



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.



Reframed Advocacy in 2024

We are in an election year and the National Center team is dedicated to supporting you in your efforts to apply reframed language in your advocacy for age-inclusive programs and policies with resources including new tools, webinars, and more. Check out the newest updates below:

- The National Center website has been updated to improve navigation and feasibility to access the latest from our team. [Check out the updates here.](#)
- As the 2024 election cycle ramps up, there has been an increase in ageist media coverage focused on our elected officials – both Democratic and Republican candidates. The National Center is pleased to share the [Responding to Ageist Election Coverage in the Media guide](#) to empower you to respond constructively to these public displays of ageism.



National Center Presentations

The team hit the ground running in 2024 taking on new opportunities to spread awareness of evidence-based communication strategies. This is where we have been presenting framing principles this month:

- An Introduction to Reframing Aging for [Mountain View's California Park & Recreation Society](#). Aging Section #engAGING Conversations series was presented.
- Over 200 colleagues from the [Institute for Healthcare Improvement \(IHI\)](#) participated in A Generation's Work: The Movement to Reframe Aging on January 18th. IHI uses improvement science to advance and sustain

better outcomes in health and health care across the world.

- We kicked off the fourth installment of [Age-Friendly Public Health Systems Initiative](#) monthly training series.
- The [Monroe County Aging Alliance](#), a joint initiative of Rochester (NY) Area Community Foundation and United Way of Greater Rochester and the Finger Lakes, continued their education this month. They will be joining a robust group of facilitators leading presentations on evidence-based communications strategies from the National Center across the country.

Joining our Partners to Address Ageism in the Media

The National Center to Reframe Aging joins the [Elder Justice Coalition \(EJC\)](#) in denouncing Saturday Night Live's elder abuse comment. Aging is a dynamic process that can lead to new abilities and knowledge. As we age, we generate experiences that can inform our decision-making, expand our networks, and deepen our relationships and judgment. Why not evaluate our political leaders, no matter their age, along these dimensions, which are clearly more relevant to high office? SNL's latest Weekend Update Skit contributes to negative attitudes towards aging. Ageist messages like this bring conversations about age-inclusive initiatives to a halt, further delaying infrastructure we will all need as we age. Collectively, we have the power to confront the injustice of ageism, discrimination based on age, by being aware of our implicit bias toward aging as our country prepares for the 2024 presidential election. [Join in and share](#) EJC's letter today.



FOR IMMEDIATE RELEASE

January 22, 2024

Elder Justice Coalition denounces Saturday Night Live elder abuse comment as ageist

The bipartisan national Elder Justice Coalition strongly criticized Saturday Night Live for their flippant and inappropriate comments connecting the 2024 Presidential campaign to elder abuse. During the SNL "Weekend Update" skit, actor Colin Jost said "Guys, I don't know if we should do this election," the co-anchor admitted. "It's honestly starting to feel like elder abuse. And I don't even blame them—I blame us for allowing it."

EJC's National Coordinator Bob Blancato stated "this is one of the most blatant examples of ageism by a major media that we have ever witnessed. To make elder abuse the subject of a comedy skit is atrocious. The great minds of Saturday Night Live need to understand how serious a problem elder abuse is in this nation, which impacts 1 in 10 older adults. It can and does deprive older adults of their life savings through scams and financial exploitation. Elder abuse is certainly not something to make light of. Shame on SNL."

A handwritten signature in black ink, appearing to read "Bob Blancato".

Bob Blancato
EJC National Coordinator

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Reader Poll: New Year Resolutions

What's your New Year's Resolution? In December, we asked Caravan readers about your 2024 goals to continue momentum in changing the public's attitude towards aging. The top two goals among participants were to assess existing materials, including company websites, for reframing opportunities and focusing on including reframed language in blogs, op-eds, and letters to the editor. The National Center team also asked how we can support you to achieve these goals, and 67% of respondents shared that they would like more resources to learn how to apply reframed language.

Our team is listening! The [Responding to Ageist Election Coverage in the Media](#) guide is the first resource of the year

to support you to apply reframed language. Stay tuned for more tools to support the movement to change the way society thinks about aging! Reach out to the National Center at reframingaging@geron.org to learn how we can support you and your network as a strategic partner to change attitudes towards aging in 2024.

The National Center is here to support your 2024 reframing goals!



Strategic Partnerships

Reach out to learn how the National Center can support you and your network as a strategic partner to change attitudes towards aging!



Resources

Access to a robust library of tools and resources for raising awareness on aging issues while dispelling deep-rooted biases.



Education

We have a robust catalog of training available to educate you and your team on the concepts to reframe aging.

Articles and Podcasts Addressing Ageism and Implicit Bias

There are numerous opportunities for us all to advocate for age-inclusive programs and policies this year. Click the tiles below to check out articles and podcasts highlighting areas where we can use reframed language to spread awareness of the impact of ageism in policy:



Next Avenue: How Ageism Persists in Public Policy by Bob Blancato



MSN: Age is a sore spot for Joe Biden. Here's why Bernie Sanders, Donald Trump don't face the same scrutiny by Rachel Looker



NPR: U.S. health care isn't ready for a surge of seniors with disabilities By Judith Graham



Washington Post: Millions of seniors struggle to afford housing – and it's about to get a lot worse by Jennifer Ludden

Click here to stay up to date on what we're reading!

Caravan Colleagues Spotlight

- Congratulations to our advisory board member, Robert Espinoza who was named the new CEO of the National Skills Coalition, which fights for inclusive, high-quality skills training so that more people have access to a better life & more local businesses see sustained growth. Learn more about his work [here](#).
- Congratulations to our advisory board member, Leanne Clark-Shirley who is stepping into the role of ASA's President & CEO! ASA unites, empowers and champions everyone striving to improve aging. Learn more about her work [here](#).
- The Ohio Association of Area Agencies on Aging (o4a) [announced the appointment of Beth Kowalczyk as its new Chief Executive Officer](#). Beth brings to this role a wealth of knowledge and experience, having dedicated 11 years of exemplary service to o4a in various capacities, including Chief Policy Officer and Chief Operating Officer. Congratulations Beth!

Tell us how you are framing your communication strategies. We will feature you in a future issue of Caravan!



LEARN MORE



Frame Focus

Start with a feasible solution rather than explaining the problem to avoid cueing fatalism. When talking about aging, it can be tempting to focus solely on problems.

Beginning with actionable solutions makes it immediately clear that change is possible.



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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