



LED BY THE GERONTOLOGICAL SOCIETY OF AMERICA
ReframingAging.org

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.



Feature story: The NCRA Expands on Social Networks

Happy New Year from the National Center to Reframe Aging (NCRA) Team! The NCRA is jump-starting Reframing Aging in 2023 by launching the center on five social media platforms. Social media is a powerful tool to disseminate information to new audiences. Digital media creates new opportunities for the NCRA to spread awareness of Reframing Aging principles, engage audiences in innovative tools, and ultimately continue to build the movement to reframe aging across the nation.

This year, the NCRA team plans to harness the power of social media by sharing new tools on social media platforms, hosting Twitter chats, and organizing several awareness campaigns. We are thrilled to share with our Caravan readers our first two campaigns to kick off 2023, Why Wednesdays and Changing the Conversation Campaign. Our first campaign, Why Wednesdays, launched January 4th and will run every Wednesday this

month. We will be discussing the importance of reframing to change attitudes on aging and asking our audiences to share why they reframe. The Changing the Conversation Campaign will focus on sharing tips on what we can all do to change the conversation on aging. [Join us](#) to change the conversation beginning February 1st and every Wednesday in February. We look forward to sharing these and new campaigns with you throughout 2023!



Celebrating 2022 Accomplishments

- We officially launched the new [National Center to Reframe Aging \(NCRA\)](#), now the central hub for the movement to reframe aging. We've created a National Center to Reframe Aging with these goals: to deepen the evidence base about how to reframe aging, to build a vibrant community of competent and passionate communicators, and to lead a culture change movement to improve the public's understanding of aging and the many contributions older people make in Society.
- The NCRA welcomed [two new team members](#), Hannah Albers, BSBA the center's Program Director and the Communications Manager Alycia Claproth, MSW.
- Our new guide, ["Communication Best Practices: Reframing Aging Initiative Guide to Telling a More Complete Story of Aging"](#) was released last year. This free, comprehensive guide shows you how to apply age-inclusive, bias-free language in your communications, makes it easier to identify wording that can be improved, and offers terms to avoid and terms to advance.
- The NCRA launched the [Frame of Mind video series](#) which shows how changing the way we talk can shift attitudes about aging. These are 2-minute videos give a brief overview of reframing aging principles.
- The Demystifying Diversity Podcast featured NCRA's Patricia D'Antonio on a [two-part series on Ageism and Abuse](#). The podcast finds that none of us are immune to ageism, including older and younger individuals. "When we talk about ageism," said D'Antonio, it "isn't just a bias against someone who is older, it can be a bias across the life course."
- The NCRA team participated in multiple seminars this year including [Scapegoating Older Adults—Ageism Rears its Ugly Head](#) and APA's Reframing Aging: A Way Forward to Challenge Ageism and Improve Attitudes about Aging.
- The NCRA team attended over 7 conferences in the Fall of 2022 including SE4A, Grantmakers in Aging, and LeadingAge.

- The center has expanded on social media! We are sharing reframing aging tips, news, and resources on [five networking platforms](#), follow us to stay up to date with the NCRA.

Looking Forward to What's in Store for 2023

- NCRA's Hannah Albers and Patricia D'Antonio presented at the Leadership council of aging organizations (LCAO) meeting on January 4th .
- NCRA's Executive Director, Patricia D'Antonio, will be presenting "Aging matters for those with hemophilia" for the National Hemophilia Foundation on January 24th.
- Join us on [social media](#) for the NCRA's first campaign, [Why Wednesday](#), every Wednesday in January!
- Join us on [social media](#) for our February campaign, Changing the Conversation, every Tuesday beginning February 1st! We will be sharing tips on what we can all do to change the conversation on aging.

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



Reframed Entertainment

- The Administration for Community Living released the annual [Profile of Older Americans](#). This is an annual summary of critical statistics related to the older population in the United States. It includes key topic areas such as income, living arrangements, education, and health.
- On [Aging in Community](#), a special project from Humankind public radio, you'll hear stories of transition, dignity, and meet people who are showing the way to more age-friendly communities.
- NCRA's sister project, Reframing Elder Abuse housed at the National Center on Elder Abuse, held the second session of its Reframing Long-Term Care Lunch and Learn Series. The series features three sessions (the third will be held on February 1st) on reframed LTC outreach materials, how to apply this concept, and how to get others to join in the movement to address and prevent abuse in LTCs. [Listen in on session recordings today!](#)

- The Gerontological Society of America created a [special collection of articles](#) based on the 2022 Annual Scientific Meeting theme, "Embracing Our Diversity. Enriching Our Discovery. Reimagining Aging."
- Listen in to [this episode of Ted Radio Hour](#) to learn more about embracing age as an asset rather than a liability when coping with pressures to hit big life milestones.
- Nora OBrien-Suric and Robert Blancato are highlighting an opportunity to reframe a Buffalo News' Nov. 11 editorial. Add, "[Another Voice: Let's reframe how we think of older adults](#)" to your reading list this month to learn more about their thoughts on framing the collective impact of New York's aging population.
- The Monroe County Aging Alliance has become a joint initiative of the Rochester Area Community Foundation and United Way of Greater Rochester and the Finger Lakes. The move formalizes the informal consortium that began a decade ago. Read more [here](#).

New Year Resolutions

A topic on many people's minds during this time of year is new year resolutions. These annual goals we set for ourselves are a long-standing tradition to celebrate accomplishments and set sights on reaching higher than we did the year before.

Last month, we asked our Caravan readers to share their New Year's resolutions to continue to be an essential part of expanding the reframing aging movement in 2023. Nearly half of the participants shared their resolution is to utilize reframing language to be inclusive in publications and outreach. Although many folks shared with us it was a struggle to choose just one resolution. Here are some of your comments after taking the survey:

- *To be honest, I plan to continue doing ALL of those things!*
- *I can't choose just one!!!*

The NCRA is embracing our New Year's resolutions and looking forward to a year of advancements in the movement to reframe aging. We are excited for all the new resources and innovations we have in store to share with our readers in 2023!

Caravan Reframe Aging Tip

Set aside time this week to think about your reframing aging New Year's resolutions and how you can apply them to communications materials that have not been updated in the last six months.



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