

# 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.



## Older Americans Act Turns 60!

This month marks the 60th anniversary of the [Older Americans Act \(OAA\)](#), signed into law on July 14, 1965. The OAA laid the foundation for how we support and value aging in our communities and remains the primary federal legislation authorizing the provision of health, nutrition, and social supports for older Americans through a nationwide network of state, local, and tribal agencies and social-service organizations. For six decades, the OAA has ensured we all have access to resources and services we need to ensure we can age with dignity and respect.

As times change, one thing remains constant: we are all aging. That means we all have a stake in programs and policies, like the OAA, that support us as we age. Celebrating the value of the OAA-and older Americans-starts with how we talk about aging. When we use language that reflects the reality and value of growing older, we help build support for the policies that make healthy, productive aging possible.

We are here to help you spread the word about the power of reframing aging and changing the way our society thinks about getting older. Check out these resources to help you get started:

- [Advocacy Quick Start Guide](#)
- [Communications Best Practices Guide](#)
- [Frame of Mind Videos](#)
- [Using Reframed Language in Opinion Pieces](#)
- [Talking with Policy Makers Script](#)

We all have a stake in programs and policies that support us as we age!



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## New Partnerships

The National Center to Reframe Aging is partnering with the Pennsylvania Department of Aging (PDA) to explore communication strategies for positioning senior community centers as in-person community hubs that connect older people to vital resources, services, and their broader communities in addition to spreading awareness of these essential community pillars. Learn more about the partnership [here](#).

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## A Letter to NPR

On July 22, [NPR's Morning Edition interviewed Representative Ritchie Torres](#) from New York. During the interview, the representative was asked if there was an issue with age within the democratic party. The conversation led to discussion of the "gerontocracy" and the representative joking that, "I work for the most prestigious senior center in the world." Our team submitted comments to NPR to discuss how stereotypes about aging appear in public discourse, and how we can collectively do better. Our team is currently working on connecting with Representative Torres. Read the comments submitted to NPR [here](#).

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## Caravan Poll Results

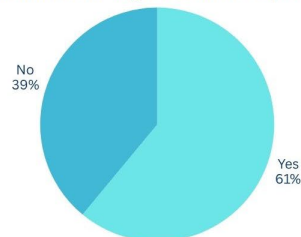
In our June Caravan poll, we asked Caravan readers how they are using AI with their knowledge of reframing aging. Of the responses, 63% of participants report using AI and 61% say they have seen AI responses that are not well framed. Many noted that AI often defaults to outdated or ageist language, such as using terms like "the elderly" or portraying aging as decline. Several respondents said they actively redirect AI to use reframed language or correct its framing to align with more accurate, respectful representations of aging.

As we continue to advocate for better public understanding of aging, we must also guide the tools shaping today's communications. AI reflects the world as it is, not yet as it should be. With thoughtful use and clear direction, we can help it reflect a more accurate and complete story of aging.

Stay tuned, as we continue to track this evolving conversation!

### How is the Caravan Using AI to Reframe Aging?

Identified Framing Issues in AI Responses



Based on our June 2025 poll of Caravan readers

**"We redirect AI to use more respectful, accurate terms."**

With thoughtful guidance, we can teach AI to reflect a more complete story of aging.



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## Presentations with Purpose

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

- Hannah Albers partnered with the Gerontological Society of America (GSA) to present and exhibit at the [HOSA International Leadership Conference](#) in Nashville, TN from June 18-21. The conference primarily attracts high school students interested in healthcare careers, along with their educators. GSA and NCRA used this opportunity to promote Careers in Aging, highlight academic pathways such as gerontology programs, and to build an understanding among future leaders about the importance of language in shaping perceptions of aging.
- Trish D'Antonio presented alongside Marcus R. Escobedo, Vice

President Communications and Senior program Officer at The John A. Hartford Foundation, Karon Phillips, Policy Development Manager at Trust for America's Health (TFAH), and Kina White, Planning & Research Director at the Mississippi State Department of Health (MSDH) at the [National Association of County and City Health Officials \(NACCHO\)](#) conference in Anaheim, CA from July 14-18. This distinguished group discussed "Shaping the Future: Creating Healthy and Age-Inclusive Communities Through Effective Partnerships" to health department leaders and public health professionals from across the nation.

