



Caravan

THE NEWSLETTER OF THE REFRAMING AGING INITIATIVE

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.



Feature story: Reframing Aging through Images

When children dress up as older people for Halloween or other occasions, does it perpetuate ageism or honor older people? In October, more than two thirds of our Caravan poll respondents (67.62%) felt that dressing children as older people perpetuates ageism. Yet research from the Frameworks Institute has taught us that even slight adjustments to our messaging—including the photos we share on social media of our cute kids in their costumes—can make all the difference in shifting public understanding and ultimately investment in policies we need as we age. Several participants shared that sentiment by suggesting that the message communicated greatly depends on the costume—and that stereotypical costumes could be reframed to honor aging. Here are some highlights from your comments:

“It depends on the costume, really. If the focus is on debilitating aspects of aging, like incontinence, then I would say it perpetuates ageism. If it focuses on glamour or sophistication, that is different.”

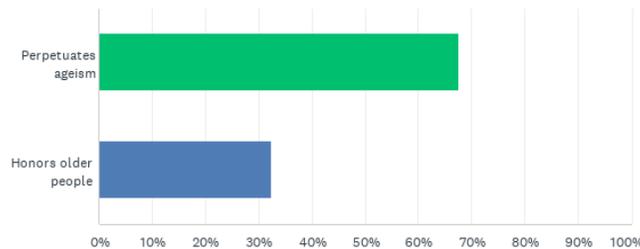
“Usually, the way to portray it is through an exaggeration of some kind of stereotype (old and can't see, or can't walk well, or is crotchety). The way a costume could honor an older

person is to pick a specific older person and portray them, then their being old isn't a gimmick, it is just part of their identity."

"It depends on how it's done. If it portrays the older adult as frail, disabled, helpless, senseless, etc. then it perpetuates ageism and instills ageist beliefs from a young age."

Creative costumes and the images we share of them have just as much impact as our formal written materials and can benefit equally from reframing principles. Instead of a costume featuring disheveled clothes or a grouchy demeanor, let's challenge stereotypes and strut a wardrobe honoring our older family members, do a runway walk like Beverly Johnson, or serenade fellow tricker treaters as Tony Bennet. Our team looks forward to all the wonderful costumes you will come up with next year!

Q1 Do children dressing up as older people for Halloween or other occasions perpetuate ageism or honor older people?



Boosting the Movement

To help build on our growing momentum in the field, the National Center welcomed Alycia Claproth, MSW as its communications manager at the end of October. Alycia joins us from the National Center on Elder Abuse, where she managed the Reframing Elder Abuse Project and all outreach efforts to successfully increase community engagement. Alycia has a strong understanding of both the reframing elder abuse and reframing aging concepts. Alycia has a background in clinical geriatric social work and holds a Master of Social Work degree from the University of Southern California. Alycia will be applying her unique skills to expand engagement with the aging research, education, and practice communities around learning and applying reframed communication strategies.



Where We've Been Reframing Aging

- Grantmakers in Aging Conference: October 16 – 19. James Appleby, Trish D'Antonio and Hannah Albers attended the GIA conference in Scottsdale, Arizona, where they connected with funders and shared updates on the National Center's work.
- LeadingAge Annual Meeting & Expo: October 16-19. Trish D'Antonio and Hannah Albers made the quick trip from Scottsdale to Denver, Colorado to present about "Putting the Brakes on Ageism by Reframing Our Conversations."
- Mind the Gap Conference: November 1. Trish D'Antonio and Hannah Albers attended this meeting in Holmdel, New Jersey where Trish was one of the plenary speakers. She shared about the work of the National Center with over 800 attendees, representing various hospital and nursing home systems throughout New Jersey.
- The Gerontological Society of America Annual Scientific Meeting: November 2 – 6. GSA's annual conference was held in Indianapolis. The entire National Center on Reframing Aging team was in attendance and presented multiple times throughout the meeting. The National Center's exhibit booth facilitated a lot of interest. We were excited to hear the concept of reframing aging mentioned by many people throughout the meeting, including the keynote speaker, Dr. Isabel Wilkerson.
- American Public Health Association Annual Meeting: November 6 – 9. Trish D'Antonio and Hannah Albers attended this meeting in Boston, MA where Trish spoke about the importance of reframing aging and the foundation it lays for the age-friendly ecosystem.
- Coalition for Home Repair ReFrame Conference: November 9 – 11. Trish D'Antonio and Hannah Albers attended this meeting in Kingsport, Tennessee. Trish was one

of the plenary speakers and Hannah led a breakout discussion, both centered on reframing aging and how to apply the principles to home repair work.



Reframed Entertainment

- We are thrilled to share the Inside Philanthropy interview, [This Collaborative Wants to Change How We Talk About Getting Older](#), about our transition from the Reframing Aging Initiative to the new National Center to Reframe Aging! Trish D’Antonio, Vice President of the Gerontological Society of America, and Hannah Albers, the director of the National Center to Reframe Aging, shed light on how crucial it is to be intentional with how we frame our messaging, especially when seeking support for older people.
 - Trish D’Antonio, Vice President of the Gerontological Society of America, is featured in Seniority Authority, a podcast on all aspects of aging well. In [Episode 45: How Your Attitude Can Change Your Experience of Aging](#), she chats with host Cathleen Toomey on changing mindsets and attitudes towards aging, ageism, and age stereotypes – and the surprisingly positive results for everyone when those mindsets change.
 - AARP and the FrameWorks Institute released a new study, [“Reframing Aging Through Images.”](#) Researchers surveyed over 3,000 adults in the US and found the visual portrayal of older people plays an important role in media, advertising, and other communications. This study highlights how we all have the power to shape people’s attitudes around aging simply with the images we choose to use.
 - In the WBUR Here & Now episode, [“Too young, too old, or just a woman? How to fight stereotypes of 'gendered ageism'”](#) host Deepa Fernandes is discussing discrimination based on a woman’s age. Listen in to learn more about the impacts of gendered ageism and how intergenerational conversations can reframe our culture thinks about getting older.
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Caravan Reframe Aging Tip

Images are a powerful tool to change the conversation on aging. Be sure to use images that will advance your messaging rather than halt your outreach efforts. Consider utilizing images with people of all ages and abilities or icons in your communications.



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](#).

Climb aboard the Caravan! For the latest news and updates, follow us on [Twitter](#)



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