Ageism and Reframing Aging

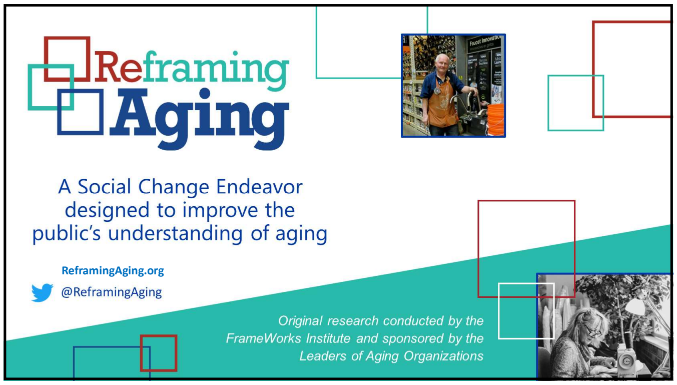
Beth Kowalczyk
Chief Policy Officer
Ohio Association of Area Agencies on Aging
kowalczyk@ohioaging.org

Ohio Association of Area Agencies on Aging

- Statewide Network of Agencies
- Provides Training
- Coordinates Advocacy
- Creates Collective Voice

o4a Training

- O4a Annual Conference for the Aging and Disability Network: October 20-21, 2022, in Columbus
- Webinar Series:
  - Aging in Ohio: September 20-21, 2022 – registration is open – www.ohioaging.org
  - Ohio Developmental Disabilities System Overview For The Aging Network: September 2022
  - Understanding Medicare for AAAs and Aging Professionals: December 2022
- o4a Advocacy Conference: Spring 2023

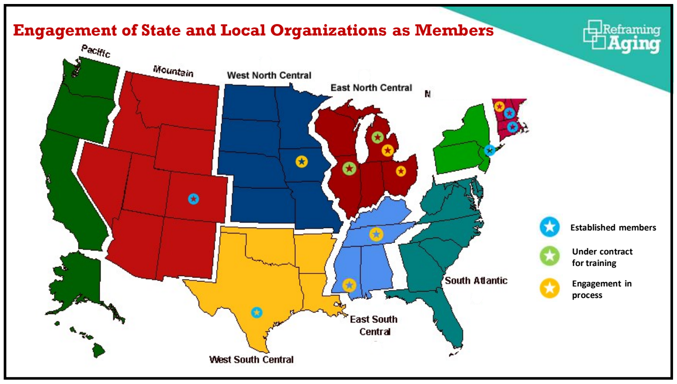


A Social Change Endeavor designed to improve the public's understanding of aging

ReframingAging.org
@ReframingAging

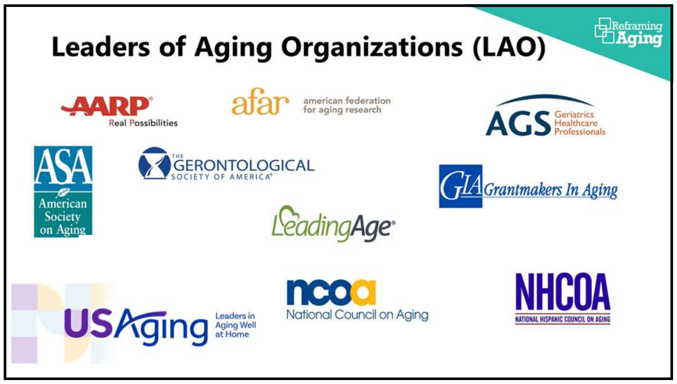
Original research conducted by the FrameWorks Institute and sponsored by the Leaders of Aging Organizations

Engagement of State and Local Organizations as Members


Pacific
Mountain
West North Central
East North Central
N
South Atlantic
East South Central
West South Central
Established members
Under contract for training
Engagement in process

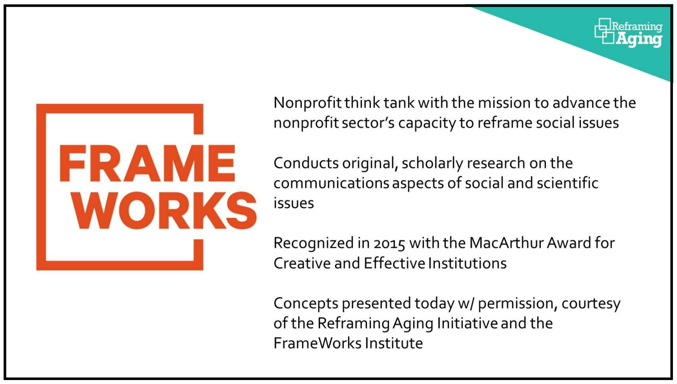
Everyone is an Advocate

- **Area Agencies on Aging – all staff, boards, providers**
- **Ohio Department of Aging**
- **State Aging organizations**
- **Advocacy organizations**
- **Age Friendly Communities**
- **Funders**
- **Senior Community Service Employment Program Providers**
- **Adult Protective Services**
- **Creative Aging Institute**
- **University Extension Offices**
- **Probate Court Investigators**
- **College Students**
- **City of Worthington staff, city council, boards and commissions**



Leaders of Aging Organizations (LAO)

AARP Real Possibilities
afar american federation for aging research
AGS Geriatrics Healthcare Professionals
ASA American Society on Aging
The Gerontological Society of America
GIA Grantmakers In Aging
LeadingAge
USAging Leaders in Aging Well at Home
ncoa National Council on Aging
NHCOA National Hispanic Council on Aging



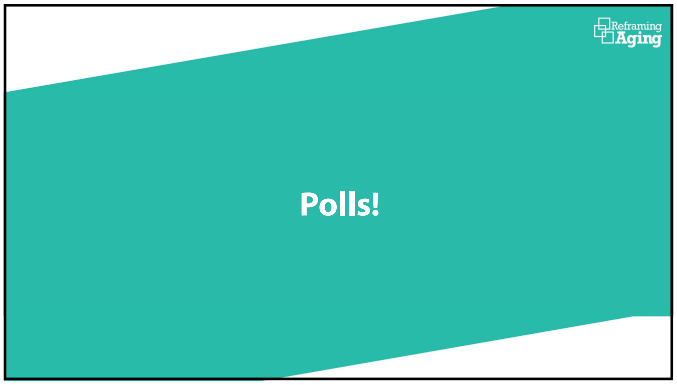
FRAME WORKS

Nonprofit think tank with the mission to advance the nonprofit sector's capacity to reframe social issues

