



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.

Change the Conversation



Ageism shows up in everyday language — in assumptions, stereotypes, and terms like “sweetie,” “honey,” or “dear.” Even when well-intended, they can feel dismissive.

Start talking about age — differently.



Visit
DontCallMeDear.ca
website for:

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



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