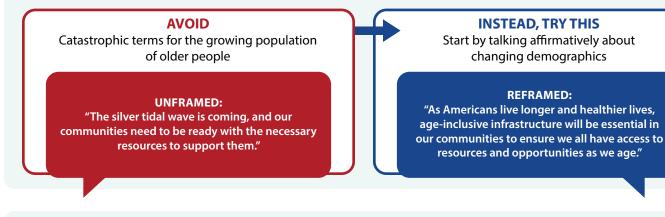


QUICK START GUIDE to Reframe Aging Advocacy

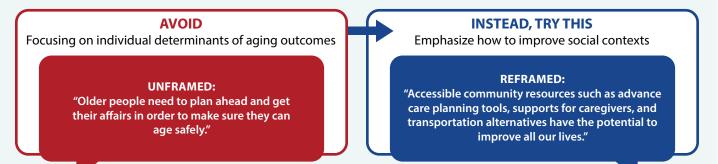
Words are a powerful tool for advocacy. Research has shown that our words and the way we frame them matters, especially when advocating for policies and programs to support aging.

Starting with the idea that we are all aging is an effective strategy in our communications. As advocates, it is imperative that we apply research-informed strategies to advance our messaging. Here's a quick tour with examples of themes to avoid and alternatives to advance in your advocacy communications.

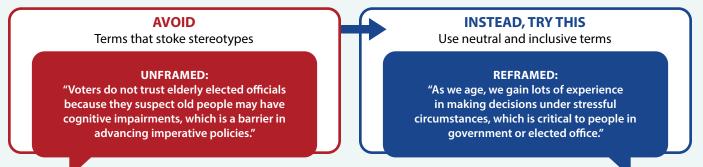
OBJECTIVE: Focusing on steps we can take to address the opportunities and challenges that come from a growing population generates the momentum to move forward with realistic solutions.



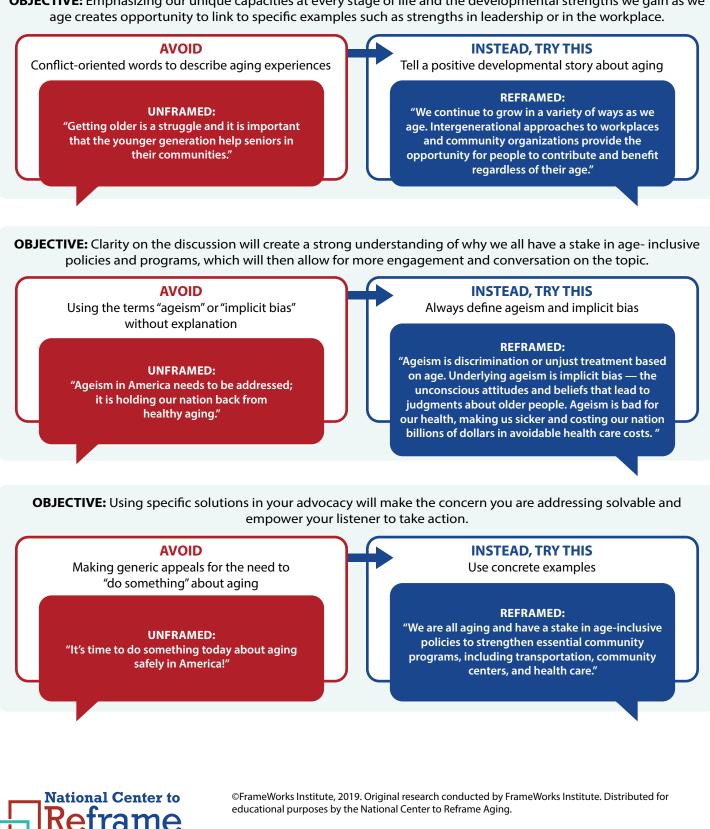
OBJECTIVE: Recognizing our diverse experiences as we age and the options of systems to support us can open the door to a productive conversation about equitable policies that support everyone at every age.



OBJECTIVE: Inclusive language creates a sense of collective responsibility; all of us are involved — not just them. Ageist discourse is based on many harmful stereotypes about older people. It may be tempting to rebut those labels or ideas, but when we repeat stereotypes, we cue and reinforce them.



OBJECTIVE: Emphasizing our unique capacities at every stage of life and the developmental strengths we gain as we age creates opportunity to link to specific examples such as strengths in leadership or in the workplace.



The National Center to Reframe Aging is dedicated to ending ageism by advancing an equitable and complete story about aging in America. The center is the trusted source for proven communication strategies and tools to effectively frame aging issues. It is the nation's leading organization cultivating an active community of individuals and organizations to spread awareness of implicit bias toward older people and influence policies and programs that benefit all of us as we age. Led by The Gerontological Society of America (GSA), the National Center acts on behalf of and amplifies efforts of the ten Leaders of Aging Organizations.

LED BY THE GERONTOLOGICAL SOCIETY OF AMERICA

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