Avoid stigmatizing terms
Generally use “older people” or “older adults” instead of “senior citizens” or “the elderly.”

Avoid framing aging as negative
Avoid implying that being young is better than being old.
Example
✔ Use: 70 years old
✖ Avoid: 70 years young

Recognize diversity within generations
Avoid generational terms, which imply that people of a certain generation are homogeneous.
Example
✔ Use: people born between 1946 and 1964
✖ Avoid: baby boomers