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## 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.



## Celebrating Our Many Careers in Aging

Every March the Gerontological Society of America (GSA) hosts Careers in Aging Week (CIAW) from March 26 - April 1, 2023. CIAW is dedicated to bringing greater awareness and visibility to the rapidly growing sector and wide-ranging career opportunities in the field of aging. The National Center's Executive Director, Patricia D'Antonio, has pointed out how often she comes across people who do not realize they have a career in aging. With a background in pharmacy, D'Antonio recalls many instances where she has had to point out to colleagues that they are a part of the field of aging, as they often have consultations with older members of the community. This month we also recognize social workers, who are often thought of as primarily working with children and families. In fact, the John A. Hartford Foundation recently noted that geriatric social work ranks as one of the top 20 careers in terms of growth potential. The National Center's Communication's Manager, Alycia Claproth, uses her degree in geriatric social work to oversee outreach for the center. The Program Director of the National Center, Hannah Albers, like many, did not imagine herself working in

the aging field. Having studied International Business and Global Service, Albers reflected on how any path can lead someone to a career in aging. This month as we collectively reflect on careers in aging, think about the many industries that interact with us as we age; entertainment, business, finance, journalism, healthcare, the list seems infinite! In this issue of Carvan you will see the thread of careers in aging woven throughout each section as we highlight workforce needs and the call for age-inclusive policy.

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## Poll Review

In January Dr. Jasmine Travers reminded us in her article, [“Google is one of the best places to work. Can nursing homes emulate it.”](#) that redesigning our nursing home care system will require substantial policy changes. Last month in preparation our upcoming webinar, [Changing the Conversation on Nursing Home Care](#), we asked Caravan readers, “When thinking about redesigning our nursing home care system, what would you most like to see in changes and headlines regarding nursing home care in the future?”

We offered three primary categories of change and corresponding headlines:

- Strengthening the work force and working conditions- “Nursing homes: Ranked one of the top 10 places to work in the nation”
- Community investment and engagement- “Long-Term Care Facilities and Nursing Homes, the Heart of our Community”
- Affordable Holistic Care- “Nursing Homes are the Most Popular Place for Holistic Care

Over half of the survey participants voted for strengthening the work force and working conditions. It is clear the movement for effective framing to create age-inclusive policies is

moving towards strengthening the field of aging. The growing workforce in careers in aging plays a large role in the infrastructure we will all need as we age. These sectors will need comprehensive policies to ensure careers in aging, like the ones we see in nursing homes, will be the top places to work in the nation.

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## Updates from the National Center to Reframe Aging

- The National Center has established a new advisory board with 16 members from such diverse professional backgrounds as communications and public relations, research, policy, and law. These board members were tapped to bring knowledge, strategic thinking, and interpersonal attributes to their role; to identify key organizations and decision-makers who can help advance the initiative; and support activities aligning with National Center project goals.
- The National Center connected with communities on social media to start a discussion on the annual 100 days of school celebration. Students are often encouraged to dress like a 100-year-old person to mark the occasion. Creative costumes and the images we share of older people have just as much impact as our formal written materials and can benefit equally from reframing. We encouraged parents who planned on participating to challenge stereotypes and send their children in outfits honoring older community members.
- The National Center kicked off the Changing the Conversation campaign. On social media, the team shared tips from the Quick Start Guide to get this conversation started. In March, we will take this conversation to the next level with a four-part webinar series.
- The National Center hosts monthly snapshot webinars for professional development opportunities for our national facilitators. In February, we were thrilled to be joined by Sherrill Wayland, Senior Director of Special Initiatives and Partnerships at SAGE, who discussed the Long-Term Care Equality Index (LEI), an assessment tool that will encourage and help residential long-term care communities to adopt policies and best practices that provide culturally competent and responsive care to LGBTQ+ older adults.

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## Save the Date

- The National Center's Executive Director, Patricia D'Antonio, will be the plenary speaker at the 2023 Healthy Aging Workshop hosted by the University of Albany on March 22nd.
- The National Center is hosting a four-part Changing the Conversation webinar series to provide audiences with a "quick start" to framing, hot topics related to implicit bias towards aging, and tools from the National Center. Register today for the first webinar of this series, Changing the Conversation on Nursing Home Care, on March 15, 2023, at 1PM ET. Experts will discuss the work being done in nursing home care reform and share research-based recommendations for communicating about nursing home care (Continuing education credits pending for physicians, nurses, social workers, and pharmacists). This webinar is supported by the John A. Hartford Foundation.
- Mark your calendars! The National Center will be hosting the Careers in Aging Twitter Chat on March 28 at 1PM ET in recognition of Careers in Aging Week (March 26 - April 1, 2023). The Gerontological Society of America (GSA)

hosts Careers in Aging Week every year to raise awareness about the diverse careers available in the field of aging. This year the National Center is hosting this 30-minute discussion on how reframing can be applied to our work in the growing field of aging. [RSVP today](#) to learn more and preview the list of questions we will be asking during the chat.

