



# YOUR ANTI-AGEISM TOOLKIT

**CARP**

# WHAT THIS IS AND WHY IT'S NECESSARY

**Ageism is a growing problem in Canada, and it has deadly consequences**

- Our pensions and other benefits are threatened
- Healthcare policy is negatively influenced, as the Covid-19 LTC scandal proved
- The weakest and most vulnerable among us are prey to frauds, scams, abuse

**No matter how hard C.A.R.P. advocates for legislative or regulatory fixes, that's only part of the answer**

- It's also a matter of changing attitudes, of standing up for our generations and not allowing ageist slurs to go unchallenged

**We need you to join the fight right where you live**

**This package is designed to better equip you to fight ageism**

- The facts you need to defend the Boomer and seniors generations, and to combat the lies that drive ageism

**You also have a great mechanism to help win**

- Spread the word and bring more members into C.A.R.P.

# THE LATEST INCIDENT

Here's what Sabrina Maddeaux wrote  
May 4th in the National Post:

“In Canada, filial cannibalism is economic policy. **Baby boomers gorge themselves on millennials' futures**, growing fat on wealth and stolen opportunity. However, Canada didn't become the Hannibal of nations because of tough love. No, our savagery is the result of generational gluttony and a misguided belief that we're so spectacularly special, one would have to be an idiot to leave.”

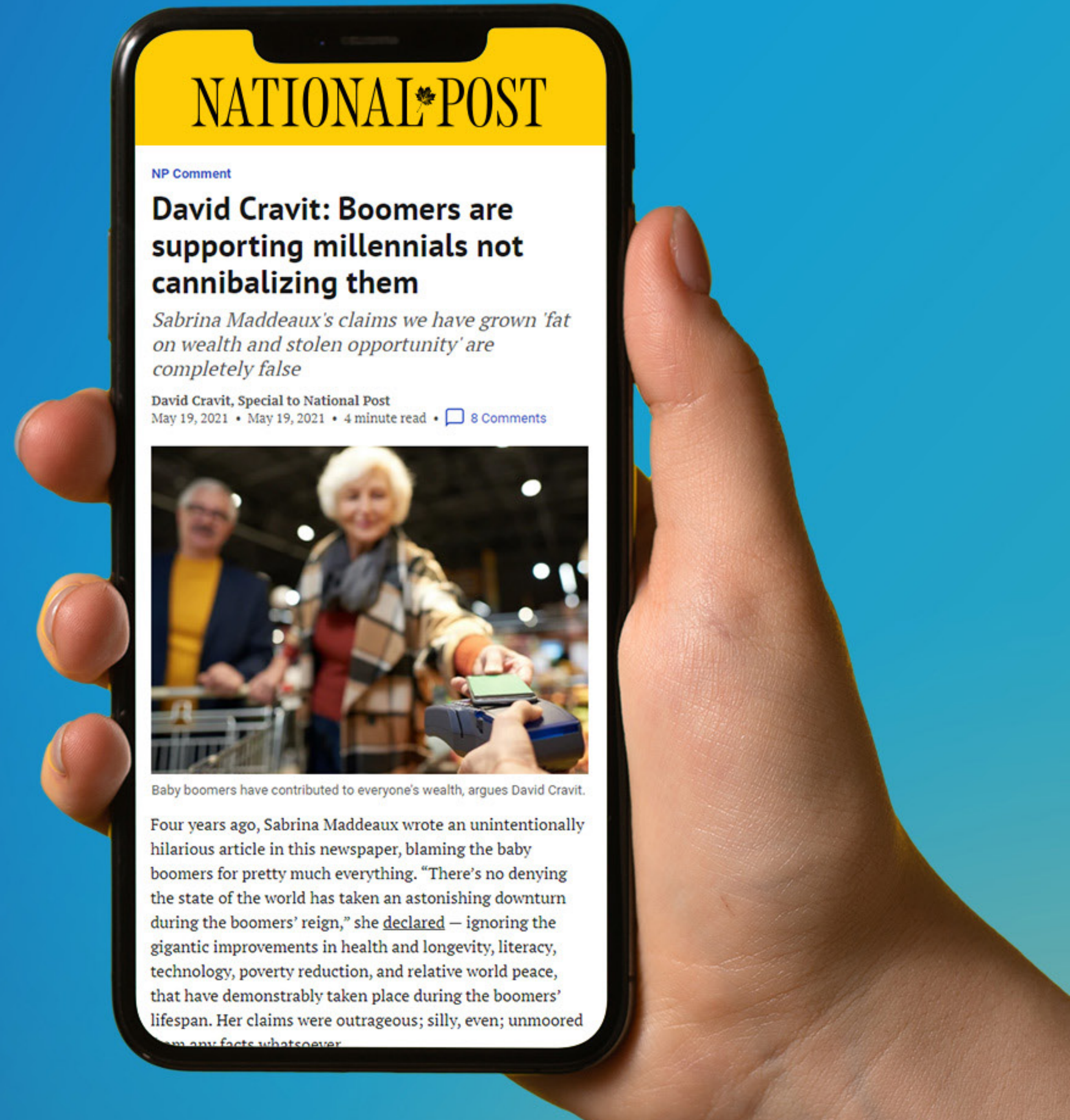
[FULL ARTICLE](#)



