

Why Reframe?

Understanding the significance and tools of Reframing Aging and Reframing Elder Abuse

The Gerontological Society of America – Reframing Aging Initiative

National Center on Elder Abuse – Reframing Elder Abuse Project

9a-10:30a PT (12-1:30p ET) Thursday, April 30, 2020

Welcome & Housekeeping

- All attendees will enter the meeting in listen-only mode without video.
- Submit questions into the Question Box for a Q&A session at the end of the presentation.
- The webinar recording, presentation materials and an evaluation will be available within 5 business days.

Today's Presenters



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Today's Objectives

- Describe the impact of ageism, age discrimination and elder abuse.
- Increase awareness of reframing aging and reframing elder abuse research and recommendations.
- Explain how Reframing Aging and Reframing Elder Abuse use shared research and recommendations to address the impact of ageism and abuse.
- Describe how applying the reframing aging / elder abuse principles can help advocates and policymakers communicate more effectively about aging, ageism, and elder abuse.

Key Points

- Misunderstandings of aging and elder abuse are pervasive.
- Changing our communications or “reframing” is needed to address these misperceptions.
- Our cultural models regarding aging influence the cultural models of elder abuse.
- Though the language of our topics is different, the methods we use to reframe are the same.

Poll #1

Which of the following projects have you heard of?

- A. Reframing Aging
- B. Reframing Elder Abuse
- C. Both
- D. Neither

Reframing Aging

A Social Change Endeavor
designed to improve the
public's understanding of aging

 @ReframingAging

*Original research conducted by the
FrameWorks Institute and sponsored by the
Leaders of Aging Organizations*



Leading of Aging Organizations (LAO)



Two Projects – Shared Vision

To improve the public's understanding of aging and elder abuse by changing the way we communicate about them

Long Term Goals:

Reframing Aging: To counter ageism and guide our nation's approach to ensuring healthy and productive aging for all people across the life course.

Reframing Elder Abuse: To build a society that makes informed choices on policies and practices that address elder abuse based on valid and reliable information

Ageism & Elder Abuse

- 17.04 million cases of the 8 most expensive health conditions in one year attributable to ageism.
- \$63 billion spent on health care for the 8 most expensive conditions during 1 year
 - \$1 in every \$7 spent (The Gerontologist, 2015).
- About three in five older workers (61%) have either seen or experienced age discrimination in the workplace, despite 1967 Age Discrimination in Employment Act. (AARP, 2018)
- The prevalence of elder abuse in our communities is estimated to be approximately 10% including physical abuse, psychological or verbal abuse, sexual abuse, financial exploitation, and neglect (Lachs & Pillemer, 2015)
- Elder abuse is also underreported in the community. A New York State Elder Abuse Prevalence Study found that only 1 out of 24 cases were reported. (Lifespan of Greater Rochester, Inc., 2011)
- According to the National Ombudsman Reporting System (NORS) data for 2014, 14,258 (7.6%) of approximately 188,599 complaints reported to Ombudsman programs involved abuse, gross neglect, or exploitation.

Good News

- **Reframing Aging: Effect of a Short-Term Framing Intervention on Implicit Measures of Age Bias** (*The Journals of Gerontology: Series B*, 25 June 2018)
 - **reframing** messages about aging can decrease implicit bias against older adults
 - highlights ways for communicators to promote a positive understanding of the aging process, thereby mitigating sources of implicit prejudice.
- **Interventions to Reduce Ageism against Older Adults: A Systematic Review and Meta-Analysis** (*American Journal of Public Health*, Aug 2019, Vol. 109, No.8)
 - interventions are associated with substantial reduction in ageism
 - should be part of an international strategy to improve perceptions of older people and the aging process

Framing is About Choices

Frames are sets of choices about how information is presented:



