



EVERFI®

Toolkit: Awareness Months & Holidays

October 2025

How to Use This Toolkit

Purpose and Benefits

Nationally-recognized awareness months give you a great opportunity to engage your workforce in DEI conversations and learning all year. We’re making it easier for you with our **Toolkit: Awareness Months and Holidays**. It’s packed with resources that save you time, enabling you to focus on helping your employees gain a deeper understanding and appreciation of one another.

Contents

This easy-to-use toolkit contains the following for the month of **October**:

- Tips and resources that you can include in your employee newsletter or intranet
- Employee lunch & learn ideas with suggested activities and discussion questions
- Additional tools to share with your leaders and supervisors
- Ideas for employee giving and community service projects

***Note:** the resources and links in this toolkit are samples and suggested ideas. Please take some time to carefully review each item’s contents before use, to ensure it is a good fit for your organization.*

Contents

- 2** How to Use This Toolkit
- 3** October Theme: International Day of Older Persons



October

Theme: International Day of Older Persons

1. Sample Content for Your Employee Newsletter or Intranet

This month we recognize the International Day of Older Persons (Oct. 1). The proportion of people aged 65 years and above is increasing at a faster rate than those below that age. This means that the percentage of the global population aged 65 and above is expected to rise to 16% in 2050. In the workplace, it is important to reflect on, and even challenge, some of our views about age and aging.

Did You Know?

- Older age is one of the only diversity characteristics that the majority of people will share at some point.
- Ageism, then, is really a bias against our future selves.
- Stereotypes and misinformation about older people are incredibly common: negative

messages are shared in movies, product advertising, the news media, and even among older people.

- Research debunks many of these myths. Older people are not only far happier than younger people, but studies also show they outperform their younger colleagues at work in several areas, from problem-solving to productivity.

Dig Deeper

Watch/Listen: Redefining aging and why older people are happier than adults (CBS, 6 minutes)

Learn: Everything You Know About Aging is Wrong (Forbes)

Read: Why Ageism In The Workplace Still Seems To Be Okay (Forbes)



2. Employee Lunch & Learn Suggestion: Age in the Workplace

Invite several older employees from different areas and job levels in your organization to help lead a panel discussion. Consider using some of the discussion questions below:

- What skills have you gained over your career?
- What are some things younger employees have learned from you?
- What is something that you have learned from younger coworkers?
- Has anyone been a mentor to you in your career? Would you be willing to mentor others?
- What are some ways we can all be more inclusive to people who are older or younger than ourselves?

3. Additional Resources to Share with Leaders and Supervisors

Blog: [How to Avoid Age Discrimination in the Workplace](#)

4. Foster Collaboration and Conversation Through Employee Resource Groups

Commemorate International Day of Older Persons by creating or engaging existing groups of older employees in your organization. This type of group—whether structured as an employee resource group/affinity group or as a company-sponsored committee—can be a great way to bring together employees and provide opportunities for professional and personal development, support, information sharing, networking, and more for employees with shared interests, experiences, or identities - and their allies. They are also critical tools for employee retention, inclusion, and belonging.

- Strongly encourage company leaders to participate in regular ERG meetings, including as an ally. Visible, ongoing leader support for employee groups is critical, but unfortunately, most leaders are missing the promise and challenges faced by ERGs, according to Great Place to Work.





EVERFI®

(800) 945-2316

everfi.com

Disclaimer: This information is not intended as legal advice.
Please consult with legal counsel to ensure your organization's
compliance with applicable legal requirements.

© EVERFI LLC. 2025