



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 Recap

The National Center to Reframe Aging welcomed nearly 1,000 thought leaders, national experts, federal representatives, and local, regional, and state-based leaders to the [Summit 2024: The Movement to Reframe Aging](#) on April 10. The event featured transformative conversations about the current movement to reframe aging, real-world application of communication strategies, and the exchange of ideas to advance an equitable and complete story about aging in America.

“This is an incredibly exciting and timely conversation that is candidly overdue. We owe it to ourselves and the generations that follow,” said Lance Robertson, MPA. In developing the program, the National Center and the Gerontological Society of America collaborated with two former U.S. assistant secretaries for aging, Kathy Greenlee, JD and Lance Robertson, MPA, to further the Center’s long-term social change endeavor to improve the public’s understanding of aging and the essential role that older people play in contributing to families, communities, and society.

Kathy Greenlee, JD reminds audiences, “All too often, we characterize aging as something that happens to others. We need a new frame to admit to ourselves this is about us. Me. You. Everyone.” Learn more about Summit 2024 [here](#). Stay tuned for a tiered archive of the Summit coming soon!



Reader Poll: Addressing Elderspeak

Elderspeak is a form of communication overaccommodation used with older adults characterized by inappropriately juvenile lexical choices and exaggerated prosody. It arises from implicit ageist stereotypes and aims to express care, exert control, and facilitate comprehension. However, it can lead to negative self-perceptions in older adults and challenging behaviors in people with dementia. Examples of elderspeak are prevalent in various settings, from healthcare settings to local grocery stores.

Last month, Caravan readers participated in a poll about elderspeak, sharing where you have encountered it and the tools you use to respond constructively. Many participants expressed comfort in discussing elderspeak but lacked confidence in providing tools or education to others on addressing it. The National Center to Reframe Aging team encourages audiences to use [our tools](#) to address elderspeak including the February 2024 Addressing Elderspeak webinar featuring special guests Mary Lou Ciolfi, JD, MS and Erin Emery-Tiburcio, PhD. Check out the recording [here](#).

Reframing to Prevent Elder Speak Webinar



National Center Presentations

Our team is looking forward to another busy conference season and we hope to see you there! Here is where we have been presenting and where we will be this summer:

- From May 6 to May 8 Hannah Albers and Trish D’Antonio, attended the National Council on Aging’s Age + Action Conference. Trish was a panelist for the plenary session titled “Time for a Reframe: Why Changing the Aging Narrative Matters More than Ever.”
- On May 7 Trish presented about the National Center to Reframe Aging’s work and the importance of reframing aging at the National Institutes of Health Event, The Aging Employment Portfolio Fireside Chat “Age-Inclusiveness.” This event celebrated the launch of the NIH historic launch of the Aging Employment Portfolio. Click here to see the event details.?
- On May 22 Trish presented at the 2024 Summit on Aging and Longevity, hosted by the Washington State Department of Social and Health Services. An exciting start to a budding relationship with the state of Washington. Click here to read more about the event.???
- Visit the National Center to Reframe Aging team at the USAging Conference in Tampa, July 8 –11! Our team will be exhibiting, and Trish and Hannah will be presenting, “Reframing Aging for Age-Inclusive Infrastructure” on July 10.
- Our team will be at the U.S. Administration for Community Living (ACL) Office of Healthcare Information and Counseling (OHIC) National Conference July 15-18 in New Orleans! Visit us in the exhibit hall and be sure to mark your calendar to see Trish present tools from the National Center to Reframe Aging on July 15.

Reach out to
meet up with
us this
conference
season!



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:



Podcast: Rural Age-Friendly Health Systems with Alan Morgan, Rani Snyder, and Jed Hansen

[Rural Health Information Hub](#)



Washington Post: What science tells us about Biden, Trump and evaluating an aging brain by Joel Achenbach and Mark Johnson

[Washington Post](#)



NPR: More than 200 million seniors face extreme heat risks in coming decades, study finds by Alejandra Borunda

[NPR](#)



Podcast: How the tight labor market is impacting ageism in the workplace with Chris Farrel, Rajean Moone, Ph.D., and Kate Schaefer, Ph.D.

[MPR News](#)

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

Caravan Partner Spotlight

The National Center is pleased to share these announcements from organizations and members of the Caravan:

- The [Rush Center for Excellence in Aging \(CEA\)](#) is excited to announce the migration of their full catalog of continuing education courses to a new, easy-to-navigate digital learning management system. This will include all of our CATCH-ON and E4 Center courses and some new content to come! ?The new CEA Learning Hub will launch Wednesday, June 5, with a fresh interface and improved user experience.?
- The Aging Alliance's December 2021 report, *Creating a Community for a Lifetime: An Action Plan for an Age-friendly/Livable Rochester and Monroe County*, provides a blueprint for our community to incorporate age-friendly practices into action, and demonstrates the commitment to older adults who want to remain in Monroe County as they age. Learn more [here](#).
- Jasmine Travers, PhD, MHS, RN, AGPCNP-BC, informed lawmakers at a Senate hearing that America's long-term care system relies heavily on a workforce that is often unseen and unheard. Despite their critical role, this workforce faces significant challenges in recruitment, retention, and morale that threaten its sustainability. Learn more about her testimony calling on Congress to strengthen the long-term care workforce [here](#).
- Advisory board member, Al Race, published [an article on the benefits of reframing](#) in online magazine called "The Bucket" dedicated to empowering readers to embrace aging (Note a subscription is required to view this article, a 30-day free trial is available).
- June 15 is World Elder Abuse Awareness Day (WEAAD)! [Visit our partners at the National Center on Elder Abuse \(NCEA\)](#) to learn more about how you can get involved!
- Our partners at SAGE are hosting the LGBTQ+ Consumer Rights & Protection Webinar Series. This free three-part webinar series is a discussion of consumer rights and protections in housing, retirement, and end-of-life planning. The next session will be July 16th. [Register today!](#)

My community,
Your community,
OUR community –
free of elder abuse!



#WEAAD

NCEA
National Center on Elder Abuse

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



LEARN MORE



Frame Focus

Instead of making generic appeals to “do something” about ageism, utilizing concrete examples of inventive solutions to address ageism can go a long way in helping people visualize and understand the real possibility of change.



[The National Center to Reframe Aging](#) is led by [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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