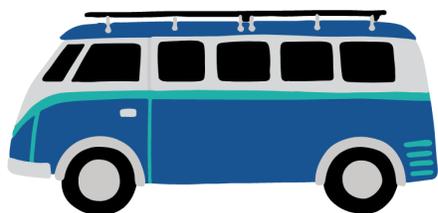


Reframe Aging: Harnessing the Power of Words for Age-Inclusive Policies



National Center to Reframe Aging

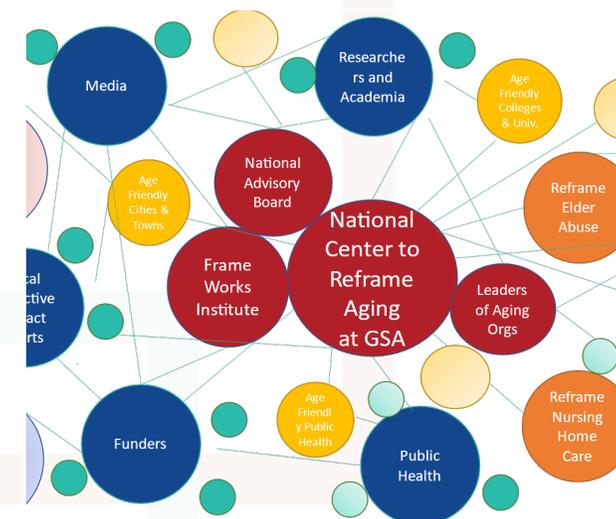


Climb aboard the caravan!
#ReframeAging

Dedicated to reshaping the conversation about aging

Core Elements of Reframing Aging Workshop

Trusted source for proven communication strategies



Cultivating a movement

ReframingAging.org

Leaders of Aging Organizations



american federation
for aging research



Funding Provided by:



The
John A. Hartford
Foundation



RRF | Foundation
for Aging



ARCHSTONE
FOUNDATION

Research Partner



- Nonprofit think tank with the mission to advance the nonprofit sector's capacity to reframe social issues.
- Conducts original, scholarly research on the communications aspects of social and scientific issues.
- Recognized in 2015 with the MacArthur Award for Creative and Effective Institutions.
- Concepts presented today with permission, courtesy of National Center to Reframe Aging and FrameWorks Institute

To build awareness about ageism, answer these questions

Have you seen ageism?

Have you experienced ageism?

Have you have perpetuated ageism?

What do we do about it?

Experiences with everyday ageism

AMONG ADULTS AGE 50–80

82%

Experienced one or more forms of everyday ageism in their day-to-day lives



65%

Exposure to ageist messages

45%

Ageism in interpersonal interactions

36%

Internalized ageism

*Note: Percentages reflect responses of either often/sometimes or strongly agree/agree to forms of ageism.

Ageism Defined

Ageism exists in several forms

- Stereotypes: *How we think*
- Prejudices: *How we feel*
- Discrimination *How we act*

Ageism exists on multiple levels

- Interpersonal
- Compassionate
- Systemic/ Institutional
- Self-directed

OK BOOMER

“What Time
is That on
Netflix?”



AND OTHER DAILY STRUGGLES



The Getting-Off-The-Couch contest is the highlight of any birthday celebration.

