as enacting good practice and research could be undertaken to understand the value shifting representations of ageing specifically in print and digital news.

Who needs to be involved?

IPSO and the Editors' Code Committee are the primary actors involved in implementing and promoting the guidance change, and it will be necessary to approach and work with them in a positive and collaborative way to achieve this.

The Centre for Ageing Better is leading on this, as part of developing a wider campaign on representations of ageing. Other charities and interested stakeholders could contribute to this, including MPs in the APPG for Ageing and Older People and other media-related APPGs.

Endorsement from media organisations subject to the guidance would also be powerful as would the voices of older people themselves (for example, through focus groups or campaign work).

³⁰ Age without Limits, 'Age-Positive Free Library' (London: Centre for Ageing Better), <https://www.agewithoutlimits.org/image-library>.



5.3. Drive change by developing processes to ‘complain better’ about ageist content

What is the proposal?

Develop ways to complain about age-related content that allow for more complex and nuanced concerns, to drive better representations of ageing.

How would this be implemented?

Complaining to the media regulator Ofcom about representations of ageing requires someone to point to a specific piece of content at a specific moment in time. Tackling broadcasters or platforms that continually create and distribute patterns of content that are ageist, cement unhelpful stereotypes and biases or lack diversity (for example, certain types of representation) requires moving away from this ‘one moment mindset’.

This could be done by redesigning the Ofcom complaint forms to enable people to articulate broader, sustained concerns, promoting this change through public service announcements, online information or campaigns.

Regulators and media organisations would need training to help them understand where complaints are likely to be upheld and support in how to respond to them appropriately.

Who needs to be involved?

DCMS (which is responsible for mandating policy change) and the regulator Ofcom will both need to agree to redesigning complaint processes and Ofcom would be the party responsible for implementing the change.

National ageing charities (for example, Age UK, Centre for Ageing Better), media organisations (for example, BFI), and other regulators can help make the case for changing the complaint process and promote its use amongst media audiences.

5.4. Establish a screenplay prize to showcase good representations of ageing



What is the proposal?

Establish a screenplay prize for the best screenplay depicting ageing and older age in order to promote the creation of film content in line with SAACY's ethos.

How would this be implemented?

The SAACY screenplay prize would be awarded to the best proposal for a feature film that represents ageing in creative and nuanced ways, showcases the diversity of ageing experiences and frames ageing as a lifelong process. A wide variety of screenplays would be sought, with the award criteria promoting innovative and creative thinking. Candidates would be expected to explain how the film's production could involve people of different ages, both on- and off-screen.

An initial prize – probably around £15K – would go towards helping raise finance for turning the script into a feature film. Mentoring from experienced industry professionals would also be offered.

The prize would be advertised widely across the media sector, through universities or training bodies, and through production companies that focus on creating ethical social commentaries.

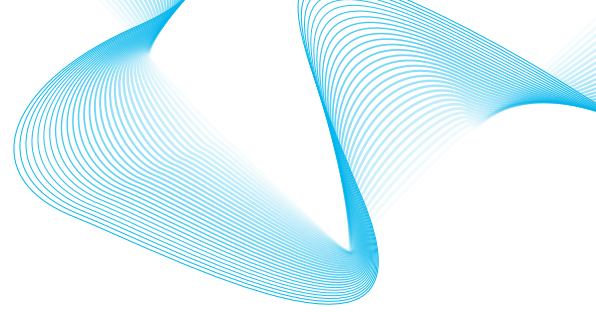
The prize could develop into a regular annual event, possibly with changing themes, and an accompanying summit that brings creatives, commercial partners and other stakeholders together.

Who to Influence

Support to both finance the prize and judge the candidates could come from leading organisations in film production, such as the BFI, BBC Films, Film Four and the Women Over 50 Film Festival, alongside other commercial partners and sponsors. The support could come in different forms, including funding, advertising, sponsorship, providing industry contacts or mentorship.

Help with promoting the prize could be sought from high-profile media organisations and age-related charities, such as Age UK and the Centre for Ageing Better.

6. The Next Steps



This report details ideas from a Policy Lab that explored how we can get people thinking differently about ageing, by targeting the media, advertising and the creative industries. Whilst shifting representations of ageing in the media is an enormous challenge bounded by commercial interest, the Policy Lab set out some strategic steps to pave the way for positive social change and championing best practice:

- Harnessing data to make the business case for shifting representations of ageing
- Including age in the Editors' Code of Practice
- Developing processes to 'complain better' about ageist content
- Establishing a screenplay prize to showcase good representations of ageing

Alongside those from the media, the Policy Lab brought together scholars, national and local charities, and policymakers, and these participants represent a powerful coalition of stakeholders who are able and willing to tackle ageism in the media. Many have independently been driving forward the outcomes from the Policy Lab in their own work:

- The ASA has recently launched its own research into how older people are represented in advertising, the harm this may cause, and how to protect against such harms.³¹
- The latest report from the UK Government's Women and Equalities Committee recognises that harmful ageing stereotypes are prevalent across all media in the UK, recommending the strengthening of advertising and broadcasting codes and guidance, as well as the inclusion of age in the Editors' Code of Practice.³²
- The Editors' Code Committee, with support from IPSO, has also made some immediate changes in guidance, such as removing language around public figures being 'past their prime'.³³
- The Centre for Ageing Better have also chosen a theme of 'Celebrate Ageing. Challenge Ageism' for their Age Without Limits Day on 11th June 2025, encouraging people to think differently about the ageing process.³⁴

31 Advertising Standards Authority, 'Looking into the Depiction of Older People in Advertising' (London: ASA, 2025), <https://www.asa.org.uk/news/looking-into-the-depiction-of-older-people-in-advertising.html>.