What to emphasize



How to explain it



What to leave unsaid

When a Frame “Works,” it Shifts Thinking in Multiple Ways



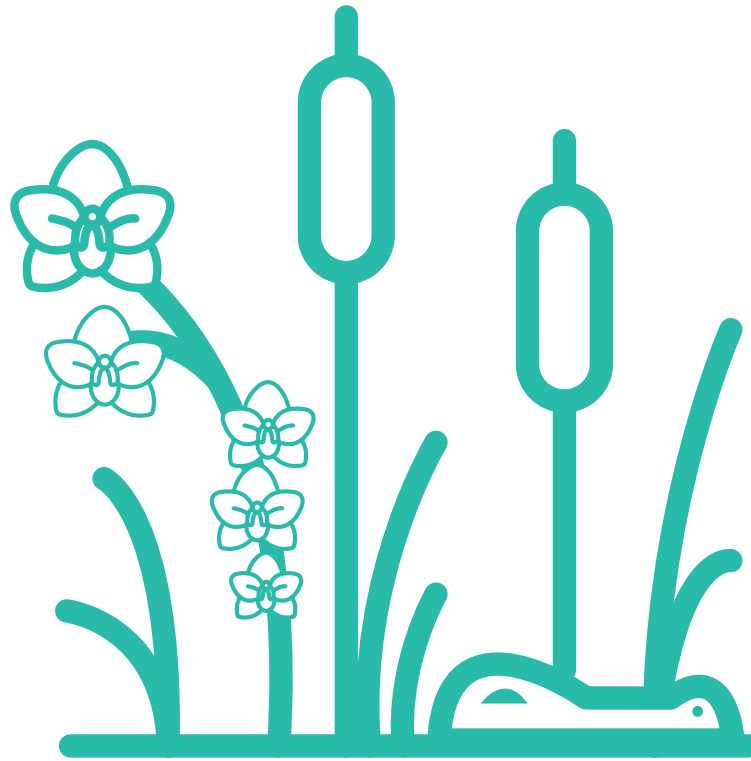
Knowledge increases



Attitudes improve



Policy support grows



Cultural Models and The Swamp of Public Understanding

Ideal vs. Perceived “Real”

- Accumulated Wisdom
- Self-sufficiency
- Staying active
- Earned leisure
- Deterioration
- Loss of control
- Dependency
- Determinism

“Us” vs. “Them”

- Older as “other”
- Zero sum
- Digital incompetence

Individualism

- Lifestyle choices
- Financial planning

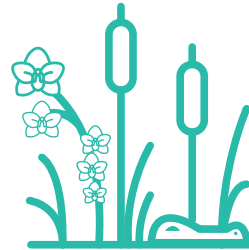
What Surrounds Us Shapes Us

Collective Responsibility

Solutions

- Fatalism/Crisis—nothing can be done
- Better individual choices and planning
- More education and information

What is in the swamp of... **Aging**



**Problems can be
solved**

Nostalgia and Threat of Modernity

- Family dispersal
- Economic challenges
- Social Security is doomed

www.reframingaging.org

Deterioration

- Dependency = Vulnerability
- Paternalism

Modern Life is the Problem

- Caregivers pushed to limit
- Nursing homes as unfortunate necessity
- Cultural devaluation of older people

What's in the swamp of... elder abuse



Elder + Abuse

- Elder abuse is unacceptable
- Sexual abuse doesn't compute
- Neglect doesn't qualify

Spotlight on Individuals

- Greed and Laziness
- Moral character
- Sickos
- Payback
- Older people are difficult
- Everyone's responsible/ no one's responsible

Solutions

- Nothing can be done
- Surveillance and prosecution
- Support for caregivers
- Awareness and education

Where do we overlap?

- Older as “other”
- Old age is about deterioration and decline
 - Vulnerability
- Focus on Individuals
 - Life choices
 - Perpetrators are sickos
 - Older people are just difficult
- Modern life is the problem
 - Family dispersal
- Fatalism – nothing can be done

Where do we overlap?