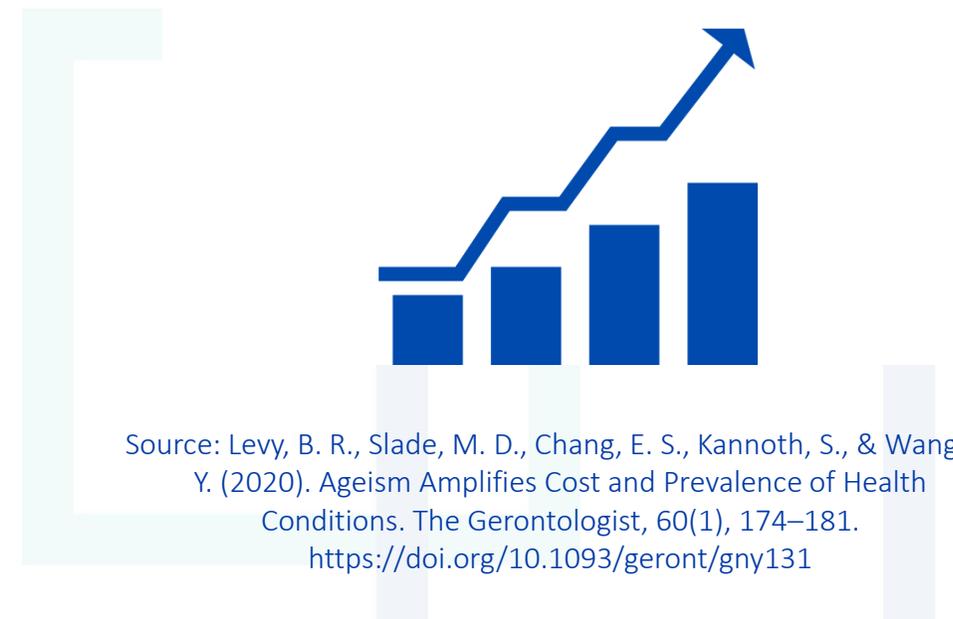
Everyday Messages

Calculating the Costs of Ageism



- 1-year cost of ageism \$63 billion

2017-2018
\$63 billion
1-YEAR COST OF AGEISM



Source: Levy, B. R., Slade, M. D., Chang, E. S., Kanno, S., & Wang, S. Y. (2020). Ageism Amplifies Cost and Prevalence of Health Conditions. *The Gerontologist*, 60(1), 174–181. <https://doi.org/10.1093/geront/gny131>

Calculating the Costs of Ageism

- 1-year cost of ageism \$63 billion
- \$1 in every \$7 spent for 8 most expensive health conditions

1 in every 7

Dollars spent on the top 8 health conditions of all Americans aged 60 years or older are attributable to ageism



Source: Levy, B. R., Slade, M. D., Chang, E. S., Kanno, S., & Wang, S. Y. (2020). Ageism Amplifies Cost and Prevalence of Health Conditions. *The Gerontologist*, 60(1), 174–181.
<https://doi.org/10.1093/geront/gny131>

Calculating the Costs of Ageism

- 1-year cost of ageism \$63 billion
- \$1 in every \$7 spent for 8 most expensive health conditions
- Negative attitudes and beliefs
 - Predictor development of Alzheimer's biomarkers
 - Decrease lifespan by 7.5 years

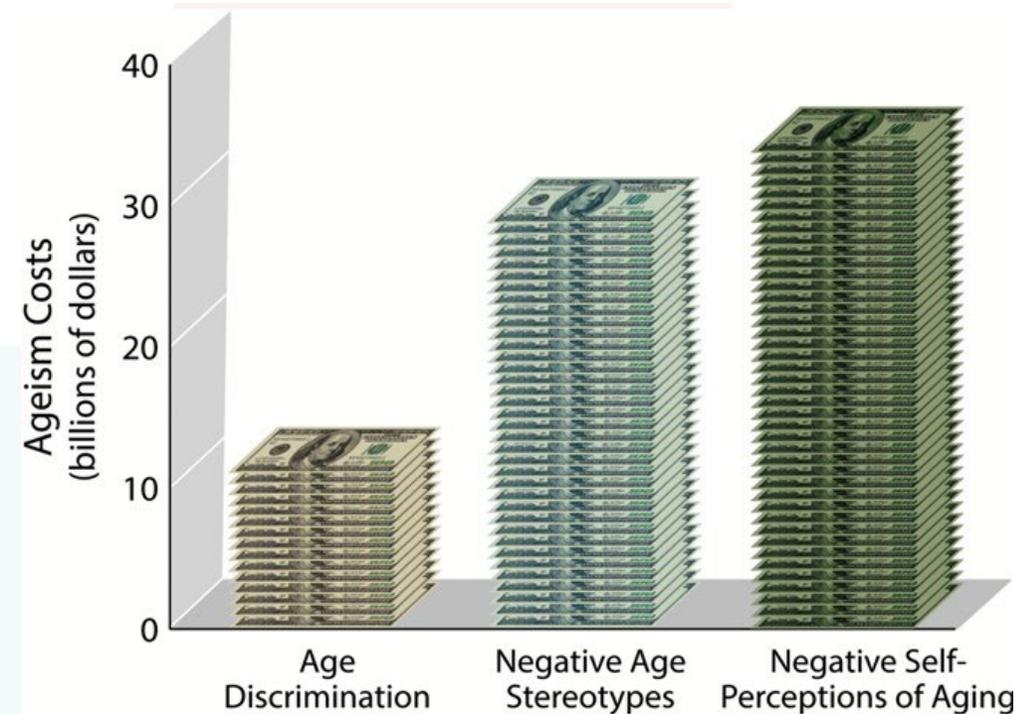


Figure 1. Health care costs of age discrimination, negative age stereotypes, and negative self-perceptions of aging

