



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



AFAR Effectively Incorporates Reframing Aging Messaging into Redesigned Website

As a founder and committed supporter of the [Reframing Aging Initiative](#), the [American Federation for Aging Research](#) (AFAR) is clearly invested in the vital work of changing how we talk and think about aging. AFAR is a member of [Leaders of Aging Organizations](#) (LAO), which collaborated to create the Reframing Aging Initiative to respond to the harmful role that ageism plays in all of their efforts to advance their work with policymakers.

AFAR also has done an exemplary job of practicing what it preaches by effectively incorporating the principles of reframing aging into its messaging. When AFAR launched a dynamic new website in 2019, it used the opportunity to intentionally align its messaging

with reframing aging. In particular, the website makes good use of reframing aging's ingenuity value, which includes innovation, while incorporating more inclusive language throughout. [Read more.](#)



GSA Board Receives Training in Core Elements of Reframing Aging

The Reframing Aging Initiative (RAI) is training The Gerontological Society of America's Board of Directors in the Core Elements of Reframing Aging, a four-session workshop series. The workshops are conducted by Reframing Aging Facilitator Nancy Morrow-Howell, PhD, FGSA, and the RAI team: Trish D'Antonio, project director and GSA vice president, policy and professional affairs; Laurie Lindberg, project manager; GSA CEO James Appleby; and Karen Tracy, GSA vice president, strategic alliances and integrated communications.

This extensive training for the GSA board underscores GSA's commitment to the Reframing Aging Initiative and the importance of disseminating it to all in the field of aging. As Morrow-Howell points out, "Everybody comes from different disciplines and with different areas of expertise, yet reframing aging is applicable to everyone's work – in fact, it's relevant professionally and personally." For more information on the Core Elements of Reframing Aging Workshop series, please contact reframingaging@geron.org.

The Story of Reframing Aging

[Download or print](#) the Reframing Aging Initiative's colorful, new flyer that will help you confront ageism by telling a new story about aging. It provides a brief overview of why ageism harms all of us, what ageism sounds like, some suggestions for what you can do to confront the injustice of ageism, and a handy Quick Start Guide to help you choose your words wisely. [Download now.](#)



New Program Enables Eastern Michigan University to Engage with Reframing Aging

RAI teamed up with the [Ann Arbor Area Community Foundation](#) (AAACF) to conduct a Core Elements of Reframing Aging workshop training series for Washtenaw County programs in Michigan. Among those who took part in the training was Julie Vogl, Project Coordinator of Eastern Michigan University's Engage@EMU, who is working on the new Digital Connecting Corps (DCCC) program. The reframing aging training "really teaches us how to talk about older adults and how to work and develop programs with older adults in mind," Vogl says. DCC, launched by Engage and the University of Michigan's Ginsberg Center, helps bridge the digital divide in Washtenaw County by helping older adults learn how to better use technology. [Read more.](#)

How Colorado Is Tackling Age Diversity in the Workforce

Janine Vanderburg, head of Changing the Narrative, a Reframing Aging Initiative member, was quoted in a recent article about Colorado's continuing efforts to boost employment opportunities for older workers. "Unlike states that focused more on long-term care and

health care and other traditional aging topics, here we had a focus on workforce," says Vanderburg. "I am optimistic that despite post-pandemic worries, Colorado will be in the forefront of older workers." [Read more.](#)

Promoting an Age-Friendly Ecosystem

A new grant by [The John A. Hartford Foundation](#), a funder of the RAI, will support the development of an Age-Friendly Ecosystem with a grant to the Age-Friendly Institute. The institute is creating a digital hub and partnerships with stakeholders involved in the movements to make health systems, public health systems, cities, universities and employers more age-friendly. In a recent blog post, GSA CEO James Appleby writes on how GSA's Reframing Aging work animates the Age-Friendly Ecosystem. "By implementing the principles of Reframing Aging, all individuals in this thriving ecosystem can help the public understand that there is much we can do, together, to ensure well-being as we age." [Read the full blog post.](#)

The Age-Friendly Institute operates [agefriendly.org](#), a crowd-sourced, online resource utilizing user-generated ratings and reviews to empower older adults to demand age-friendly communities, services, and care where they live and work.

What We're Reading

The Pernicious Reach of Ageism

Dr. Christine Nguyen, a clinical assistant professor at Stanford University Medical School and former Gerontological Society of America Journalists in Aging Fellow, writes about research that shows ageism can cause measurable short- and long-term physical harm, including cardiovascular problems, chronic stress, inflammation, and brain changes associated with Alzheimer's disease. And she offers 3 Interventions to Combat Ageism. [Read more.](#)

In Korea, You Don't Have to Explain TikTok to Your Grandma

The New York Times reports that older adults in South Korea are helping reshape the culture by becoming key consumers and makers in the country's economy, including the fashion and beauty industries. "Beauty, to me, is not about being wrinkle-free," says Park Mak-rye, 74 star of the YouTube channel Korean Grandma. "What's made me youthful over the years is my ability to overcome my fears about aging and pushing myself to do new things." [Read more.](#)

Resources

Museums Can Help to Combat Ageism Through Creative Aging Investments

[The American Alliance of Museums](#) (AAM) recently released a landmark report entitled "[Museums and Creative Aging: A Healthful Partnership](#)," calling on museums to change the narrative about what it means to grow old in America. Among the recommendations are for museums to "work actively to combat society's prejudices toward older people, or 'ageism'"

Reframing Tip

Challenge: People don't understand how policy change will support healthy aging

Solution: When featuring "living proof" examples of healthy aging (e.g., older people jogging on nature trails), make sure to connect individual wellbeing with policy changes that make wellbeing possible because people won't make this connection on their own. For example, explain how a

and to facilitate intergenerational programs in artmaking. The report was commissioned by AAM and funded by [Aroha Philanthropies](#), a private foundation dedicated to creative aging. [Download a free copy of the report.](#)

community's investment in nature trails allows pedestrians and joggers safe and enjoyable places to exercise.

In other news, the Reframing Aging Initiative will conduct a reframing aging workshop on July 27, 2021 for the [Creative Aging Institute](#), a program of the [National Assembly of State Arts Agencies](#).



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](#).

Climb aboard the Caravan! For the latest news and updates, follow us on [Twitter](#)



1220 L St NW #901, Washington, DC 20005
©2021 The Gerontological Society of America. All rights reserved.

[RAI HOME](#) | [GSA HOME](#)

To unsubscribe, [click here](#).