



DON'T CALL ME DEAR
Challenging Ageist Language

Don't Call Me “Dear” — Words Matter

Globally, 1 in 2 people
hold ageist views
toward older adults.

Ageism shows up in everyday language – in assumptions, stereotypes, and terms like “sweetie,” “honey,” or “dear.”

Even when well-intended, they can feel dismissive.



Change the Conversation



Start talking about age — differently.



Visit *DontCallMeDear.ca* website for:

- *More Than Age* Podcasts
- Business Training Videos
- Printable Resources

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