Gerontologist, Volume 60, Issue 1, February 2020, Pages 174–181,
<https://doi.org/10.1093/geront/gny131>

The Cost of Structural Ageism



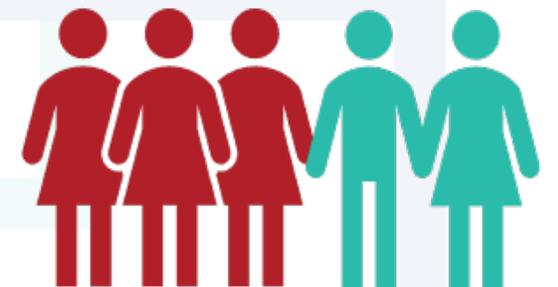
More than **17 million cases** of costly health conditions in the U.S. were attributable to ageism.

Levy BR, Slade MD, Chang E-S, Kanno S, Wang S-Y. Ageism Amplifies Cost and Prevalence of Health Conditions, *The Gerontologist*, 2020, Vol. 60, No. 1, 174-181. doi:10.1093/geront/gny131

The Cost of Structural Ageism



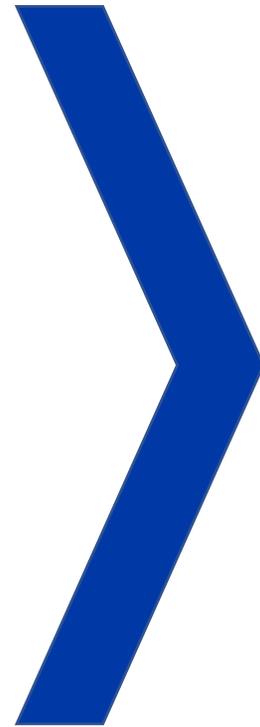
3 in 5 workers over the age of 50 (61%) have either seen or experienced age discrimination in the workplace (AARP, 2018)



Implicit Bias Defined

Implicit bias refers to the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner.

The Kirwan Institute for the Study of Race and Ethnicity



Simply being aware of our implicit bias reduces ageism.

Busso DS, Volmert A, Kendall-Taylor N. "Reframing aging: Effect of a short-term framing intervention on implicit measures of age bias." The Journals of Gerontology: Series B 74.4 (2019): 559-564.

Why Framing Matters

Framing is About Choices!