Use of similar value and narrative to counteract negative cultural models and promote positive ones

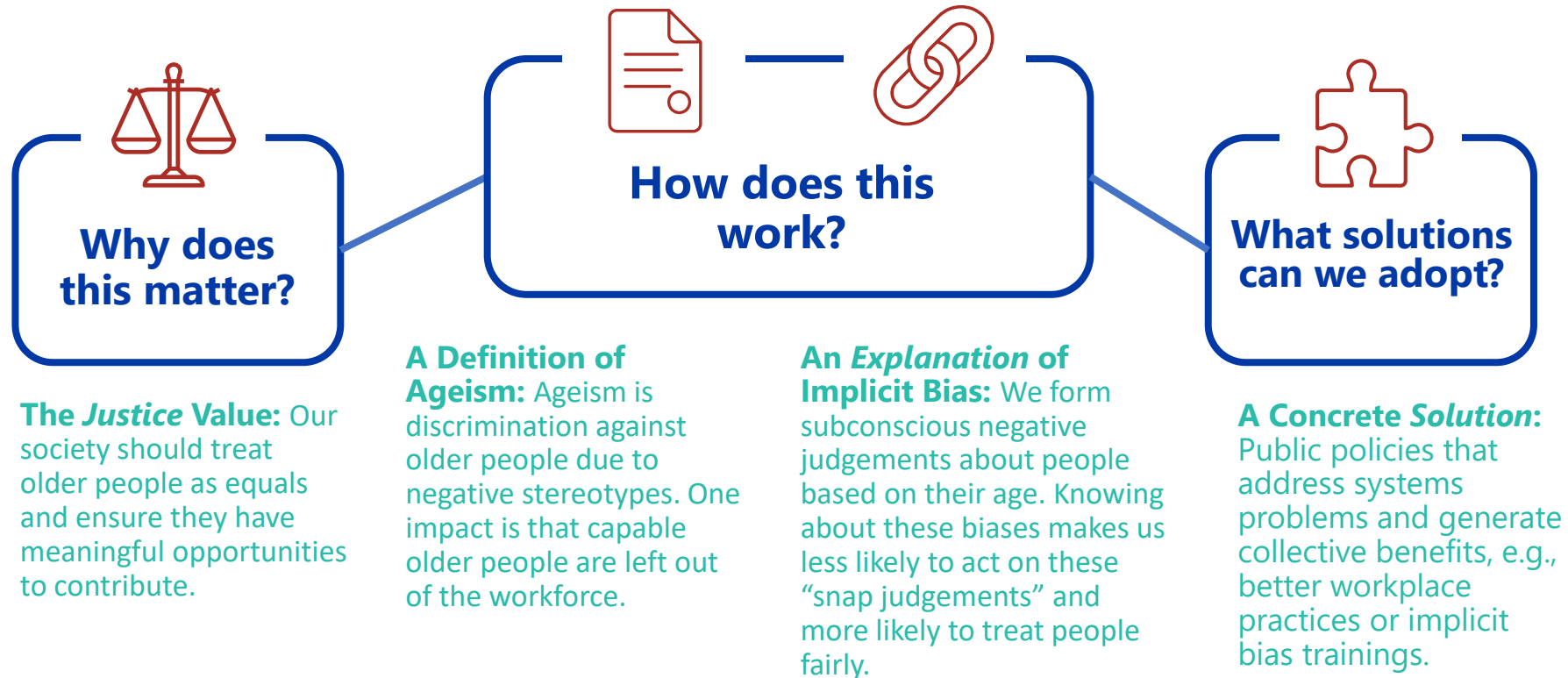
Value: Justice

Method: Explanation and Examples

Solutions: Collective Responsibility
Problems Can Be Solved
What Surrounds Us Shapes Us

The *Confronting Injustice* Narrative

A social issue story about ageism

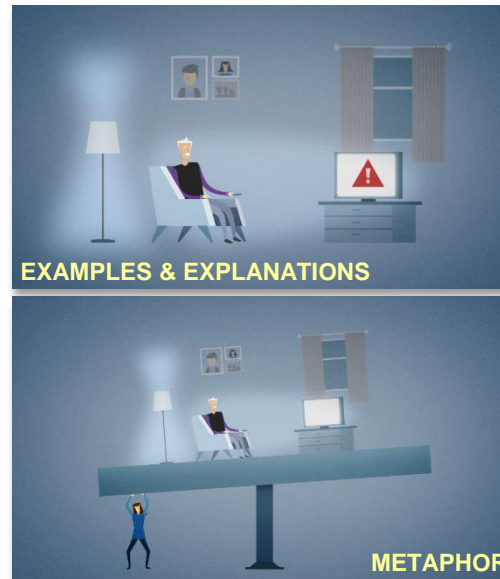


Structure of Justice Narrative

Why does this **matter**?



