



LED BY THE GERONTOLOGICAL SOCIETY OF AMERICA

ReframingAging.org

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NATIONAL CENTER TO REFRAME AGING

CARAVAN NEWSLETTER

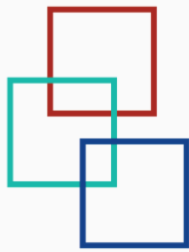
Welcome to Caravan, the bi-monthly newsletter of the National Center to Reframe Aging. We share ideas, stories, and inspiration to support our fellow travelers on the journey to improve public understanding of aging and to highlight the contributions older people bring to society.



Spring into Opportunities to Reframe Aging

Spring is here! It is a reminder that growth is always possible. As the season begins, take a moment to look at how you and your organization talk about aging. Our team encourages you to think of one message, webpage, or program description that you can refresh this spring to better reflect the strengths, contributions, and needs of older people. We are here to support you in your spring updates. Check out our newest two-part webinar series, [Advancing Aging Policy: Essential Reframing Strategies for Advocates](#). Access both parts for only \$49.95, and use the discount code NCRAAAP2650 for 50% off.

Together, we can improve how society thinks about growing older and build support for age-friendly policies that strengthen communities across the nation.



Advancing Aging Policy: Essential Reframing Strategies for Advocates A Two-Part Webinar Series



Webinar

Preparing for Older Americans Month

Older Americans Month (OAM) is in May, and this year's theme, [Champion Your Health](#), is a powerful opportunity to shine a light on the programs and services that make health and well-being possible throughout our lives! We know that what surrounds us shapes us, and your OAM communications can help your audience see it too.

The National Center to Reframe Aging is hosting a webinar April 17, 1-2pm ET to help you prepare your OAM events and communications to build public understanding of the systems and supports that help all of us thrive as we age. Register now for free!

[Register Now](#)

New Resource Available: Age Inclusivity in Higher Education Quick Start Guide

The National Center to Reframe Aging, in partnership with the Gerontological Society of America, released a new [quick-start guide](#). This guide provides ideas for communication about age and aging across all domains of higher education described in the Age Inclusivity Domains in Higher Education model and includes strategies to promote inclusion of students, faculty, and staff of all ages on college campuses.

[Access the Guide Now](#)

Caravan Poll Results: The Importance of Sharing

Last month, we asked you to imagine a future where the nursing home care system has been redesigned and asked you to choose the top headline you would want to see. You chose "Nursing Homes: Ranked One of the Top 10 Places to Work in the Nation". We were also inspired by the headlines that were shared with us, some of our favorites included:

- US Nursing Homes: Exemplars of Care the World is Replicating
- Redesigning Nursing Home Care - Not Just a "Them" Thing or a "Now" Thing but an "All of Us" Thing and a "Future" Thing
- A desirable place to work and retire: Long-term care system revamp leads to improved working conditions as well as quality of life for older adults
- US Nursing Homes: Exemplars of Care the World is Replicating
- Why long-term housing benefits people of all ages

Check out our Frame of Mind video on Shifting Language on Health Issues to dive deeper into the topic.

Framing in the Field

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

- The NCRA team presented as part of the pre-conference for the a2 National Symposium on March 18. This event brings together technology and aging researchers and innovators dedicated to helping Americans live longer, healthier lives through the application of AI and emerging technologies. The National Center is proud to be a partner of the a2 Collective, which is focused on AI and aging. This collaboration was made possible by funding from the RRF Foundation.
- Our team presented, Words Matter: Reframing Aging to Build Age-Friendly Universities at the Longevity Innovations in Higher Education Summit and Age-Friendly University Global Network (AFUGN) North American Regional Meeting at Arizona State University Tempe Campus March 11-13, 2026. For the first time ever, this convening brought together AFUGN member institutions from across North America, as well as leaders of higher ed institutions and organizations across all sectors who are developing longevity innovations in higher education.
- Let's connect at the American Society on Aging's On Aging Conference in Atlanta, GA April 20-23! Our team will be presenting Tools to Reframe Aging: Make Every Message Count on April 21. We will also facilitate a roundtable session focused on Reframing Aging in Spirituality, Language, and Longevity on April 22.

Fuel for Conversation

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



This yearlong program for grandparents raising children strengthens communities for decades

Georgia Public Broadcasting

By: Ellen Eldridge

[Learn More](#)



How new tech is helping seniors live better, more independent lives

The Washington Post

By: Leana Wen

[Read More](#)



Health systems partners with faith ministries to boost heart health

Detroit Free Press

By: Cassandra Spartling

[Read More](#)

Caravan Spotlight

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

- LiveOn NY stood alongside NYC Council Speaker Julie Menin, Aging Committee Chair Susan Zhuang, and partners in the #AgeStrongNYC campaign to push for investments that support New Yorkers as we age. Older New Yorkers are the bedrock of our communities and NYC IS AN AGING CITY. Budgets must reflect that reality. That means investing in affordable housing, wellness, and community supports! We look forward to working with the Office of the Mayor of New York City and New York City Council to make this a reality.
- Grant Opportunity for Serving Holocaust Survivors, Older Adults, and Family Caregivers: Jewish Federations' Center on Aging, Trauma, and Holocaust Survivor Care seeks applications from organizations across the United States to develop innovative, person-centered, trauma-informed (PCTI) services for Holocaust survivors, older adults with a history of trauma, and/or their family caregivers. The Request for Proposals (RFP) and Program Guidelines, as well as the corresponding application materials, can be found by [clicking here](#).
- Center for Health Care Strategies Releases [Multisector Plan for Aging Toolkit](#): States across the country are pursuing comprehensive, statewide multisector plans for aging (MPAs) to better coordinate policies and programs affecting older adults, people with disabilities, and their caregivers. To date, 16 states have authorized an MPA, and another 21 are actively planning or exploring one. This new Multisector Plan for Aging Toolkit from the Center for Health Care Strategies offers practical guidance and real-world examples to support states and their partners in developing, implementing, and refreshing an MPA.



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

When our goal is to help our audiences understand the need for systems change, personal storytelling requires different framing choices.

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

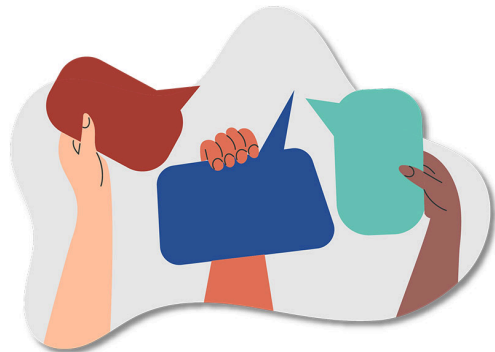
Partner with the National Center to Reframe Aging

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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