

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.



## Celebrating Older Americans Month

May is [Older Americans Month](#) 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.

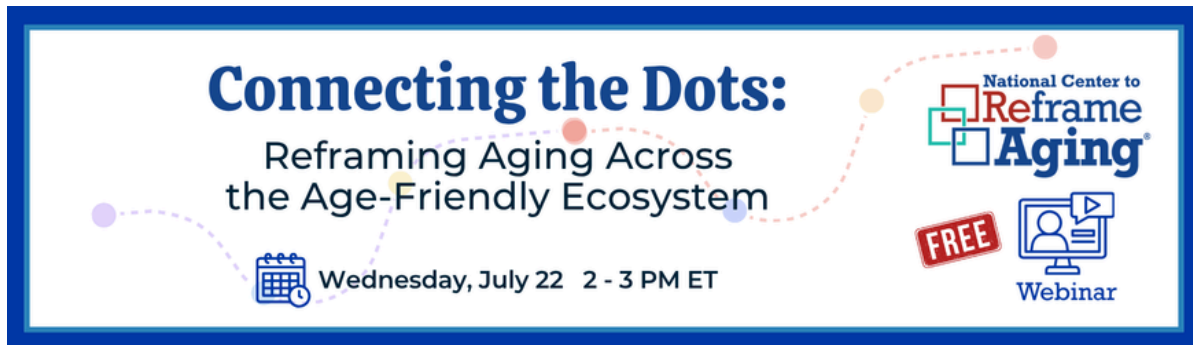
The National Center to Reframe Aging hosted a webinar on April 17 to help you prepare your OAM events and communications to build public understanding of the systems and supports that help all of us thrive as we age. [Watch the recording now.](#)

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## New Webinars from the National Center

- **["Beyond the Pledge: Turning Age-Friendly Commitments into Institutional Change"](#)**: Recorded May 5, we welcomed the University of Utah College of Nursing to explore how they embedded reframing aging work into their "Excellence Across the Lifespan Champions" program — a faculty and staff cohort designed to drive lasting institutional transformation. You can also read about our partnership in our [newest impact story by clicking here.](#)
- **["Reframing Communications About Senior Centers: Lessons Learned from Pennsylvania"](#)**: Join us on July 8 at 2 p.m. ET. Pennsylvania's Senior Community Centers play a vital role in the lives of older Pennsylvanians, yet outdated perceptions limit awareness and participation. Hear what we learned when the Pennsylvania Department of Aging and the National Center to Reframe Aging partnered to explore research-based communication strategies to reframe the conversation around Senior Community Centers across the Commonwealth.

- **“Connecting the Dots: Reframing Aging Across the Age-Friendly Ecosystem”**: Join us July 22 at 2 p.m. ET to learn more about how age-friendly ecosystems are gaining momentum, while lacking one critical ingredient: communication. The principles to reframe aging are the throughline that connects every part of the ecosystem. Health care leaders, especially those in rural communities, play a pivotal role in advancing this work. Leave with practical tools to embed age-inclusive communication as a shared priority across your age-friendly work.



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## Caravan Poll Results: Framing Approaches to ‘Champion Your Health’

Last month, we asked what framing approach you were most likely to use in your Older Americans Month events and messaging that embraces the theme “Champion Your Health.” Here’s how you responded:

- Use “we” and “us” language to emphasize that healthy aging is something we build together: 41%
- Connect individual well-being to the community supports that make it possible: 22%
- Lead with the solution – highlight the programs and systems that make healthy aging possible: 19%
- I’m still figuring out my approach: 15%
- Something else: 3%

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## Presentations with Purpose

Our team is busy this spring and summer, bringing lessons of reframing aging to audiences across the country. Here is a look at where we have been and where you can find us in the months ahead. If you’re attending any of these events, please reach out.

- Our team presented “Tools to Reframe Aging: Make Every Message Count” and co-facilitated a roundtable on “Reframing Aging in Spirituality, Language, and Longevity” at the American Society on Aging’s On Aging Conference (April 20–22, Atlanta, GA).
- At the American Hospital Association’s Healthier Together Conference (May 12–14, Dallas, TX), Executive Director Trish D’Antonio joined colleagues from the John A. Hartford Foundation, Trust for America’s Health, the Institute for Healthcare Improvement, and AARP for a session titled “Creating a Harmonious Age-Friendly Ecosystem.”
- Director of Program Development Hannah Albers represented the National Center to Reframe Aging at the National Rural Health Associations’ Annual Conference and

