

## 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.



### Frame of Mind: Shifting Language on Health Issues

Throughout our health and social care system, we need programs and services that support us as we age, no matter the health conditions we may experience. Too often, however, programs or services for people who are experiencing frailty don't receive the support they deserve.

Research has shown that society considers frailty an inevitable part of aging, leading people to see slow recovery from poor health as an inevitable part of aging and an individual's burden rather than a collective issue. This perception can weaken support for essential programs and services. Thus, how we frame our messages is crucial for maintaining support.

To demonstrate a more effective framing of this important issue, The National Center to Reframe Aging is excited to introduce a new addition to the Frame of Mind video series, Shifting Language on Health Issues. [Watch the video today](#), to learn how intentional language can shift perspectives and build stronger support for accessible healthcare programs and [check out the entire series here](#).



#### Frame of Mind:

Reframing Communications Related to Frailty



### Continuing to Harness the Power of Language

In an ever-changing world, one thing remains constant—we are all aging. The way we talk about aging matters, shaping public perceptions, policies, and the programs that support us as we grow older. Framing is a powerful tool that helps refocus conversations about aging to one of opportunity, connection, and contribution. When professionals across the field of aging align our messaging, we will shift how society understands and values aging. The National Center to Reframe Aging, led by the Gerontological Society of America, is committed to ending ageism by promoting a more complete and realistic story of aging in America. As a trusted source for evidence-based communication strategies and tools, we remain focused on this mission. We are all communicators and can influence the way our communities talk about aging. Here are some ways to join today:

- The National Center to Reframe Aging's [website](#) has a growing library of helpful [tools and resources](#), such as a [Quick Start Guide](#), to help you and your network get started in reframing our language about aging.
- In your communications, remember to:

- Use neutral descriptors such as "older people" or "older Americans"
- Highlight collective language like "we" and "us"
- Communicate positively about longer life spans, "As Americans live longer and healthier lives, we have new opportunities to strengthen our communities"
- Stay up to date on the latest from the National Center to Reframe Aging by following us on [social media](#) and stay tuned for updates on Caravan.

We encourage everyone to consider our attitudes about what it means to get older, learn more about the principles to reframe aging, explore our materials, and, of course, [get in touch](#) if you would like to examine more comprehensively how your organization can get involved. By working together to change how we talk about aging, we can create a society where people of all ages are valued and supported. Let's shift the conversation and reframe aging for the benefit of us all.

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### Older Americans Month Webinar: Reframing to Flip the Script

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Join the National Center to Reframe Aging to discuss how to flip the script on aging in recognition of this year's Older Americans Month (OAM) 2025 theme, [Flip the Script on Aging](#). This year's theme focuses on transforming how society perceives, talks about, and approaches aging. It encourages us all to challenge stereotypes and dispel misconceptions. Join the National Center to Reframe Aging in honoring older adults' contributions, exploring the many opportunities for staying active and engaged as we age, and highlighting the opportunities for purpose, exploration, and connection that come with aging. This session will explore why we need to flip the script and share practical strategies for contributing to this work. [Register today](#) to dive into this year's OAM theme and learn how you can use strategies from the National Center to Reframe Aging to support you as you plan to celebrate OAM.



**April 15, 2025  
1:00 PM ET**

**OLDER AMERICANS MONTH WEBINAR**

→ **Reframing to Flip the Script**

**Register Today**

### The NCRA "Global" Survey

In February 2025, the Center collected over 300 survey responses from people who had some connection to the reframing aging movement over the past several years. The responses were overwhelmingly positive, appreciative, hopeful, and poignant—a testament to the influence of the Center's work and the efforts of all those who use reframing in their personal and professional lives. In addition, several respondents noted how much more work remains—and how important that work is for individuals and society. The survey responses suggest several important findings for the next decade:

- People's attitudes have fundamentally shifted.
- There is impressive reframing activity in states, communities, organizations and higher education.
- Many see policy shifts and larger societal change.
- Some do not yet see change—but want to see it.

Here are some comments respondents shared:

*"I work in healthcare, and it is really important that we change how people see others as they age, there is a lot of ageism occurring. I have parents who are 74 and 75 and it happens to them. I love that this work is occurring."*

*"We are openly discussing ageism and validating its existence. Before we might have shrugged our shoulders and pondered whether ageism was real"*

Thank you for your participation in this global survey! We are continuing to advance the movement to reframe aging. [Visit us](#) to learn more about how you can get involved.

