



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



Research and strategies



Voila! New Video Series Provides New Tools to Advance Well-framed Language

We're thrilled to announce the first two videos in our Frame of Mind video series which shows how changing the way we talk can shift attitudes about aging. We hope you can use ["Frame of Mind: The Why and How of Reframing Aging,"](#) and ["Frame of Mind: Reframing](#)

[Aging From 'Them' to 'Us'](#) in your education and outreach efforts. The videos can also be found on [our website](#) for easy access. Please share the video on social media and be on the lookout for the next video!

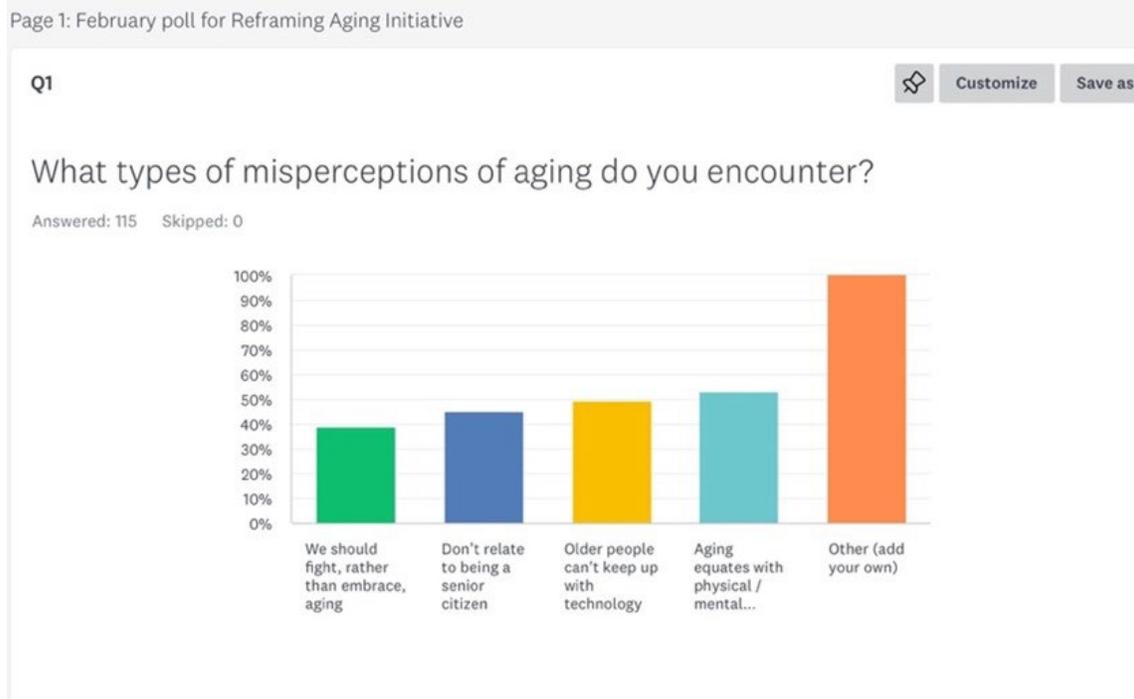
We were heartened to see that the same week we released the first video, Maria Shriver hosted a summit called [Radically Reframing Aging](#) mirroring our positive messaging. The free, five-day event with leading experts and celebrities focused on “changing the way we age....and the way we talk about aging.” Serendipitous timing!

Caravan Readers Underscore Urgency for Reframing Aging

Big thanks to the nearly 400 Caravan readers who responded to our survey on misperceptions you have encountered! Your responses underscore why our work to reframe aging is so necessary and important.

Your top answers (see graphic below) were closely tied. 53% said that you hear that aging is equated with physical and mental decline, nearly half said people think older people can't keep up with new technologies, 45% said they can't relate with older people (even if they are seniors themselves!), and 39% said people say we should fight, rather than embrace, aging. Several of you picked more than one answer.

Most of the 115 responses to the “add your own” option roughly fit these categories, but others emphasized themes we've heard about before.



Caravan readers delve into misperceptions of aging

Many Caravan readers added observations referencing themes like discrimination in employment and medical care. Several mentioned diminishing endearments for older people ("honey," "sweetie," and "dear"). One of you pointed out “It varies based on culture and values,” a very important point. Data from the 2021 National Health and Aging Trends Study [reveal persistent racial and ethnic disparities among older adults](#).

A large proportion of you chose to focus on progress, i.e., “I think perceptions are changing, especially in the last few years. We are no longer focusing on aging, but on longevity, and ways we leverage the dividend to the benefit of all.”

Thank you again for your responses!

Reframing Aging at LiveOn NY's Annual Conference on Aging

At this year's [LiveOn NY's Annual Conference on Aging and Vendor Show](#) in January, Reframing Aging Facilitators Linda Schotthoefer and Donna Satterthwaite led a workshop called "Putting the Brakes on Ageism: A Way Forward by Framing Our Communications." The facilitators explained how applying proper framing techniques can overcome entrenched stereotypes about older people by telling a more accurate and complete story about aging. LiveOn NY is an RAI membership partner. LiveOn NY prepared for its conference by conducting a reframing aging workshop for all of its speakers prior to the event. This helps ensure that more than 550 attendees at the conference were exposed to well-framed language by its numerous speakers.

What We're Reading

Research Shows Focusing on Role rather than Age Decreases Ageist Attitudes

Describing older adults by the role that they play in others' lives can decrease ageist attitudes. That's the finding of an article in the *Journal of the American Geriatrics Society* "[Reframing aging during COVID-19: Familial role-based framing of older adults linked to decreased ageism](#)." Authors Reuben Ng PhD and Nicole Indran studied whether age-based framing (e.g., senior citizen) is associated with more negative stereotyping in the media compared to familial role-based framing (e.g., grandparent). They argue for a more role-centered approach in framing older adults, so their contributions are acknowledged and valued by society.

Five Years in the Lives of New Yorkers Chronicled

National Public Radio's All Things Considered featured a story on what New York Times reporter John Leland learned while chronicling the lives and thoughts of six New Yorkers over the age of 85 from 2015 to 2020. Ruth Willig, at age 98, "was still having adventures, still living life." Show host Mary Louise Kelly reflected: "It felt like such a powerful example that every day, no matter how old we are, no matter how young we are, we get a fresh shot." You can read the [transcript of the interview or hear it online \(it's a seven-minute listen\)](#).

Resources

Demystifying Diversity podcast

The Demystifying Diversity Podcast featured RAI's Patricia D'Antonio on a new two-part series on [Ageism and Abuse](#). Host Daralyse Lyons explored the intersection of ageism and elder abuse. The second part focuses on [Overcoming Ageism through Intergenerational Connections](#). The [podcast](#) finds that none of us are immune to ageism, including older and younger individuals. "When we talk about ageism, said D'Antonio, it "isn't just a bias against someone who is older, it can be a bias across the life course."

Framing Fluency Tip

As you prepare a workshop or presentation, think carefully about who your audience is. Find out what they would like to be able to do by the end of the lesson. Learn all you can about their messaging strategies. For example, if your audience consistently tells the "super senior" narrative, help them shift to telling a more complete and accurate story about aging. If they are working on an anti-ageism campaign, you might focus on strategies to use when talking about ageism.





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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