18. Avoid old people because they are cranky.

19. When a slow driver is in front of me, I may think, “It must be an old person.”

20. Call an old woman, “young lady,” or call an old man, “young man.”

What is your age? What is your gender? M F

How many years of education? Any comments?

Never ❍ Sometimes ❍ Often

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1 Canadian Network for the Prevention of Elder Abuse, 2010.


For more information on NICE or any of the NICE tools, please visit www.nicenet.ca

April 2012

National Initiative for the Care of the Elderly

263 McCaul Street, Room 328, Toronto, Ontario  M5T 1W7

Tel: 416-978-0545  •  Website: www.nicenet.ca
AGEISM MEASURE

Ageism is the stereotyping of older adults based on chronological age. It is a form of prejudice and discrimination similar to racism and sexism, which allows younger generations to view older adults as separate from mainstream society. Ageist language and imagery often leads to stereotypes of older adults as weak, frail and disabled. In contrast, there are also positive stereotypes of aging, when people assume that all older adults are wise or caring. Ageism includes prejudice (stereotypes and attitudes), personal discrimination (behaviours), and institutional discrimination (policies and practices). The Relating to Older People Evaluation (ROPE) is a self-report measure of the frequency and type of ageist behaviors. ROPE is a 20-item questionnaire that measures personal discrimination through 14 statements that reflect negative types of ageism, and 6 statements that reflect positive types of ageism.

SCORING THE ROPE

Respondents choose one of three responses to each question. A Never response is scored as 0, Sometimes is scored as 1, and Often is scored as 2. Total score may be summed within each dimension and expressed as a proportion of the highest score possible for that dimension; or the number of items in a dimension with a Sometimes or Often response is divided by the number of items in that dimension (6 or 14) to result in the proportion of positive or negative behaviours reported. The first score is based on both the number and frequency of reported behaviours; the second score measures just the number of different reported behaviours.
Please put a check in the box that indicates how often you relate to old people (those over age 60) in these ways:

<table>
<thead>
<tr>
<th></th>
<th>Never</th>
<th>Sometimes</th>
<th>Often</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><img src="Never" alt="Circle" /></td>
<td><img src="Sometimes" alt="Circle" /></td>
<td><img src="Often" alt="Circle" /></td>
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<td>2.</td>
<td><img src="Never" alt="Circle" /></td>
<td><img src="Sometimes" alt="Circle" /></td>
<td><img src="Often" alt="Circle" /></td>
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<td>3.</td>
<td><img src="Never" alt="Circle" /></td>
<td><img src="Sometimes" alt="Circle" /></td>
<td><img src="Often" alt="Circle" /></td>
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<td>4.</td>
<td><img src="Never" alt="Circle" /></td>
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<td><img src="Often" alt="Circle" /></td>
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<tr>
<td>5.</td>
<td><img src="Never" alt="Circle" /></td>
<td><img src="Sometimes" alt="Circle" /></td>
<td><img src="Often" alt="Circle" /></td>
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<tr>
<td>6.</td>
<td><img src="Never" alt="Circle" /></td>
<td><img src="Sometimes" alt="Circle" /></td>
<td><img src="Often" alt="Circle" /></td>
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<tr>
<td>7.</td>
<td><img src="Never" alt="Circle" /></td>
<td><img src="Sometimes" alt="Circle" /></td>
<td><img src="Often" alt="Circle" /></td>
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<td>8.</td>
<td><img src="Never" alt="Circle" /></td>
<td><img src="Sometimes" alt="Circle" /></td>
<td><img src="Often" alt="Circle" /></td>
</tr>
<tr>
<td>9.</td>
<td><img src="Never" alt="Circle" /></td>
<td><img src="Sometimes" alt="Circle" /></td>
<td><img src="Often" alt="Circle" /></td>
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1. Compliment old people on how well they look, despite their age.
2. Send birthday cards to old people that joke about their age.
3. Enjoy conversations with old people because of their age.
4. Tell old people jokes about old age.
5. Hold doors open for old people because of their age.
6. Tell an old person, “You’re too old for that.”
7. Offer to help an old person across the street because of their age.
8. When I find out an old person’s age, I may say, “You don’t look that old.”
9. Ask an old person for advice because of their age.
### Ageism Measure

Ageism is the stereotyping of older adults based on chronological age. It is a form of prejudice and discrimination similar to racism and sexism, which allows younger generations to view older adults as separate from mainstream society.

Ageist language and imagery often leads to stereotypes of older adults as weak, frail, and disabled. In contrast, there are also positive stereotypes of aging, when people assume that all older adults are wise or caring.

Ageism includes prejudice (stereotypes and attitudes), personal discrimination (behaviours), and institutional discrimination (policies and practices). The Relating to Older People Evaluation (ROPE) is a self-report measure of the frequency and type of ageist behaviors.

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<td>10. When an old person has an ailment, I may say, “That’s normal at your age.”</td>
<td></td>
<td></td>
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<tr>
<td>11. When an old person can’t remember something, I may say, “That’s what they call a ‘Senior Moment’”.</td>
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<tr>
<td>12. Talk louder or slower to old people because of their age.</td>
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<tr>
<td>13. Use simple words when talking to old people.</td>
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<tr>
<td>14. Ignore old people because of their age.</td>
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<tr>
<td>15. Vote for an old person because of their age.</td>
<td></td>
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<td></td>
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<tr>
<td>16. Vote against an old person because of their age.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17. Avoid old people because of their age.</td>
<td></td>
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niCE - national initiative for the Care of the Elderly
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What is your age?  
What is your gender?  
M _____  F ____
How many years of education?  
Any comments?  

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