- Innovation Summit (May 18–22, San Diego, CA).
- At the National Council on Aging's Age + Action Conference (May 26–28, Arlington, VA), we have a full slate of activity planned in addition to a presence in the exhibit booth:
    - Poster presentation: "Reframing Communications About Senior Centers in Pennsylvania" (May 28, 8–9 a.m.)
    - Session with The People Say: "From Personal Story to Public Impact: Reframing to Spark Change" (May 28, 4:30–5:30 p.m.)
    - Partner spotlight: "Reframing Communications About Senior Centers in Pennsylvania" (May 29, 10:45–11:45 a.m.)
  - Trish D'Antonio and Hannah Albers will exhibit at the USAging Annual Meeting (July 18–22, San Diego, CA). Trish will be joined by Jason Kavulich, Secretary of Aging at the Pennsylvania Department of Aging, and Rebecca May-Cole, Executive Director of the Pennsylvania Association of Area Agencies on Aging, for a session on reframing communications about senior centers (July 18, 1:15–2:15 p.m.).
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## Fuel for Conversation

Each month, we highlight articles and podcasts that are fueling our conversations about aging.

In April, the National Center [sent a letter to The New York Times](#) following a concerning guest essay titled "[Older Americans Are Hoarding America's Potential](#)." The essay decries ageism while repeatedly advocating for ageist policies (e.g., "reinstitute mandatory retirement" and "a progressive tax on older homeowners").

Similar pieces by the same author have appeared in other outlets. You, too, can respond in cases like these by using the National Center's [Responding to Opinion Pieces Toolkit](#). Rajean Moone of the University of Minnesota [authored such a response](#) in The Minnesota Star-Tribune on May 12.

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## Caravan Spotlight

Here are announcements and resources from organizations and members of the Caravan:

National Center to Reframe Aging funder [The John A. Hartford Foundation released its 2025 Annual Report](#), highlighting the important progress made to improve care for older adults and strengthen support for family caregivers. Under the theme "Adapting and Advancing," It includes mention of [the National Center's impact stories](#) on how Maryland and Pennsylvania improved the way they communicate about aging through statewide efforts.

Guidehouse Partner Lance Robertson, a former U.S. assistant secretary for aging and current National Center to Reframe Aging Advisory Board member, was recently appointed by Oklahoma Governor Kevin Stitt [to serve as a commissioner for the state's Department of Rehabilitation Services](#). This statewide leadership role amplifies Lance's extensive work for Guidehouse developing innovative, actionable solutions for state and federal agencies that are seeking more effective ways to help citizens with disabilities.

Last month, LiveOn NY, [a partner that has received training from the National Center](#), stood alongside NYC Council Speaker Julie Menin, Aging Committee Chair Susan Zhuang, and partners in the AgeStrong NYC campaign [to push for investments that support New Yorkers](#)

[as we age](#). AgeStrong NYC is focused on securing \$2.3 billion in vital funding for nutrition, housing, and community services for older adults over the next 3-5 years.

The National Council on Aging, a member of the [Leaders of Aging Organizations](#) that established the national center, held a briefing titled “Scroll, Click, Scam: How Social Media Platforms Enable Elder Scams” and produced three new resources that underscore the widespread and deeply personal impacts of online scams on older adults, as well as the growing consensus that platform accountability is necessary and possible.

- [Focus Group Findings](#): Insights from in-person focus groups with adults age 55+ in Phoenix, Detroit, and Westchester County, examining lived experiences with online scams.
- [Online Poll Results](#): Results from a national poll exploring older adults’ awareness of social media advertising practices, perceptions of responsibility, and support for reform.
- [Policy Solutions](#): NCOA’s proposed policy recommendations to strengthen platform accountability, improve scam prevention, and enhance federal and state enforcement.

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



## 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

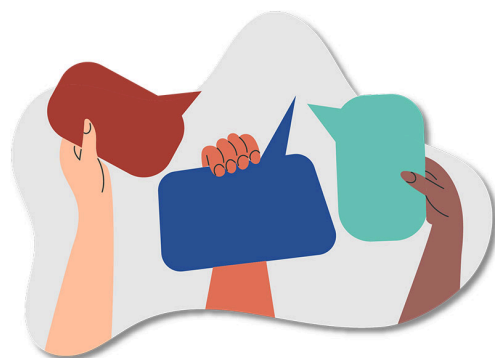
## Partner with the National Center to Reframe Aging

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](mailto: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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