

Reframing Aging for Age-Inclusive Infrastructure

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**10 years from now...
what is the headline you want to
see about the services for and
well-being of older people in your
community?**

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Key Barrier Standing in Our Way

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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

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Leaders of Aging Organizations



AARP™ afar

american federation for aging research

AGS Geriatrics Healthcare Professionals
Leading Change, Improving Care for Older Adults.

American Society on Aging

GSA GERONTOLOGICAL SOCIETY OF AMERICA®

GRANTMAKERS IN AGING

LeadingAge

ncoa national council on aging

NHCOA NATION'S HONORABLE COUNCIL ON AGING

USAging

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The John A. Hartford Foundation

RRF Foundation for Aging

THE scan FOUNDATION.



ARCHSTONE FOUNDATION

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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.
- Original research conducted by FrameWorks Institute Distributed for educational purposes by the National Center to Reframe Aging

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Vision
Meaningful lives as we age.

Mission
Cultivate excellence in interdisciplinary aging research and education to advance innovations in practice and policy.



Strategic Goals



GOALS

- Expand opportunities for engagement and professional enhancement with GSA.
- Elevate the public understanding of and regard for aging with meaning.
- Strengthen GSA's commitment to social and health equity, diversity, and inclusion.
- Strengthen the standing of GSA as an authoritative and respected voice in aging.


GSA GERONTOLOGICAL SOCIETY OF AMERICA

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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

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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.

Learn more: www.healthyagingpoll.org | Contact us: healthyaging@umich.edu

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The Washington Post
Who gets a shot at life if hospitals run short of ventilators?

The New York Times
Older People Are Ignored and Distorted in Ageist Marketing, Report Finds

Why We Need a New Story

nj.com
The Silver Tsunami is here! Who will care for these aging Baby Boomers?

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OK BOOMER

"What Time is That on Netflix?"

AND OTHER DAILY STRUGGLES

Everyday Messages

You're getting down!

Bring it, Francine!

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

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Implicit Bias Defined

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

Simply being aware of our implicit bias reduces ageism.

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

The Korean Institute for the Study of Race and Ethnicity

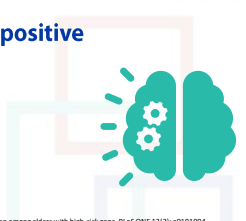
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The Power of Positive Thinking

Positive age beliefs can have a positive impact on health by:

- reducing stress
- protecting against dementia ¹
- increasing longevity ²



1. Levy BR, Slade MD, Pietrzak RH, Ferrucci L (2018) Positive age beliefs protect against dementia even among elders with high-risk gene. PLoS ONE 13(2): e0191004.

2. Levy BR, Slade MD, Kunzel SR, Stanislaw V (2002) Longevity increased by positive self-perceptions of aging. Journal of Personality and Social Psychology 83(2): 261-270

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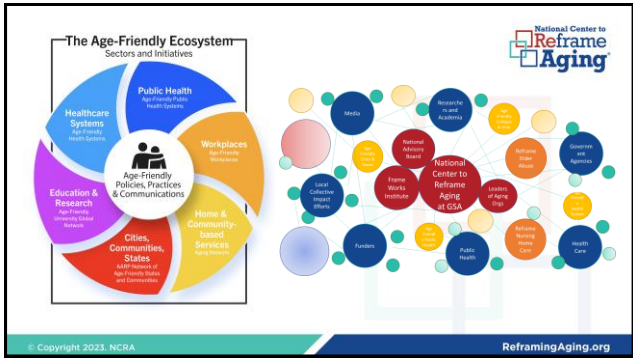
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To build awareness about ageism, answer these questions

- Have you seen ageism?
- Have you experienced ageism?
- Have you have perpetuated ageism?
- What do we do about it?

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What does it take to reframe an issue?

Map the terrain Develop a strategy to navigate to higher ground Build a caravan, equip the travelers, and start moving

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We've done this before!

Second-Hand Smoke

- Causes approximately 7,330 deaths from lung cancer and 33,950 deaths from heart disease each year.
- 2.5 million people died from exposure to secondhand smoke between 1964 and 2014 according to report from U.S. Surgeon General.
- Secondhand smoke can cause heart attacks according to a report by the Institute of Medicine.
- The health of nonsmokers exposed to secondhand smoke at work is at increased risk.

