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Reframing Advocacy to Increase Budgetary Support for Aging in Ohio

Example from an Association of Area Agencies on Aging

IS YOUR COMMUNITY
part of the movement to
reframe aging?

WHAT CHANGES
in your community can
you influence by using
well-framed messages
about aging?

HOW CAN THE
National Center to
Reframe Aging help you
shape policies that work
for all of us as we age?

Historically underbudgeting for aging services has created today's challenges, like unjust wages for care workers and a care shortage. Beth Kowalczyk, Chief Policy Officer for the Ohio Association of Area Agencies on Aging (AAAs), is using the tools of the National Center to Reframe Aging to rally advocates to demand greater investment in the systems serving older Ohioans.

Trained by the National Center, Beth shares well-framed messages with the network of AAAs, age-friendly communities, and other advocates. Through social media, op-eds, press conferences, and testimony, they

have reshaped the conversation and are seeing results. This year, the Legislature created a budget that significantly increases funding and raises rates for aging services by over 30%. This means care worker wages will likely increase to \$18/hour within three years.

When Beth visits the Ohio State House, she wears a button with a special message, "Aging so cool, everyone's doing it." As more people understand we are all in this together – public opinion and government funding will support a system of care for all of us.

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



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