National Center to Reframe Aging™

LED BY THE GERONTOLOGICAL SOCIETY OF AMERICA

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One well-positioned person can change a state:

IS YOUR STATE part of the movement to reframe aging?

WHO IN YOUR community can you influence to increase the use of well-framed messages about aging?

WHAT TOOLS AND tips from the National Center to Reframe Aging can help you change the conversation about aging?

In March 2020, Claire Côté was new in her role at Connecticut's Department of Aging and Disability Services and excited to share what she learned in a two-day training presented by the National Center to Reframe Aging when the pandemic changed everything. Suddenly, older adults were at high risk of COVID and under attack by growing ageism.

Claire tapped her professional network of advocates and aging services providers who used the tools and principles developed by the National Center to Reframe Aging to promote the resilience of older adults. Since 2020, she has led by example, modeling well-framed language in everyday communications, and using her role inside government to influence the framing of the State's Plan on Aging.

Like Claire, staff who work within a State Unit on Aging and have access to and influence with aging services providers, can be a vital liaison between the National Center and the field of aging within their state.

JOIN US IN TELLING A NEW STORY ABOUT AGING!

What Can I Do?

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Practice using the tips on the
Quick Start Guide

Partner with the National Center,
connect with us at
reframingaging@geron.org

Subscribe to *Caravan*,
the newsletter of the
National Center
to Reframe Aging

Access tools and
resources via
our Learning center at
**https://learning.
reframingaging.org/**

Quick Start Guide

Our Words Matter
Here Are Tips on How to Choose Them Well

Instead of these words and cues:	Try:
"Tidal wave," "tsunami," and similarly catastrophic terms for the growing population of older people	Talking affirmatively about changing demographics: "As Americans live longer and healthier lives..."
"Choice," "planning," "control," and other individual determinants of aging outcomes	Emphasizing how to improve social contexts: "Let's find creative solutions to ensure we can all thrive as we age."
"Seniors," "elderly," "aging dependents," and similar "other-ing" terms that stoke stereotypes	Using more neutral ("older people/Americans") and inclusive ("we" and "us") terms
"Struggle," "battle," "fight" and similar conflict oriented words to describe aging experiences	The Building Momentum metaphor: "Aging is a dynamic process that leads to new abilities and knowledge we can share with our communities."
Using the word "ageism" without explanation	Defining ageism: "Ageism is discrimination against older people due to negative and inaccurate stereotypes."
Making generic appeals to the need to "do something" about aging	Using concrete examples like intergenerational community centers to illustrate inventive solutions

Learn more at www.reframingaging.org