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**AGING: SO COOL  
EVERYONE IS  
DOING IT!**

## Example from an advocacy organization

**WHAT MESSAGES** are you promoting when you talk about aging?

**HOW CAN YOU ENLIST PEOPLE** of all ages and backgrounds to reframe aging in your community?

**WHAT TOOLS AND TIPS** from the National Center to Reframe Aging will you use to change the conversation about aging?

“We are all aging, all the time, all together.” That’s the message Marisa Sheldon and Christine Happel from the Age-Friendly Innovation Center at Ohio State University’s College of Social Work want everyone to know. They have engaged people of all ages and their creativity through a #ButtonUpAgeism campaign to hand craft over 5,000 buttons with age-positive messages — including a middle school student who says, “Aging is Rad!”

One message has gone viral, it says, “Aging: So Cool Everyone

is Doing It!” Christine thinks the popularity of the button they created is due to its playfulness. It invites everyone to share their experiences of aging and makes space for us to listen and learn from each other.

The National Center to Reframe Aging celebrates this phrase! When more of us understand that we are all in this together and change the way we talk about aging, we will change the policies that shape our communities. When that happens — everybody wins!

**JOIN US IN TELLING A NEW STORY ABOUT AGING!**

# What Can I Do?



Practice using the tips on the Quick Start Guide



Partner with the National Center, connect with us at [reframingaging@geron.org](mailto:reframingaging@geron.org)



Subscribe to *Caravan*, the newsletter of the National Center to Reframe Aging



Access tools and resources via our Learning center at <https://learning.reframingaging.org/>



## Quick Start Guide

### Our Words Matter

Here Are Tips on How to Choose Them Well

Instead of these words and cues:	Try:
"Tidal wave," "tsunami," and similarly catastrophic terms for the growing population of older people	Talking affirmatively about changing demographics: "As Americans live longer and healthier lives..."
"Choice," "planning," "control," and other individual determinants of aging outcomes	Emphasizing how to improve social contexts: "Let's find creative solutions to ensure we can all thrive as we age."
"Seniors," "elderly," "aging dependents," and similar "othering" terms that stoke stereotypes	Using more neutral ("older people/Americans") and inclusive ("we" and "us") terms
"Struggle," "battle," "fight" and similar conflict oriented words to describe aging experiences	The Building Momentum metaphor: "Aging is a dynamic process that leads to new abilities and knowledge we can share with our communities."
Using the word "ageism" without explanation	Defining ageism: "Ageism is discrimination against older people due to negative and inaccurate stereotypes."
Making generic appeals to the need to "do something" about aging	Using concrete examples like intergenerational community centers to illustrate inventive solutions

Learn more at [www.reframingaging.org](http://www.reframingaging.org)