**What to
emphasize**

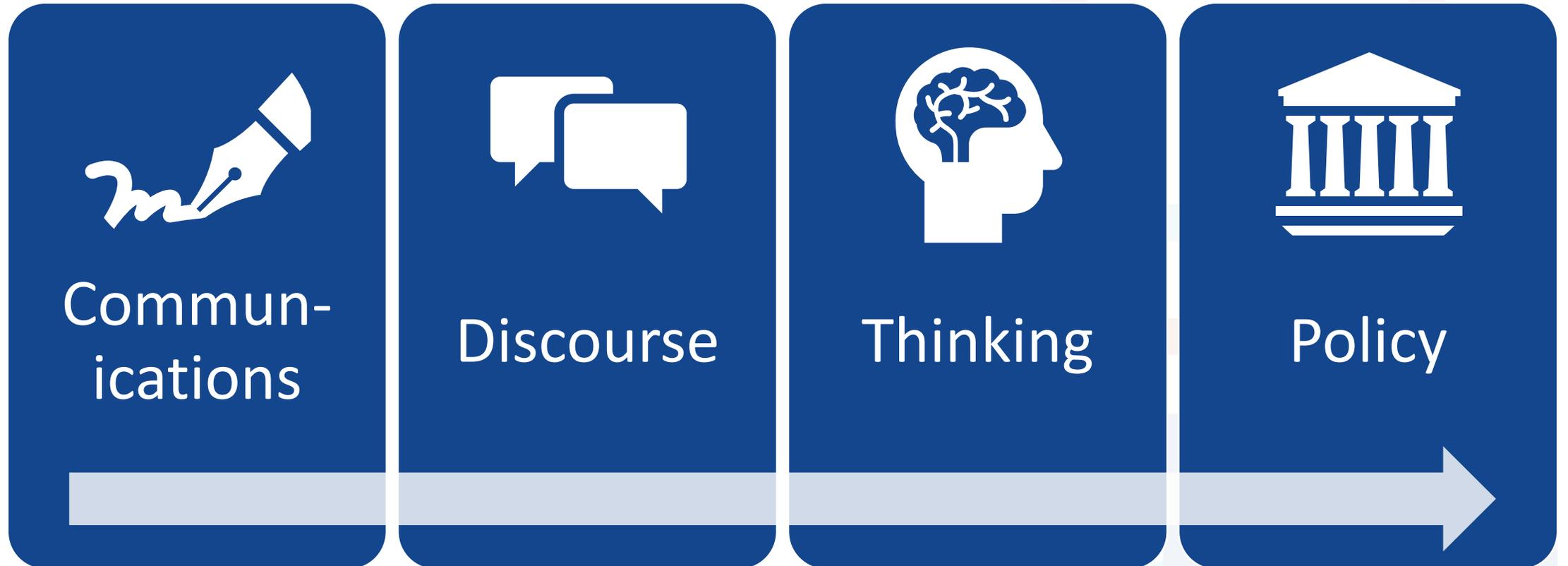


**How to
explain it**



**What to leave
unsaid**

Shared Communications Lead to Systems Change





Aging Field



Public

Embrace

How should we approach aging?

Battle

Environments

What determines outcomes and who is responsible?

Individuals

Important concern

How big of a concern is ageism?

Absent from thinking

Plenty

What can be done to ensure wellbeing in older age?

Nothing much

Central

What is the role of public policy?

Limited role

Why we need to reframe aging

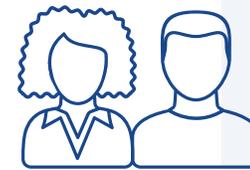
You Say...They Think

**“The
Elderly”**



Aging Professional/Advocate

**Frail,
Dependent**



Public

When a
Frame “works,”
It Shifts
Thinking in
Multiple Ways



**Knowledge
Increases**



**Attitudes
Improve**



**Policy Support
Grows**

Navigating Public Understanding

Navigating Understanding

Traps to Avoid

Individualism

- Lifestyle choices
- Financial Planning

Ideal vs. Perceived Real

- **Ideal:**
 - Accumulated wisdom
 - Self-sufficiency
 - Staying active
 - Earned leisure
- **Real:**
 - Deterioration
 - Loss of control
 - Dependency
 - Determinism

Nostalgia & Threat of Modernity

- Family dispersal
- Economic challenges
- Social Security is doomed

Us vs. Them

- Older as “other”
- Zero Sum thinking
- Digital incompetence

Solutions

- Fatalism/Crisis—nothing can be done
- Better individual choices and planning
- More education and information

Strategies to Advance

What Surrounds Us Shapes Us

- Our environments share our lives

Collective Responsibility

- We are interconnected
- We can all help improve our communities

Problems can be Solved

- We know how to effect positive change
- We can do it in on a large scale



“Us” vs. “Them”

“Us” vs. “Them” Trap:

- Older as “other”
- Zero sum
- Digital incompetence

Examples of Trap:

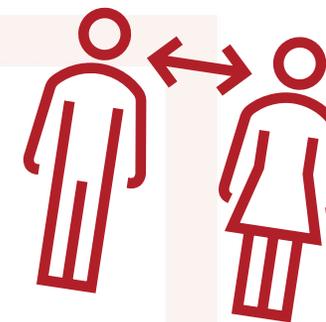
- “We cannot support everyone, if we increase support for older people, we won’t be able to support the needs of others”

THE THEFT *of a* DECADE



How *the* Baby Boomers Stole
the Millennials’ Economic Future

National Center to
Reframe
Aging™



ANTI WRINKLE BEST ANTI AGEING CREAM FOR 30 YEAR OLDS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

- Weakening fine wrinkles
- Firming skin
- Brightening complexion
- Improving rough skin
- Shrinking pores
- Repairing and nourishing skin
- Delaying senescence

more details
WWW.WEBSITE.COM





Lack of Systemic Solutions

Solutions Trap:

- Fatalism/Crisis—nothing can be done
- Better individual choices and planning
- More education and information

Examples of Trap:

- “The “silver tsunami” is coming and we’re not prepared”
- “We need to teach young people how to make better health and financial choices, so they’re prepared”



★ Strategies to Advance

**What Surrounds Us
Shapes Us**

**Collective
Responsibility**

**Problems can be
Solved**

To spark a more accurate and complete conversation about aging, **advance** these communication strategies.