# C.A.R.P. MADE A SPIRITED REBUTTAL

“Far from being “coddled,” boomers pay their way. In 2018 (the most recent year for which Statistics Canada reports Canada Revenue Agency data), the 55 and up paid a total of \$94.7 billion in federal income tax, while millennials (plus a few Gen Xers) age 25-45 paid \$84.3 billion. Boomers are the opposite of net “takers,” they’re paying up — and have been for decades and decades.”

[FULL ARTICLE](#)



# BUT THE EPISODE MADE US REALIZE A FEW THINGS

**There is a tremendous amount of misinformation about the "older" generations**

**The same people who would probably oppose ageism on humanitarian or moral grounds (i.e., they would oppose elder abuse, frauds and scams, etc.) have no hesitation in leveling unfair and untrue accusations against older Canadians**

**Their work can seriously undermine our position**

- If we're really "coddled," then maybe government should cut back on our pension and healthcare benefits

**Information can be a powerful antidote**

- What is the truth about our legacy, the accomplishments of our generations?
- Are we really net "takers" rather than net "givers"?
- How are we continuing to contribute to the welfare of Canadian society?



# HERE ARE THE FACTS AND THE ARGUMENTS YOU CAN USE TO SUPPORT OLDER CANADIANS

Three insidious myths that must be challenged

1

We left the world in bad shape

2

We're greedy, living off entitlements we don't deserve

3

We're deliberately making it harder for the younger generations

These arguments are easy to refute, but you must be armed with the right information. Here it is.

## MYTH #1

# WE LEFT THE WORLD IN BAD SHAPE

“There’s no doubt the world has taken an astonishing downturn during the Boomers’ reign.”

— **Sabrina Maddeaux in another National Post column, 2017**

**Dramatic improvements in every measure of social progress, during our lifetime**

- Reduction in poverty
- Increase in life expectancy
- Reduction in global child mortality
- Greening of the planet

