



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.



Ageism and Implicit Bias in the Media

The National Center team continues to lead the way to address ageism, discrimination or unjust treatment of older people based on stereotypes, and implicit bias towards aging, especially as we approach the 2024 election. Many of us have seen the ageist comments, articles, and images related to various candidates running for leadership roles in 2024. As we age, we gain more experience that can inform decision-making, which is valuable in leadership roles. Ageism and implicit bias towards aging is harmful to all of us. It stifles the economy by limiting the participation of older workers and brings conversations about age-inclusive policies to a halt. The October edition of the *New Yorker* featuring Barry Blitt's cover art, "The Race for Office," is an example of ageism and highlights how implicit bias towards aging is impacting how we as a society think about aging during the elections. The National Center team voiced our concerns with [this letter to the editor](#) of the *New Yorker*. You are invited to read and [share](#) this letter widely.



David Remnick writes "the prospect of a Presidential election as a contest of the ancients is not a heartening one, and the anxieties it provokes cannot be dismissed as ageism" (*The Washington Gerontocracy*, September 24, 2023). Perhaps, but the issue's cover depicting various leaders racing with walkers is most certainly ageist—and ableist.

Aging is a dynamic process that can lead to new abilities and knowledge. It generates experiences that can inform our decision making, expand our networks, and deepen our relationships and judgment. Why not evaluate our political leaders, no matter their age, along these dimensions, which are clearly more relevant to high office.

Reader Poll: Framing with Systemic Solutions

Discussing solutions is one of the core principles of effective framing. Solutions in our framing prompt a can-do attitude from audiences and avoid the idea that nothing can be done. When we are discussing aging, solutions in our messaging highlight the collective benefits of investing in age-inclusive programs and policies for us all. As we talk with framers across the country, our team has found there are several systemic solutions and topics that people are focusing on in their communications, including community centers, intergenerational programs, mental health helplines, healthcare, and home and community-based services.

In October, we asked Caravan readers to share with us how often they use systemic solutions in their messaging and which solutions folks are most interested in focusing on in their communications. 54% of readers reported they sometimes use systemic solutions in their communications and 45% of readers shared they are interested in focusing on aspects of healthcare as a systemic solution.

There are many systemic solutions when discussing healthcare, including equal access to healthcare, mental health support, staffing in nursing homes, and so much more. An example of how we can apply reframed messaging to one of these topics is, "Healthcare is essential for us throughout our lifespan. Community programs such as Access Transportation ensure that everyone has the means to arrive to our appointments safely." Our team encourages you to think about systemic solutions and apply them to your communications. In the meantime, check out the National Center's Frame of Mind Video, "[Starting Strong, Avoiding Traps](#)" to learn more about solutions first language and always reach out to the National Center Team at reframingaging@geron.org for support in reframing your communications.

Conference Corner

This year so far, the National Center team has attended over 24 meetings and conferences! As the year comes to a close, the National Center Team continued to have a presence at the following conferences:

- The National Center and the FrameWorks Institute will be teaming up at the [2023 Leading Age Meeting](#) November 5- 10 to discuss reframing aging and nursing home care.
- The National Center's Trish D'Antonio was a part of a symposium alongside The Mississippi State Department of Health and Trust for America's Health, moderated by the John A. Hartford Foundation's Jane Carmody, at the [American Public Health Association's \(APHA\) Annual Meeting](#) on November 15th.
- The National Center team had a wonderful time presenting and meeting with folks at GSA's Annual Scientific Meeting! Trish D'Antonio and Hannah Albers hosted a special presentation with our partners at the [National Center on Elder Abuse](#) and Dr. Julie Ober Allen. Our team also welcomed many attendees at our booth in the exhibit hall. We met with folks familiar with and new to the principles of reframing aging.







New Facilitators

The National Center to Reframe Aging—the nation’s leading organization dedicated to reshaping the conversation about aging — trained 21 professionals in a new cohort of national facilitators. They are joining a robust group of facilitators leading presentations on evidence-based communications strategies from the National Center across the country. Our network of national facilitators have the exciting role of being on the front line of this nationwide movement to change our society’s attitudes and approaches to aging. Congratulations 2023 cohort!



Articles and Podcasts Addressing Ageism and Implicit Bias

Ageism and implicit bias towards aging can be seen in the media, community building, abuse, and in healthcare. Click on the tiles below to learn more about what we are reading on these topics:

 <p>Aging in Media, as Viewed Through 20-something Eyes by Lois Angelo</p>	 <p>Nonprofit formed to support older adults in Los Gatos by Hannah Kanik</p>
 <p>Domestic Violence Across the Lifespan by Kristin Burki</p>	 <p>No, I Am Not Demented by Roni Beth Tower</p>

[Click here to stay up to date on what we're reading!](#)

Caravan Spotlight

The National Center's advisory board member, Nancy Morrow Howell, discusses why we must tell a full and accurate story of aging and eliminate artificial limits

curtailing engagement in life in her article, "[A More Complete Story of Aging: Age as Deficit and as Asset.](#)" Learn more about Nancy's work [here](#).

Tell us where you have been reframing to be featured in the next issue of Caravan!



Frame Focus

As we approach the holiday season, we need to be mindful of how the images we display depict older people. Remember to showcase the ways that older people live, work, and actively engage in their communities.



The National Center to Reframe Aging is led by The 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, RRE Foundation for Aging, and The SCAN Foundation.



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