32 Women and Equalities Committee, 'The Rights of Older People' (London: UK Parliament, 2025), <https://committees.parliament.uk/publications/46686/documents/239426/default/>.

33 Independent Press Standards Organisation, 'Open Letter Submitted to Parliament' (London: UK Parliament, 2025), <https://committees.parliament.uk/publications/47150/documents/244200/default/>.

34 Age without Limits, 'Age without Limits Day' (London: Centre for Ageing Better, 2025), <https://www.agewithoutlimits.org/day>.

The outcomes of the Policy Lab are also shaping the work of the SAACY programme.

1. A series of formal dissemination events will galvanise efforts and help devise strategies to rethink ageing.



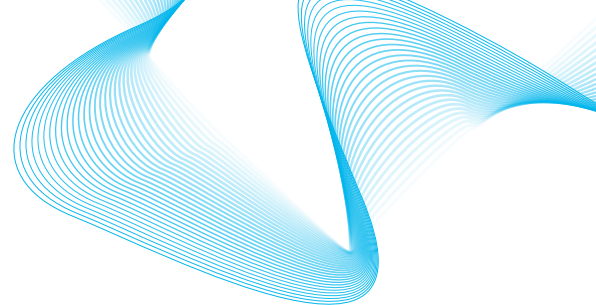
- ♦ May 13th, 2025, sees the formal launch of this report in the Palace of Westminster, hosted by The Rt Hon. The Lord Foulkes of Cumnock, co-chair of the APPG for Ageing and Older People. This private event engages sector leaders to maintain pressure to keep ageing on the policy agenda at a time of shifting Government priorities.
- ♦ Open to the general public, we will also be holding an exhibition on 'Lifelines: Rethinking Ageing across Generations', from 29th May to 2nd August 2025, at the Science Gallery in London.
- ♦ A three-day international conference on 'The Lifespan: Perspectives on Ageing and the Life Course from the Medical Humanities, the Health Sciences and Age Studies' (King's College London, 4th to 6th June 2025) also invites contributions from across disciplines and sectors to discuss life course approaches to ageing.
- ♦ Future collaborative workshops will further develop and drive forward the strategic proposals outlined in this Policy Lab.

2. Stakeholder engagement: Recognising the importance of building an engaged coalition to mobilise this research into practice, we have initiated a range of workshops to bring together up-and-coming researchers, representatives from the third sector and older people.

3. Future film work: Part of the SAACY programme's future work includes developing our own film work. The Policy Lab has informed this in several important ways, from practical insights into the content and how to represent ageing, to strategic insights into the processes and the composition of the team during film production.

By driving action in this space, the SAACY programme is advancing local, national and international policy ambitions to promote ageing well. With ageing increasingly on the agenda, there is good momentum for change. We continue to welcome collaborations and suggestions. Please contact us on saacy@kcl.ac.uk or Martina.Zimmermann@kcl.ac.uk.

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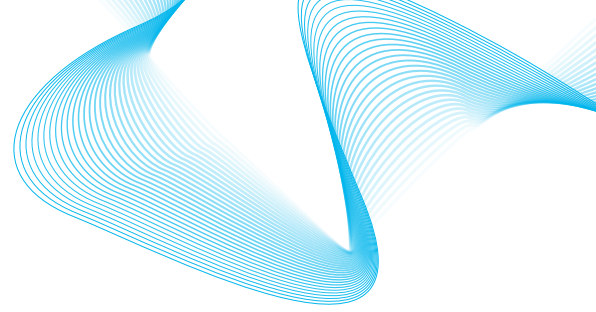
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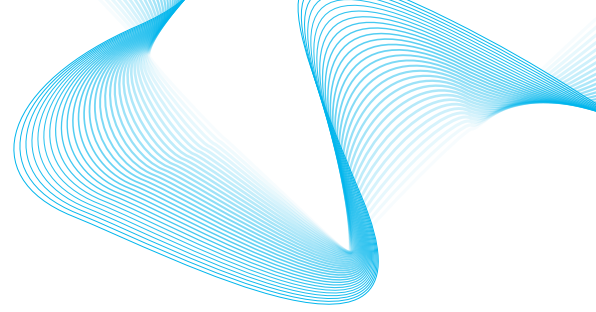
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Shifting representations of ageing in advertising, the media, and the creative industries: Policy Lab outcomes

1. Challenging ageism is essential for people to live and age well

- ♦ Ageism is the most socially accepted form of prejudice, and this pessimism about ageing drives beliefs about how we expect older people to think, look and behave.
- ♦ Ageism is harmful for health and wellbeing, driving inequalities and other societal harms. Tackling ageism is fundamental for realising policy ambitions for ageing well.
- ♦ We can think differently about ageing, recognising it as a lifelong process of change. This view opens up the possibility of creating alternative futures for us across the life course, resisting a narrative predominantly focused on decline.

