



LED BY THE GERONTOLOGICAL SOCIETY OF AMERICA
ReframingAging.org

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.



Reframing the 100th Day of School

As February approaches, schools nationwide prepare to celebrate the 100th day of school. Like every other day, the 100th day of school should celebrate people of all ages and abilities, including centenarians, whose life stories can inform and inspire us all.

Unfortunately, many celebrations reinforce ageist stereotypes by encouraging children to mimic frailty with gray wigs, canes, and exaggerated wrinkles. The day offers a broader opportunity to highlight the positive aspects of aging, facilitate intergenerational conversations, and celebrate people of all ages and abilities.

To support parents and educators, the National Center to Reframe Aging hosted the 100th Day of School: Curriculum Toolkit Webinar for Educators on January 27. Executive Director Patricia D'Antonio discussed the role of language in shaping perceptions of aging, while academic gerontologists Cynthia Hancock and Tina Newsham reviewed a new toolkit with creative, ready-to-use lesson plans for preschool through second grade, designed to reinforce academic skills while celebrating age inclusivity. The webinar recording and toolkit are now available to explore [here](#). Together, we can reimagine this milestone as a celebration of age diversity that inspires and

informs young minds.



Archive Now Available

**100th Day of School:
Curriculum Toolkit
Webinar for
Educators**

Don't miss out,
watch the
recording today!

National Center to
**Reframe
Aging**
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Share Your Experiences with the National Center to Reframe Aging

Thank you for being a part of this movement to reframe aging! The National Center to Reframe Aging wants to hear about the most notable changes in your reframing aging experiences and in age-related attitudes you have observed in recent years.

[Click Here to Take the Survey](#)

We appreciate you passing the link along to anyone you know who might want to add to the conversation. The survey will be open until February 21, 2025.

New Resource

Opinion pieces and letters to the editor are powerful tools for raising awareness about issues affecting us as we age while incorporating reframed messaging into your advocacy. The [Using Reframed Language in Opinion Pieces](#) guide offers practical tips and examples to help you apply evidence-based strategies in your next submission.

NEW How to Reframe Opinion Pieces



Partnership Update

The National Center to Reframe Aging has partnered with the [National Rural Health Association \(NRHA\)](#) through the National Rural Age-Friendly Initiative to transform age-friendly care in rural communities. As a key partner, we will apply evidence-based communication strategies to help NRHA build awareness at the state, regional, and federal levels. Learn more [here](#).

Reframe Conversations About Nursing Home Care with Free On-Demand Training

We know that nursing homes play a vital role in supporting older adults, yet conversations about nursing home care often fall short of communicating the true impact and value of the sector.

To address this, the National Center to Reframe Aging, with its research partner FrameWorks Institute, has developed a new approach to improving how we talk about nursing home care. With support from The John A Hartford Foundation, the National Center created strategies to help providers navigate too-often negative public thinking.

Now, you can access these research-backed strategies through a free, on-demand training course tailored for nursing home providers. Created in partnership with LeadingAge, this training aligns with the Principles to Reframe Aging and Opening Doors to Aging Services, providing practical tools to enhance communication and bolster perceptions of nursing homes.

Why Register?

- Flexibility: The self guided training is available online anytime.
- Trusted Insights: Recommendations are backed by extensive research and field-tested strategies.

- Actionable Resources: The training includes complementary downloadable materials to help you implement what you learn.

Access the training today

<https://learning.reframingaging.org/products/reframing-nursing-home-care!>



Summit Archive

Missed the opportunity to join Summit 2024: The Movement to Reframe Aging? Now's your chance to catch up on the transformative conversations that took place at the National Press Club in Washington, DC, where nearly 1,000 attendees gathered to reshape how our society views aging. The Summit 2024 archive is now posted, featuring session videos, resources, and presenter highlights. Join in and check out the archive today:

<https://learning.reframingaging.org/summit-2024>



Archive Now Available

Summit 2024

The Movement to Reframe Aging

Reader Poll: Applying Reframed Messaging in Advocacy

At the end of every year, the National Center team spends time to reflect and celebrate wins of the year. In December, we invited the Caravan to join in to share their wins with us. Below are a few responses we received:

- *"I educated myself on the topic this year, used different language in my classes and coaching, and began advocating among colleagues."*
- *"Including facts in our quarterly newsletter so clients (mostly ages 60+) recognize ageism in their own thoughts and behaviors."*
- *"My Reframing Aging work is now an official part of my job description!"*

Bravo to our wonderful Caravan readers! Your work plays an important role in advancing the movement to reframe aging. The National Center to Reframe Aging will continue to develop tools to support you in the new year with your reframing goals. In the meantime, you can check out new and existing tools on our [resource website page](#) and our [learning center](#). Together, we can reshape how our communities view aging, creating a brighter future for generations to come.

Presentations with Purpose

Our team gave over 35 presentations last year at conferences and events.

We enjoyed connecting with you at the last conference of the year, Gerontological Society of America's Annual Scientific Meeting. Thank you to all who stopped by to visit us! See if you can spot yourself in the highlight videos of our time at the conference on [Instagram](#) and [YouTube](#). We're off to a busy start in 2025! Here are some highlights.

