



Caravan

THE NEWSLETTER OF THE REFRAMING AGING INITIATIVE

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.



News + Articles

Reframing Aging at #GSA2021

The [Reframing Aging Initiative](#) (RAI) and the principles of reframing aging played a prominent role throughout the Gerontological Society of America's [2021 Annual Scientific Meeting](#), held Nov. 10-13! RAI helped kick off this year's all-online event with a four-hour pre-conference workshop on [Applying Reframing Aging Communication Strategies in Your University Program](#).

[Read more](#) to learn key takeaways from the RAI workshop and how the principles of reframing aging were highlighted during #GSA2021.



Addressing Ageism With Urgency

Patricia D'Antonio, project director of the Reframing Aging Initiative and vice president of policy and professional affairs at GSA, is among the experts quoted in Kaiser Health News writer Judith Graham's recent article examining efforts to change the narrative around aging. The work of the Reframing Aging Initiative is highlighted along with numerous other exemplary efforts, including a grassroots campaign launched by RAI member Changing the Narrative in Colorado. The article also spotlights The John A. Hartford Foundation's support to develop age-friendly health systems. The John A. Hartford Foundation is a funder of RAI and of Kaiser Health News. [Read more.](#)

In a related article, Graham also wrote about the harm caused by ageism in health care settings, a long-standing problem that's getting new attention during the Covid-19 pandemic. [Read more.](#)

RAI Founding Member N4A Is Now USAging!

The National Association of Area Agencies on Aging has a new name and brand: [USAging](#). The organization is a member of the [Leaders of Aging Organizations](#) (LAO), which collaborated to create the [Reframing Aging Initiative](#), and its decision to rebrand itself reflects reframing aging principles.



"The USAging name reflects the fact that all of 'US' are aging," says Sandy Markwood, CEO of USAging. "It also reflects the innovative work of our members to support healthy aging and community living. Our more inclusive name reflects the passion and dedication we have for our members, and for the people that we serve." USAging is working with its members "to build a society that values and supports people as they age," Markwood concludes.

Watch a [short video](#) featuring Markwood discussing the organization's history and reasons for the change, and read USAging's [press release](#) and Markwood's [blog post](#) on the rebranding.

What We're Reading



The Use Of Artificial Intelligence In Business Codifies Gendered Ageism. How Do We Fix It?

Bonnie Marcus, writing for Forbes, cites a 2017 National Bureau of Economic Research study that concluded: "Based on evidence from over 40,000 job applications, we find robust evidence of age discrimination in hiring against older women, especially those near retirement age." As artificial intelligence, or AI, plays an increasingly larger role in evaluation of resumes, Marcus warns: "In a way, AI is now being used to codify the biases we already have in

society and it is a dangerous road, especially when it comes to employment decisions.” [Read more.](#)

Please Stop Using These Common Ageist Phrases

Ageism isn’t always obvious discrimination. Sometimes it’s a small comment that subtly perpetuates the idea that “old” is code for “bad.” Even the most well-intentioned comments can turn out to be ageist microaggressions. This article from the website Lifehacker looks at common phrases that often do more harm than good when it comes to addressing someone’s age. [Read more.](#)

Nikki Haley’s apparent barb at Joe Biden reeks of ageism

In this article published in The State newspaper in Columbia, S.C., Opinion Editor Trudi Gilfillian counters former South Carolina Gov. Nikki Haley’s suggestion that “anyone above a certain age in a position of power — whether it’s the House, whether it’s the Senate, whether it’s vice president, whether it’s president — you should have some sort of cognitive test.” The idea that cognitive tests should be administered to everyone in power above a certain age “reeked of ageism,” she writes. [Read more.](#)

Resources

Understanding Elderspeak: An Evolutionary Concept Analysis (Innovation in Aging, 2021, Volume 5, Issue 3)

Well-intentioned health care professionals caring for older adults often engage in what’s known as “elderspeak”—a simplified speech register used with older adults which sounds like baby talk. This study concludes: “Communication is a crucial component of person-centered care to older adults, and care providers must thus be aware that their implicit biases may inadvertently lead to patronizing communication patterns, such as elderspeak.” [Read more.](#)

Framing Fluency: The Strength of Solutions

In your communication, use concrete examples of programs and policies that support older adults and allow communities to benefit from all our contributions as we age. Providing examples of concrete solutions prompts the can-do attitude and enables the public to envision a future in which we all thrive at every age and stage of life.

Example: *Intergenerational programs that connect older people and preschoolers support young and old alike. Older people build relationships with peers and with young children, which enhances their wellbeing. And children benefit from interactions with older people, which have been shown to improve social and emotional skills.*



The [Reframing Aging Initiative](#) 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](#), [RRF Foundation for Aging](#), and [The SCAN Foundation](#), with additional support from [Fan Fox and Leslie R. Samuels Foundation](#), [New Hampshire Endowment for Health](#), [NextFifty Initiative](#), [Rose Community Foundation](#), [San Antonio Area Foundation](#), and [Tufts Health Plan Foundation](#).

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