

# LGBT Elder Initiative

## .....TIP SHEET



### 7 Ways to Show Your Organization Is Culturally Competent to LGBT Issues

- Post an LGBT-affirming anti-discrimination policy in plain sight in your admissions office.
- Encourage staff to use inclusive language, such as “significant other” or “partner” instead of “husband” or “wife”. “Who is important to you?” is what really matters.
- Encourage diversity in hiring practices. Ensuring that your organization or company utilizes a non-discrimination policy and additionally encourages diversity among the workforce makes an impactful statement to the customers you serve.
- Use photographs of same-sex couples in your promotional literature. Include the rainbow flag or other LGBT-friendly symbols on your website. *Photo sources: Shutterstock.com (search gay seniors); Photospin.com (search gay seniors)*
- Include LGBT Pride events, gay churches, or LGBT-friendly events and concerts in your activities listings and company outreach events. Check out your local LGBT Community Centers and Pride organizations for events year round.
- Include LGBT-inclusive movies, books, and magazines in social areas.
- When talking to clients, mention LGBT people in your own life, such as family, friends, or co-workers (even yourself, if applicable.) Come out!

### LGBT-Friendly Admissions and Marketing

Admissions and Marketing are the face of your organization or company. To become LGBT-friendly (and LGBT-savvy), review your marketing materials. Do they include a non-discrimination statement? Photos of same-sex couples? Stories of LGBT people?

When an LGBT person comes into your office or location seeking information on services, he or she will look at the walls, on the tables, on bookshelves, etc. LGBT inclusive posters, magazines, books, plus a non-discrimination statement in the visible areas and in the staff offices can make all the difference.

In a healthcare setting, revise your admissions forms to reflect the variety of relationships, households, and families that exist. Show inclusivity by adding the word *partner* where you find the word *spouse*. Although marriage laws are changing across the nation, realize that many of our older adults have not lived in an equal-marriage generation. Such awareness and effort makes the experience better for both of YOU. *\*Source: Project Visibility, Area Agency on Aging of Boulder, Colorado*

### Sample Non-Discrimination Policy

**FOR STAFF [EMPLOYER]** prohibits discrimination or harassment to the hiring or promotion of individuals, conditions of employment, disciplinary and discharge practices, or any other aspect of employment on the basis of **sex, race, color, age, national origin, religion, disability, marital status, sexual orientation, gender identity, pregnancy or veteran status.** *\*Source: Equality Florida*

**VISITATION POLICY, ETC.** In Lambda Legal’s landmark study *When Health Care Isn’t Caring*, 73% of transgender respondents and 29% of lesbian, gay, and bisexual respondents reported that they believed they would be treated differently by medical personnel because of their LGBT status. Adding the words “**sexual orientation**” and “**gender-identity or expression**” to your facility website, patient bill of rights poster or brochure can help to alleviate these very real worries LGBT patients face when receiving care.



**BUSINESSES ARE COMING OUT FOR EQUALITY!**

### More information:

Available through Equality Florida’s Another Business for Equality Program.

Visit [AB4E.org](http://AB4E.org) for additional information.



Area Agency on Aging

of Pasco - Pinellas, Inc.

[www.agingcarefl.org](http://www.agingcarefl.org)

[www.agingcarefl.org/lgbt-elder-initiative-of-pasco-and-pinellas/](http://www.agingcarefl.org/lgbt-elder-initiative-of-pasco-and-pinellas/)

The Lesbian, Gay, Bisexual and Transgender (LGBT) Elder Initiative builds bridges between the Elder Services market and the LGBT elder community in order to advocate, inform and educate on behalf of LGBT elders.



# LGBT Elder Initiative

# .....RESOURCES



## RAINBOW PRIDE FLAG

Designed for the 1978 San Francisco Gay Freedom Celebration, the Rainbow Flag symbolizes LGBT pride, community and solidarity.



## TRANSGENDER FLAG

The flag represents the transgender community and is seen as being inclusive of the spectrum of the trans community.



## PINK TRIANGLE

The pink triangle was originally used to denote homosexual men as a Nazi concentration camp badge and is one of the oldest symbols for the gay community. It has been adopted by the community as a symbol of strength and to remind both its wearers and the general public of the atrocities that the gay community has suffered.



## EQUAL SIGN

The modern day LGBT rights movement has adopted the = sign to represent equality. Popular uses include (from left to right) Human Rights Campaign (HRC) logo, HRC logo adapted for Marriage Equality, and the Equality Florida logo. The symbols are used among the LGBT and straight ally communities.

## Services & Advocacy for GLBT Elders (SAGE) [www.sageusa.org](http://www.sageusa.org)

SAGE is the country's largest and oldest organization dedicated to improving the lives of lesbian, gay, bisexual and transgender (LGBT) older adults.

## Lesbian and Gay Aging Issues Network (LGAIN) [www.asaging.org/lgain](http://www.asaging.org/lgain)

A constituent group of the American Society on Aging, the LGBT Aging Issues Network works to raise awareness about the concerns of LGBT elders and about the unique barriers they encounter in gaining access to housing, healthcare, long-term care and other needed services.

## Family Caregiver Alliance (FCA) LGBT Caring Community Online Support Group [www.caregiver.org/special-concerns-lgbt-caregivers](http://www.caregiver.org/special-concerns-lgbt-caregivers)

The Family Caregiver Alliance seeks to improve the quality of life for caregivers through education, services, research and advocacy and an online support group.

## National Resource Center on LGBT Aging [www.lgbtagingcenter.org](http://www.lgbtagingcenter.org)

Established by the U.S. Department of Health and Human Services, the National Resource Center on LGBT Aging is the country's first and only technical assistance resource center aimed at improving the quality of services and supports offered to LGBT older adults.

## Caring and Aging with Pride [www.caringandaging.org](http://www.caringandaging.org)

A ground-breaking project designed to better understand the aging and health needs of LGBT adults 50 years of age and older. Funded through a major federal grant through the NIH and the NIA and will generate new knowledge on health and aging across these diverse communities.

## The Gay and Lesbian Medical Association [www.glma.org](http://www.glma.org)

The world's largest and oldest association of LGBT health care professionals.

## Lambda Legal [www.lambdalegal.org](http://www.lambdalegal.org)

National organization committed to achieving full recognition of the civil rights of LGBT people and those with HIV through impact litigation, education, and public policy work.



## Get certified!!

LGBT Awareness and Cultural Competency Trainings and Consultations are available locally through the LGBT Welcome Center and Metro Wellness & Community Centers.

For more information email [LGBT@metrotampabay.org](mailto:LGBT@metrotampabay.org) or call 727-321-3854.



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