

NATIONAL CENTER TO REFRAME AGING

CARAVAN NEWSLETTER

Welcome to Caravan, the bi-monthly newsletter of the National Center to Reframe Aging. We share ideas, stories, and inspiration to support our fellow travelers on the journey to improve public understanding of aging and to highlight the contributions older people bring to society.



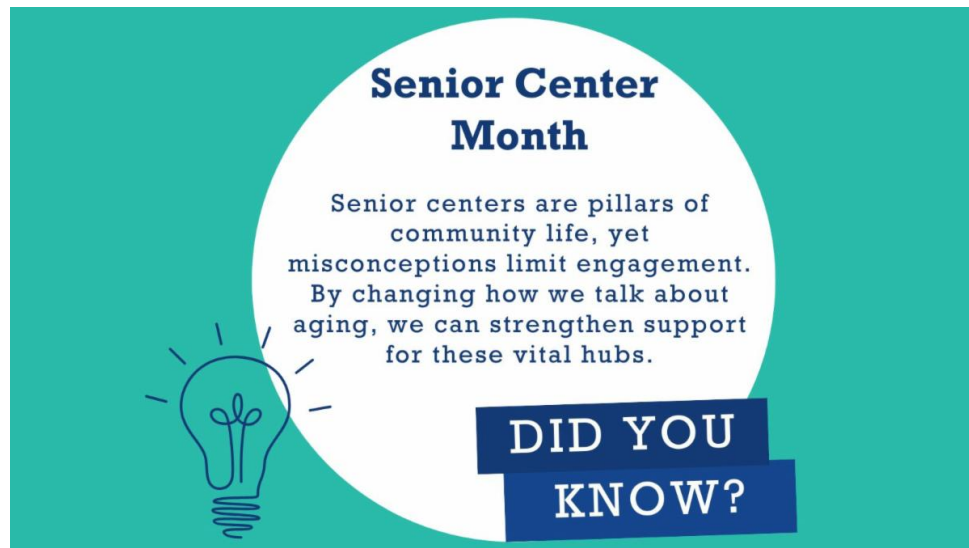
September is Senior Center Month!

Senior centers are pillars that help support the overall structure of a thriving community, offering connection, purpose, and well-being. Yet misconceptions often keep people from fully engaging with all they have to offer. Changing the way we talk about aging helps shift those perceptions and strengthens support for programs like senior centers.

Here are three resources you can use to reframe aging and help increase support for this vital community pillar:

- Use the [Quick Start Guide](#) to check your communications for opportunities to reframe how you talk about aging and senior centers.
- Watch and circulate the [Frame of Mind video series](#) with your friends and colleagues to spread awareness of the why of reframing aging.
- [Share the Caravan newsletter](#) so your network can be up to date with the latest resources and tips from the National Center to Reframe Aging.

[Aging](#) to reframe communications on senior centers with the goal of increasing public awareness and investment in senior centers. This partnership will involve a three-phase approach: 1) a statewide survey of senior center professionals to explore current communication strategies and challenges, 2) developing a framing strategy in collaboration with the [FrameWorks Institute](#), and 3) equipping the network with those strategies. Together, we are setting an example for other states on how to align public perception with the essential role senior centers play in community life.



Reach out to us at reframingaging@geron.org to learn more about how you can partner with the National Center to Reframe Aging to reframe communications on vital community resources, such as senior centers, in your community.

Explore Our Latest Webinars



The Gerontological Society of America and the National Center to Reframe Aging are hosting a four-part webinar series, "Telling Your Story." This series focuses on bringing research to the public and advancing the field of aging during a time when the public's trust in science is waning. Join to learn ways you can bring aging research to the public, including legislators, administrators, skeptics,



Storytelling is a powerful tool. How we frame our lived expertise can foster understanding, shift perceptions, and inspire change. This 60-minute webinar will help you think about how to talk about your experiences with ageism in ways that raise awareness and inspire action. Discover how framing your lived expertise with ageism can make your story more impactful and learn how you



Multisector Plans on Aging (MPAs) are a community-wide blueprint to make systems and services work better for all of us as we grow older—a powerful tool for building places that support us all as we age. But how do we make sure they dispel stereotypes and reflect the realities of aging in policy and planning? Join the National Center to Reframe Aging for a special webinar, Reframing Aging in

fundings and media. Check out the archive of the series and register for the next webinar on September 23 at 3:30 PM ET.

can incorporate these stories in your work to promote Ageism Awareness Day. Don't wait, free early bird registration is open now until September 24.

Multisector Plans: Strategies for Impact, on October 30 at 12 PM ET. Together, we'll explore how states are applying reframed messaging to strengthen MPAs.

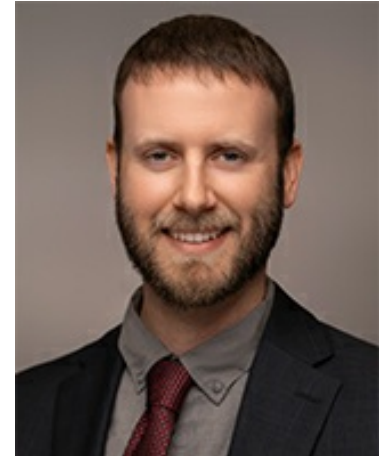
Register

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New Team Member

As the National Center to Reframe Aging continues to grow, we are thrilled to welcome Blake Harris as the Director of Operations. Blake will direct the operations and processes of the National Center to Reframe Aging. Most recently, Blake worked as the Program Manager for the Resource Centers for Minority Aging Research (RCMAR) National Coordinating Center, a National Institutes of Health (NIH) funded grant, housed at the Gerontological Society of America.



