



## Caravan

THE NEWSLETTER OF THE REFRAMING AGING INITIATIVE

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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.



## News + Articles

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### Partnership with LiveOn NY Trains New Cohort of Reframers

The Reframing Aging Initiative welcomes its newest partner: [LiveOn NY](#), an advocacy and direct service organization that represents 100 member agencies who serve older people in the NYC area. With funding from the [Fan Fox and Leslie R. Samuels Foundation](#), LiveOn NY has embarked on a multi-year strategy to employ reframed communications to counteract ageism and improve the way policymakers, stakeholders, and the public think about aging and older people. New York City currently is home to more than 1.8 million people over the age of 60 living across the five boroughs.

Under the new partnership, the Reframing Aging Initiative is training a cohort of 30 reframers — advocates, aging services professionals, and community leaders who will be the catalysts of change in reframing aging in New York. The LiveOn NY training consisted of two parts. The first was the Core Elements Workshop — a series of four online sessions that introduces the research, frame elements, and narratives of the Reframing Aging Initiative. This was followed by the more in-depth facilitator training that prepares reframers to teach others how to reframe aging. By the end of the training, the facilitators will be

equipped to lead the aging field to create systemic change through community engagement, targeted communications, and advocacy. [Read more.](#)

### **It's Time to Tell a New Story About Aging**

[Register now](#) for the upcoming one-hour webinar *You Say, They Think: Why Your Message is Lost in Translation*. The webinar, part of our E4 Center Reframing Aging Initiative series, is June 8 from noon-1 p.m. CDT. It will feature Hannah Albers, Impact1890 Executive Manager, National Lutheran Communities & Services and a National Reframing Aging Facilitator, offering the inside scoop on how the public feels about aging, and how we can change our communication to reach our audiences more effectively.

The series is offered in partnership with Rush University Medical Center's E4 (Engage, Educate, and Empower for Equity) [Center of Excellence for Behavioral Health Disparities in Aging](#). The webinar series is designed to teach participants how to tell a new story – the whole story- of aging. This story explains that good ideas know no age limit, and that experience and wisdom can be tapped to benefit us all. There are three more webinars remaining in the series after June 8:

- *Aging: So Cool Everybody's Doing It*, noon-1 p.m. CDT on June 22
- *Put Out to Pasture: Confronting the Injustice of Ageism*, noon-1 p.m. on July 13
- *Try This, Not That: Finding the Frame That Fits Your Message*, noon-1 p.m. on July 27

To register for the June 8 webinar or learn more about the series, visit the [E4 Center Reframing Aging Initiative](#) page.

### **Meet Our Influencers in Aging**

We are thrilled to congratulate two [NextAvenue 2020 Influencers in Aging](#) who are part of the Reframing Aging Initiative caravan: Christina DaCosta and Robert Espinoza. DaCosta is a newly-minted facilitator with the initiative's member LiveOn NY. Espinoza is a member of our Advisory Board.

DaCosta is senior director of communications at [SAGE](#), the world's largest and oldest organization dedicated to improving the lives of LGBTQ older people. She was recognized in the program's new COVID-19 category for creating [SAGEConnect](#) to give isolated LGBTQ elders friendly, weekly calls during the pandemic.

Espinoza is vice president of policy at the nonprofit [PHI](#) (Paraprofessional Healthcare Institute) that works to improve care for older adults and people with disabilities through quality jobs for the caregiving workforce — made up of predominantly people of color, women, and immigrants.

DaCosta and Espinoza were among 20 advocates, researchers, thought leaders, innovators, writers and experts recognized in 2020. The award spotlights those who continue to push beyond traditional boundaries and change our understanding of what it means to grow older.

Read the 2020 Influencers in Aging Q&As, with accompanying videos, on [DaCosta](#) and [Espinoza](#).

**ICYMI: Have You Seen Our New Reframing Aging Initiative Website?**

Visit our colorful and easy-to-navigate [new website](#) to learn more about the Reframing Aging Initiative, find helpful resources, webinars, and podcasts, keep up with the latest news, and discover how to get involved. Bookmark [ReframingAging.org](#) and be sure to stop by often as we continue working together to change the way we talk and think about aging.

### **Fast Forward Documentary Screenings Available**

[Free film screenings](#) of the new PBS documentary about healthy aging called [Fast-Forward](#) are available to interested people and organizations. The screenings come with support for planning and implementation. To request a screening and panel discussion with your community, visit <https://fastforwardmovie.com/screenings/>.

Additionally, [Next Avenue](#) created [resources](#), including step-by-step instructions to prepare a plan for the coming years and decades of your life, to accompany the documentary, which follows four millennials and their parents through an “aging bootcamp” and discussions with experts in the field of aging. Major funding for the documentary was provided by [The John A. Hartford Foundation](#), a funder of the Reframing Aging Initiative, and the [Gordon and Betty Moore Foundation](#).

## **What We're Reading**

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### **Even the Staunchest Defenders of Equality Will Discriminate Against Older Workers**

People who are keen supporters of both gender and racial equality at work might actually be more likely to discriminate based on age than their peers, according to a new paper by Stanford University. An eye-opening [article on Forbes.com](#) examines the latest research, and offers suggestions on how organizations should respond to ageism, which is still too often viewed as an acceptable bias.

### **Ageist Attacks Against President Biden Reinforce Outdated Stereotypes—and Hurt Younger People, Too**

Recent age-based attacks against President Biden and others demonstrate how common ageist stereotypes are in American culture—to everyone’s detriment, a well-researched [TIME article](#) reports. “Cultural messaging gets internalized, and it can shape the attitudes that people have about their own aging process, and about their awareness of their age-related changes when they do happen,” says Shevaun Neupert, a GSA Fellow and professor of psychology at North Carolina State University. [Read more](#).

### **Movie Directors Over 40 Battle Hollywood Ageism, Study Finds**

While Anthony Hopkins won Best Actor at age 83 and Frances McDormand won Best Actress at age 63 at the Academy Awards in April, a new study finds that ageism remains rampant in the film industry. For women movie directors in particular, “one and done” too often describes their careers, as they often face age bias starting after their first film, according to a study conducted by Yeshiva University. “We present a strong case showing that age discrimination starts almost immediately as a director enters the profession, and that people do not just retire, but seem to be unable to find another directing job,” the study finds. [Read more](#).

## **Resources**

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### **WHO Global Campaign to Combat Ageism Toolkit**

This World Health Organization [toolkit](#) will equip you with the necessary resources to learn about ageism, initiate your own conversations about this important topic in your community, organize events to raise awareness, and spread the word through social media to create #AWorld4AllAges. [Download the toolkit.](#)

### **Use These Free 'Age-Positive' Icons to Replace Stereotypical Symbols of Aging**

The Centre for Ageing Better in the UK has released a series of [10 age-positive icons](#) that are free for public use. They were designed to replace the limited and stereotypical selection of icons and symbols commonly used to depict aging and older people in public life. [Download the icons.](#)



The Reframing Aging Initiative 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](#), with additional support from [Fan Fox and Leslie R. Samuels Foundation](#), [New Hampshire Endowment for Health](#), [NextFifty Initiative](#), [Rose Community Foundation](#), [San Antonio Area Foundation](#), and [Tufts Health Plan Foundation](#).

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