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### The National Center to Reframe Aging New Grant Award

We are thrilled to announce the National Center to Reframe Aging has been awarded a grant by the [John A. Hartford Foundation](#) to continue our mission to change attitudes towards aging. We are incredibly grateful for The John A. Hartford Foundation's continued investment. With this support, we are one step closer to a future where aging is recognized as a time of possibility, contribution, and growth.

In this next phase, the National Center will solidify its position as the nation's go-to hub for advancing proven communication strategies about aging, strengthen the National Center's infrastructure for sustainability, create new partnerships, and expand its communications. The National Center is co-funded by the Archstone Foundation, RRF Foundation for Aging and The SCAN Foundation. Learn more about the award [here](#).



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### Careers in Aging Month

March is Careers in Aging month! As we live longer and healthier lives, the demand for professionals in aging-related fields has grown. Organizations worldwide recognize the diverse career paths available in aging, from businesses to healthcare providers. Careers in Aging Month is our chance to spotlight these opportunities, inspiring the next generation and fostering innovation in the field. Together, let's spread awareness and excitement about the myriad possibilities awaiting those interested in aging careers. Visit the [Gerontological Society of America's Careers in Aging page](#) to learn how you can get involved.



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### Presentations with Purpose

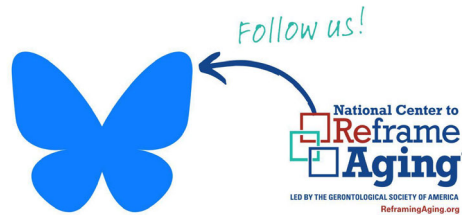
Our team has been busy spreading the word about how we can all reframe aging! Here are some highlights:

- [The Kupuna Collective](#) hosted the National Center to Reframe Aging on January 22 to learn more about strategies to reframe aging in Hawaii. The Kupuna Collective brings together a collaborative network of partners who elevate critical issues, mobilize community assets, and drive innovative solutions that support and empower kupuna (older adults).
- On March 4 the National Center to Reframe Aging held a workshop for the participants at the [Good Faith Network](#), a collective voice to advocate for changes that address the root cause of the most pressing concerns in Kansas.
- The National Center to Reframe Aging enjoyed presenting at the [The Greater Bethesda Chamber of Commerce](#) 2025 Senior Market Group annual breakfast! Great conversations, great company-and of course, a great opportunity to bring framing to the table.
- Join the California Department of Aging and the National Center to Reframe Aging for an interactive webinar designed to refresh your outreach strategy. You'll gain practical tools, research-backed language tips, and real-world examples to help you craft messages that resonate across generations, challenge outdated stereotypes, and celebrate the diverse experiences of aging in California. [Learn more and register today!](#)



## Social Media Update

The National Center to Reframe Aging has expanded to BlueSky to continue to expand our reach on social networks, [click here to follow us today!](#)



## 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:



[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:

- [Complete this form](#) to let GSA know how recent policy changes will impact you, your institution, and your community. Specific examples of the unintended consequences of these actions are powerful. GSA staff will use these stories to help advocate on behalf of the field.
- [Age-Friendly Greater Pittsburgh's Photo Bank](#) features real, local people aging in community in Western Pennsylvania. Captured by leading local photographers, these images show life as we actually live it: alongside our neighbors and loved ones of all ages. Check out the photo bank today. Photos are free to use in your next article, presentation and other non-commercial communications.
- Third Act is a climate and democracy advocacy group that is comprised of some 70,000 volunteers in their "third act" of life. As a lifelong climate activist entering older adulthood, Bill McKibben dreamed up the idea of Third Act when he began to hear a troubling phrase time and time again: "it's up to the younger generations." According to Bill, "that seemed both unfair, and unrealistic." [Learn more today.](#)
- National Plan on Aging Community Engagement Collaborative released a toolkit designed to support community partners in engaging with older people to collect

their input & support peer-to-peer conversations. Access the toolkit [here](#).

- In [this short documentary](#), part of the Aging Together in PA initiative by WVIA and WITF radio, directors explore how ageist beliefs shape our society and what we can do to create a more inclusive and supportive community for older Pennsylvanians. From active seniors redefining retirement to policies that promote aging in place, this film challenges misconceptions and highlights the valuable contributions of older adults in our communities. Learn more about [Pennsylvania's Aging Our Way PA initiative](#) and discover resources from the Pennsylvania Department of Aging to support a future where everyone-at every age-can thrive.

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

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



**LEARN MORE**



## Frame Focus

**Spring cleaning isn't just for your home! This season is the perfect time to refresh your communication materials and ensure your outreach messages reflect reframed strategies.**

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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