Caravan Poll Results

The National Center to Reframe Aging is celebrating senior centers and all they have to offer. Last month, we asked you to share one word that best describes your perception of senior centers. Thank you for your responses, check out the word cloud below representing last month's poll results:

How We Describe the Value of Senior Centers



Responses from the National Center to Reframe Aging's Caravan community



Miss out on our last poll? Join in on this Special Edition September Poll:

Have you ever experienced ageism? As we approach Ageism Awareness Day on October 9, 2025, we want to hear from you about how ageism



shows up in daily life and how people choose to share their experiences. Your responses will help us highlight the many ways ageism affects us all.

[Take the Poll](#)

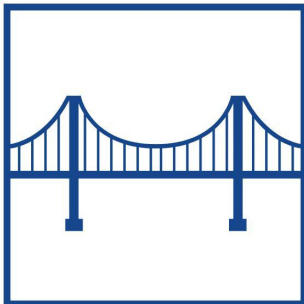
Framing in the Field

Our team has been busy spreading the word about how we can all reframe aging! Here are some highlights:

- In August, the National Center to Reframe Aging connected with state, federal, and local partners at the [2025 Advancing States Home and Community-Based Services \(HCBS\) Conference](#) in Baltimore, Maryland.
- This month our team kickstarted an education series for the news organization, the [Baltimore Banner](#), on the importance of reframing aging in journalism.
- Executive director, Trish D'Antonio, was the keynote speaker for the [2025 Northeast Ohio Aging & Disability Summit](#) on Friday, September 19th, at Tri-C Corporate College in Cleveland, Ohio. The Summit brings together professionals, caregivers, advocates, and community leaders in the field of aging.
- As part of the [strategic partnership with the state of Wisconsin](#), the National Center to Reframe Aging team is facilitating a workshop on September 26 for communications professionals throughout the state, in collaboration with the [Wisconsin Bureau of Aging and Disability Resources](#).
- The National Center to Reframe Aging team will be attending the [Grantmakers in Aging \(GIA\) Annual Conference](#), October 21–24, in Long Beach, CA. In preparation, the speakers who will be presenting at the GIA conference joined our Strategies to Reframe Aging: Conference Presentation on September 12, equipping them to apply evidence-based messaging throughout the event in October.
- Our team is ready for this year's [Gerontological Society of America's Annual Scientific Meeting](#) in Boston, MA. We will be hosting a special workshop, "The Fundamentals to Reframe Aging: Harnessing Data to Tell a More Complete Story About Aging" on November 14. See you there!

Fuel for Conversation

Each month, we highlight articles and podcasts that are fueling our conversations about aging. Explore this month's picks below:



When Safety Nets Fail: Why Philanthropy Must Be the Bridge Elders Deserve

Inside Philanthropy

By: Janet Y. Spears and Anna Karrer Manley

[Learn More](#)



90% of older workers report experiencing age discrimination

HR Dive

By: Emilie Shumway

[Learn More](#)



Hollister Senior Center garden club grows community

Lake County Star

By: Darren Iozia

[Learn More](#)

Caravan Spotlight

The National Center to Reframe Aging is pleased to spotlight these framing achievements and announcements from members of the Caravan:

- NCRA National Facilitator, Donya Currie, was featured in, “[Boomers Want to Replace This 1 Word Because It Makes Them Feel Old](#)” published in TODAY. She took this opportunity to spread awareness of reframed language stating, “Old is a bad word in America...People will do anything they can to avoid being seen as old.” She notes that this resistance is rooted in ageism, or discrimination based on age, which affects areas such as employment and healthcare.”
- The [New Hampshire Department of Health and Human Services \(DHHS\)](#) recently [announced a name change for the Bureau of Elderly and Adult Services](#). The Bureau is changing its name to the Bureau of Adult and Aging Services (BAAS) in alignment with the goals listed in the State Plan on Aging. The plan includes purposeful language that reframes aging to reflect the many contributions that older people bring to every New Hampshire community.



Be Featured in Caravan

Share your framing wins with the National Center to Reframe Aging to be featured in the next edition of the Caravan Newsletter!

[Share Now](#)

Frame Focus

We can disrupt society thinking individualistically about aging by pointing to the systems, structures, and policies that shape our experience of aging.

[Click here to learn more about how to apply this tip.](#) 

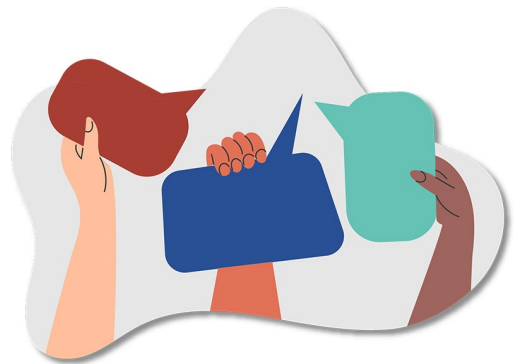
Partner with the National Center to Reframe Aging

If you know an organization interested in partnering with the National Center to Reframe Aging, we'd love to hear from you. Contact us at reframingaging@geron.org to learn more.

Thank you for your commitment to changing the conversation on aging.

With appreciation and encouragement,

The National Center to Reframe Aging

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ReframingAging.org



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