



LED BY THE GERONTOLOGICAL SOCIETY OF AMERICA

[ReframingAging.org](https://ReframingAging.org)

Caravan | Volume 05, Issue 05  
September 2024

## 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.



### National Center to Reframe Aging Earns ADvancing States' Arthur Flemming Award

Our team is thrilled to share that The National Center to Reframe Aging has been honored with [the Arthur Flemming Award from ADvancing States](#). This distinction recognizes individuals or organizations for outstanding contributions in advancing public policy in aging. Patricia M. D'Antonio, BSPHarm, MS, MBA, BCGP, executive director of the National Center to Reframe Aging and vice president for policy and professional affairs at the Gerontological Society of America, accepted the award at ADvancing States' annual Home and Community-Based Services Conference in Baltimore, Maryland, on August 21.

"This recognition highlights the critical role the National Center to Reframe Aging plays in changing attitudes towards aging through research-based communication strategies," D'Antonio told a crowd of 1,500 in her acceptance speech. "We have dedicated ourselves to being instrumental in raising awareness about ageism and promoting a more accurate and productive understanding of aging."

ADvancing States represents the nation's 56 state and territorial agencies on aging and disabilities and long-term services and supports directors. Learn more about the award [here](#).

## National Center to Reframe Aging Earns ADvancing States' Arthur Flemming Award



Photographed (left to right): Program Director, Hannah Albers, Executive Director Patricia D'Antonio, and Chief Executive Officer of the Gerontological Society of America, James Appleby

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### NEW: Advocacy Quick Start Guide

The National Center to Reframe Aging is excited to introduce our latest resource: the [Advocacy Quick Start Guide](#). This guide offers a comprehensive overview of key principles to help reframe aging through an advocacy lens. Inside, you'll find examples of messaging to avoid and effective alternatives to elevate your advocacy communications. Explore the guide and strengthen your impact today!

## Quick Start Guide to Reframing Aging Advocacy

NEW Guide  
Now Available



### Ageism Awareness Day

Ageism encompasses stereotypes (how we think), prejudice (how we feel), and discrimination (how we act) toward people based on age-including our

own. It affects everyone, but the good news is that we can all play a role in addressing it. On October 2, one week before [Ageism Awareness Day \(October 9\)](#), the National Center to Reframe Aging and the American Society on Aging (ASA), will host a webinar at 12PM ET, where you can learn more about how to address ageism. [Register for the webinar today](#) and explore our [toolkit full of resources](#) to help spread awareness of ageism-on Ageism Awareness Day and beyond!

# AGEISM AWARENESS DAY WEBINAR

Brought to you by:



**REGISTER TODAY**

🕒 12:00PM-12:30PM ET

📅 October 2, 2024



learn more: [asaging.org/ageism-awareness](https://asaging.org/ageism-awareness)

## Letter to Dictionaries

In recognition of Ageism Awareness Day on October 9, the National Center to Reframe Aging is addressing a critical issue: how ageism is defined in our dictionaries. We will be submitting [this letter](#) to both Merriam-Webster and the Oxford English Dictionary to request an update to their current definition of "ageism."

At present, "ageism" is defined as:

*"prejudice or discrimination against a particular age-group and especially the elderly."*

This wording, particularly the use of terms like *"elderly,"* is outdated and perpetuates ageist stereotypes. Language shapes perception and using terms that label or diminish older people contributes to the very prejudice these definitions seek to describe.

We propose the following update:

*"prejudice or discrimination against a particular age-group, especially older people."*

We invite you to add your name to this letter by October 7. By signing on, you can make your voice heard and contribute to this important step toward change. [Organizations sign here](#) and [individuals please sign here](#).

Together, we can stop ageism and create a more inclusive society for people of all ages. This effort begins with ensuring our dictionaries reflect an accurate and respectful understanding of what ageism truly is.

Thank you for your support.



**Join us and  
sign our letter  
to dictionaries  
to redefine  
ageism**

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## **Reader Poll: Ageism at Work**

[National Employ Older Workers Week](#), held annually during the last full week of September, celebrates the vital contributions of older workers to the workforce. With each passing year, most of us gain new experiences that enhance our decision-making and expand our networks. Unfortunately, negative stereotypes about aging persist, leading to discrimination against older workers based on mistaken beliefs about our ability to contribute. This kind of ageism has no place in our communities and is harmful to our workforce.

