



Caravan

THE NEWSLETTER OF THE NATIONAL CENTER TO REFRAME AGING

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.



Falling for Reframing

A new season is upon us; the leaves are beginning to change, and stores are overflowing with pumpkin-themed products. What about your advocacy materials—when was the last time they changed? As we transition into fall, take time to think about reframing your communication products. Could the language trigger unproductive frames in your audience? Do the graphics support or distract from your message? This fall, refresh your materials with these [tools](#) from the National Center:

- Online Learning Center
 - In our Learning Center you can find a library of learning resources, including toolkits, courses, webinars, and YouTube videos, related to the movement to reframe aging. Check out the [Changing the Conversation Q&A Series](#) to get a quick look into the topics of our first toolkit.
- Frame of Mind Videos
 - [Visit us on YouTube](#) to see our Frame of Mind video series. These are 2-minute videos give a brief overview of principles to reframe aging and how changing the way we talk can shift attitudes about aging.
- Strategic Partnership
 - The National Center is working with organizations across the nation as a strategic partner in their efforts to advance the movement to reframe aging. Our team invites you to reach out to us at reframingaging@geron.org to learn how the National Center can support you and your network!
- Follow us
 - The National Center to Reframe Aging invites you to follow us on our five social platforms. [Connect with us](#) for the latest news and updates!

The National Center team wishes you a wonderful fall season full of opportunities to reframe the way we all think about aging!

Falling for Resources from The National Center



Reader Poll: Avoiding Crisis Language

Advocacy is an important part of advancing age-inclusive policies. Starting with solutions rather than crisis-oriented data is a powerful way to help advocates better achieve their goals. A common trap we often see in advocacy outreach is crisis language—language that generates fears of irreparable doom—or data that overwhelms. We can see this language in terms like “silver tsunami” or statistical data documenting an impending social crisis, which fuel fatalism rather than seeing demographic change as an opportunity to ensure our wellbeing as we age.

In August, we asked Caravan readers to share the challenges you or your colleagues have experienced in applying reframed language in advocacy work. 60% of participants reported that colleagues prefer to lead with data because, for example, “Elected leaders don’t seem to listen to issues unless the situation is catastrophized,” and “Most grant writing seems to utilize crisis language as they require data that shows the need.”

While crisis language, including data jargon, will get you a reaction, it will be the wrong reaction. The National Center’s research shows that a crisis frame causes readers to succumb to hopelessness. Instead, use important data, but do not lead with it. Lead with the solution you want your audience to believe is possible, followed by data that shows why it’s needed. This will encourage people to act rather than tune out. Try using tools from the National Center such as the Frame of Mind Video, “[Starting Strong, Avoiding Traps](#)” to learn more about how to advance your communications and always reach out to the National Center Team at reframingaging@geron.org for support in reframing your communications.



Conference Corner

The National Center team was thrilled to see many familiar and new faces at the American Psychological Association (APA), Southeastern Association of Area Agencies on Aging (SE4A) and ADvancing States’ Home and Community-Based Services (HCBS) conferences in August!

This Fall the National Center Team will be attending the following conferences:

- The National Center will be participating in a panel at the [Grantmakers in Aging \(GIA\)](#) Pre-Conference training, a session attended by the GIA conference presenters. At the GIA meeting, October 17- 20, The National Center's Executive Director, Trish D'Antonio, will be participating in a panel on how principles to reframe aging are included in State Multi-Sector Plans on Aging.
- The National Center and the FrameWorks Institute will be teaming up at the [2023 Leading Age Meeting November 5- 10](#) to discuss reframing aging and nursing home care.
- We hope to see you at [GSA's Annual Scientific Meeting November 8- 12](#) where we will be exhibiting and hosting a special presentation with our partners at the [National Center on Elder Abuse \(NCEA\)](#).

Having a presence at annual meetings and conferences has sparked many new relationships with the National Center. Please reach out to our team at reframingaging@geron.org if you plan on attending and would like to meet up!

New Resources and Partnerships

- A new vlog was announced by the U.S. Office of Disease Prevention and Health Promotion (ODPHP) featuring the National Center to Reframe Aging's Executive Director Trish D'Antonio! She joined ODPHP Director Rear Admiral Paul Reed for a discussion of the importance of highlighting the contributions of older people to society and addressing some of the misconceptions we collectively have about aging in recognition of Healthy Aging Month. Read the press release and [access the vlog here](#).
- The National Center is working with organizations across the nation as a strategic partner in their efforts to advance the movement to reframe aging. This month marks the start of educating key leaders on the principles to reframe aging from two such partners, [The Monroe County Aging Alliance in New York](#) and [Concordia University's Center for Gerontology \(CU-COG\) in Illinois](#).
- The National Center is pleased to share reframing aging success stories from our partners. If we follow their lead, we can create systems that yield better outcomes for all of us as we age. [Read these stories](#) to learn more about the impact the National Center is having across the nation.

Articles and Podcasts Addressing Ageism

Ageism Awareness Day, hosted by the [American Society on Aging \(ASA\)](#), is October 7th! This is a great opportunity to spread awareness of ageism, implicit bias towards aging and how we can change attitudes towards getting older. Use [tools from the National Center](#) and [follow us on social media](#) as we join in with ASA on Ageism Awareness Day.

In the meantime, check out these articles and podcasts discussing ageism and how people are addressing it in their communities:

[Click here to stay up to date on what we're reading!](#)

Tell us where you have been reframing to be featured in the next issue of Caravan!



LEARN MORE



The National Center to Reframe Aging is led by The Gerontological Society of America (GSA) on behalf of the Leaders of Aging Organizations and is currently funded by Archstone Foundation, The John A. Hartford Foundation, RRF Foundation for Aging, and The SCAN Foundation.



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