

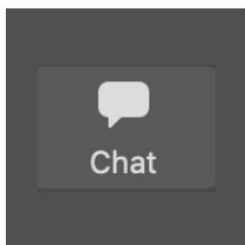
# REFRAMING AGING 2021

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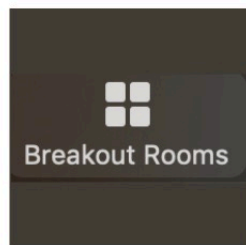
ENDING AGEISM TOGETHER  
**CHANGING  
THE   
NARRATIVE**

# A FEW THINGS AS WE GET STARTED

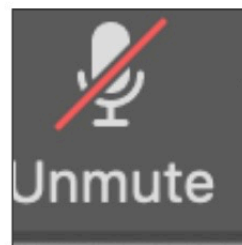
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Use the **CHAT** function to ask or respond to questions



You'll be assigned to a **BREAKOUT ROOM**



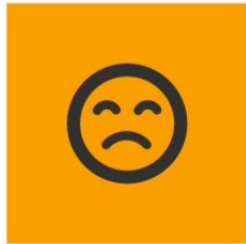
**MUTE** and **UNMUTE**



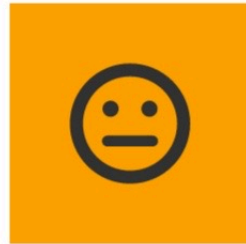
Grab a **PEN**

# YOU HAVE A BIRTHDAY COMING UP

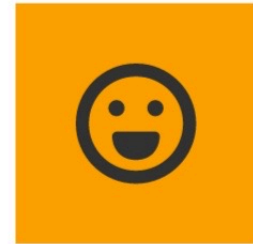
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1