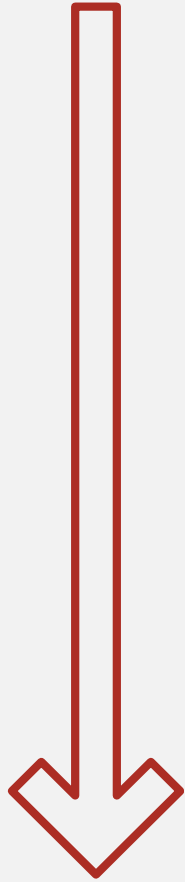
How does this **work**?



What **solutions** can we adopt?

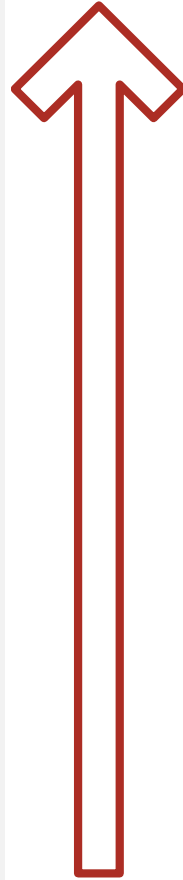


- Age-friendly communities
- Research
- Multidisciplinary teams



Avoid

- Equating aging with decline
- Cuing individualism
- Focusing on the individual perpetrators or victims of elder abuse
- Portraying older people as *other*
- Describing the aging of the population as a crisis and elder abuse as part of the crisis



Advance

- That context and environment shape decisions and outcomes
- The value of justice
- Inclusion
- Definitions of ageism
- Explanations of the underlying social conditions that increase risk factors of elder abuse
- Systemic solutions

Poll #2

Have you incorporated reframing principles in your work?

Answer 1: Yes

Answer 2: No

Reframed Communications Examples

» Financial Abuse/Exploitation

- Lack of amenities victim could afford
- Vulnerable elder/adult “voluntarily” giving uncharacteristically excessive financial reimbursement/gifts for needed care and companionship
- Caregiver has control of elder’s money but is failing to provide for elder’s needs
- Vulnerable elder/adult has signed property transfers (Power of Attorney, new will, etc.) but is unable to comprehend the transaction or what it means

- Caregiver is verbally aggressive or demeaning, controlling, overly concerned about spending money, or uncaring

» Physical/Sexual Abuse

- Inadequately explained fractures, bruises, welts, cuts, sores or burns
- Unexplained sexually transmitted diseases



Red Flags of Abuse

Our communities are like structures that support people's safety and wellbeing. One of the most important ways we can all contribute to this ongoing construction project is by looking out for warning signs of maltreatment. Does someone you know display any of these signs of abuse? If so, **TAKE ACTION IMMEDIATELY**. Everyone, at every age, deserves justice. **Report suspected abuse as soon as possible.**

clear explanations

Financial Signs

- > Unusual changes in bank account or money management
- > Unusual or sudden changes in a will or other financial documents
- > Fraudulent signatures on financial documents
- > Unpaid bills

these continuing factors, we can prevent elder abuse and make sure everyone has the opportunity to thrive as we age.

NCEA Technical Assistance

Before:

- Seniors are a vulnerable audience, often preyed upon by unlicensed or unscrupulous contractors.

After:

- In a just society, everyone deserves to be treated with dignity and respect regardless of age. We hope that you find these resources helpful. Please let us know if we can provide you with additional assistance

OAA fact sheets from the Leadership Council of Aging Organizations

that can drive up health care costs.

OAA funding has not kept pace with the needs of an aging America.

