

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.



Flip the Script on Aging

In recognition of this year's Older Americans Month (OAM) theme- Flip the Script on Aging- the National Center to Reframe Aging released a new toolkit designed to help you celebrate with reframed messaging. The end of OAM doesn't mean the end of the conversation. We encourage you to keep using these tools all year long to help shift the conversation around aging.

This easy-to-use toolkit includes:

- A webinar archive featuring expert tips
- Resources
- Shareable Videos

Whether you're hosting an event, posting on social media, or writing an opinion piece, this toolkit will help you communicate in ways that reflect the complete story of aging.

[Access the Toolkit Now!](#)

Let's work together to change the way society thinks about aging- this month and beyond.



**OLDER
AMERICANS
MONTH**
→ **TOOLKIT**
Reframing to Flip the Script

New Partnerships

- We are partnering with The West End Home Foundation (WEHF), an independent charitable foundation located in Nashville, Tennessee! The National Center to Reframe Aging will be a strategic partner to support the WEHF's mission to enrich the lives of older people through grant-making, advocacy, and community collaboration. Key leaders of the Tennessee Department of Disability and Aging and the Tennessee aging network will participate in educational opportunities and receive tools from the National Center to Reframe Aging, equipping them to join the movement to advance a complete story about aging. Learn more about the partnership [here](#).
- National Center to Reframe Aging teamed up with the California Department of Aging for Older Californians Month. The National Center to Reframe Aging co-hosted an interactive webinar with CDA on April 23, in preparation for OCM, to highlight the power of language in addressing ageism and to help stakeholders refresh their outreach

strategies. We also collaborated on an outreach toolkit and social media campaign to support organizations across the state in their OCM communications. Learn more [here](#).

Caravan Poll Results

In honor of Older Americans Month (OAM), we asked Caravan readers where they've seen reframed language used in OAM celebrations. Many shared great examples from the Educational Alliance's fourth annual [CelebrateArts Festival](#) spotlighting older New York artists, to the Knoxville-Knox County CAC Office on Aging's Centenarian Celebrations, and Older Adult Volunteer Awards in [New Hampshire](#) and Georgia.

While these examples show meaningful progress, 79% of respondents said they had not seen reframed language in their local or organizational OAM events this year.

This underscores the work still ahead. Our team encourages you to share [reframing resources](#) with friends, colleagues, and partners during OAM and throughout the year. Together, we are part of a growing movement to change the way our culture understands and talks about aging. It's up to all of us to keep building on the momentum of this movement.

Last month, we also asked: When you imagine how aging will be viewed in 10 years, what one word do you hope comes to mind? See the inspiring responses represented below:

How we Hope Aging is Seen in 10 Years



Presentations with Purpose

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

- Program Director, Hannah Albers, [presented strategies](#) to reframe aging for Older Californians Month (OCM) for the California Department of Aging and their stakeholders on April 23. We also teamed up with the California Department of Aging to create the [OCM toolkit and social media campaign](#).
- The National Center to Reframe Aging team attended the American Society on Aging's annual On Aging conference. Program Director Hannah Albers presented "[Reframe and Don't Let Aging Take the Backseat in Marketing](#)," where participants gained insights on continuing reframing efforts into 2025, incorporating data effectively into communications about aging, and accessing resources to support reframing initiatives.
- On Wednesday, May 14, Executive Director Trish D'Antonio delivered an introductory workshop on Reframing Aging in Milwaukee, hosted by [Bader Philanthropies](#).
- On May 15, Trish D'Antonio was the keynote speaker for the Wisconsin Institute for Healthy Aging's [2025 Healthy Aging Summit](#).
- Our team joined in on the festivities at the [National Council on Aging's Age + Action conference](#) in Arlington, Virginia on May 28-30. Trish presented with Lance Robertson and Gabrielle Szymanski on "The Impact of Messaging: Creating Age-Friendly Communities Together."

The NCRA Team will see you at these 2025 Summer Conferences

May 15
Healthy Aging Summit – Wisconsin

June 18-21
HOSA Leadership Conference – Tennessee

July 14-18
NACCHO – California

May 28-30
NCOA Age+Action Conference – Virginia

July 20-23
US Aging Conference – Illinois

August 24-28
Advancing States HCBS – Maryland



Attending any of these events? Let's connect, reach out to us at [reframingaging.org](#).



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:

- The Gerontological Society of America (GSA) mobilized 77 of its members and staff to become advocates during the Society's inaugural Capitol Hill Day on April 30. Across a six-hour period, residents of 20 states and the District of Columbia met with the offices of 52 representatives and 33 senators for a total of 85 meetings in the nation's capital. Their shared message: Safeguard federal funding for aging research and programs in the face of major proposed cuts and reorganizations from the new presidential administration. Learn more about this advocacy event [here](#).
- The World Health Organization (WHO) Ageism Scale, an extensively tested tool designed to help audiences evaluate the impact of interventions aimed at reducing ageism was launched on April 28. Access the [tools, manual, and recording of the launch event](#) today.
- New on PBS beginning May 1, [Aging in America: Survive or Thrive](#) celebrates the promise of increased longevity while addressing crucial and unprecedented public policy challenges. The film explores critical topics such as ageism, healthcare, economic insecurity, and Alzheimer's disease, using Dr. Robert Butler's Pulitzer Prize-winning book, Why Survive as a guide. Major funding for this program was provided by The John A. Hartford Foundation.
- [The People Say](#), funded by the SCAN Foundation, is an online research hub that features first-hand insights from older adults and caregivers on the issues most important to them, as well as feedback from experts on policies affecting older adults. This project particularly focuses on the experiences of communities often under-consulted in policymaking, including older adults of color, those who are low income, and/or those who live in rural areas where healthcare isn't easily accessible.
- Jess Maurer, national facilitator and executive director of the Maine Council on Aging, is featured in [this article](#) highlighting how one group successfully engaged men in community programs despite common challenges.
- In partnership with [The John A. Hartford Foundation](#) and its network, we're proud of our role in making America more age-friendly. Our collective efforts drive changes that are reshaping care for us all as we age. Discover the power of convergence in JAHF's 2024 Annual Report: <https://bit.ly/JAHFAR24>

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

It's important to highlight how social contexts and social policy shape our experiences of aging. From healthcare to tax policy, understanding that our wellbeing is shaped by structural—not just individual—factors is crucial to moving aging into the public agenda.

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

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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