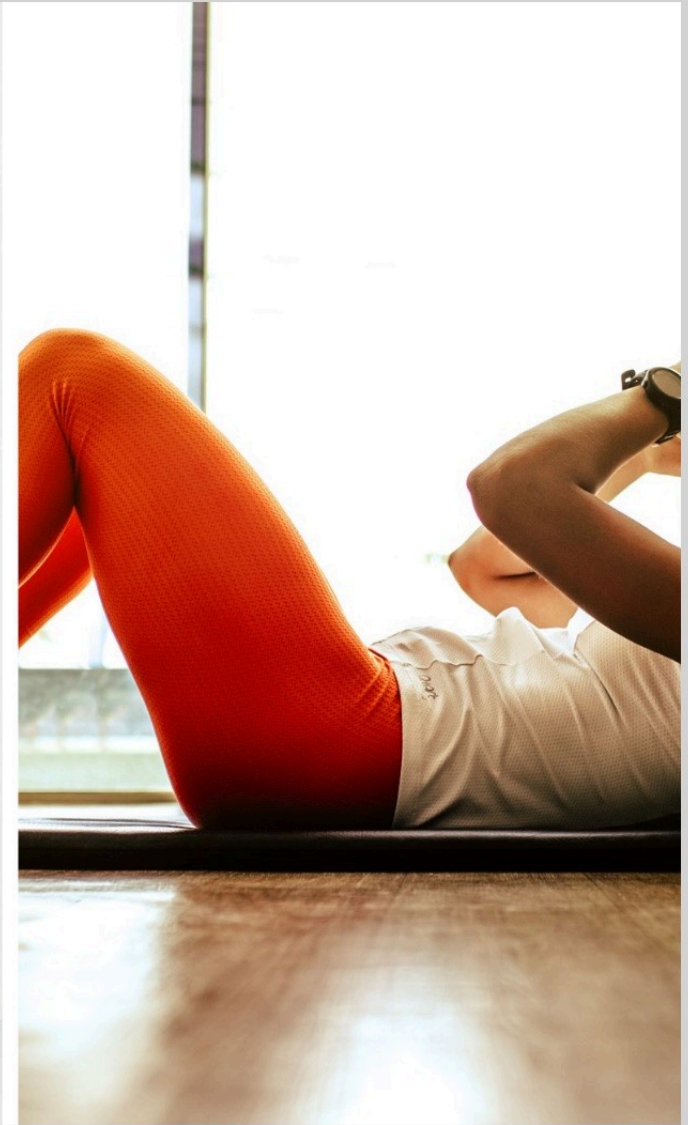


2



3

**7.5**  
**YEARS**



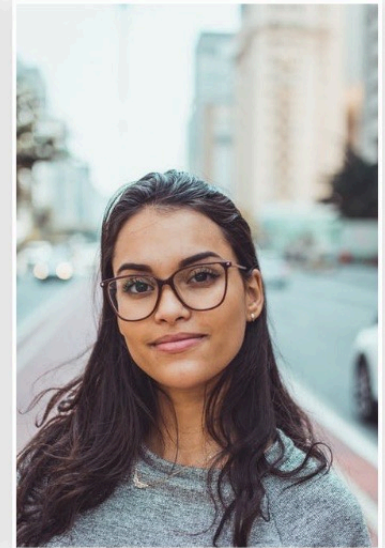


# AGEISM

Prejudice  
Stereotyping  
Discrimination



**BASED ON AGE**



**56**

**PERCENT**

**61**

**PERCENT**



# HOW AGEISM SHOWS UP IN OUR LIVES

---

- **Internalized:** “I'm too old to learn/do/start that.”
- **Interpersonal:** “Michael? He's too old to learn the new software.”
- **Institutional [policies]:** Mandatory retirement ages, weak age discrimination laws, crisis standards of care
- **Ideological (the cultural narrative):** “Aging is all downhill.”





## THE NEGATIVE EFFECTS OF AGEISM ON **INDIVIDUALS** INCLUDE:

---



- Decreased financial security
- Decreased physical and mental health
- Memory
- Shortened life span

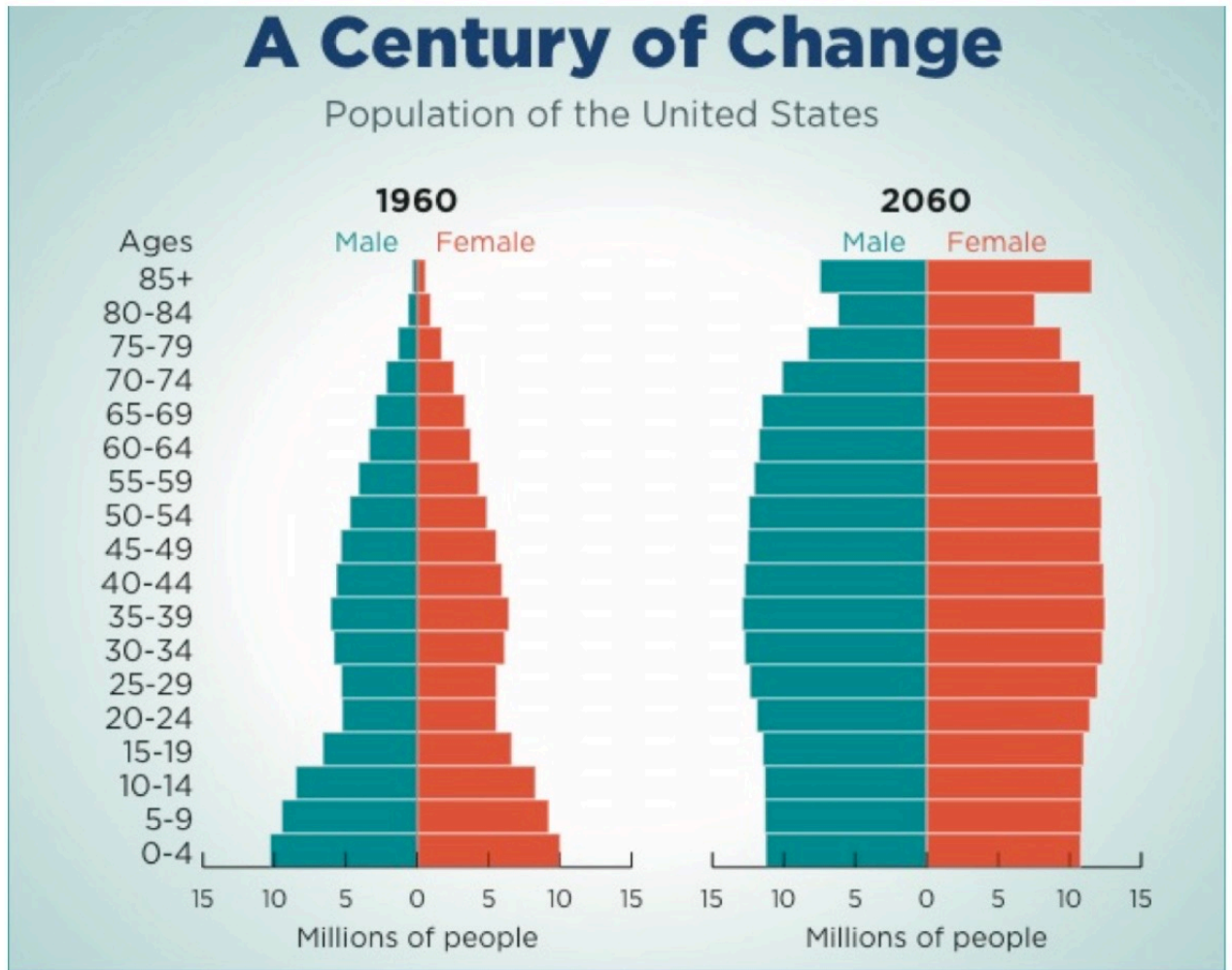
# AGEISM NEGATIVELY AFFECTS OUR COMMUNITIES AND OUR ECONOMY