Strategies to ★ Advance

Talk about the process of aging
as building momentum

Explain the supports we need to
live meaningful lives as we age

Talk about frailty without
paternalism

Talk about ageism as a problem
that can be solved

Highlight innovative and
creative solutions



Before



After

Age Strong Shuttle Redesign

Strategies to ★ Advance

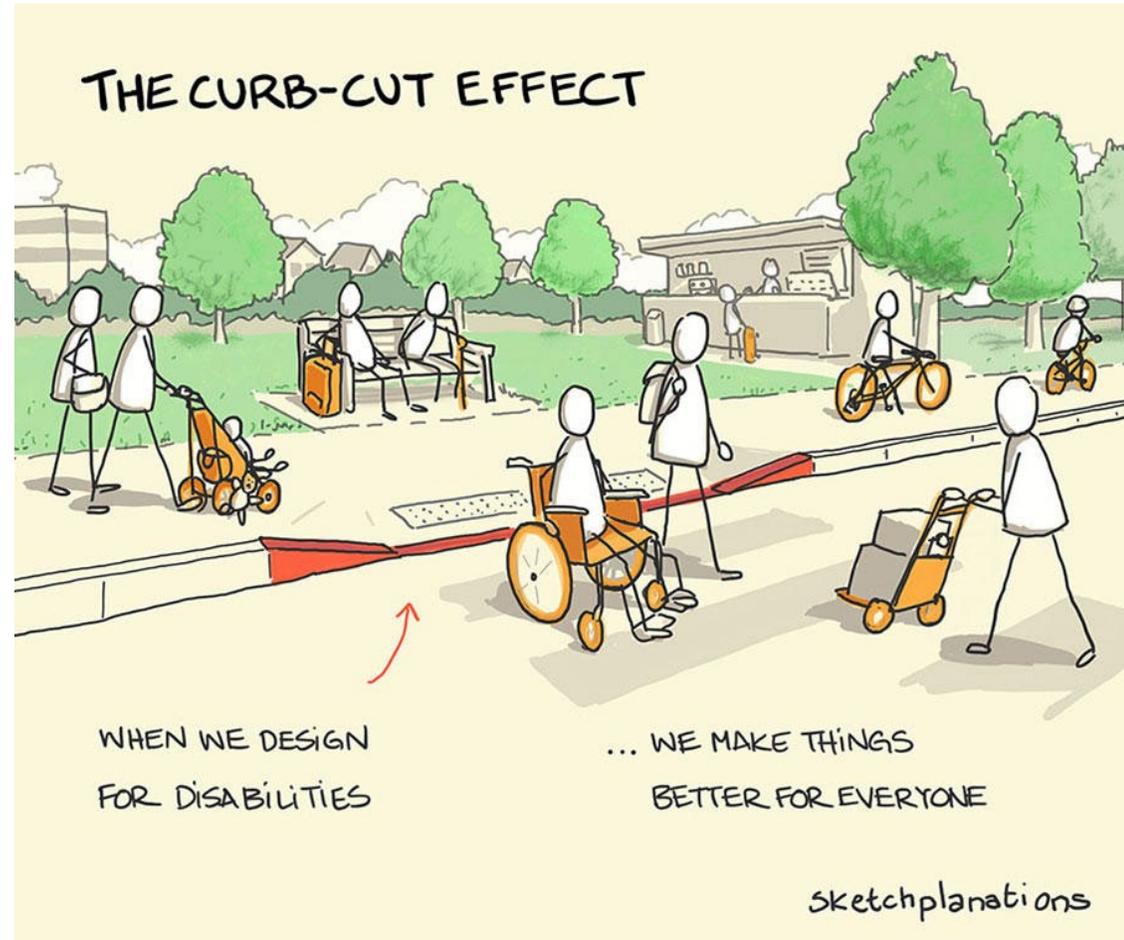
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BEFORE

Many people who are older are frail, **vulnerable**, cannot help **themselves**, and depend on others to meet **their** most basic needs. This leaves **them** at risk for all kinds of challenges, potential harms, and scams.