2. The media holds enormous potential to challenge ageism in society

- ♦ As multi-billion-pound industries with enormous reach, the media, advertising and creative industries have a powerful influence over how we think about the world around us and our future. They play a major role in shaping age beliefs and stereotypes.
- ♦ Telling, and listening to, the right kinds of stories can be a vehicle for positive social change. Stories can generate new thinking, shape perceptions, and influence policy.
- ♦ Current representations of ageing in the media are often too narrow, stereotypical and equate ageing with 'being old'. New forms of algorithm-driven content targeted at entertainment, escapism and distraction compounds this and limits the diversity of representations of ageing and older people.

3. The Policy Lab

- ♦ A Policy Lab is a collaborative workshop that brings together diverse stakeholders to discuss and make a breakthrough on a particular problem.
- ♦ This Policy lab welcomed older people, national policymakers, academics, ageing and intergenerational charities, and representatives from the media, advertising and the creative industries, to answer the question:

How do we change the way that ageing is represented in advertising, the media and the creative industries?

4. There are systemic opportunities to influence representations of ageing in the media

- Better representations of ageing will be heard more if they speak to all generations and draw upon shared experiences. Producing media should also be an intergenerational effort by diversifying the workforce or using co-productive approaches.
- The appetite for change will increase by making the business case and managing the risks of shifting representations of ageing. In income-driven industries, like the media and advertising, making an economic case is important for influencing practice.
- Regulation, funding and education strategies can be used to shift representations of ageing. Public policies have a direct effect on putting attitudes towards ageing front and centre in public discourse.

4.1. Harness data to make a business case for shifting representations of ageing in advertising and marketing

- Leverage routine age-related data collected by the Institute of Practitioners in Advertising to make a business case that it is commercially beneficial to shift representations of ageing in advertising and the media. This dataset is robust and trusted by media clients. Greater analytical insights could be achieved through augmenting existing data with new or other data sets, as well as segmenting age cohorts over 50.

4.2. Shift representations in print media through influencing the Editors' Code to consider age

- Approach the Independent Press Standards Organisation and the Editors' Code Committee to add age to the Editors' Code of Practice, setting guidance that age discrimination and practice should be protected against in print and digital news.

4.3. Drive change by developing processes to 'complain better' about ageist content

- Support the media regulator, OfCom, to redesign complaints processes to articulate broader, sustained concerns around representations of ageing, allowing for greater nuance than current processes focused on specific pieces of content.

4.4. Establish a screenplay prize to showcase good representations of ageing

- Provide an award, funding and mentoring support to the best screenplay proposal for a feature film that, in line with the SAACY ethos, represents ageing in creative and nuanced ways, showcases the diversity of ageing experiences and frames ageing as a lifelong process.

5. The Next Steps

- The outcomes of the Policy Lab are shaping the future work of the SAACY programme, directing its research and shaping its efforts to mobilise involvement, knowledge and resource in driving attitudinal change towards ageing.
- A series of formal dissemination events will raise the profile of the SAACY programme, galvanising wider efforts to rethink ageing. Examples include hosting an exhibition at Science Gallery London, a Lifelong Ageing Fair in the inner-city London borough of Lambeth, and a formal report launch in the Palace of Westminster, hosted by the Rt. Hon. The Lord Foulkes of Cumnock, co-chair of the APPG for Ageing and Older People.
- Collaborative SAACY workshops and networking opportunities will help build an engaged coalition of stakeholders across disciplines and sectors to translate this research into policy and practice.
- The SAACY programme's future film work will be informed by the Policy Lab in several important ways, from practical insights into the content and how to represent ageing, to strategic insights into the processes and the composition of the team during film production.
- We continue to welcome collaborations and suggestions. Please contact us on saacy@kcl.ac.uk or Martina. Zimmermann@kcl.ac.uk.

SHIFTING REPRESENTATIONS OF AGEING IN ADVERTISING, THE MEDIA, AND THE CREATIVE INDUSTRIES

— A SAACY Policy Lab —



UK Research and Innovation

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The SAACY Research Programme

The Sciences of Ageing and the Culture of Youth (SAACY) is a research programme funded by a UK Research and Innovation Future Leaders Fellowship awarded to Dr Martina Zimmermann. Focusing on the period between 1880 and the present day, SAACY looks at how we talk and think about ageing and how the way we do so can affect our experiences of ageing, the meaning we assign to getting older and the decisions we make about older people.

For more information, please visit <https://www.kcl.ac.uk/research/saacy>.

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