---



- Less support for age-friendly policies and systems (including **Villages!**)
- Lower funding for older adult programs
- \$63 billion in health care costs
- Workplace age discrimination that costs economy \$850 billion

# THE WORLD IS CHANGING



**CHAT IN:**  
**WHAT**  
**ARE SOME**  
**EXAMPLES**  
**OF AGEISM**  
**THAT YOU'VE**  
**SEEN?**

---





TRY THIS!

WRITE YOUR  
NAME UNTIL  
WE SAY **STOP**





# FORTUNATELY, FRAMEWORKS

---



- Conducted research
- Mapped messages and language that give us a path forward :
  - Improved attitudes about aging
  - Decreased implicit bias against older people
  - Increased understanding of need, and support for public policy

# CULTURAL MODELS: HOW THE GENERAL PUBLIC THINKS ABOUT AGING IN THE US

Frameworks Institute, 2017



Ideal vs.  
perceived real



Us vs. them



Individualism



Nostalgia



Solutions:  
individual,  
education, none

# WHICH CULTURAL MODELS WERE REFLECTED IN THESE PANDEMIC STATEMENTS? PLACE IN CHAT

---

?

“Weak, vulnerable elderly”

?

Older people vs. the economy

?

People's choices instead of systemic health disparities

# CHANGING THE FRAME

---



Framing is a **set of choices** about how information is presented

- What to emphasize
- What to leave unsaid
- How to explain it
- Cue a specific response



A photograph of a choir rehearsal. In the foreground, a red music book is open, showing musical notation on its pages. The background is blurred, showing several people, likely choir members, holding their own music books. The lighting is warm, with some bokeh light effects. The text "THE STRATEGY: MANY VOICES, ONE CHOIR ©" is overlaid on the image in a bold, sans-serif font. "THE STRATEGY:" is in red, and "MANY VOICES, ONE CHOIR ©" is in white.

**THE STRATEGY: MANY VOICES, ONE CHOIR ©**





# VILLAGES ARE REFRAMING **IN ACTION**





# THE REFRAMED NARRATIVES

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**CHANGING  
THE  
NARRATIVE**  
ENDING AGEISM TOGETHER

# NOT THESE!

---



Ageism as civil rights



Sympathetic “*Senior*”



Silver tsunami



Super “*Senior*”



Zero sum game



Stories without solutions



# INSTEAD OF EPISODIC, TELL A “SOCIAL ISSUE NARRATIVE”

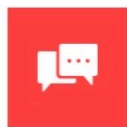
Increases understanding, shifts opinions, generates support for solutions



## 1. Values

Why does this matter?

Use *tested* values



## 2. EXPLAIN

Use metaphors, and share examples

—How does this work?

—If it doesn't work, why not?



## 3. Solutions

What can we do about the problem we are raising?

—Concrete

—Causal

—Collective

—Credible

—Conceivable

# TALKING ABOUT AGEISM: THE CONFRONTING INJUSTICE NARRATIVE

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**CHANGING  
THE  
NARRATIVE**  
ENDING AGEISM TOGETHER

## STEP 1. LEAD WITH THE VALUE OF JUSTICE

---



Justice requires recognizing all members of society are equal.

Often our society does not treat us equally as we age—our participation and contributions are marginalized.

To live up to our ideals, we must **confront the injustice of ageism** and work to reshape our society so that all of us are fully included in our communities as we age.

## STEP 2A. EXPLAIN AGEISM AND ITS EFFECTS

PROPUBLICA TOPICS SERIES NEWSAPPS GET INVOLVED IMPACT ABOUT SIGN U



Tom Steckel, 62, on the plains outside Pierre, South Dakota, where he's the state's employee benefits director. He's happy for the work after being laid off three times since turning 50, but it's a long way from home. (Ackerman + Gruber, special to ProPublica)

**AGE DISCRIMINATION**

**If You're Over 50, Chances Are the Decision to Leave a Job Won't be Yours**

- Ageism is prejudice, stereotypes and discrimination based on age.
- When directed at older people, it often involves assumptions that older people are less competent, capable, attractive.
- Ageism has tremendously negative impacts on older people, affecting every aspect of our lives as we age, and also has negative effects on community and society.
- Use *WORKPLACE DISCRIMINATION* as an example.