Strategies to ★ Advance

Talk about the process of aging as building momentum

Explain the supports we need to live meaningful lives as we age

Talk about frailty without paternalism

Talk about ageism as a problem that can be solved

Highlight innovative and creative solutions

REFRAMED

When community bonds are weak, older people who are frail are more at risk of experiencing harm. **We** need to build solid connections and strengthen **our** social structure to better support older people, families, caregivers, and **our entire community.**

Strategies to ★ Advance

Talk about the process of aging as building momentum

Explain the supports we need to live meaningful lives as we age

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Highlight innovative and creative solutions

Framing in Practice

“Most recently, we have been faced with the COVID-19 pandemic. This unprecedented situation **has tested our aging network infrastructure** as well as our ADS SUA emergency plan. **We have witnessed the strength, dedication, ingenuity, and resilience of our aging and disability network**, including the Area Agencies on Aging, Elderly Nutrition Providers, and senior centers. **Our partners have adapted and reimaged services** to provide support through Older Americans Act programs and keep older adults safe and healthy.”



Read more about this work by scanning the QR Code



Strategies to ★ Advance

Talk about the process of aging as building momentum

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City Center Signs

Age Friendly Worthington: Worthington, Ohio



Read more about the work happening in Ohio by scanning the QR Code



Strategies to ★ Advance

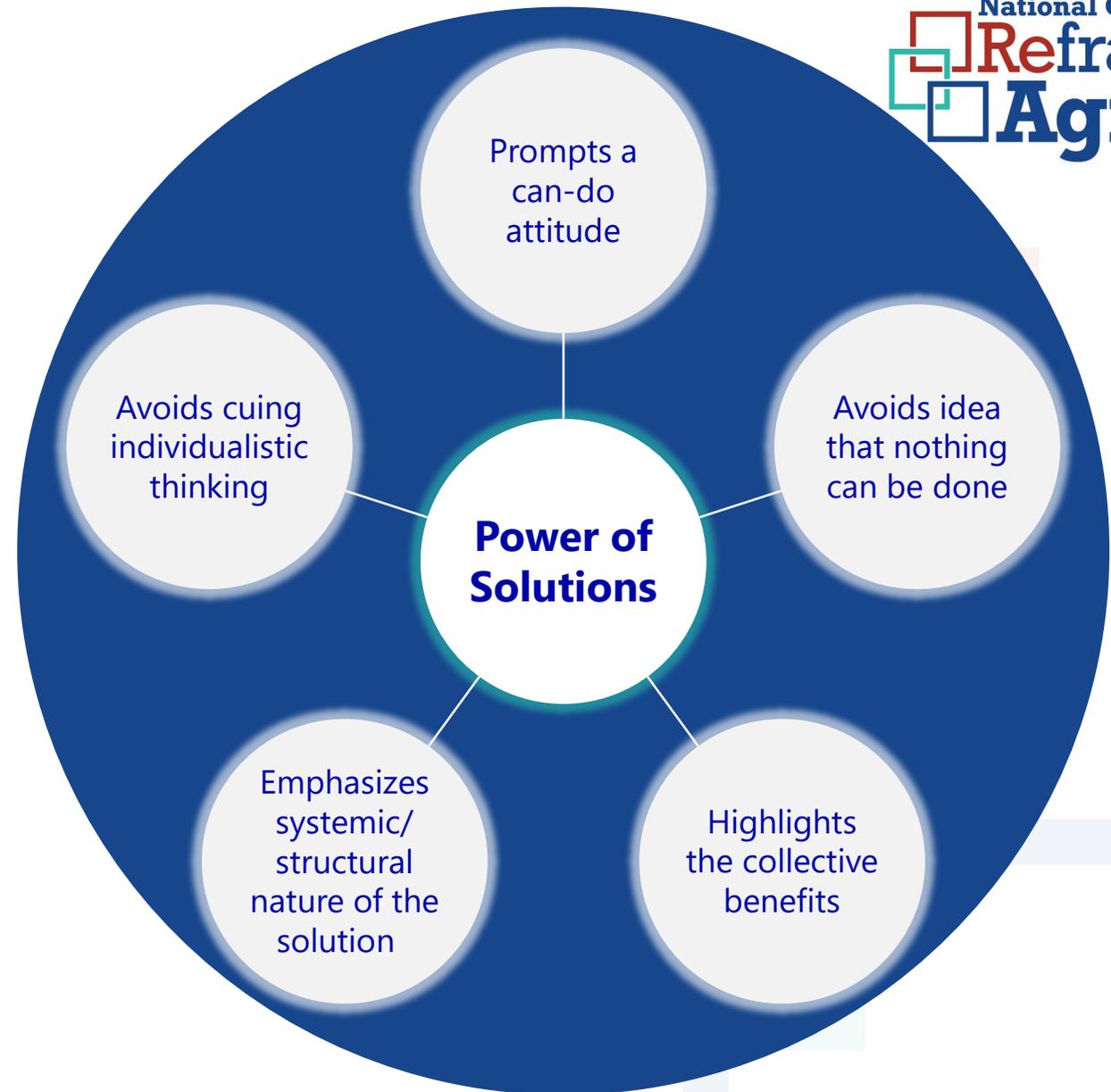
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Aging is Everyone's Business

