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From: Devara Berger <dev1950@att.net>
Sent: Tuesday, December 3, 2019 8:34 AM
To: EngAGE@CDA
Subject: Home - SF Reframing Ageism

San Francisco has a wonderful campaign to reframe aging and I would ask that ageism be a critical issue addressed by the Master Plan, and to look at efforts like San Francisco's which you can read by clicking on the link below:

<https://endageism.com/>

The World Health Organization sees ageism as a global health problem and launched an initiative several years ago to address ageism. Perhaps the Research Subcommittee would consider reaching out to WHO both as a resource and also as a presenter on the issue. Thank you.

Sincerely,

Dev Berger

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Representing Older Californians in: Sacramento, Sierra, Sutter, Yolo, Yuba, Placer and Nevada Counties

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