Conducts original, scholarly research on the communications aspects of social and scientific issues

Recognized in 2015 with the MacArthur Award for Creative and Effective Institutions

Concepts presented today w/ permission, courtesy of the Reframing Aging Initiative and the FrameWorks Institute

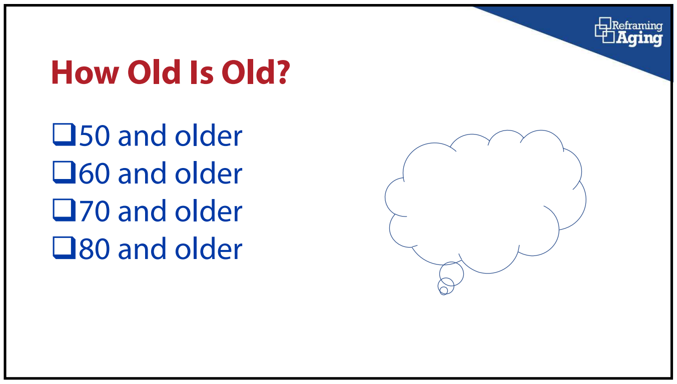


Polls!

Live online polling!

Use your phone and type in your browser:

https://ahaslides.com/XGCTT

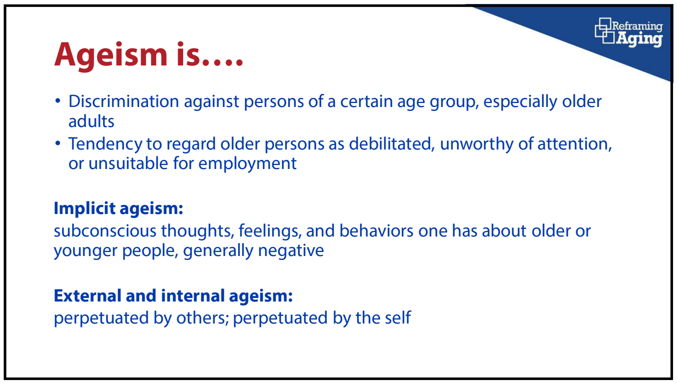


How Old Is Old?

☐50 and older
☐60 and older
☐70 and older
☐80 and older

Have you…

☐Seen ageism?
☐Experienced ageism yourself?
☐Been ageist?

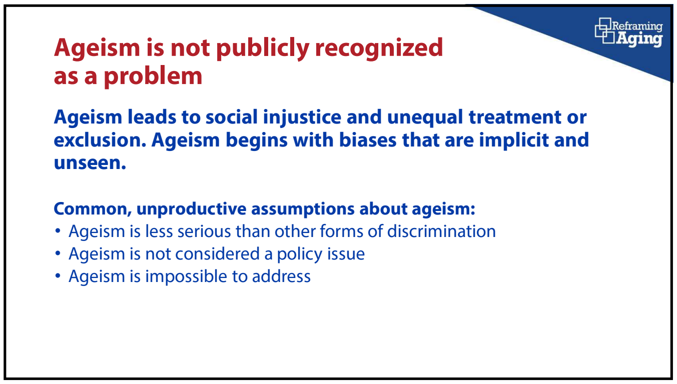


Ageism is….

- Discrimination against persons of a certain age group, especially older adults
- Tendency to regard older persons as debilitated, unworthy of attention, or unsuitable for employment

Implicit ageism:
subconscious thoughts, feelings, and behaviors one has about older or younger people, generally negative

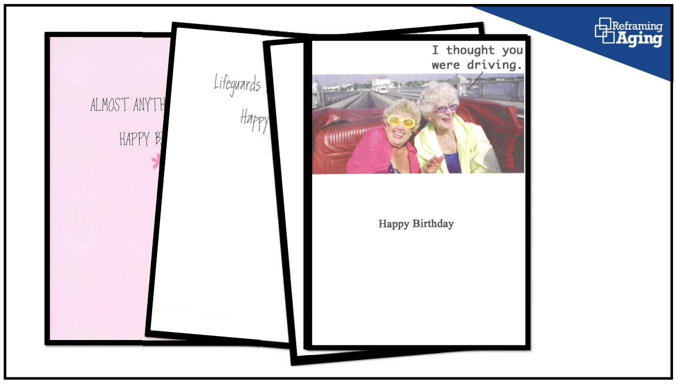
External and internal ageism:
perpetuated by others; perpetuated by the self

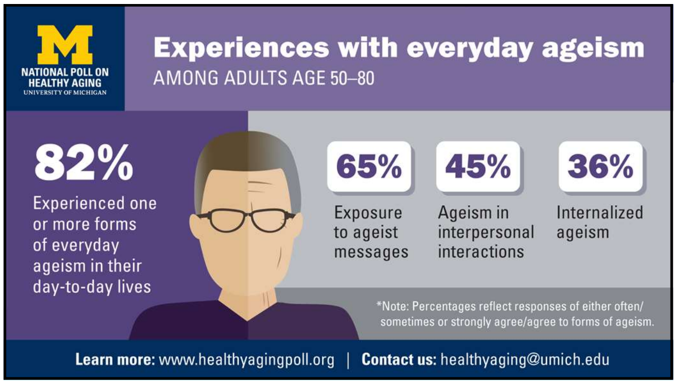


Ageism is not publicly recognized as a problem

Ageism leads to social injustice and unequal treatment or exclusion. Ageism begins with biases that are implicit and unseen.

Common, unproductive assumptions about ageism:
- Ageism is less serious than other forms of discrimination
- Ageism is not considered a policy issue
- Ageism is impossible to address





