



LED BY THE GERONTOLOGICAL SOCIETY OF AMERICA

ReframingAging.org

Volume 07 | Issue 01
January 2026

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.



Save the Date: Summit 2026

Save the date for the [Summit 2026: The Movement to Reframe Aging](#) on September 16, 2026! Building on the success of our Summit 2024, the National Center to Reframe Aging will once again welcome thought leaders, national experts, federal representatives, and local, regional, and state-based leaders to a summit for transformative conversations about the growth and impact of the movement to reframe aging.

Mark your calendars for September 16, 2026 and stay tuned for more details. In the meantime, [sign up](#) to be the first to receive Summit 2026 announcements.

You're Invited to Join the Healthcare Leadership Exchange on Ageism

The Maine Council on Aging, in partnership with the National Center to Reframe Aging, is launching the first-ever Leadership Exchange on Ageism (LEA) for national healthcare leaders in February 2026. This program is designed for healthcare leaders, particularly those leading and implementing Age-Friendly Health Systems initiatives nationwide.

LEA is an intensive, participatory, peer-learning leadership development experience for executive business, policy, research, and community leaders. The program's goals are to change and enhance our understanding of ageism at all levels, transform the way we feel, think, and talk about aging and older people, and inspire action to combat ageism in the institutions and systems where we work. More than 400 leaders from federal, state, and municipal government, business, community organizations, higher education, law enforcement, healthcare, and nonprofit sectors have graduated from the program, which has been evaluated as highly effective.

We are now accepting applications for the next cohort starting in February 2026. **This program will be offered from 12:30-4:00 p.m. ET on Tuesdays, February 10th and 24th, and March 3rd, 17th, and 31st from 12:30-4:00 p.m. ET.** All sessions are virtual. Participation in the program requires that you attend and participate in all sessions. Session prep-work will involve readings and videos that take under an hour.

Click [here](#) to apply. Space is limited to 30 participants.

This program is funded by The John A. Hartford Foundation.

[Click Here to Apply](#)

100th Day of School

Many elementary schools are celebrating the 100th day of school this month. Across the country, some mark the milestone by encouraging students and teachers to dress up as a 100-year old (a centenarian). Using this day to teach students about the many contributions of centenarians in our communities offers a meaningful opportunity to improve understanding of what it means to age and to spark intergenerational conversations.

However, the tradition of dressing up as a centenarian often leads students to lean into negative stereotypes about aging. Like every other day, the 100th day of school is an opportunity to celebrate people of all ages and abilities whose life stories can inform and inspire us all.

Promoting positive, accurate views of aging benefits everyone—and doing so is most impactful when introduced early in life. Check out the 100th Day of School: Curriculum Toolkit Webinar to celebrate this milestone with language and tools that support a better understanding of aging to benefit us all.

[Access the Toolkit Now](#)



Archive Now Available

**100th Day of School:
Curriculum Toolkit
Webinar for
Educators**

Don't miss out,
watch the
recording today!

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Caravan Poll Results: The Importance of Sharing

Last month, in recognition of Ageism Awareness Day, we conducted a poll to better understand how ageism shows up in daily life and how people choose to share their experiences. We learned that ageism is reality for most of us: 90% of respondents said they've personally experienced discrimination based on their age.

Even so, many choose to keep those moments to themselves. More than half of respondents say they only talk about ageism with family or friends. 1% feel comfortable sharing publicly on social media, and 15% don't share their experience at all.

When we do choose to speak up to advocate for change, how we tell these stories matters. Personal stories are powerful tools for building understanding, and effective framing makes a difference in helping audiences see ageism not as isolated experiences, but as an issue we can address together. Frames that emphasize solutions, reinforce individual agency, and show older people as active contributors in our communities will drive change.

If you're ready, we encourage you to tell your story to inspire action. Check out the [Framing Our Lived Expertise: Telling Stories of Ageism to Inspire Change webinar recording](#) to learn more about tips to effectively frame your lived expertise today!

Framing in the Field

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

- The National Center to Reframe Aging and the Gerontological Society of America (GSA) teamed up to spread the word about new resources at the [American Public Health Association's 2025 Annual Meeting and Expo](#) in Washington, D.C. Trish D'Antonio also presented on Changing Minds, Changing Communities: The Role of Messaging in Age-Friendly Initiatives to leaders in the public health field.
- Our team connected with the over 3,500 health care leaders who share a passion for driving real-world change to save lives and prevent harm in attendance at this year's [Institute for Healthcare Improvement Forum \(IHI\)](#) December 7- 10 in Anaheim, CA. Trish shared proven communication strategies to support age-friendly health system with visitors in the exhibit hall.
- As part of the [strategic partnership with the state of Wisconsin](#), the National Center to Reframe Aging team is facilitating a presentation on January 26 for health care professionals in Wisconsin and another on February 26 for professionals in aging services throughout the state.

Fuel for Conversation

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



The Longevity Issue: The New Old Age

Time Magazine

[Learn More](#)



Julia Gets Wise with Jane Fonda

Wiser Than Me with Julia
Louis-Dreyfus

[Learn More](#)



Redefining Aging: A Call to Action for Society to Address a Demographic Shift in Health Care

National Academy of
Medicine

Caravan Spotlight

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

- USAging released the [Doors to Housing for Older Adults Key Concepts and Resource List!](#) Community-level innovations tailored to older adults are necessary to prevent and reduce homelessness. This resource guide provides a starting place for local leaders addressing the particular needs of older adults at risk of or experiencing homelessness.
- SALSA (Successfully Aging and Living in San Antonio), an initiative of the San Antonio Area Foundation, is reframing aging by bringing generations together to ensure people of all ages have meaningful opportunities to connect, learn, and belong. Learn more about the program [here](#).
- The New York City Department of Aging released a new intergenerational campaign to help people understand how ageism is a barrier and asking New Yorkers to join in conversation to build a more age-inclusive city. Learn more about the campaign [here](#).



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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