

## 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.



### Words Matter: The National Center to Reframe Aging Redefines Ageism

This fall, the National Center to Reframe Aging [submitted letters](#) to the Merriam Webster Dictionary and the Oxford English Dictionary to request an update to the definition of the term "ageism." The current definition reads: *"prejudice or discrimination against a particular age-group and especially the elderly."* We proposed a slight yet significant revision: *"prejudice or discrimination against a particular age-group, especially older people."*

As people who are familiar with the principles to reframe aging know, the term *"elderly"* tends to evoke negative attitudes towards aging, whereas a more neutral term like *"older people"* does not carry this bias. This revised definition uses more inclusive and accurate terminology, helping to reflect a society that values and respects people of all ages.

Signees included 398 organizations and individuals representing a diverse range of professional societies, nonprofit groups, and advocates—each dedicated to modernizing perceptions of aging and advancing age-inclusive dialogue.

The Oxford English Dictionary team responded in agreement to this request. They shared that a future version of the definition will refer to the discriminatory treatment of people because they are considered too old, rather than because they are 'elderly.' We are currently awaiting a response from the Merriam Webster Dictionary.

Special thanks to the national facilitators who brought this definition issue to our attention and to all those who signed on to the letter. We are all changing how people think about aging one step at a time! [Visit us](#) to learn more about how you can make a difference to address ageism.



**A letter to dictionaries to redefine ageism from the National Center to Reframe Aging and 398 organizations and individuals**

[LEARN MORE](#) 

### Welcome New Team Member

The National Center to Reframe Aging is thrilled to welcome our newest team member, MJ! As the Client Services Coordinator, MJ is responsible for supporting day-to-day operational logistics, coordinating events, and facilitating educational programming. Known for his ability to manage multiple projects effectively, he leverages his tech-savvy nature to enhance workplace efficiency and foster a balanced work environment. MJ hails from Oxon Hill, MD, and holds a degree in Business Management from Bowie State University. Outside his professional

pursuits, MJ enjoys axe throwing, bowling, and hiking, reflecting his adventurous spirit and commitment to personal growth.



## Impact Stories

Across the country, organizations and advocates at every level—local, state, and national—are transforming how they communicate about aging using tools from the National Center to Reframe Aging. We're excited to [share their success stories](#), hoping they inspire you to join the movement to reframe aging. Our latest stories come from a health care organization, [Rush's F4 Center](#), a collective action initiative, [SALSA](#), and a city commission on aging, [Boston's Age Strong Commission](#). Together, these examples show how better storytelling can help build stronger systems and better outcomes for everyone as we age. Interested in sharing your reframing success? Use [this form](#) to share your story today!

## Stories From Our Partners Now Available



## New Resources

The National Center to Reframe Aging is here to help you strengthen your advocacy communications with evidence-based communication strategies! Speaking with policymakers and community leaders is a powerful way to advance age-related issues, and our tools are designed to support you every step of the way:

- This guide offers practical tips for presenting your issue to policymakers, along with a sample script that demonstrates effective, reframed messaging.
  - [Talking to Policymakers Script](#)
- Town halls are valuable forums for addressing elected leaders and community members about upcoming legislation. Use this resource to prepare your remarks with helpful tips and a sample script that showcases reframed language for age-inclusive advocacy.
  - [Talking at a Town Hall Script](#)

### New Scripts:

- ➔ **How to Talk with Policy Makers**
- ➔ **How to Comment at a Town Hall Meeting**



National Center to Reframe Aging  
LED BY THE GERONTOLOGICAL SOCIETY OF AMERICA  
REFRAMEAGING.ORG

## Webinar Alert

Promoting positive, accurate views of aging benefits everyone—and is most effective when introduced early. In some communities, the 100th day of school includes activities like dressing up as a 100-year-old, which can unintentionally foster age bias. Join the National

Center to Reframe Aging on January 27 at 1 PM ET for the *100th Day of School: Curriculum Toolkit Webinar for Educators*, where you will learn age-inclusive, bias-free ways to celebrate this milestone.