**Here’s the ammunition you need in more detail...**

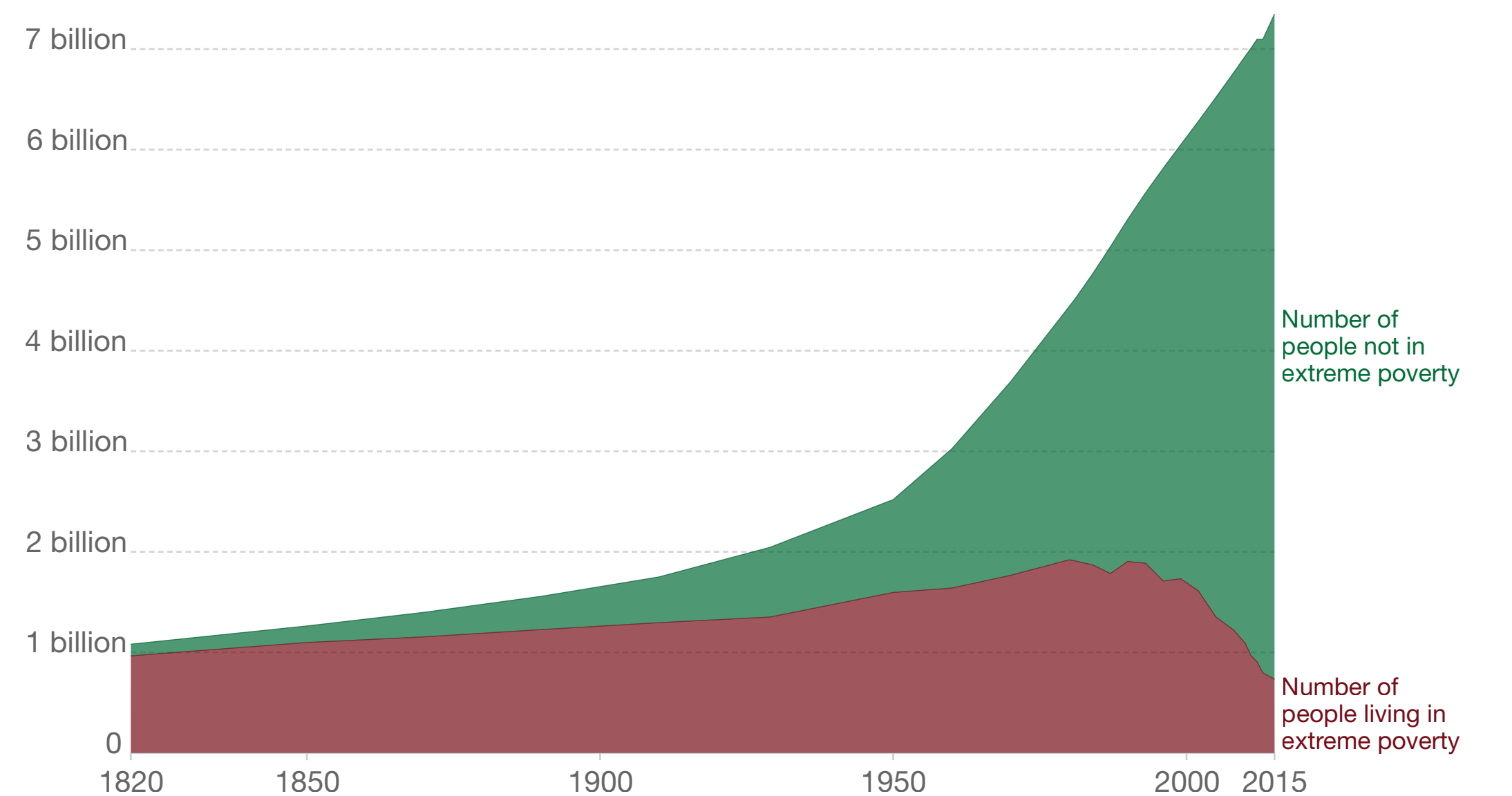
# MYTH #1

# WE LEFT THE WORLD IN BAD SHAPE

**Reduction in poverty** – there has never been a more dramatic reduction in world poverty in human history

**World population living in extreme poverty, 1820-2015**

Extreme poverty is defined as living on less than 1.90 international-\$ per day. International-\$ are adjusted for price differences between countries and for price changes over time (inflation).

