

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.



Summit 2024: The Movement to Reframe Aging

If you want to learn more about the growing movement to revolutionize the way we communicate, think, and act around the universal experience of aging, mark your calendar. You are invited to join the National Center to Reframe Aging for the [Summit 2024: The Movement to Reframe Aging](#), live streaming from Washington, DC on April 10th, 9 a.m. – 3:30 p.m. ET.

Thought leaders, national experts, federal representatives, and local, regional, and state-based leaders will come together to engage in a transformative conversation about reshaping perspectives on aging. Panel discussions will delve into topics such as, the intersectionality of ageism, how age-friendly movements inspire change, state and local models for change, elevating the aging discourse with federal partners, and discussing the role of ageism in political discourse.

Join us online, where you can participate in Q&A and audience polling and leave feeling inspired to join the movement!

[Register by clicking here.](#)

"The National Center is convening national experts, federal representatives, and local, regional, and state-based leaders from across the country. I am excited about engaging in conversation and exchanging ideas with you! Together, we will celebrate the impact of the movement to reframe aging and imagine where it can go!"

-Trish D'Antonio, Executive Director of the National Center to Reframe Aging

[Register Today](#)

What's New from the National Center

- Miss out? The National Center hosted the Ageism in Election Media Coverage Webinar on February 20th. National Center partners, Moira O'Neil from the FrameWorks Institute, our research partner, and John Beilenson from SCP, our strategic communication consultant, joined the National Center in discussing reframing strategies to employ when responding to ageist election coverage and tips for writing effective opinion pieces. [Access the recording here.](#)
- Join us tomorrow, on March 14th at 12 p.m. ET to learn about elder speak, the implications of this form of discrimination in our communities, specifically in a clinical setting, and what you can do to address it. National Center facilitators, Mary Lou Cioffi, JD, MS and Erin Emery-Tiburcio, PhD will be sharing their expertise on the topic. Don't wait, [register today!](#)
- Look for a new quick-start guide from the National Center to support your advocacy around aging in early April! As advocates, it is imperative that we apply research-informed strategies to advance our messaging. The new Advocacy Quick Start Guide will give you a tour of themes to avoid and alternatives to advance in your advocacy communications.

Reader Poll: Hurdles to Responding to Political Discourse

A large portion of Caravan readers are passionate about age-inclusive policies and programs, but we all face big challenges when advocating for them. In February the National Center team asked readers what your primary hurdle is in responding to ageism in political discourse. Nearly half of respondents (43%) said they are concerned about their response being bipartisan. Remember, ageism impacts people across the aisle.

We also asked how we can help you address this hurdle, 42% of respondents shared that factsheets with examples of how to apply reframed messaging would be the most helpful. The National Center is here to support your advocacy efforts with new tools and resources! We want to help you navigate the hurdles and advance the movement to change the way society thinks about aging. Check out the Responding to Ageist Election Coverage in the Media Guide (available now!) and stay tuned for Advocacy Quick Start Guide!

National Center Presentations

The National Center Team continues to have a presence at conferences this year to create new connections, catch up with fellow framers, and spread the word about reframed communication strategies. Check out the conferences the team will be attending this month:

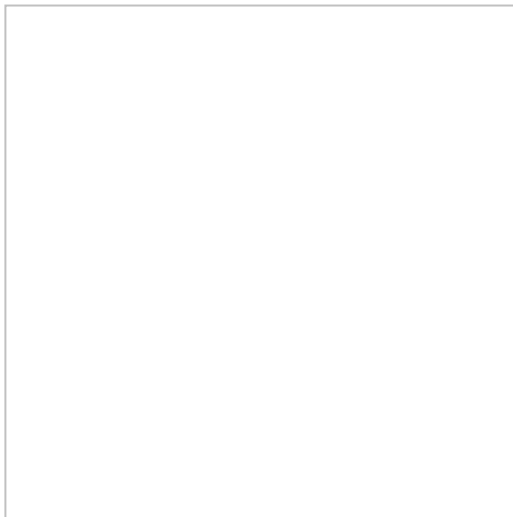
- The National Center's Executive Director, Trish D'Antonio, will be a

part of the “Changing Attitudes to Reframe Aging and Promote Inclusivity of Older Adults” panel at [The Society of Behavioral Medicine's 45th Annual Meeting & Scientific Sessions](#) in Philadelphia, PA, on March 15th.