Experiences with everyday ageism

AMONG ADULTS AGE 50–80

NATIONAL POLL ON HEALTHY AGING
UNIVERSITY OF MICHIGAN

82% Experienced one or more forms of everyday ageism in their day-to-day lives

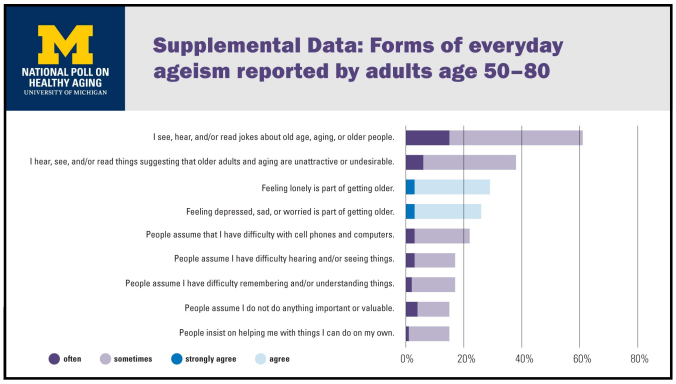
65% Exposure to ageist messages

45% Ageism in interpersonal interactions

36% Internalized ageism

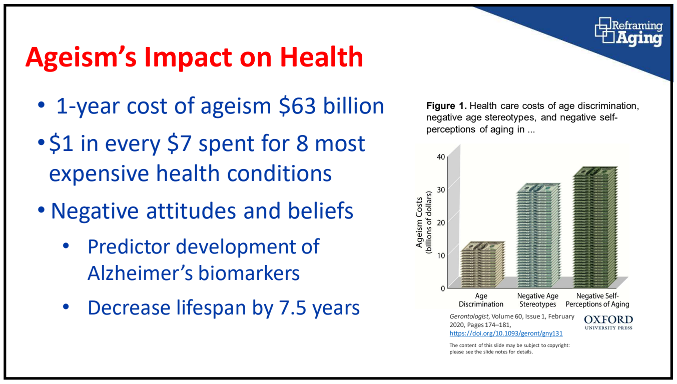
*Note: Percentages reflect responses of either often/sometimes or strongly agree/agree to forms of ageism.

Learn more: www.healthyagingpoll.org | **Contact us:** healthyaging@umich.edu



NATIONAL POLL ON HEALTHY AGING
UNIVERSITY OF MICHIGAN

Supplemental Data: Forms of everyday ageism reported by adults age 50–80



Ageism's Impact on Health

- 1-year cost of ageism $63 billion
- $1 in every $7 spent for 8 most expensive health conditions
- Negative attitudes and beliefs
  - Predictor development of Alzheimer's biomarkers
  - Decrease lifespan by 7.5 years

Figure 1. Health care costs of age discrimination, negative age stereotypes, and negative self-perceptions of aging in ...

Gerontologist, Volume 60, Issue 1, February 2020, Pages 174–181, https://doi.org/10.1093/geront/gny131

OXFORD UNIVERSITY PRESS

The content of this slide may be subject to copyright: please see the slide notes for details.

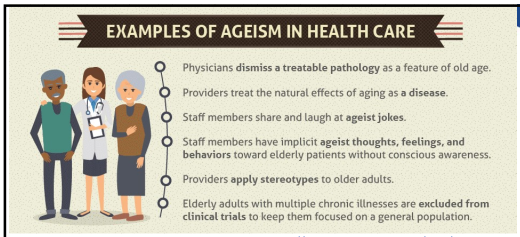
Individual or Internalized Ageism

People with negative self-perceptions of agin

- Less likely to seek medical treatment or preventive care
- More likely to persist with health risks (smoking or drinking)
- More likely to experience a cardiovascular event
- More likely to experience functional decline
- More likely to experience depression

Chang E-S, Kannoth S, Levy S, Wang S-Y, Lee JE, Levy BR (2020) Global reach of ageism on older persons' health: A systematic review. PLoS ONE 15(1): e0220857. https://doi.org/10.1371/journal.pone.0220857

19



EXAMPLES OF AGEISM IN HEALTH CARE

- Physicians **dismiss a treatable pathology** as a feature of old age.
- Providers treat the natural effects of aging as **a disease**.
- Staff members share and laugh at **ageist jokes**.
- Staff members have implicit **ageist thoughts, feelings, and behaviors** toward elderly patients without conscious awareness.
- Providers **apply stereotypes** to older adults.
- Elderly adults with multiple chronic illnesses are **excluded from clinical trials** to keep them focused on a general population.

Why Ageism in Health Care Is a Growing Concern *https://online.regiscollege.edu/blog/why-ageism-in-health-care-is-a-growing-concern/*

- 1 in 5 adults over age 50 have experienced discrimination in health care settings.
- Frequent exposure to ageism in health care worsens disabilities.

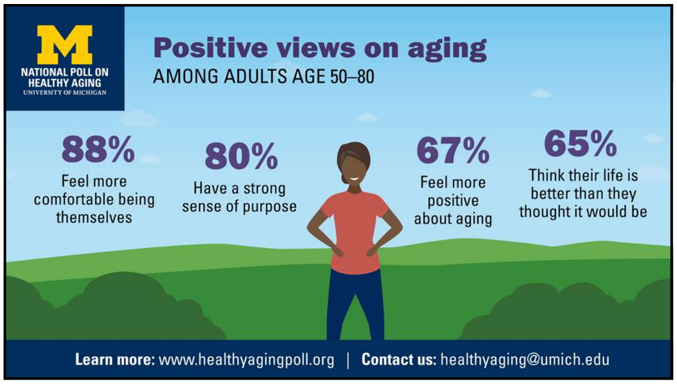
Rogers SE, Thrasher AD, Miao Y, et al. Discrimination in Healthcare Settings is Associated with Disability in Older Adults: Health and Retirement Study, 2008–2012. Journal of General Internal Medicine 30, 1413–1420 (2015).

20

The Good News

- Positive self-perception leads to 7.5 years longer, healthier lifespan
- Older persons with positive age beliefs who carry one of the strongest genes for developing dementia were nearly 50% less likely to develop the disease than their peers who held negative beliefs.