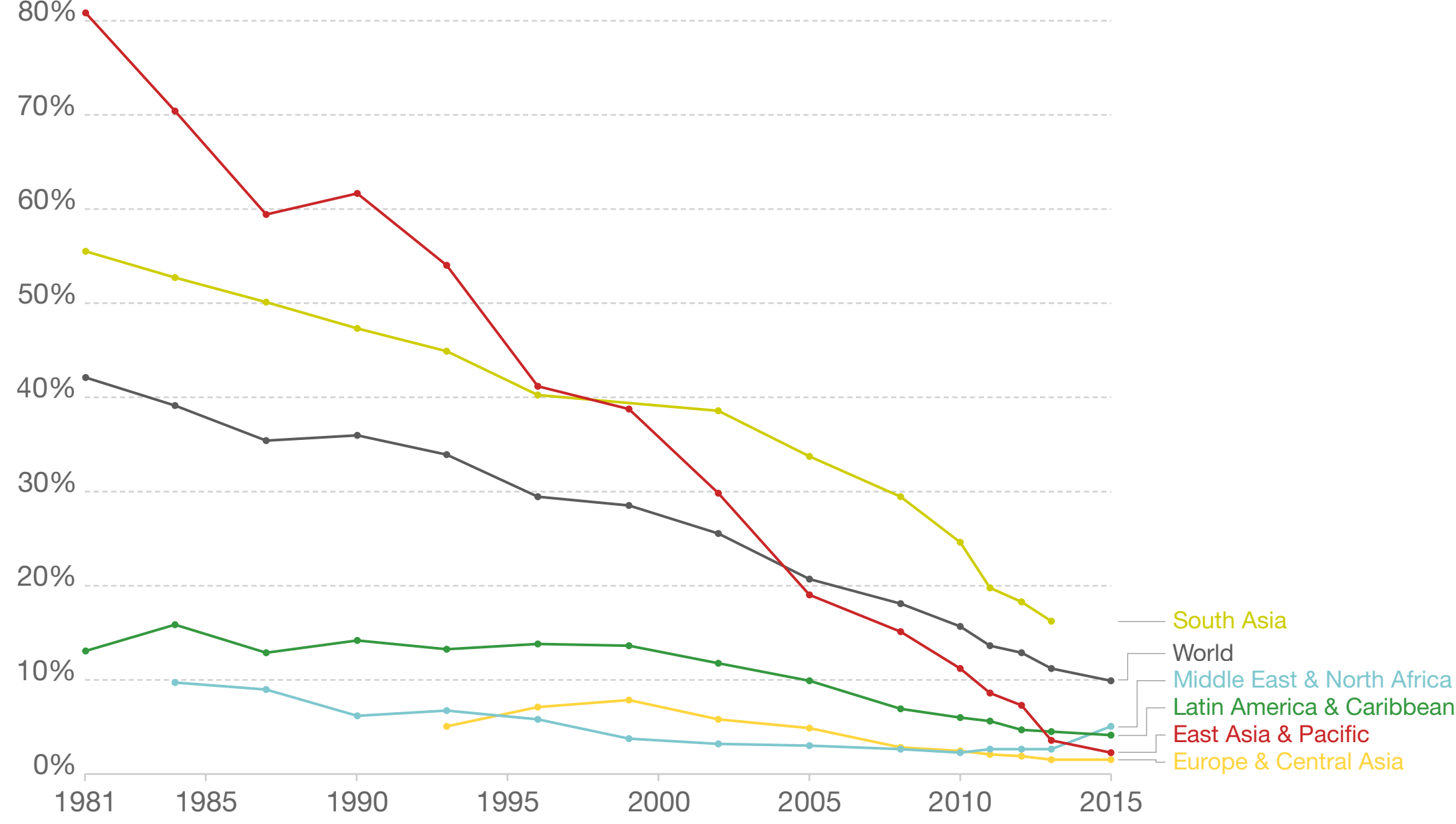


Source: Ravallion (2016) updated with World Bank (2019)  
 Note: See OurWorldInData.org/extreme-history-methods for the strengths and limitations of this data and how historians arrive at these estimates.  
 OurWorldInData.org/extreme-poverty/ CC BY

SOURCE: [https://ourworldindata.org/grapher/world-population-in-extreme-poverty-absolute?country=~OWID\\_WRL](https://ourworldindata.org/grapher/world-population-in-extreme-poverty-absolute?country=~OWID_WRL)

**Share of population living in extreme poverty by world region**

Extreme poverty is defined as living with less than 1.90\$ per day (in 2011 International Dollar). International dollars are adjusted for price differences across countries and across time.



Source: World Bank  
 OurWorldInData.org/extreme-poverty/ CC BY

SOURCE: [https://ourworldindata.org/grapher/share-of-population-living-in-extreme-poverty-by-world-region?tab=chart&country=~OWID\\_WRL](https://ourworldindata.org/grapher/share-of-population-living-in-extreme-poverty-by-world-region?tab=chart&country=~OWID_WRL)

