



LED BY THE GERONTOLOGICAL SOCIETY OF AMERICA

[ReframingAging.org](https://ReframingAging.org)

Caravan | Volume 05, Issue 04  
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## 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.



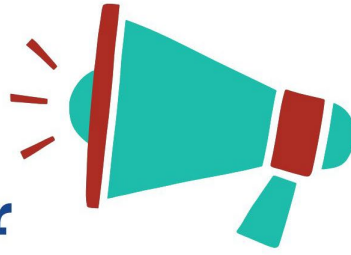
### New Law Demonstrates Need to Reframe Aging

This month, voters in North Dakota passed a law making it illegal for anyone turning 81 before the end of their term to be elected to represent the state in Congress. This law reflects a growing emphasis on age as a factor in a candidate's qualifications for the job. We can observe many instances of this trend in the media coverage of the 2024 elections. In the lead-up to and following the most recent presidential debates, policy took a back seat as the age of the candidates became the central issue for discussion. The highest offices in the country set an example for the rest of the nation. Ageism has no place in our workforce or our democracy.

Attitudes toward aging are affecting our country, and it is incumbent upon all of us to advocate for age-inclusive policies. The idea that someone can be deemed too old to hold some of the highest positions in our democracy is ageist and rooted in harmful stereotypes. While fitness for office is always an important consideration, Americans cannot condone discrimination against qualified candidates due to implicit biases. Our words matter; changing how we discuss aging will alter attitudes and, ultimately, promote policies and programs crucial for everyone.

We urge Caravan readers to address ageist policies and media coverage to propel our country forward. Utilize [resources from the National Center to Reframe Aging](#) to underscore the necessity of reframing aging for all of us.

**Ageism has no  
place in our  
workforce or our  
democracy.**



## **New Partnerships**

- The National Center to Reframe Aging is partnering with the Maryland Department of Aging in development of its multisector plan on aging, the Longevity Ready Maryland Initiative. The National Center to Reframe Aging is a strategic partner providing guidance in Maryland's statewide campaign to advance an equitable and complete story about aging and promote proven communication strategies to frame aging issues. Learn more about this new partnership [here](#).
- A new partnership with the University of Minnesota School of Public Health's Center for Healthy Aging and Innovation and the Minnesota Leadership Council on Aging has been established to advance effective communication strategies from the National Center to Reframe Aging throughout the state. Learn more about this new partnership [here](#).



**Reach out to us at  
[reframingaging@geron.org](mailto:reframingaging@geron.org)  
to learn more about  
strategic partnership  
opportunities!**

## Reader Poll: Aging in the LGBTQ+ Community

Last month we celebrated the countless contributions of older people in the LGBTQ+ community. Reframed communications to support these pioneers to spread awareness of issues impacting aging are essential. Last month we asked Caravan readers to share how familiar they are with issues impacting older people in the LGBTQ+ community and resources to support advocates working to ensure we can all age with dignity and respect. Nearly 60% of participants reported being somewhat familiar with issues impacting older people in the LGBTQ+ community and felt it would be beneficial to have reframed materials on this topic.

The National Center to Reframe Aging team hears your request for these materials. In the meantime, our team hosted a webinar series, a part of the [Changing the Conversation Toolkit](#), in which we discussed diversity as we age. Christina DaCosta, Chief Experience Officer at SAGE, shared insight on aging in the LGBTQ+ community, issues SAGE is supporting the community with, and how our diverse aging experiences are a vital aspect of identity. Access the webinar [here](#) and [visit our partners at SAGE](#) to learn more about their work.

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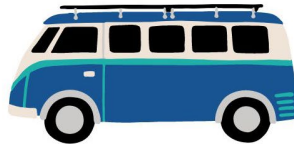
## Conference Corner

Our team is looking forward to another busy conference season and we hope to see you there! Here is where we have been presenting and where we will be this summer:

- The National Center to Reframe Aging team participated in the [USAging Conference](#) in Tampa from July 8 -11. Our team had a busy week spreading the word about reframed tools at the exhibit booth and at our presentation "Reframing Aging for Age-Inclusive Infrastructure."
- Our team will be at the [U.S. Administration for Community Living \(ACL\) Office of Healthcare Information and Counseling \(OHIC\) National Conference](#) July 15-18 in New Orleans! Visit us in the exhibit hall and be sure to mark your calendar to see Trish present tools from the National Center to Reframe Aging on July 15.
- Stop by our booth in the exhibit hall at [The ADvancing States Home and Community-Based Services \(HCBS\) Conference](#) from August 18-22, 2024 in Baltimore, MD.

# We'll See You at these Summer Conferences

- July 8- 11: USAging Conference in Tampa, FL
- July 15-18: OHIC National Conference in New Orleans, LA
- August 18-22: HCBS Conference from in Baltimore, MD



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## Articles Addressing Ageism and Implicit Bias

There are numerous opportunities for us all to advocate for age-inclusive programs and policies this year. Click the tiles below to check out articles highlighting areas where we can use reframed language to spread awareness of the impact of ageism.



Wandering Traveler: No Aunties Allowed: South Korean Gym Sparks Ageism Debate by Hira Mokariya



North Dakota Monitor: North Dakota congressional age limits law could lead to new legal review by Mary Steurer



CNN: It's ok to mock Biden and Trump for their age? Why that's dangerous by Arick Wiersen



NCPR: Americans are living longer. Here's a place that helps people thrive by Allison Aubrey

[Visit Us To See What We're Reading](#)

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## Caravan Spotlight

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

- Check out [this piece](#) from our Advisory Board Member Nancy E. Lundebjerg, MPA, about how folks are talking about age as we

approach the 2024 presidential election.

- The [Minnesota Geriatrics ECHO program at the University of Minnesota](#) hosted a presentation on reframing nursing home care by Trish D'Antonio for Medical Directors, Nurse Leaders, Assisted Living Directors, and Nursing Home Administrators.
- [Ageism First Aid](#), an Enrich learning course from the Gerontological Society of America, will help change how we think and feel about aging and improve communication with and about older people.
- Learn more about Ageism and Elder Abuse [in this video](#) from Sarah Marrs, one of the mentees from Virginia Commonwealth University in the current cohort to promote the next generation of elder mistreatment researchers and practitioners.
- Sherry Pomeroy, gerontological nurse specialist, published [this letter in the Buffalo News](#) on the ageist rhetoric dominating the current public discourse across a variety of media and our role in addressing it.
- The National Center on Elder Abuse, where our sister project Reframe Elder Abuse is housed, will be hosting a [fireside chat discussing federal regulations for adult protective services and updates on the Elder Justice Act reauthorization on Thursday, July 11](#). Bob Blancato, National Coordinator of the Elder Justice Coalition, and Kathy Greenlee, Senior Director of Elder Justice at ADvancing States and former U.S. Assistant Secretary on Aging will be leading the discussion.

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

**Instead of using language like “struggle” or “battle” to describe experiences of aging, talk about aging as a dynamic process that leads to new abilities and knowledge to help audiences understand the important roles that older people play in our communities.**

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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