- Executive Director, Patricia D'Antonio, joined the [West End Home Foundation](#) on December 9-December 10 to spread the word about tools from the National Center to reframe aging with their board of directors and the Tennessee Department of Disability and Aging.
- [Age-Friendly Public Health](#) program hosted the National Center to Reframe Aging on January 16 for their annual discussion on ageism to kick off Age-Friendly Public Health 2025 training series.
- On January 28, injury prevention professionals and clinical trauma program staff at the [American Trauma Society](#) participated in a presentation to learn more about research-based tools and strategies from the National Center to Reframe Aging.
- [ASA Rise Fellows](#) tuned in on a presentation from the National Center to Reframe Aging's Patricia D'Antonio and The John A. Hartford Foundation's Marcus Escobedo on January 29 to advance their understanding on how they talk and think about aging.
- [Aging: Words Matter - Part 1: Words are powerful](#). This episode of the series This Is Getting Old: Moving Towards an Age-Friendly World showcases GSA's work on Reframing Aging. Tune in as our guest - Patricia D'Antonio, BSP Pharm, MS, MBA, BCGP-offers us ways to reframe our language when talking about and thinking about aging.
- [Aging Matters: Redefining Aging](#)-This episode of the weekly interview podcast is about how ageism impacts our society, why raising awareness of an implicit bias toward older people is needed, and how the National Center is rethinking aging in America.



Center for Gerontology @ Concordia University Chicago Inspires Community Action

Reframing the conversation around growing older is a key strategy for the [Center for Gerontology @ Concordia University Chicago](#). Through seed grants, the National Center to Reframe Aging (NCRA) communications training and ongoing support, the Center assisted [Women Over 70](#) to stretch beyond their award-winning podcasts and launch an Aging Reimagined symposium. Held in October 2024 at a local retirement center, they attracted 130+ women to challenge outdated stereotypes and redefine aging through lectures, workshops, interactive activities and networking.

Ashton Applewhite provided the keynote, while Women Over 70's podcast guests offered workshops in the areas of creativity, health, resiliency, spirituality, personal branding and financial planning. Several members of the symposium steering committee, including Sally Duplantier, Lydia Manning and Beth Truett are GSA members.

Women Over 70, co-founders, Gail Zelitzky and Catherine Marineau reflected, "Working with the Center for Gerontology gave us additional momentum for a highly successful in-person event. The training we received from NCRA, and Concordia's ongoing input inspired us to emphasize the

importance of reframing aging and continuing to celebrate who we are as we age."

By Beth Truett, BS, MDiv
President, Aging with Grace, Inc.
Project Leader, Center for Gerontology @ Concordia University Chicago



Photographed left to right: Lydia Manning, Circle of Life Consulting (GSA member), Kristine Kruse from Women Over 70, Sally Duplantier, Zing (GSA member), Gail Zelitzky, Women Over 70, co-founder, Catherine Marineau, Women, Over 70, Beth Truett, Center for Gerontology @ Concordia University Chicago (GSA member), Cheri Boublis, Plymouth Place Retirement Community, Roni Buckley, DePaul University

Articles Addressing Ageism and Implicit Bias

Our team has been reading articles and podcasts all year about the demand to change the way we talk about aging and the need for age-inclusive policies. Check out this month's featured articles by clicking the tiles below:





Ted Danson Helps Us Laugh While Rejecting Ageism
by Paul Downey
Times of San Diego



Illinois is paying attention to caregivers' needs
By Mary O'Donnell
The Chicago Sun-Times

Visit Us To See What We're Reading

Caravan Spotlight

The National Center to Reframe Aging is pleased to spotlight these framing achievements and announcements from members of the Caravan:

- [Governor Maura Healey signed legislation to rename the Executive Office of Elder Affairs to the Executive Office of Aging & Independence](#) to better represent and reflect the values of older adults in Massachusetts. Renaming the agency reduces negative images around aging, normalizes aging as a natural process, and recognizes that older adults value independence and self-determination, while emphasizing that the Healey-Driscoll Administration is here to support residents as they age.
- At a hearing of the U.S. Senate Special Committee on Aging, Gerontological Society of America members Dawn Carr, PhD, FGSA, and Susan L. Hughes, PhD, FGSA, used reframed language as they told lawmakers that they need to expand the scope of United States aging policy to ensure that as Americans age, we have access to the services and supports we need to thrive . Learn more [here](#).
- Administration for Community Living published feedback featuring the National Center to Reframe Aging: "A consistent thread throughout the Strategic Framework and the input we have received is the importance of focusing on the value older adults bring to society and the broad benefits to people of all ages that come from inclusive, accessible communities. In addition, many people suggested utilizing resources like the Reframing Aging Communications Strategy" [Read the feedback today!](#)
- The Leadership Council of Aging Organizations (LCAO), a coalition of 68 national nonprofit organizations promoting the interests and well-being of older adults, sent a [reframed Presidential Transition Letter](#) highlighting eight key priorities for America's older people to protect Medicare and Social Security, and to provide access to affordable health care, housing and long-term services and supports.

Way to spread the word about the impact of ageism, Caravan readers!



Pictured left to right: Maura Healey, Governor of Massachusetts and Robin Lipson, Secretary MA Executive Office of Aging and Independence

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



LEARN MORE



Frame Focus

It's not enough to call out ageism as a problem. We need to explain what ageism is, how certain structural factors contribute to it, and the feasible steps we can take to build a society that supports all of us as we age.

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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