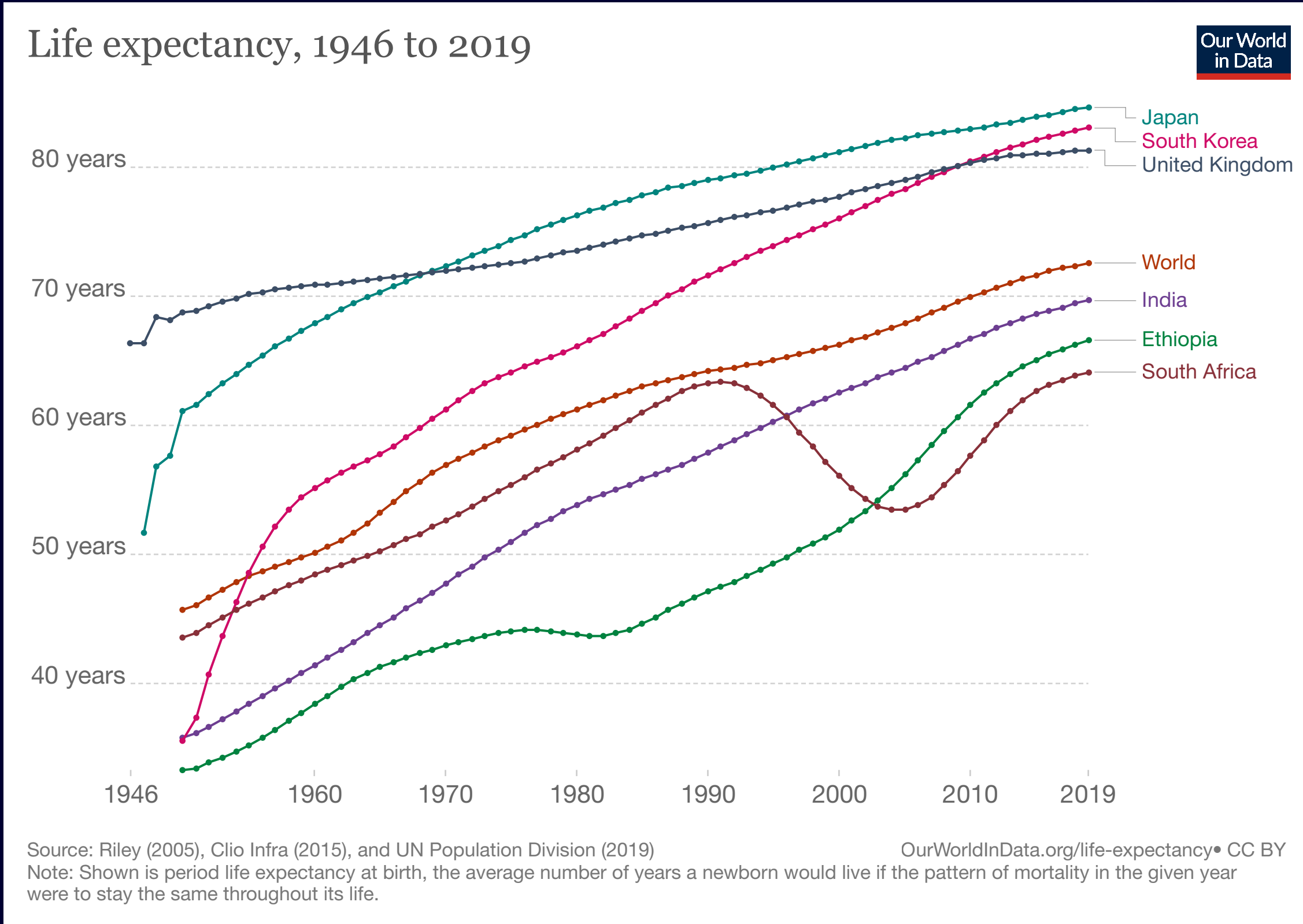




# MYTH #1

## WE LEFT THE WORLD IN BAD SHAPE

### Increase in life expectancy – During our lifetime



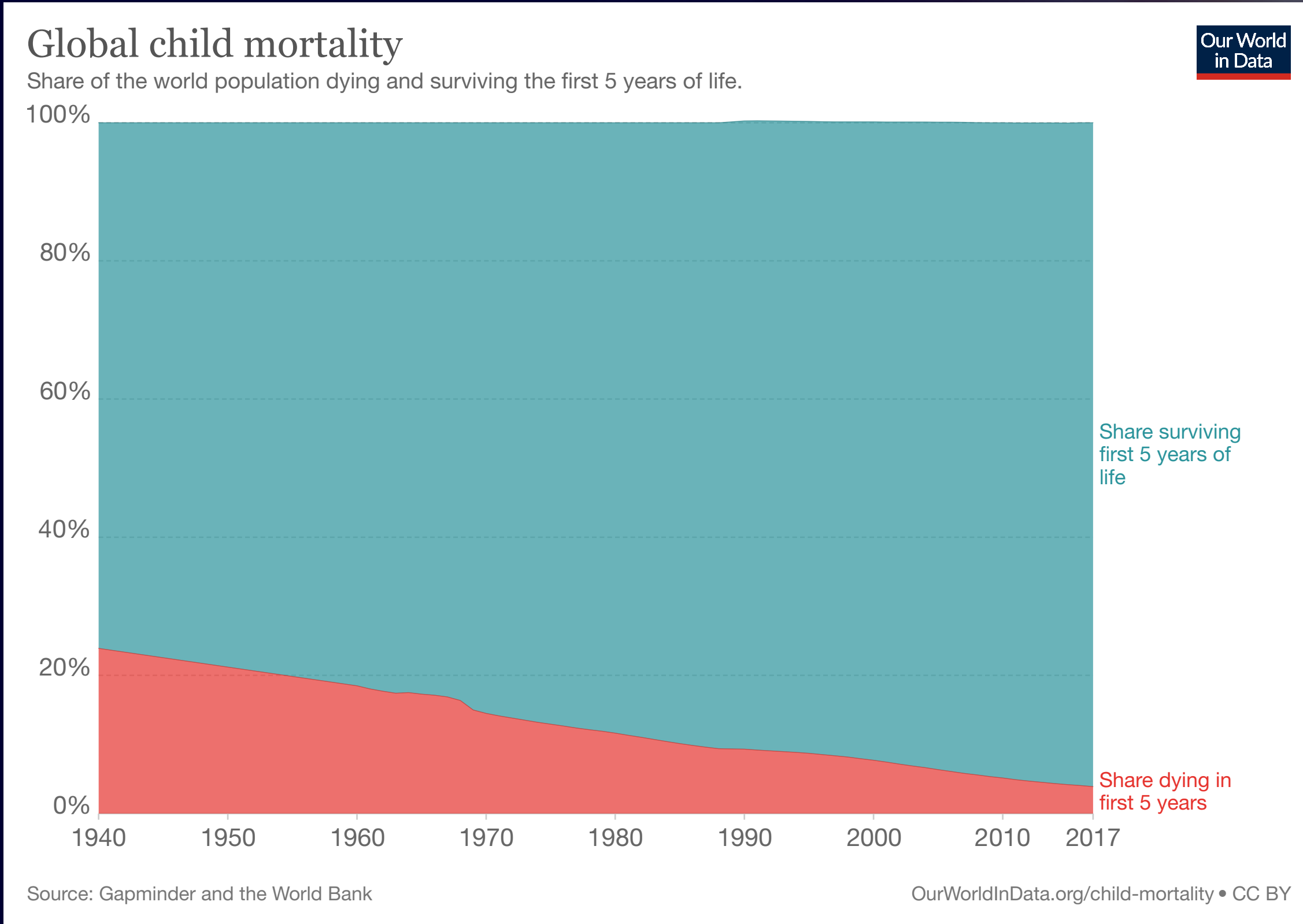
