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How Advocates Reframed the Aging Agenda

Example from an advocacy organization

IS YOUR COMMUNITY
part of the movement to
reframe aging?

**ARE YOU AN
ADVOCATE** working
to improve funding
and services for
older adults?

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

In 2018, LiveOn NY used the National Center to Reframe Aging's tools and research to rally advocates and increase the "solvency of senior services" by adding \$18M to the City of New York's budget. Then, in 2021, 70% of City Council seats were on the ballot. LiveOn NY rallied local foundations to fund the National Center's training for local advocates and leaders in aging. Fortified with new skills and tools, citywide advocates seized the moment and created a movement to put aging issues into conversations with candidates.

They didn't stop there. Next, advocates and policy experts produced Aging is Everyone's Business: Policies for Building a New York for All Ages. The well-framed policy agenda outlined steps for newly elected leaders, businesses, nonprofits, and everyday people to make the City a great place to age.

Whether you advocate for older adults in a rural community or one of the world's largest cities, the National Center to Reframe Aging has the tools and knowledge to help you make aging everybody's business.

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