21



Positive views on aging

AMONG ADULTS AGE 50–80

NATIONAL POLL ON HEALTHY AGING
UNIVERSITY OF MICHIGAN

88% Feel more comfortable being themselves

80% Have a strong sense of purpose

67% Feel more positive about aging

65% Think their life is better than they thought it would be

Learn more: www.healthyagingpoll.org | **Contact us:** healthyaging@umich.edu

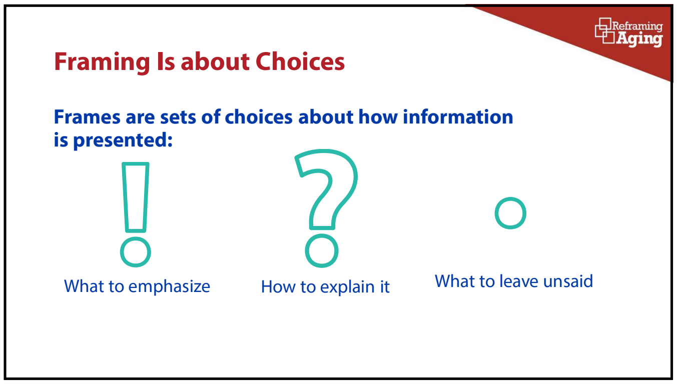
22

In a JUST society, everyone can participate

23

How we talk about aging is important – aka Framing

24



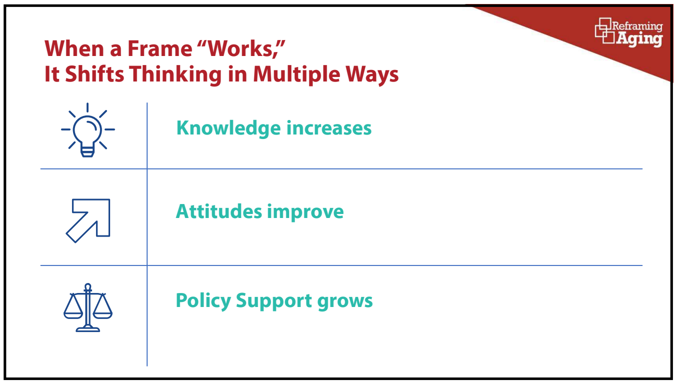
Framing Is about Choices

Frames are sets of choices about how information is presented:

What to emphasize

How to explain it

What to leave unsaid

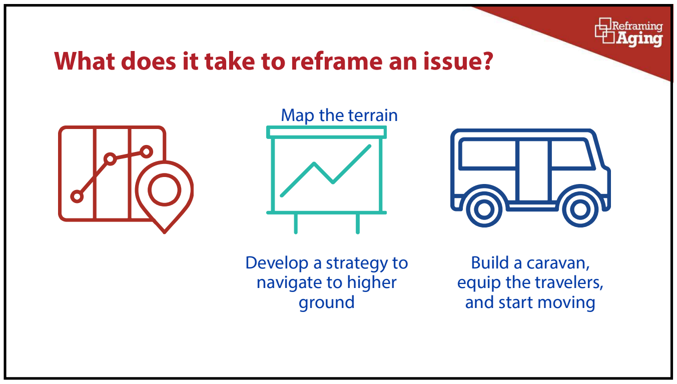


When a Frame "Works," It Shifts Thinking in Multiple Ways

Knowledge increases

Attitudes improve

Policy Support grows



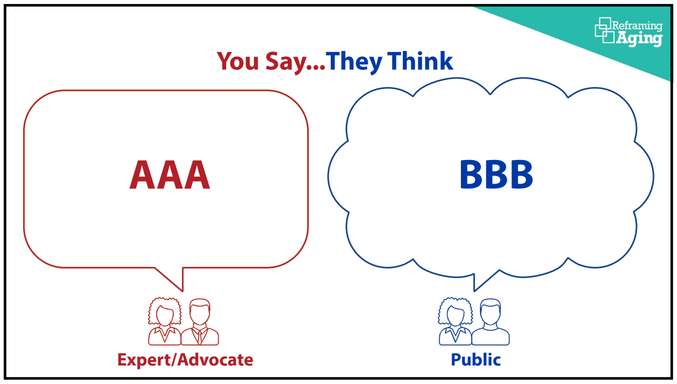
What does it take to reframe an issue?

Map the terrain

Develop a strategy to navigate to higher ground

Build a caravan, equip the travelers, and start moving

Public Understanding About Aging



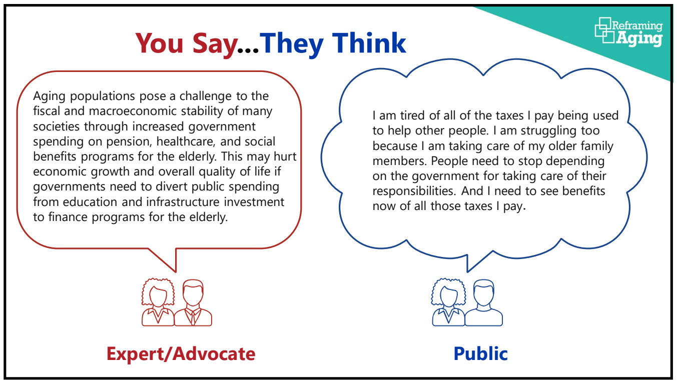
You Say...They Think

AAA

BBB

Expert/Advocate

Public



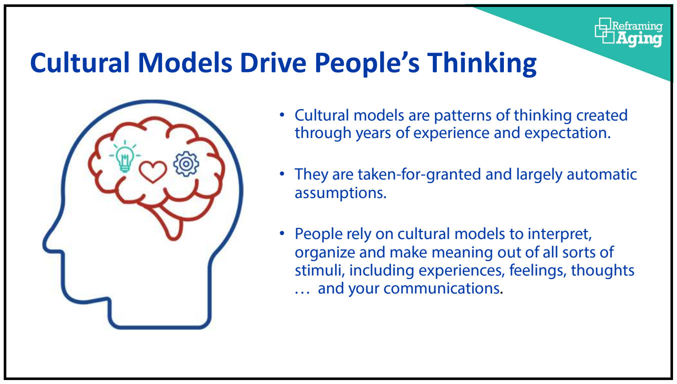
You Say...They Think

Aging populations pose a challenge to the fiscal and macroeconomic stability of many societies through increased government spending on pension, healthcare, and social benefits programs for the elderly. This may hurt economic growth and overall quality of life if governments need to divert public spending from education and infrastructure investment to finance programs for the elderly.

I am tired of all of the taxes I pay being used to help other people. I am struggling too because I am taking care of my older family members. People need to stop depending on the government for taking care of their responsibilities. And I need to see benefits now of all those taxes I pay.

