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**The Stigma Faced by
Elderly People In The
African American Community**



Project's Purpose

Importance of Highlighting the Issue

- The elderly are not a homogeneous group
- The difficulties they confront in defending or exercising their human rights are diverse
- Most of them experience inadequate care, homelessness, or loneliness
- They face multiple discrimination



Project's Purpose Cont...

Why The Topic is of Interest to Me

- Feelings of social isolation and loneliness are incredibly harmful for the elderly (NHS, n.d.)
- The resultant health effects may be detrimental
- Everyone is on a similar path
- Risks of going into depression



Problem Statement

- Racial discrimination contributes to the stigma elderly African Americans face
- Racial prejudice has led to reduced accessibility to resources as a result of accumulated experiences
- Race related stress is prevalent creating obstacles to aging in a healthy and productive manner
- Severe COVID-19 disease has been associated with the elderly



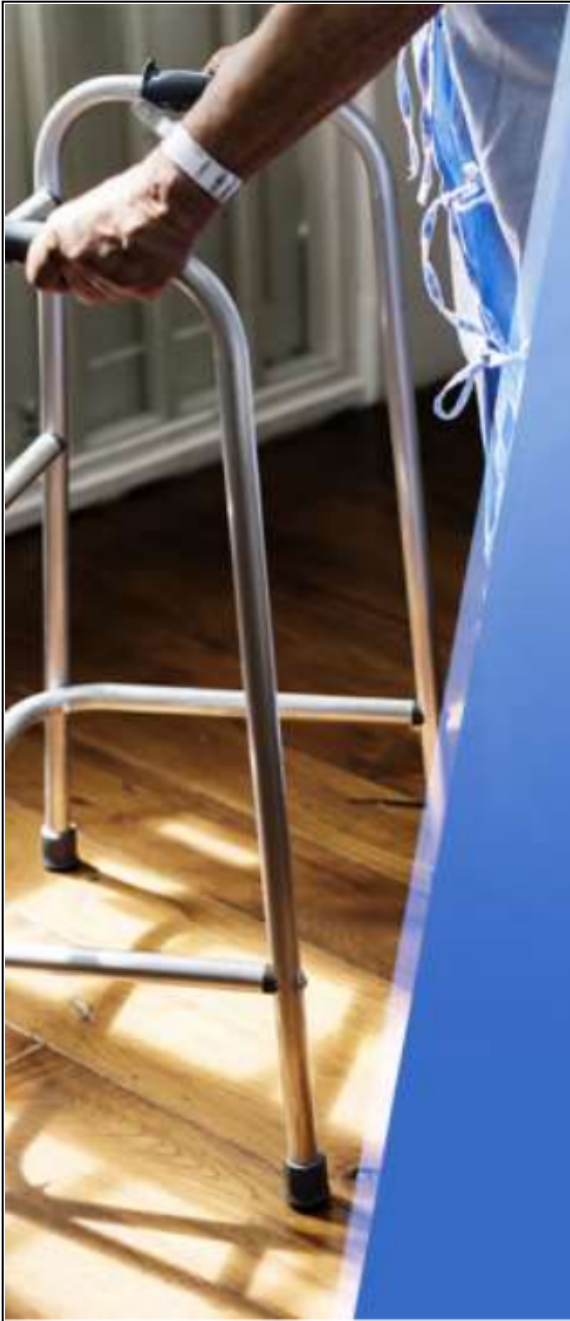
Factors Contributing to the Issue

- Profiling, aided by labels that people feel are the essence of their identity for those affected directly
- The financial capacity for those affected indirectly
- The factors come along as a result of self-interest
- If not addressed, the likelihood of developing severe illnesses, deteriorating symptoms and reducing the likelihood of receiving treatment are high



Possible Solutions

- Ensuring that forms of information used in communications represent a wide range of groups and do not perpetuate stereotypes (Li et al., 2020)
- Educating people and disseminate facts that encourage positive attitudes and discredit misconceptions and prejudices
- Understanding that everyone is on the same path and that the elderly are also human
- Encouraging healthy discussions among peers on the topic
- Implementing and scaling up programs to decrease prejudice and stigma at all levels



Strategies for raising public awareness

- Education
- Stigma literacy campaigns
- Contact
- Peer services
- Advocacy and protests (Adriaenssens et al., 2019)



References

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