- March is National Social Work Month! Stay tuned: The National Center is collaborating with the [National Association of Social Workers \(NASW\)](#) on a blog on how we can effectively frame in the field of social work. The blog will be released in March in honor of social work month.



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## Articles and Podcasts Highlighting Ageism in the Work Force

- These articles from Forbes, "[12 To-Dos To Assess And Address Workplace Ageism \(And Other Isms\)](#)," and "[Why Ageism And Ableism Should Be Front And Center In Diversity, Equity And Inclusion Strategy](#)," highlight how age is often overlooked in DEI discussions, a missed opportunity in the workplace to address implicit bias and ageism.
- Ageism stifles the economy by limiting the participation of older workers. Too often, contributions of older people are minimized. [Read more from the Harvard Business Review](#) about the invaluable contributions of older workers in an evolving business environment.
- In 2018 Sister Jean became famous as the biggest fan of the Loyola Ramblers basketball team. In Maria Shriver's Sunday Paper, Sister Jean talks about her love for her job and her book about all the things she has learned during her first hundred years. [In this article](#), she celebrates her years of experience and the many valuable contributions she is providing to her community.

- It's Hollywood award season and nominees are raising awareness of ageism in the film industry. [This article from Today](#) highlights how aging is not celebrated and the limited roles for older women in film.
- In [this episode of Your Call](#), host Rose Aguilar chats with guests about the Legacy Film Festival on Aging and the focus on poverty, workplace ageism & the housing crisis. Listen in to hear about the documentary, Duty Free, that shows how a mother and son coped with loss of employment due to ageism.

## Spotlight on Age-Inclusive Policy

- Implicit bias plays a role when we evaluate a candidate's competency for office. Listen in to [this episode of the New Yorker Radio Hour](#).
- The New York Department for the Aging and Department of Education are launching a pilot curriculum to familiarize students with ageism. [Read more](#) about plans to implement this pilot at 13 Brooklyn high schools, with the goal of eventually expanding citywide.
- We all have a stake in policies to ensure we have strong age-inclusive infrastructure to support our communities. The John A. Hartford Foundation sponsored the [Convergence Dialogue on Reimagining Care for Older Adults](#) for more than 30 leading experts and practitioners in the aging and long-term care sectors. [Read more](#) about their discussion to reimagine the care systems that support older adults in this country.
- Investment in aging services, or the lack thereof, impacts all of us. Advocates in New York are urging Governor Kathy Hochul to consider this in the new executive budget. [Learn more about the testimony](#) given to advocate for an adjustment to the executive budget from The Association on Aging in New York (AANY)'s Executive Director, Rebecca Preve.
- To live up to our American ideals of justice, we must confront the injustice of ageism. Collectively we have the power to confront this injustice by being aware of our implicit bias toward aging as our country prepares for the 2024 presidential election. [This article from The Hill](#) discusses the egregious call for mandatory "mental competency tests" from presidential candidate Nikki Haley.

## Effective Framing in Direct Practice

- We are all social beings who should have the opportunity to contribute to society in meaningful ways regardless of our age. [This article from the Harvard Gazette](#) reviews how investigators at Massachusetts General Hospital and the University of California, San Francisco are working to address society's tendency to overemphasize the medical status of older adults and dismiss the benefits of our social lives as we age.
- To collect more data on intergenerational shared sites and facilitate program evaluation, Generations United, with support from The Eisner Foundation, partnered with Dr. Shannon Jarrott of The Ohio State University to develop the [Intergenerational Evaluation Toolkit](#). The Toolkit offers three resources to support program providers and researchers improve, expand, and sustain intergenerational opportunities in every community.
- This [story from the American Psychological Association](#) is pointing out to readers that ageism is one of the last socially acceptable prejudices. Psychologists are

integrating effective framing to advance a more equitable story of aging in America.

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## Frame Focus

Instead of talking about older people as “vulnerable,” talk about our vulnerable society that is not designed to support us as we age. And always remind your audiences that together we can re-design it.

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**Tell us where you have been reframing aging to be featured in the next issue of Caravan!**



The National Center to Reframe Aging is led by [The 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](#), [RRE Foundation for Aging](#), and [The SCAN Foundation](#).



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