Policies for Building a New York for All Ages

LiveOn NY | **HUNTER** | Brookdale Center for Healthy Aging
Making New York a better place to age



Read more about the work happening in New York by scanning the QR Code



JASA Seniors
@JASAseniors

Today, JASA, joins @liveonny in calling on the City to show its commitment to older New Yorkers with meaningful investments in senior services in the City budget that address the digital divide, senior hunger and wages for essential workers. #Action4Aging



1:30 PM · Jun 15, 2021 · Hootsuite Inc.

1 Retweet 1 Quote Tweet 6 Likes

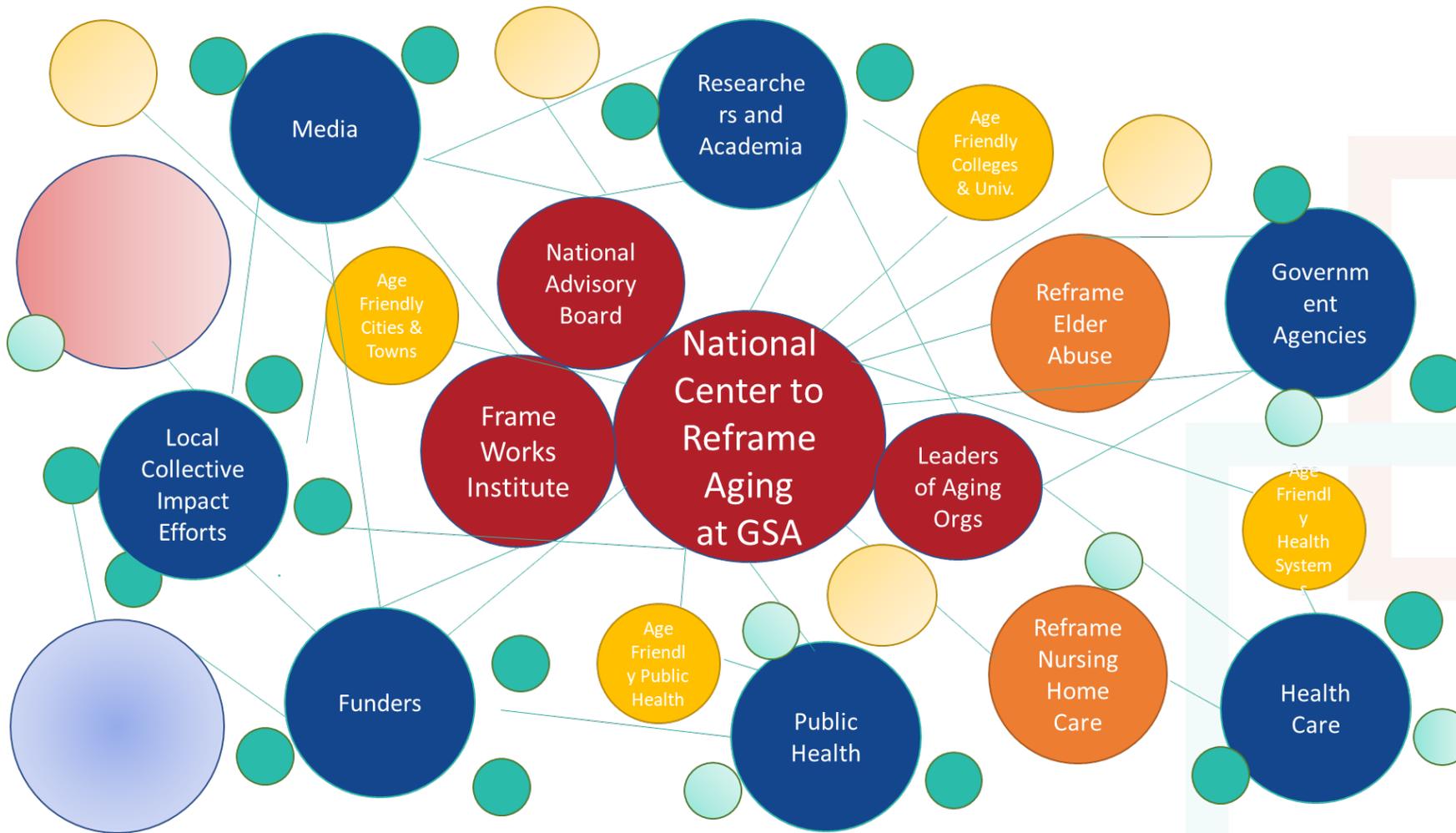
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**How can your
work
contribute to
the reframing
aging
ecosystem?**