## STEP 2B. EXPLAIN **IMPLICIT (UNCONSCIOUS) BIAS**



Because of the messages our brains receive from childhood on, we subconsciously form negative judgments about people based on their age, but just being aware of these biases makes us less likely to act on them and more likely to treat people fairly.

## STEP 3. OFFER CONCRETE, SYSTEMIC SOLUTIONS: **WORKFORCE** EXAMPLE



To address ageism head on, we can:

- Eliminate graduation dates from applications
- Train managers on implicit bias
- Establish better rules and systems for hiring
- Educate companies on the business case for hiring older workers
- Ensure stimulus dollars are used to upskill and next skill older workers
- Strengthen age discrimination laws.

# CONCRETE, SYSTEMIC SOLUTIONS: **HEALTHCARE** EXAMPLE



To address ageism head on, we can:

- Train those working in health on implicit bias and ageism
- Include older people in clinical trials
- Expose students to older adults during their professional training
- Include older adults in health equity discussions
- Eliminate age and co-morbidities as scoring criteria for triage decisions



## EXAMPLE. VALUE, EXPLANATION, SYSTEMIC SOLUTION

---

- **AVOID**

With social distancing in place, vulnerable seniors without technology are lonely and isolated.

- **ADVANCE**

*Value:* In our community, we believe everyone should have access to opportunity.

*Explanation:* Because of digital divides, some people had a harder time than others accessing health care, online services and K-12 education.

*Solution:* We can help to close the digital divide by ensuring all communities have access to broadband, and those who need it have access to technology and training.



**TALKING ABOUT DEMOGRAPHIC CHANGE  
AND OLDER PEOPLE AS RESOURCES:  
THE EMBRACING THE DYNAMIC NARRATIVE**



AGING  
BETTER.

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## STEP 1. LEAD WITH **INGENUITY AND INNOVATION**

---



We are problem-solvers. When we see an opportunity, we figure out how to seize it.

When we see that something isn't working, we rethink our approach.

Replacing outdated practices with new, smarter ways of doing things is the key to our nation's ingenuity.



## STEP 2. EXPLAIN USING THE METAPHOR OF **BUILDING MOMENTUM**

---



Getting older is a dynamic process that involves constant and continuous change.

As we age, we gather momentum through the build-up of experiences and insights.

This momentum can add power and force to moving our workforce and communities forward—and so, as a state, we should do all we can to support it and make the most of it.

## STEP 3. OFFER CONCRETE SOLUTIONS

---



What's yours?

## EXAMPLE. VALUE, EXPLANATION, SOLUTION

---

- **AVOID**

Since COVID-19 hit, many needy older people in our community don't have sufficient food.

- **ADVANCE**

*Value:* Our community came up with an innovative solution to making sure that people who needed it continued to have access to food.

*Building momentum metaphor:* A group of seasoned marketing and restaurant professionals came together to figure out how to keep some restaurants open, and feed those who were hungry.

*Solution:* A community fundraising drive led to restaurant meals being delivered daily by volunteers of all ages to people who needed them, also saving some restaurant jobs.



# WORDS TO AVOID AND WHAT TO USE INSTEAD

- **AVOID: Senior, elderly, senior citizen**  
USE: Older Adult, Older Person, descriptive language
- **AVOID: They and them**  
USE: Us and We. “As we all age...”
- **AVOID: Silver tsunami, demographic cliff**  
USE: “As we live longer and mostly healthier lives...”
- **AVOID: Zero sum; finite resources**  
USE: “Let's use our spirit of innovation to re-envision what's possible.”
- **AVOID: Choice and other language about individual determinants**  
USE: “Let's find innovative solutions to ensure we can all thrive as we age | keep everyone healthy while we rebuild our economy.”

**BREAKOUT  
ROOM  
CHALLENGE:  
DESCRIBE  
YOUR  
VILLAGE  
USING THE  
VALUE OF  
INGENUITY**

---



# IDEAS TO ACTION:

What is one concrete thing you will do in the next 30 days to move reframing forward?









Put on jamboard



ENDING AGEISM TOGETHER

# CHANGING THE NARRATIVE

## JOIN US

-  [bit.ly/EndAgeismTogether](https://bit.ly/EndAgeismTogether)
-  [info@changingthenarrativeco.org](mailto:info@changingthenarrativeco.org)
-  [changingthenarrativeco.org/](https://changingthenarrativeco.org/)
-  [@encore\\_janine](https://twitter.com/encore_janine)
-  [ChangeNarrativeCO](https://www.facebook.com/ChangeNarrativeCO)
-  [changing-the-narrative-co](https://www.linkedin.com/company/changing-the-narrative-co)