SOURCE: <https://ourworldindata.org/grapher/life-expectancy>



# MYTH #1

## WE LEFT THE WORLD IN BAD SHAPE

### Decrease in global child mortality 1940 - 2017



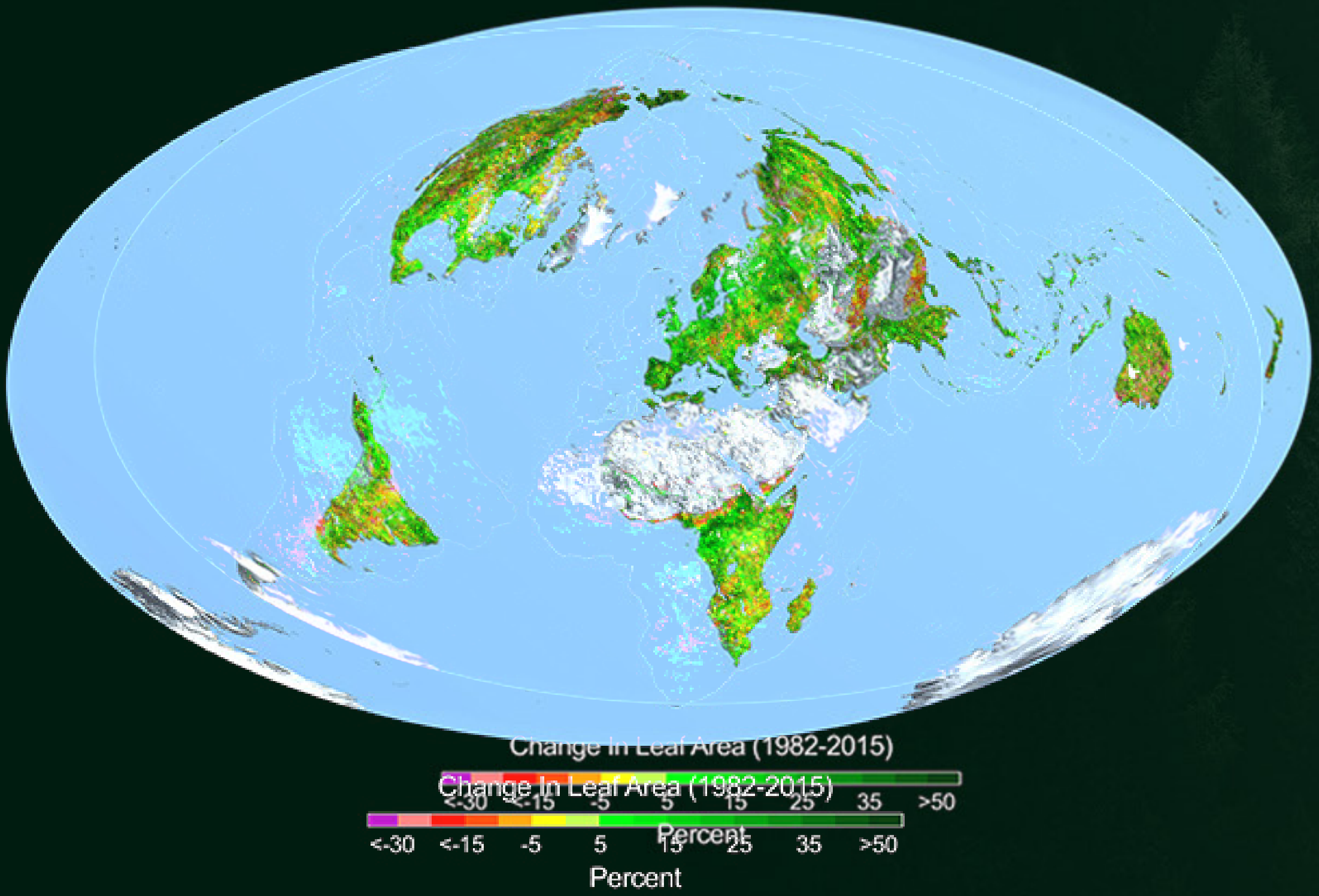
SOURCE: [https://ourworldindata.org/grapher/global-child-mortality-timeseries?country=~OWID\\_WRL](https://ourworldindata.org/grapher/global-child-mortality-timeseries?country=~OWID_WRL)