Expert/Advocate

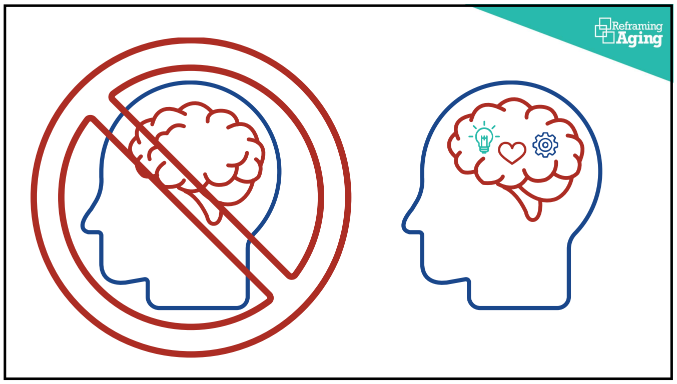
Public



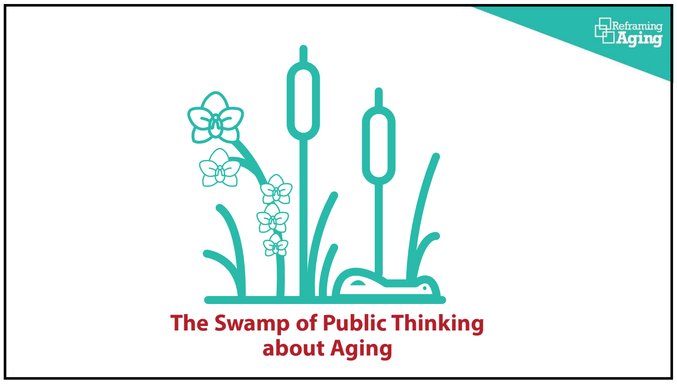
Cultural Models Drive People's Thinking

- Cultural models are patterns of thinking created through years of experience and expectation.
- They are taken-for-granted and largely automatic assumptions.
- People rely on cultural models to interpret, organize and make meaning out of all sorts of stimuli, including experiences, feelings, thoughts … and your communications.

31



32



The Swamp of Public Thinking about Aging

33

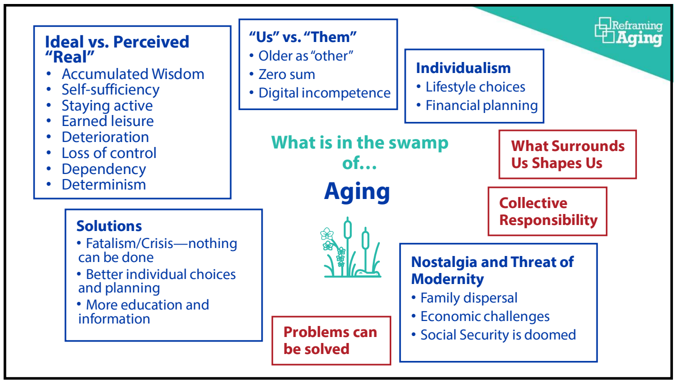
A Peek into the Swamp of Aging

34

What patterns of thinking about aging did you hear in this video?

Reframing Aging

35



What is in the swamp of…

Aging

Ideal vs. Perceived "Real"
- Accumulated Wisdom
- Self-sufficiency
- Staying active
- Earned leisure
- Deterioration
- Loss of control
- Dependency
- Determinism

"Us" vs. "Them"
- Older as "other"
- Zero sum
- Digital incompetence

Individualism
- Lifestyle choices
- Financial planning

What Surrounds Us Shapes Us

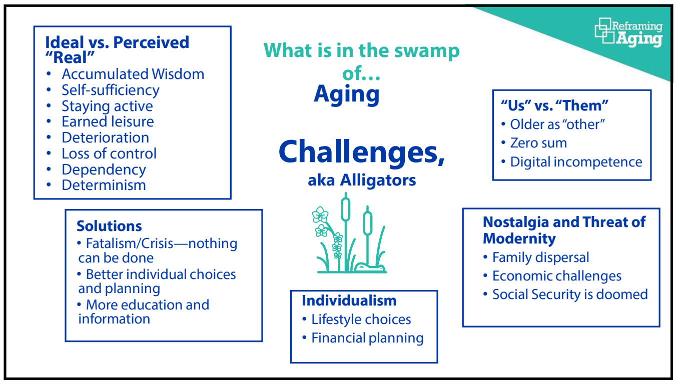
Collective Responsibility

Solutions
- Fatalism/Crisis—nothing can be done
- Better individual choices and planning
- More education and information

Problems can be solved

Nostalgia and Threat of Modernity
- Family dispersal
- Economic challenges
- Social Security is doomed

36


Reframing Aging

What is in the swamp of… Aging Challenges, aka Alligators

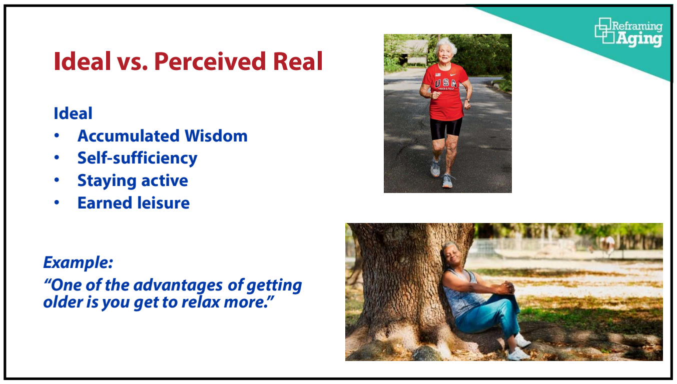
Ideal vs. Perceived “Real”
- Accumulated Wisdom
- Self-sufficiency
- Staying active
- Earned leisure
- Deterioration
- Loss of control
- Dependency
- Determinism

“Us” vs. “Them”
- Older as “other”
- Zero sum
- Digital incompetence

Solutions
- Fatalism/Crisis—nothing can be done
- Better individual choices and planning
- More education and information

Individualism
- Lifestyle choices
- Financial planning

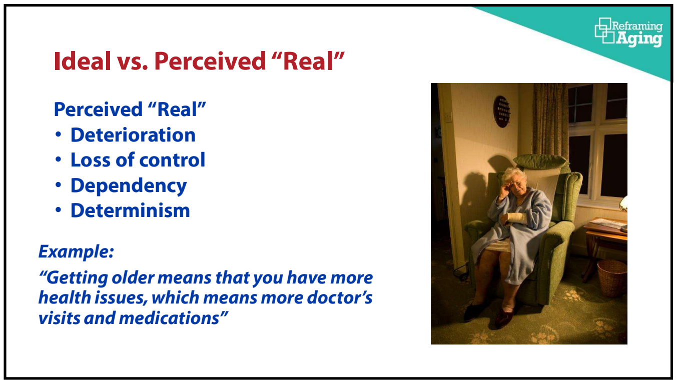
Nostalgia and Threat of Modernity
- Family dispersal
- Economic challenges
- Social Security is doomed


Reframing Aging

Ideal vs. Perceived Real

Ideal
- **Accumulated Wisdom**
- **Self-sufficiency**
- **Staying active**
- **Earned leisure**

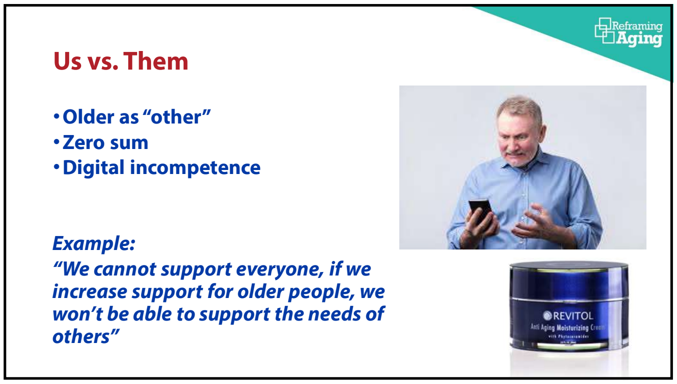
Example:
“One of the advantages of getting older is you get to relax more.”