National Center Resources



National Center Resources



Reframing Aging
Quick Start Guide

Reframing is the process of making choices about what to emphasize and what to leave out.
Here's a quick list of terms to avoid and alternatives to embrace.

Instead of these words and uses:	Try:
"Older men," "seniors," and similarly stigmatizing terms for the growing population of older people	Referring affirmatively about changing demographics: "Our Boomers live longer and healthier lives..."
"Disin," "agingless," "renewed," and other individual descriptions of aging experience	Emphasizing how to improve social conditions: "Let's find creative solutions to ensure we can all thrive as we age."
"Seniors," "elderly," "aging disparities," and similar "othering" terms that stigmatize	Being more neutral ("older people/ Boomers") and inclusive ("we" and "us") better
"Struggle," "battle," "fight," and similar combat-related words to describe aging experience	The Reframing Movement narrative: "Aging is a dynamic process that leads to new abilities and knowledge we can share with our communities."
Using the word "ageism" without explanation	Referring systems: "Systems to discrimination against older people due to ageism and economic inequalities."
Making generic appeals to the need to "do something" about aging	Being concrete: examples like intergenerational community centers to disrupt generative outcomes

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www.reframingaging.org
@reframingaging

Learning Center

You have successfully logged in!

Changing the Conversation Toolkit

The National Center to Reframe Aging is pleased to announce, the Changing the Conversation Toolkit is now available! This new toolkit provides new and existing audiences with an introduction to the principles of reframing aging and how to apply them to popular topics including nursing home care, day to day activities, DEI, and intergenerational work. Contents of this toolkit include webinars, YouTube videos, resource guides, and tip sheets. Click the button below to access the toolkit and join in on the movement to changing the conversation on aging!

Access Toolkit

View Catalog and Your Dashboard!

To get started, find the "Catalog" icon in the navigation pane to the left or by selecting the button below. Browse our current products and events! Once you have registered for a product/event you can view it in your Dashboard, find the "Dashboard" icon to the left. Click the link and view the courses on your dashboard.

Reframing Aging
Caravan
THE NEWSLETTER OF THE REFRAMING AGING INITIATIVE

Welcome to the latest edition of Caravan. This bi-monthly newsletter shares information, ideas, and inspiration to help our fellow travelers on our journey to improve the public's understanding of what aging means and the contributions older people bring to society.

News + Articles

Partnership with LiveOn NY Trains New Cohort of Reframers

The Reframing Aging Initiative welcomes its newest partner, **LiveOn NY**, an advocacy and direct service organization that represents 100 member agencies who serve older people in the NYC area. With funding from the **Eva Pao and Lewis B. Capano Foundation**, LiveOn NY has embarked on a multi-year strategy to employ reframed communications to confront ageism and improve the way policymakers, stakeholders, and the public think about aging and older people. New York City currently is home to more than 1.8 million people over the age of 65 living across the five boroughs.

Under the new partnership, the Reframing Aging initiative is training a cohort of 30

WORDS MATTER

The National Center to Reframing Aging
@reframingaging

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

The Why and How of Reframing Aging

Watch this short video, **Frame of Mind: The Why and How of Reframing Aging**, to learn why our reframed understanding of aging empowers regular conversations of older people and how we can do something about it by changing the way we communicate about aging.

Videos ▶ Play all

- Frame of Mind: Starting Strong, Avoiding Traps (2:13)
- Frame of Mind: Reframing Aging from Them to Us (2:05)
- The Why and How of Reframing Aging (2:38)
- Reframing Aging A Primer for Health Care Professionals (1:05:06)
- Everyday Ageism and Health Results of a National Poll (3:40)

<https://www.reframingaging.org/Resources/Useful-Tools>

What have I done to reframe aging this month?



Join the Movement!



Changing American culture is challenging and changing attitudes and behaviors around the universal experience of aging is especially difficult. It is a generational change, but positive perceptions of aging are priceless!