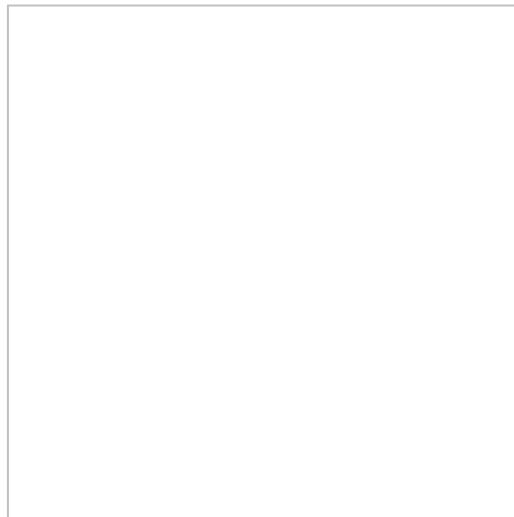
- On March 28th Trish D’Antonio will be presenting, “Reframing Aging to Advocate for Age-Inclusive Policies” at [American Society on Aging \(ASA\)’s On Aging Conference](#) in San Francisco, California.

Articles and Podcasts Addressing Ageism and Implicit Bias

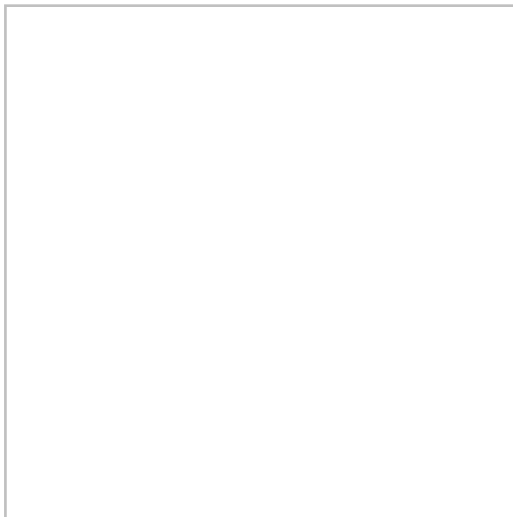
There are numerous opportunities for us all to advocate for age-inclusive programs and policies this year. Click the tiles below to check out articles and podcasts highlighting areas where we can use reframed language to spread awareness of the impact of ageism on policy:



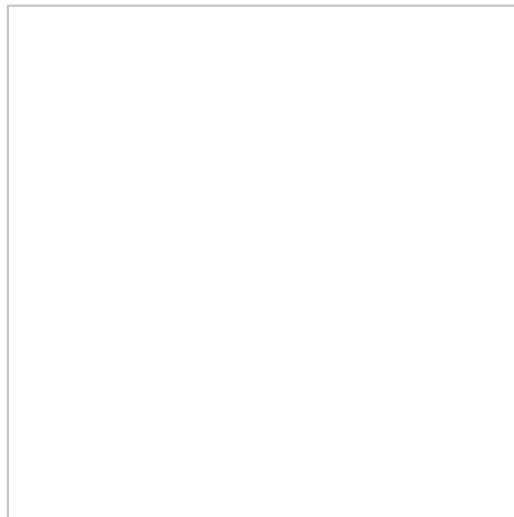
[New York Times](#)



[WXXI News](#)



[LA Times](#)



[Chicago Tribune](#)