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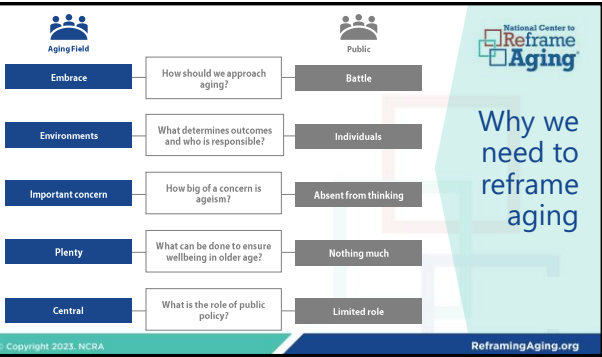
Smoke-Free Environments

- As of July 1, 2019, 66% of the U.S. population (or more than 200 million people) live in areas that have passed strong smoke-free laws covering restaurants and bars.
- Smoke-free policies did not have an adverse economic impact on the business activity of restaurants, bars, or establishments catering to tourists; some studies found a small positive effect of these policies.

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Why we need to reframe aging

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

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What is Framing & Why it Matters

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Framing is About Choices!






What to emphasize



How to explain it




What to leave unsaid


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Shared Communications Lead to Systems Change







Communications




Discourse



Thinking



Policy





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Cultural Models Drive People's Thinking






- Cultural models are patterns of thinking
- They are taken-for-granted and largely automatic assumptions.
- People rely on cultural models to interpret, organize and make meaning out of all sorts of stimuli, including experiences, feelings, thoughts ... and your communications.

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You Say...They Think



"The Elderly"

Frail, Dependent


Aging Professional/Advocate

Public

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Cultural Models:
The Basis of Strategic Communications



Multiple Models Available



Some Are More Productive than Others

Choose the Cues That Activate Productive Models

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You Say... They Think



"We are all aging"

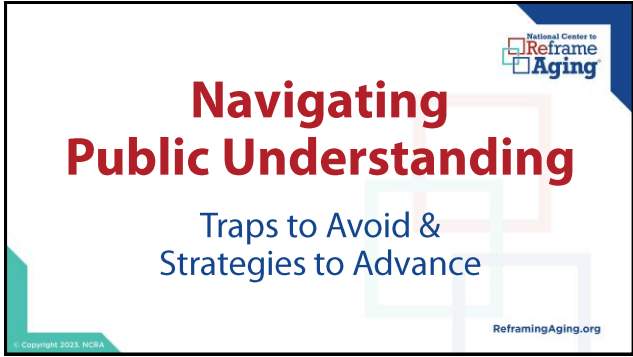
Collective Responsibility & Benefit

Aging Professional/Advocate

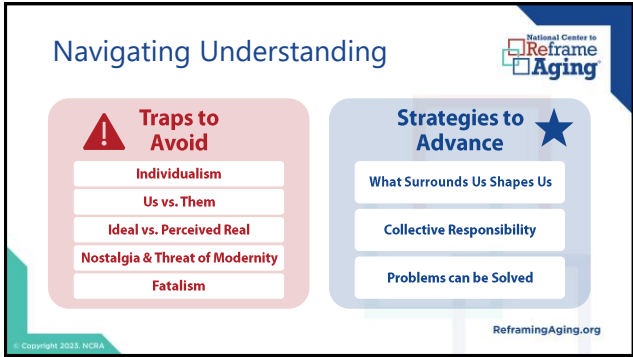
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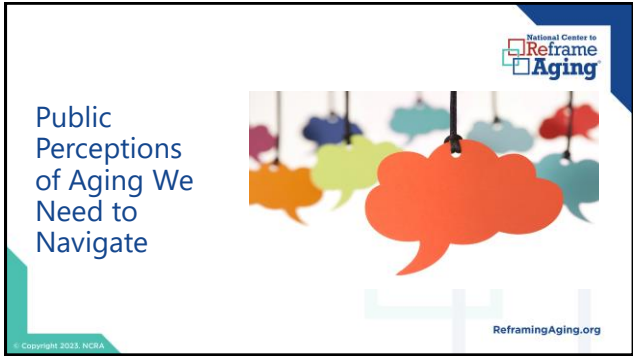
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What did you hear/notice?

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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

Fatalism

- 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 shape 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

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National Center to Reframe Aging

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

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

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Framing Vulnerability

The message

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 and potential harms.



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The message

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 and potential harms.

What the message does

- Traps**
 - Individualism
 - Us vs. Them
- Solutions**
 - People think of solutions at an individual level – guardianship, family support, etc.
- Impact**
 - No policy or systems change




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Framing Vulnerability – Reframed


The message

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.



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Framing Vulnerability – Reframed 

The message


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**.