Executive Director Patricia D'Antonio will discuss the impact of language on aging perceptions, and gerontologists Cynthia Hancock and Tina Newsham will introduce a toolkit of creative, inclusive lesson plans for preschool to second grade. [Learn more and register today!](#)



### Ageism Awareness Day Recap

In recognition of Ageism Awareness Day, on October 9, the National Center to Reframe Aging hosted an ageism awareness day webinar and released a toolkit in collaboration with the American Society on Aging (ASA). Professionals and students across the nation joined the webinar to talk about ageism awareness day and how to use the new toolkit. Use [this link](#) or scan the QR code below to access the toolkit and archive of the webinar to spread awareness of the impacts of ageism all year long!



### Reader Poll: Applying Reframed Messaging in Advocacy

This year's voting cycle spurred many conversations on ageism in the media and age-inclusive policies at local and national levels. In October, we asked Caravan readers to rank what type of pushback they have experienced in applying the principles to reframe aging to advocacy messages.

The top point of discussion reported was, "How do I communicate the urgency of a crisis without reinforcing fatalism?" When we hear this question, our advice is to encourage advocates to focus on proactive steps we can take to address the opportunities and challenges that come from a growing population. Such steps generate momentum to move forward with realistic solutions. The National Center to Reframe Aging is here to support you in your advocacy communications to ensure we all have access to the programs and policies we need to age with dignity in our communities. Use this [Advocacy Quick Start Guide](#) to inform your messages and stay tuned for more advocacy tools coming soon!

### Conference Corner

The National Center to Reframe Aging team has been busy connecting with new and existing members of the movement to reframe aging at conferences this season! Check out what we have been up to and plans to end the year with a bang:

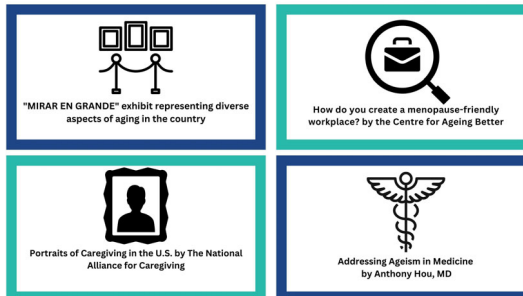
- Visit us this week, November 13 -16, at booth #423 the [Gerontological Society on Aging \(GSA\)'s 2024 Annual Scientific Meeting](#) in Seattle, WA to snap a photo and grab a magnet frame.
- James Appleby, CEO, Gerontological Society of America and Trish D'Antonio discussed the importance of

- reframing and the impact of the work from the National Center to Reframe Aging at the Leadership Council of Aging Organizations (LCAO) on November 6.
- Trish D'Antonio was a guest on the on [The Spark Weekly: #Ageism Awareness Day and Uncharted Lancaster podcast](#).
  - Hannah Albers presented at the [Power of Age Expo](#) on October 30 in Maryland.
  - The National Center to Reframe Aging team attended the [Grant Makers in Aging \(GIA\) conference in Detroit, Michigan October 15-18](#). Trish D'Antonio was also invited to talk virtually with GIA speakers in the lead up to the conference about the importance of presenting in a well framed way, including how to frame data, on September 13.
  - The Pennsylvania Department of Aging hosted a town hall event to kick off a year-long initiative aimed at presenting impactful programming about resources for older people in Pennsylvania on September 24. Trish D'Antonio was a panelist at this event, discussing how we can all play a role in addressing ageism. [The series aired on PBS](#) in Pennsylvania in October.



### 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:

- U.S. Senator Angus King (I-Maine), along with a number of Senate colleagues, is requesting the Agency for Healthcare Research and Quality (AHRQ) examine the impact of ageism on quality and equity of care, patient safety and health outcomes. On a percentage basis, Maine leads the nation with the largest older population.
- Randi Keesee, a National Facilitator of the National Center to Reframe Aging, presented at the Hampton School Board meeting on November 6 on the need to change the way we talk about aging in our schools and reframing how the 100th day of school is celebrated. Check out the recording [here](#).

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

Use images that depict older people realistically, without contributing to negative attitudes about aging. Opt for images in which older people are active and engaged for a more impactful message.

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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