~~As the Baby Boomers age, funding for OAA programs has remained flat, leaving behind seniors who rely on OAA programs to stay independent, healthy, and economically secure.~~


OAA is bipartisan.

Members of the House and Senate from both political parties voted to reauthorize the OAA in 2016.

relationships.

 **llindberg** Feb 5

, the OAA provides solutions so that we can avoid costly institutional ...

 **llindberg** Feb 5

 *Strikethrough Text*

 **llindberg** Feb 5

We need to devote resources to the services and programs with proven ability to keep our communities strong and supportive. The OAA has been successful with ad

Add a reply

WHY GET INVOLVED THE OLDER AMERICANS ACT

1

~~You~~ love your grandparents.

The Older Americans Act supports more than 11 million older adults each year by providing a wide range of services, including: transportation services, nutrition assistance, support and respite for family



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 **llindberg** Feb 5

We

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our

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and

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Add this type of sentence: When our loved ones are safe and healthy, we all breathe easier. (or something like that, something that shows how the 11 million older adults are connected to millions of

FrameCheck White Paper on Federal LTC Legislation

Recommendation #3: Be explicit about the collective benefits.

Be clear that the proposed bill will have benefits that will accrue beyond the people who are directly impacted.

What it looks like

Instead of this

Because of private front end coverage combined with federal catastrophic coverage, this person still receives all the care s/he needs without financial ruin

Try this

Many of us will need LTSS at some point in our lives. This proposal combines private front-end coverage with federal catastrophic coverage thereby enabling those of us who need LTSS to get it without putting ourselves and our families at risk of financial ruin.

Keep in mind

- **Appeal to inclusion and mutual benefits.** This moves the reader away from focus on individuals and underscores why a system-wide solution will work better.
- **Repeat the concept that we have the knowledge, resources, and ingenuity to solve this problem.** We will keep at it until we solve it.

In Summary

- Misunderstandings of aging and elder abuse are pervasive.
- Changing our communications or “reframing” is needed to address these misperceptions.
- Our cultural models regarding aging influence the cultural models of elder abuse.
- Though the language of our topics is different, the methods we use to reframe are the same.

What can I do?

- Take the Implicit Association Test to measure your implicit bias (<https://implicit.harvard.edu/implicit/education.html>)
- Call out ageism when you see it or hear it
- Master the Swamps of Public Opinion on Aging and Elder Abuse
- Practice reframing with our communication toolkits
- Request a workshop or presentation

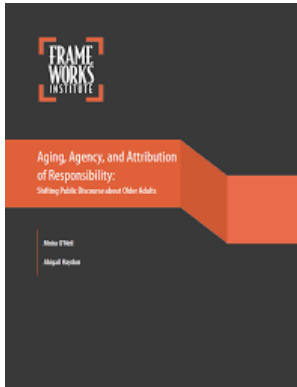
Reframing Aging Research and Resources



Compares the public's perception of aging with that of aging experts and explains how the disconnect presents challenges for building support



Access this free Video Series to hear the research findings and learn how to apply the reframing aging tools



Identifies six narratives dominating conversation in the media and in advocacy organizations



Brief, lively guide to the evidence-based approach to reframing aging

Finding the Frame:

An Empirical Approach to Reframing Aging and Ageism

www.reframingaging.org

Reframing Elder Abuse Resources

Reframing Elder Abuse webpage:

bit.ly/ReframeEA or

<https://ncea.acl.gov/Resources/Reframing.aspx>

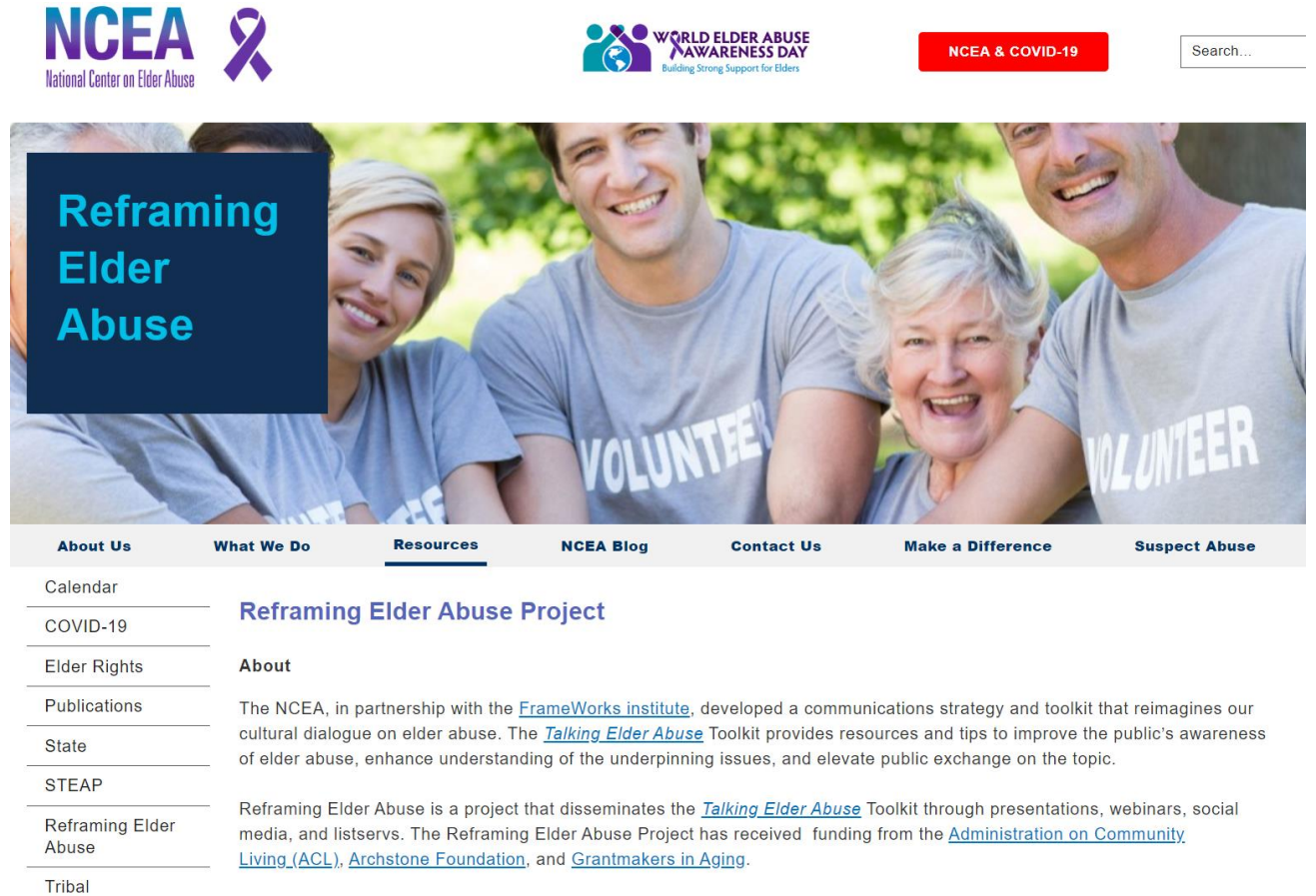
Talking Elder Abuse Toolkit

Reframing the Conversation on
Elder Abuse Video Lecture Series

Discount code: **WEAAD2020**

**Support and Tools for Elder Abuse
Prevention (STEAP):**

Customizable Outreach [Toolkit](#)



Poll #3

Do you intend to learn more about reframing and start applying the tools in your own work?

Answer 1: Yes

Answer 2: No

Thank you to our funders

Reframing Aging Initiative

- Archstone Foundation
- The John A. Hartford Foundation
- RRF Foundation for Aging
- The SCAN Foundation

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NextFifty Initiative

Rose Community Foundation

Tufts Health Plan Foundation

Reframing Elder Abuse Project

- Administration for Community Living, U.S. Department of Health and Human Services
- Archstone Foundation
- Grantmakers in Aging

Thank you and Q&A

Reframing Elder Abuse

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