



Scan the QR code to reach the whole story



San Antonio: Where Reframing Aging is the Tomato in the SALSA

An Example from a Collective Action Initiative

IS YOUR COMMUNITY part of the movement to reframe aging?

WHAT INGREDIENTS does your community have, and what can you add to help reframe aging?

HOW CAN THE National Center to Reframe Aging help you shape your advocacy efforts?

Jane Paccione leads Successfully Aging and Living in San Antonio (SALSA) at the San Antonio Area Foundation, a network of over 100 people and nearly 50 organizations. SALSA was created to boost leadership, collaboration, and funding for aging initiatives in San Antonio, the 7th largest U.S. city.

During the pandemic, Jane's leadership shone as she rallied the community to reframe aging despite lockdowns. Collaborating with the National Center to Reframe Aging, she made San Antonio the first to host the online **Core Elements to Reframe Aging** training. This initiative trained 18 local leaders, and Jane then facilitated virtual sessions, encouraging them to spread the message of reframing aging.

Now, in 2024, SALSA's impact is evident. Leaders from government, businesses, and non-profits are embracing reframing. A local business owner revamped her company's materials after hearing Jane's presentation, and Texas Adult Protective Services promoted a reframed proclamation for World Elder Abuse Awareness Month. Additionally, Dr. Neda Norouzi is working to reshape how architects consider aging, influencing future leaders in the field.

Jane and her partners believe that by changing the way we talk about aging, they can transform San Antonio into a community that values people at every age.

JOIN US IN TELLING A NEW STORY ABOUT AGING!

What Can I Do?



Practice using the tips on the Quick Start Guide



Partner with the National Center, connect with us at reframingaging@geron.org



Subscribe to *Caravan*, the newsletter of the National Center to Reframe Aging



Access tools and resources via our Learning center at <https://learning.reframingaging.org/>



Quick Start Guide

Our Words Matter

Here Are Tips on How to Choose Them Well

Instead of these words and cues:	Try:
"Tidal wave," "tsunami," and similarly catastrophic terms for the growing population of older people	Talking affirmatively about changing demographics: "As Americans live longer and healthier lives..."
"Choice," "planning," "control," and other individual determinants of aging outcomes	Emphasizing how to improve social contexts: "Let's find creative solutions to ensure we can all thrive as we age."
"Seniors," "elderly," "aging dependents," and similar "othering" terms that stoke stereotypes	Using more neutral ("older people/Americans") and inclusive ("we" and "us") terms
"Struggle," "battle," "fight" and similar conflict oriented words to describe aging experiences	The Building Momentum metaphor: "Aging is a dynamic process that leads to new abilities and knowledge we can share with our communities."
Using the word "ageism" without explanation	Defining ageism: "Ageism is discrimination against older people due to negative and inaccurate stereotypes."
Making generic appeals to the need to "do something" about aging	Using concrete examples like intergenerational community centers to illustrate inventive solutions

Learn more at www.reframingaging.org