NEW&IMPROVED + AARP® PRESENT

Including inclusion cheat sheet

The brief

Use thoughtful and inclusive language.

- Incorporate a commitment to creating work that is respectful of all and avoids exploitation of any and all stereotypes, tropes, or dated jokes – including age.

  - (This should be across all intersections of DEI, yet many forget to include age in their efforts!)

- Avoid euphemisms. Ensure your language is current, kind, and inclusive.

The team

Mix it up on teams and assignments.

- Intentionally pair younger and older workers together.
  Yes, even creative partners.

- Don't assign projects based solely on age.
  Think about what each person uniquely brings.

- Consider your internal teams across all disciplines as a whole.

> **Mixed-age teams come up with more creative and inclusive solutions.**
> Source: Human Resource Management Journal, vol. 23, Issue 3, (2013)

The story

What story are you telling and how are you telling it?

- Ensure your narrative isn't harmful and doesn't play into stereotypes or cliches.

- Include age representation, regardless of the target market.

  - Remember, the societal default is young, but we don't have to default.
  - **Pro Tip:** You can still include older folks in a campaign targeted to a younger demographic, and vice versa, to accurately reflect society.

- What you say, show, and see all matter

  - Consider the images.
    (How long has that stock image of a silver-haired person riding a bike with their legs straight out been around, anyway?)

Download Take Stock →

a curated list of diverse and inclusive image sites, including Getty + AARP.

The POV

Don't stick with the same familiar folks with the same familiar perspectives.

- Intentionally hire age-diverse talent for staff, freelance, contract, and projects.

- Consider the internal and external team: strategists, designers, writers, art directors, directors, casting directors, etc.

- Check out Free The Work, a global community of underrepresented creators on a mission to change the lens through which we view DEI and production.

Casting

Cast authentically and across the age spectrum.

- Avoid ageist language in write-ups.

- Consider age representation for all talent, including the VO.

- **Pro Tip:** Describing a familiar character or celebrity who is similar to what you're looking for is an easy way to convey attributes with less potential to be unintentionally offensive.

Production

Choose production companies with diverse, age-inclusive crews.

- Work with wardrobe and makeup to ensure an authentic aesthetic with sensitivity to talent of all ages – and without playing into stereotypes.

- Take time to be intentional about lighting all ages and skin tones well.

Post

Retouch with care.

- If it's not absolutely central to the concept, is there a need to hide the natural signs of aging like wrinkles, laugh lines, and gray hair? If not, don't.

Including inclusion action sheet

After reading through this cheat sheet, consider what you're already doing well in each category.

How can you expand your impact?
What are you not yet doing that you can implement?

List at least 7 actions you will take and share with your team.

1

2

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