Reframing Aging

Ideal vs. Perceived “Real”

Perceived “Real”
- **Deterioration**
- **Loss of control**
- **Dependency**
- **Determinism**

Example:
“Getting older means that you have more health issues, which means more doctor’s visits and medications”

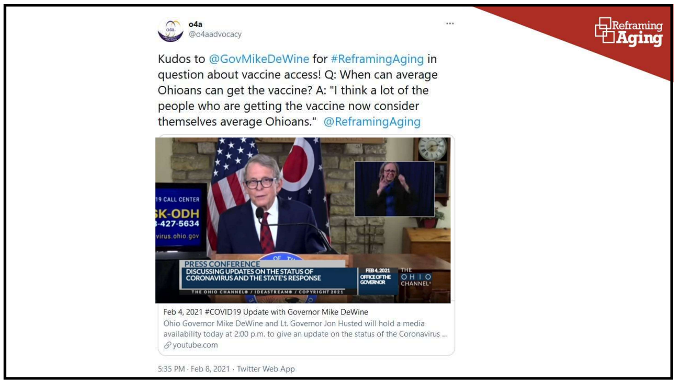

Reframing Aging
REVITOL
Anti-Aging Moisturizing Cream

Us vs. Them

- **Older as “other”**
- **Zero sum**
- **Digital incompetence**

Example:
“We cannot support everyone, if we increase support for older people, we won’t be able to support the needs of others”

Reframing Aging
#IN THIS TOGETHER Ohio

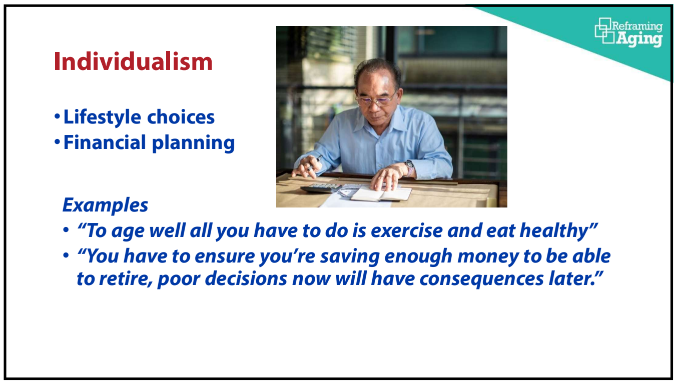

Reframing Aging
19 CALL CENTER
K-ODH
-427-5634
virus.ohio.gov
PRESS CONFERENCE
DISCUSSING UPDATES ON THE STATUS OF CORONAVIRUS AND THE STATE'S RESPONSE
THE OHIO CHANNEL® / IDEASTREAM® / COPYRIGHT 2021
FEB 4, 2021 OFFICE OF THE GOVERNOR
THE OHIO CHANNEL®

o4a
@o4aadvocacy

Kudos to @GovMikeDeWine for #ReframingAging in question about vaccine access! Q: When can average Ohioans can get the vaccine? A: "I think a lot of the people who are getting the vaccine now consider themselves average Ohioans." @ReframingAging

Feb 4, 2021 #COVID19 Update with Governor Mike DeWine
Ohio Governor Mike DeWine and Lt. Governor Jon Husted will hold a media availability today at 2:00 p.m. to give an update on the status of the Coronavirus ...
youtube.com

5:35 PM · Feb 8, 2021 · Twitter Web App



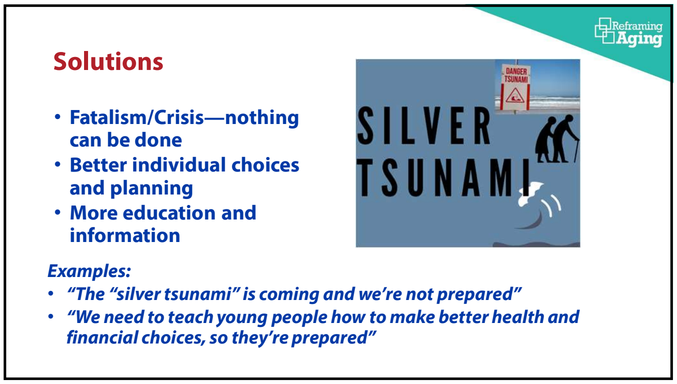
Individualism

- Lifestyle choices
- Financial planning

Examples

- *"To age well all you have to do is exercise and eat healthy"*
- *"You have to ensure you're saving enough money to be able to retire, poor decisions now will have consequences later."*

43



Solutions

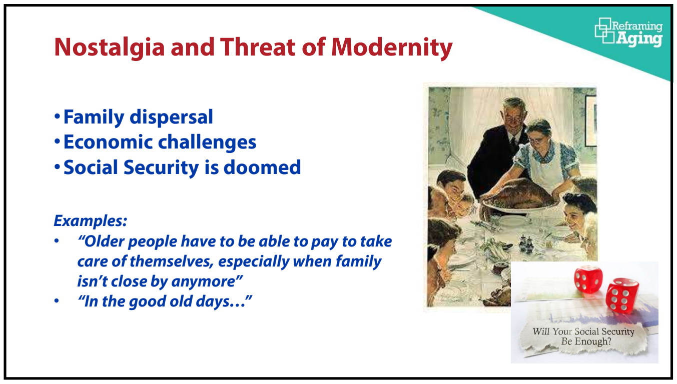
- Fatalism/Crisis—nothing can be done
- Better individual choices and planning
- More education and information

SILVER TSUNAMI
DANGER TSUNAMI

Examples:

- *"The "silver tsunami" is coming and we're not prepared"*
- *"We need to teach young people how to make better health and financial choices, so they're prepared"*