What the message does

- Strategies: Context matters
- Solutions: People think of solutions at a systemic level – more likely to think of community programs
- Impact: Policy & systems change

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Workforce Challenges 


The message

“This is the first time ever that five different generations are in America’s workforce at the same time, from Gen Zers up to baby boomers,” says XXXXX. And there are growing pains.

To be sure, boomers (age 60-80) bring knowledge and experience to the workplace, and many companies are trying to coax them into staying on as they struggle to find workers amid unemployment.

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Workforce Challenges 

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To be sure, **boomers** (age 60-80) bring knowledge and experience to the workplace, and many companies are trying to **coax them** into staying on as they **struggle** to find workers amid unemployment.


What the message does

- Traps: Us vs. Them, Crisis, challenges focused, Battle against change
- Solutions: The solution is to go back in time vs. looking for opportunity
- Policy: No policy or systems change

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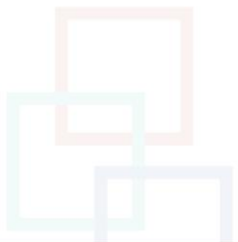
Workforce Challenges – Reframed



The message

For the United States to continue as one of the most productive nations, we must think creatively about the resources available. "This is the first time ever that five different generations are in America's workforce at the same time, from Gen Zers up to baby boomers," says XXXX. This gives rise to opportunities for collaboration across generations.


To be sure, the diverse knowledge and experiences all workers bring to the workplace can lead to creative business solutions. And companies should work hard to retain dynamic workers regardless of age.



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Workforce Challenges – Reframed



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To be sure, the diverse knowledge and experiences all workers bring to the workplace can lead to creative business solutions. And companies should work hard to retain dynamic workers regardless of age.


What the message does

- Strategies**
 - Problems can be solved
 - Innovative, creative, and resourceful
- Solutions**
 - There are ample opportunities
- Policy**
 - Helps the reader imagine what policies or norms could support this future

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Strategies in Practice



George

George is a 95-year-old widower and a father of seven. He is a retired master welder with the Bethlehem Steel Corporation and a Korean War combat veteran. George lives with his daughter, a registered nurse, who currently owns the house George built in the 1950s with money he received through the GI Bill and where he raised his family. George can still drive and to ensure his safety and the safety of others, he voluntarily takes a driver's exam every year. He has a history of cardiac problems and suffered a massive heart attack that resulted in a double bypass surgery. George's doctors diagnosed him with congestive heart failure, but he has not experienced any changes in cognition or thinking skills. George's primary sources of income are Social Security, a pension, and a small amount of savings. He is unwilling to consider nursing home services because he does not think he needs them. His other children agree, although his daughter who lives with him worries about his overall health and safety when he is at home alone and when he is driving. He occasionally experiences loneliness and depression and often reflects on the number of people in his life that he has lost.

The Aging Our Way, PA plan will help veterans like George, by bolstering the continuum of community supports on which we all rely as we age.



https://www.aging_pa.gov/publications/MasterPlan/Pages/default.aspx

Aging Our Way, PA | A Plan for Lifelong Independence | 8

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Strategies in Practice

Before After

Age Strong Shuttle Redesign

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Strategies in Practice

AGE-FRIENDLY WORTHINGTON

AGING, SO COOL THAT EVERYBODY'S DOING IT!

ENGAGE AT EVERY AGE!

Be THANKFUL for the gift of age

City Center Signs
Age Friendly Worthington: Worthington, Ohio

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When a Frame "works," It Shifts Thinking in Multiple Ways

Knowledge Increases

Attitudes Improve

Policy Support Grows

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Learn from our partners!

reframingaging.org/about-us/impact

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NCEA
National Center on Elder Abuse

Reframing Elder Abuse is a communications strategy that promotes a solutions-oriented approach to age-bias. It highlights the values of elder justice, equity, inclusion, and solidarity.

Visit our sister project Reframing Elder Abuse at <https://ncea.acl.gov/reframing-elder-abuse>


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The Age-Friendly Ecosystem
Sectors and Initiatives

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Let's set-up a reminder! 

1. Open your calendar app
2. Go to Thursday, August 15th at 9 a.m.
3. Create a new calendar appointment
 1. Subject: What have I done to reframe aging this month?
 2. Message: Review the resources from the National Center to Reframe Aging (link: www.reframingaging.org/Resources) and reach out to the team if I have questions! Reframingaging@geron.org
4. Make it a monthly recurring calendar invitation!



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Frame On! 

Productive perceptions of aging are priceless

Join in the conversation!



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