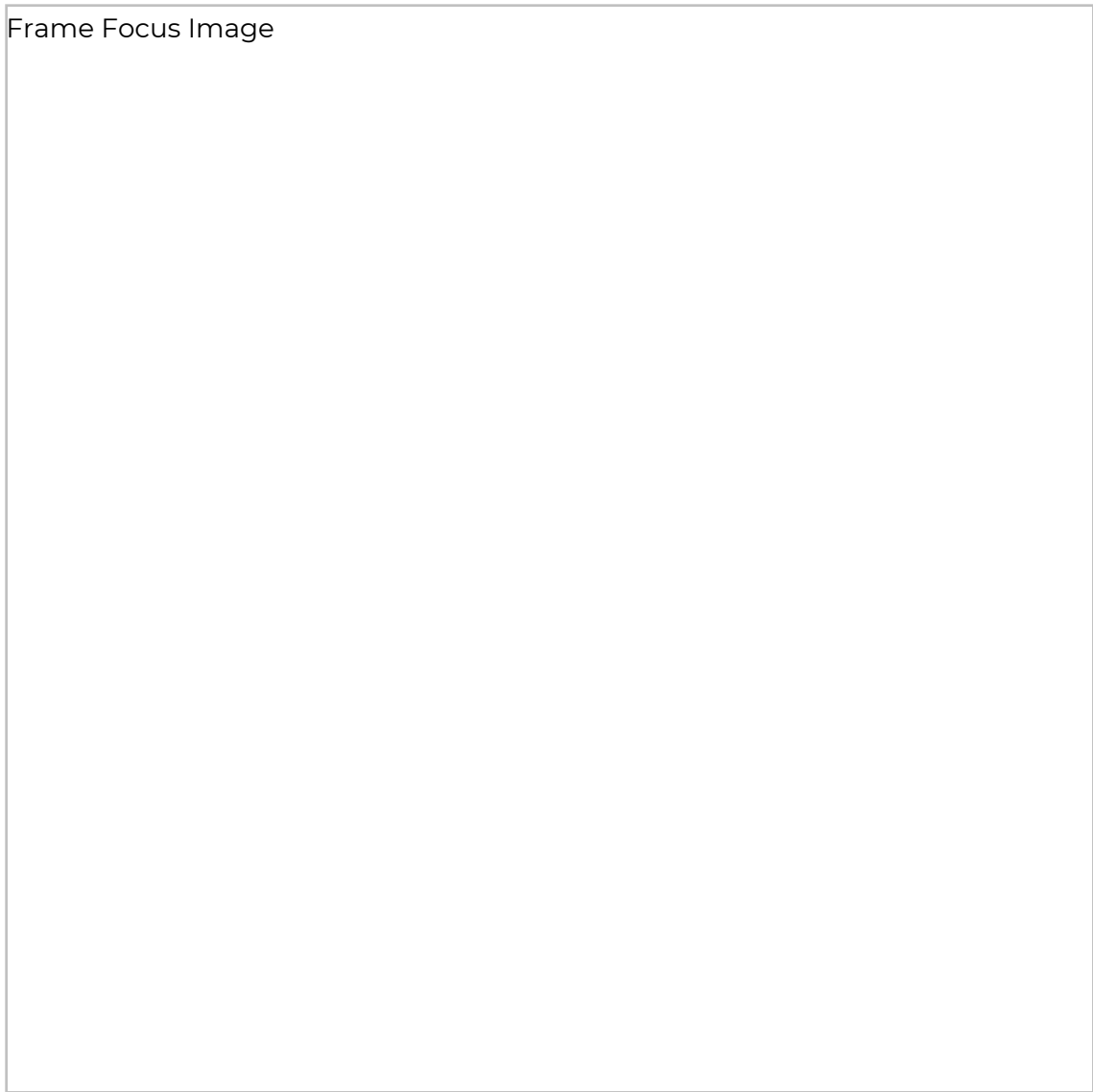
Click here to stay up to date on what we're reading!

Caravan Spotlight

The National Council on Aging (NCOA) is the national voice for every person's right to age well. Working with thousands of national and local partners, they provide resources, tools, best practices, and advocacy to ensure every person can age with health and financial security.

The NCOA is a part of the [Leaders of Aging Organizations](#), a collaboration of 10 organizations who formed the National Center. NCOA President and CEO Ramsey Alwin [released this statement](#) about how ageism is our enemy. Alwin states, "We are all aging. And as Americans, we all have a stake in deciding which leaders we want to represent us." Way to go NCOA!

Frame Focus Image



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