44



Nostalgia and Threat of Modernity

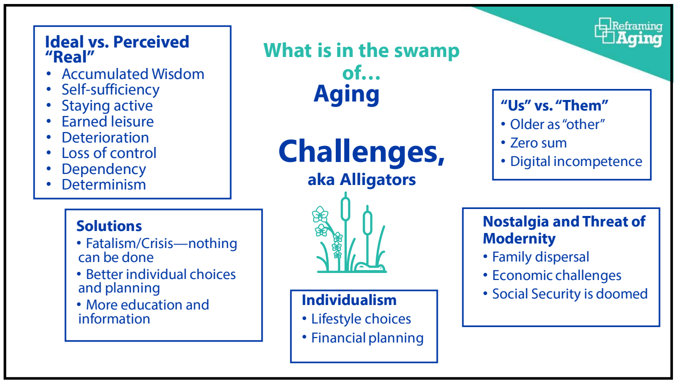
- Family dispersal
- Economic challenges
- Social Security is doomed

Examples:

- *"Older people have to be able to pay to take care of themselves, especially when family isn't close by anymore"*
- *"In the good old days…"*

Will Your Social Security Be Enough?

45



What is in the swamp of… Aging Challenges, aka Alligators

Ideal vs. Perceived "Real"
- Accumulated Wisdom
- Self-sufficiency
- Staying active
- Earned leisure
- Deterioration
- Loss of control
- Dependency
- Determinism

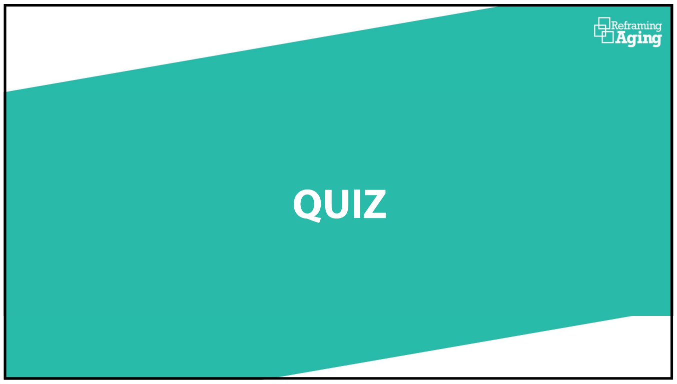
"Us" vs. "Them"
- Older as "other"
- Zero sum
- Digital incompetence

Solutions
- Fatalism/Crisis—nothing can be done
- Better individual choices and planning
- More education and information

Individualism
- Lifestyle choices
- Financial planning

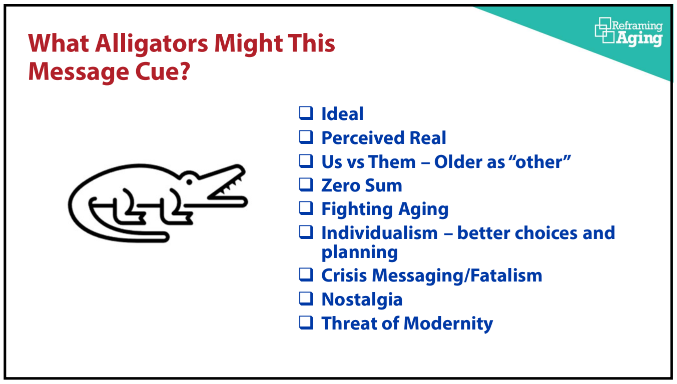
Nostalgia and Threat of Modernity
- Family dispersal
- Economic challenges
- Social Security is doomed

46



QUIZ

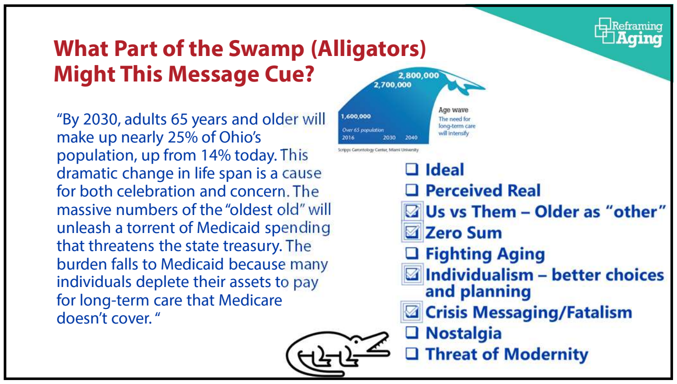
47



What Alligators Might This Message Cue?

- ☐ Ideal
- ☐ Perceived Real
- ☐ Us vs Them – Older as "other"
- ☐ Zero Sum
- ☐ Fighting Aging
- ☐ Individualism – better choices and planning
- ☐ Crisis Messaging/Fatalism
- ☐ Nostalgia
- ☐ Threat of Modernity

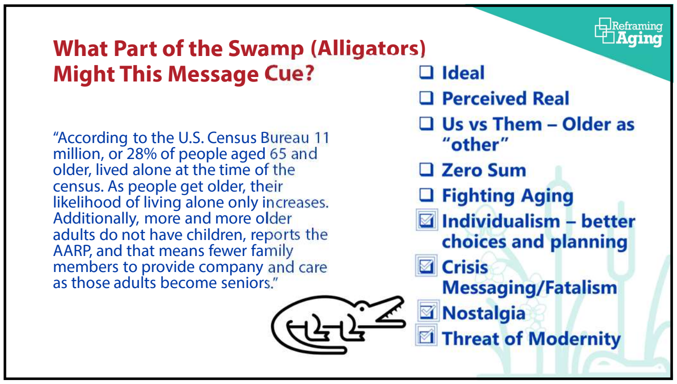
48


Reframing Aging
2,800,000
2,700,000
1,600,000
Over 65 population
2016
2030
2040
Age wave
The need for long-term care will intensify
Scripps Gerontology Center, Miami University

What Part of the Swamp (Alligators) Might This Message Cue?