# MYTH #1

## WE LEFT THE WORLD IN BAD SHAPE

**Greening the planet** – This chart shows the change in the leaf area of the planet over the past 35 years – a record to be proud of!



SOURCE: <https://climate.nasa.gov/news/2436/co2-is-making-earth-greenerfor-now/>

## **MYTH #1**

# **WE LEFT THE WORLD IN BAD SHAPE**

**Our generation has also played a leading role in driving many of the most progressive movements in the past 50 years**

- The civil rights struggle in the South, marching with Martin Luther King
- Opposing the Vietnam War
- Fall of the Soviet Union and democratization of Iron Curtain countries
- Major legislation on key social issues - gender discrimination, gay rights
- Decriminalization of marijuana

**In sum, we have nothing to be ashamed of, or apologetic about.  
To the contrary, there has been an amazing record of achievement  
"on our watch."**

## MYTH #2

# WE'RE GREEDY, LIVING OFF ENTITLEMENTS WE DON'T DESERVE

- We paid taxes and made contributions to the Canada Pension Plan for decades – it isn't money that is suddenly being donated to us at the expense of others
- Younger generations will benefit from the same programs

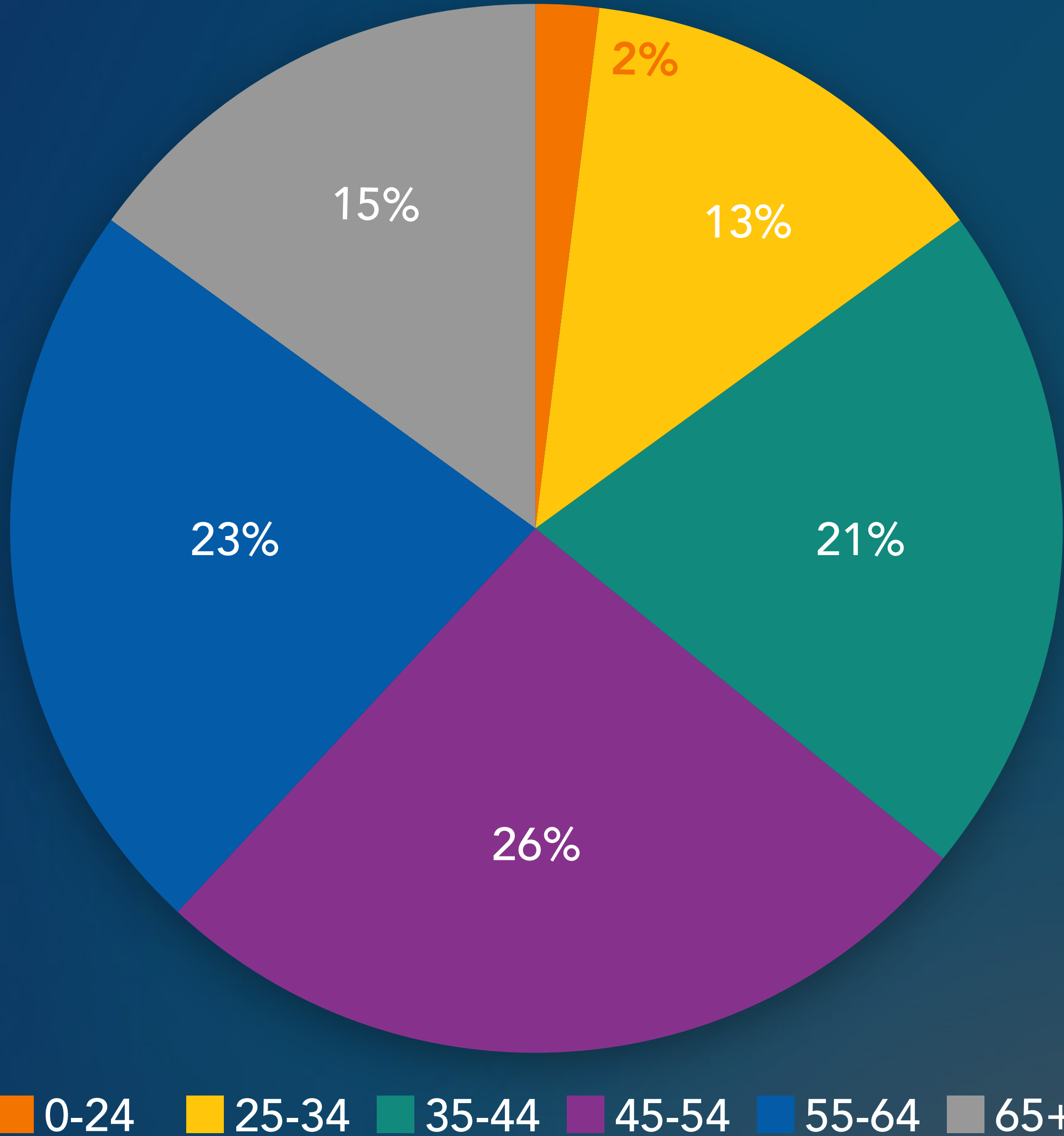


# MYTH #2

## WE'RE GREEDY, LIVING OFF ENTITLEMENTS WE DON'T DESERVE

We continue to pay our way!  
Here is the percentage of income taxes paid,  
by age group, in 2017

- Millennials paid 13% of the total
- 65+ group (who are attacked for being greedy takers) paid 15%
- Total 55+ group (Boomers plus seniors) paid 38% vs. 34% for Millennials plus Gen X



## MYTH #3

# WE'RE DELIBERATELY MAKING IT HARDER FOR THE YOUNGER GENERATIONS

- To the contrary, we're stepping up to help adult children
- 62% of Boomers say they can't save enough for retirement because they are still providing financial support to adult children (2017 TD Bank survey)
  - And in that same survey, 44% of millennials said they realized their need for financial support was jeopardizing their parents' retirement
- 40% of millennials who own a home have received financial help with the down payment from Boomer parents or grandparents



# NOW THAT YOU HAVE THE FACTS, WHAT ELSE SHOULD YOU DO?

## Share this information with others

- Email this pdf to everyone you know

## Join C.A.R.P. and Save 25%

C.A.R.P. is Canada's largest and most influential organization advocating for the rights and interests of Canadians as we age.

We're leading the fight against ageism – in the workplace, in the marketplace, in the media. But we need to build an even bigger and stronger grassroots "army" of people who are spreading the word. You can play a vital role in carrying the story of our generation to others in your community – friends and family, elected officials, and the media.

**Check the special offer on the next page!**



# THANK YOU FOR DOWNLOADING OUR ANTI-AGEISM TOOLKIT!

In appreciation, we're happy to offer you **25% SAVINGS** on a one-year C.A.R.P. membership.

If you're not a C.A.R.P. member yet, **join now** and save! If you're already a member, **renew now** and save! (We'll add one year to your current membership when it expires.)



One year,  
regular price ~~\$19.95~~

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**\$14.95**

**CLICK HERE  
TO JOIN OR RENEW!**

**CARP**