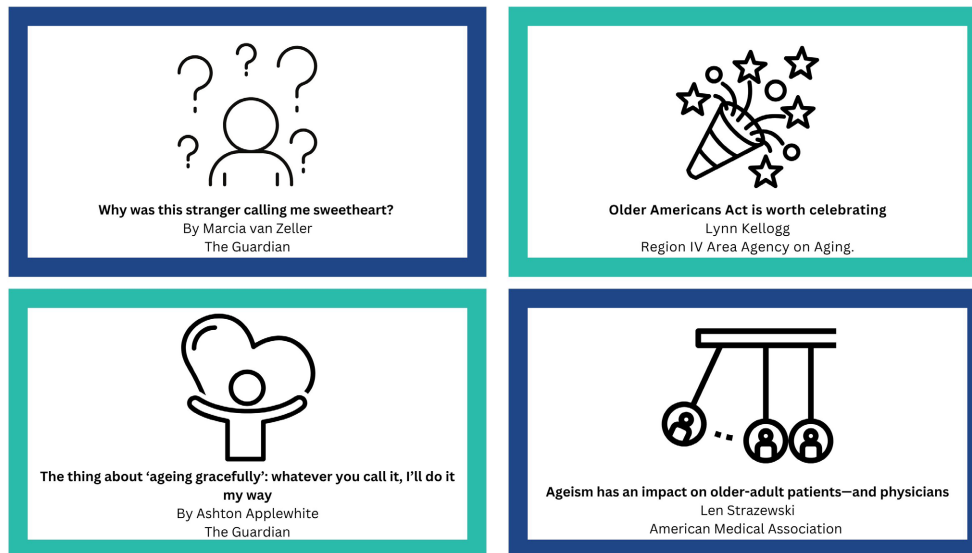
- The National Center to Reframe Aging team attended this year's [USAging conference](#) in Chicago, IL from July 20-23. Trish D'Antonio presented, "Breaking Silos to Build Age-Welcoming and Respectful Communities" alongside Pennsylvania Association of Area Agencies on Aging's Director of Policy & Programs Karen Lenovich, and Executive Director Rebecca May-Cole.
- From August 24-28, the National Center to Reframe Aging team will be at the [2025 Advancing States Home and Community- Based Services \(HCBS\) Conference](#) in Baltimore, Maryland to connect with state, federal, and local policymakers on how to reframe to support HCBS programs.



## Articles Addressing Ageism and Implicit Bias

Our team has been reading articles and podcasts all year about the demand to change the way we talk about aging and the need for age-inclusive

policies. Check out this month's featured articles by clicking the tiles below:



**Visit Us To See What We're Reading**

## Caravan Spotlight

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

- Congratulations to Maryland on launching [Longevity Ready Maryland \(LRM\)](#), the much-anticipated plan to prime the state for a growing population of older adults and guide residents toward a more inclusive future. The National Center to Reframe Aging is proud to be a [strategic partner in Maryland's statewide campaign](#) to advance a complete story about aging. "By coordinating action across state agencies, community organizations, and the private sector, Longevity Ready Maryland takes a resilient approach to aging and makes efficient use of every resource as federal support becomes less certain," said Governor Wes Moore.
- Health and wellness professionals Erin Eleuterio, Holly Benson, Jojo McDuffie, Patricia Linderman, Laura Dow, Cheryl Whitelaw, Jennifer Winters, PhD, and Lynn Jordan are reshaping the attitudes around physical activity and aging. [Learn more here](#) about how they are challenging ageist norms in fitness spaces.
- The Gerontological Society of America is 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, funders and media. The first webinar of the series will be on September 9 at 3:00 PM ET. Learn more [here](#).
- Older adults are living longer and redefining aging, but is the U.S.



ready to help them thrive? Aging in America: Survive or Thrive, a documentary produced for PBS and supported by The John A. Hartford Foundation (JAHF), explores the challenges and opportunities of supporting an aging population. JAHF has also released free discussion guides for professionals in the field of aging and general audiences to support deeper and actionable conversations around the film. Request a screening and download the guides [here](#).

Way to spread the word about the impact of ageism, Caravan readers!



**Tell us how you are framing your  
communication strategies. We will feature you  
in a future issue of Caravan!**



**LEARN MORE**



# Frame Focus

**Help your audience understand ageism by starting  
with a clear definition and a strong example that  
highlights a collective approach.**

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

The National Center to Reframe Aging is led by 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, RRF Foundation for Aging, and The SCAN Foundation.



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