Last month, we released a poll asking Caravan readers to share their experiences with ageism in the workplace. An overwhelming 81% of participants reported witnessing ageism in their place of work. When asked how confident they were that their company had effective policies to address age discrimination, 52% responded that they were not confident. These numbers show a clear need for reframed messaging and stronger advocacy to create a more age-inclusive workforce. In the office, the quality of our work should take center stage-not our age or the stereotypes that accompany aging.

This year, for National Employ Older Workers Week, the National Center to Reframe Aging encourages you to join us in celebrating the valuable contributions older workers make to both the workforce and the economy. Use [tools from the National Center to Reframe Aging](#) to help raise awareness about ageism, its impacts, and the benefits of a society where everyone can contribute, regardless of age.

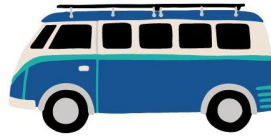
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## Conference Corner

- We have enjoyed connecting with so many partners and subscribers of the National Center to Reframe Aging's caravan during the summer conferences. We are ready for a new season to connect and present! Check out how we will be kicking off fall conference travel:
  - Trish D'Antonio presented at the [National Council on Aging \(NCOA\)'s Fall Prevention Summit](#) on September 9. Trish reminded the audience that it is helpful for us to emphasize solutions when we talk about falls when we age, rather than focusing on drastic statistics that only present aging as a problem.
  - Program director, Hannah Albers, presented at [SC Thrive's 2024 Annual Training](#) on September 17. She brought reframing into the conversation of Thriving Together in South Carolina.
  - Wisconsin's Aging, Disability, and Independent Living Network (ADILN) Forum invited the National Center to Reframe Aging to present the principles to reframe aging on September 18 to professionals and key partners led by the Bureau of Aging and Disability Resources (BADR).
  - At the Pennsylvania Health and Wellness Conference on September 24, Hannah Albers will be introducing audiences to evidenced-based tools from the National Center to Reframe Aging.
  - The Pennsylvania Department of Aging is hosting a [town hall event](#) to kick off the documentary series called "Aging Together in PA" on September 24. Trish D'Antonio will be a panelist at this event discussing how we can all play a role in addressing ageism.
  - Hannah Albers will be presenting at the [Power of Age Expo](#) on October 30 in Maryland.
  - The National Center to Reframe Aging team will be attending the [Grant Makers in Aging \(GIA\) conference in Detroit, Michigan October 15- 18](#). Trish D'Antonio was also invited to talk virtually with GIA staff in the lead up to the conference about the benefits of reframing data in presentations on September 13.
  - Our team will be presenting and exhibiting at the [Gerontological Society on Aging \(GSA\)'s 2024 Annual Scientific Meeting](#) November 13 -16 in Seattle, WA.

## It's Time for the Fall Conference Season!

- September 9: NCOA's Fall Prevention Summit
- September 18: ADILN Forum
- September 24: Pennsylvania Health and Wellness Conference
- September 24: Pennsylvania Department of Aging Townhall
- October 15- 18: GIA conference
- October 30: Power of Age Expo
- November 13 –16: GSA's 2024 Annual Scientific Meeting



## Articles Addressing Ageism and Implicit Bias

There are numerous opportunities for us all to advocate for age-inclusive programs and policies this year. Click the tiles below to check out articles highlighting areas where we can use reframed language to spread awareness of the impact of ageism.



Deseret News: Opinion: Age and politics — Your vote amid disregarded facts by Bridger Kearns



ACL Blog: Celebrating Grandparents — and Building Stronger Supports for Grandfamilies by Ana Beltran



Psychology Today: How to Avoid Feeling Lonely in Later Life by David Ludden



The Christian Science Monitor: The job market needs workers. The newest ones are over age 75 by Laurent Belsie

[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:

- Women Over 70, an organization trained by the National Center to Reframe Aging, will host the symposium [Aging Reimagined](#):



[Celebrating Who We Are as We Age](#) on October 19th, 2024, at Plymouth Place in LaGrange Park, IL. This event will be a vibrant celebration of women of all ages featuring Ashton Applewhite and experts from the Women Over 70 community who will discuss subjects that matter to women as they age.

- Liz Seegert, a panel member at the Summit 2024 and a GSA Journalist in Aging fellow, was featured in the [Columbia Journalism Review](#) discussing ageism in the election. She highlighted the role implicit bias towards aging takes in media coverage of the election.

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

While it might be tempting to use crisis messaging to describe the growing population of older people, talking affirmatively about these changing demographics can help redirect people away from harmful and fatalistic assumptions and toward a more positive vision of the future.

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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