"By 2030, adults 65 years and older will make up nearly 25% of Ohio's population, up from 14% today. This dramatic change in life span is a cause for both celebration and concern. The massive numbers of the "oldest old" will unleash a torrent of Medicaid spending that threatens the state treasury. The burden falls to Medicaid because many individuals deplete their assets to pay for long-term care that Medicare doesn't cover. "

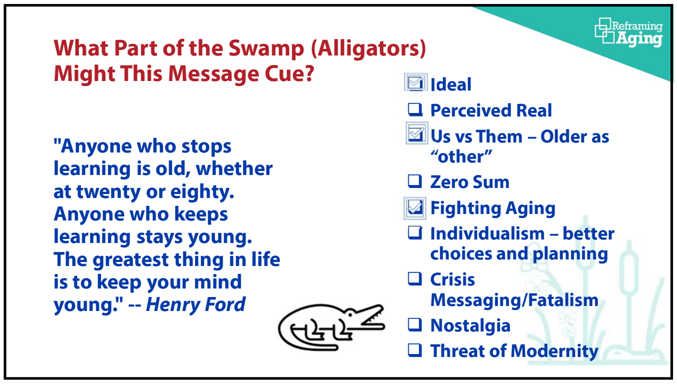
- ☐ Ideal
- ☐ Perceived Real
- ☑ Us vs Them – Older as "other"
- ☑ Zero Sum
- ☐ Fighting Aging
- ☑ Individualism – better choices and planning
- ☑ Crisis Messaging/Fatalism
- ☐ Nostalgia
- ☐ Threat of Modernity


Reframing Aging

What Part of the Swamp (Alligators) Might This Message Cue?

"According to the U.S. Census Bureau 11 million, or 28% of people aged 65 and older, lived alone at the time of the census. As people get older, their likelihood of living alone only increases. Additionally, more and more older adults do not have children, reports the AARP, and that means fewer family members to provide company and care as those adults become seniors."

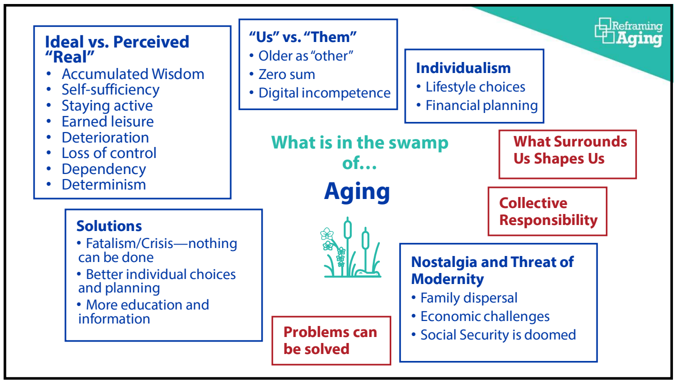
- ☐ Ideal
- ☐ Perceived Real
- ☐ Us vs Them – Older as "other"
- ☐ Zero Sum
- ☐ Fighting Aging
- ☑ Individualism – better choices and planning
- ☑ Crisis Messaging/Fatalism
- ☑ Nostalgia
- ☑ Threat of Modernity


Reframing Aging

What Part of the Swamp (Alligators) Might This Message Cue?

"Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young." -- *Henry Ford*

- ☑ Ideal
- ☐ Perceived Real
- ☑ Us vs Them – Older as "other"
- ☐ Zero Sum
- ☑ Fighting Aging
- ☐ Individualism – better choices and planning
- ☐ Crisis Messaging/Fatalism
- ☐ Nostalgia
- ☐ Threat of Modernity



Ideal vs. Perceived "Real"
- Accumulated Wisdom
- Self-sufficiency
- Staying active
- Earned leisure
- Deterioration
- Loss of control
- Dependency
- Determinism

"Us" vs. "Them"
- Older as "other"
- Zero sum
- Digital incompetence

Individualism
- Lifestyle choices
- Financial planning

What is in the swamp of…

Aging

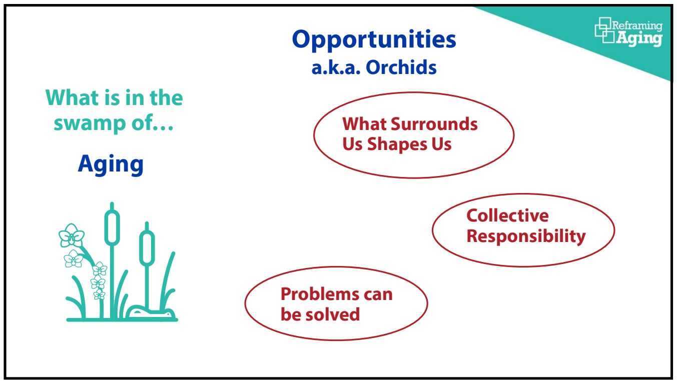
What Surrounds Us Shapes Us

Collective Responsibility

Solutions
- Fatalism/Crisis—nothing can be done
- Better individual choices and planning
- More education and information

Problems can be solved

Nostalgia and Threat of Modernity
- Family dispersal
- Economic challenges
- Social Security is doomed


Reframing Aging

Opportunities
a.k.a. Orchids

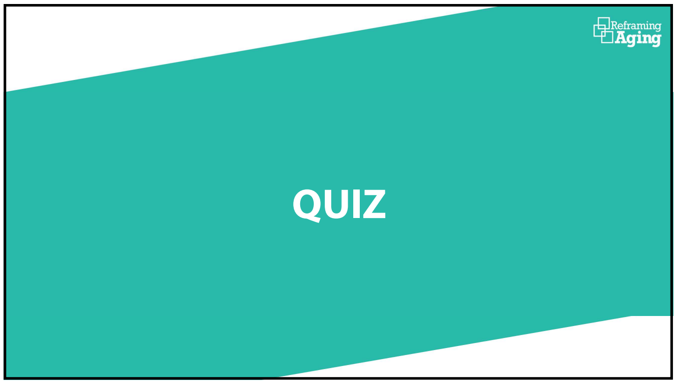
What is in the swamp of…

Aging

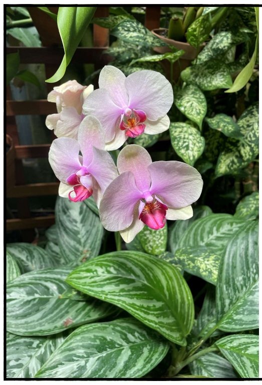
What Surrounds Us Shapes Us

Collective Responsibility

Problems can be solved


Reframing Aging

QUIZ



What Orchids Might This Message Cue?

- What Surrounds us Shapes Us
- Collective Responsibility
- Problems Can Be Solved

What Part of the Swamp (Orchids) Might This Message Cue?

"How well we thrive as we age is really a question of how well-equipped our communities are to tap into this resource by enabling us to be engaged participants. Everyone is more likely to enjoy positive aspects of aging like good health, personal growth, longevity and expanded productivity if we start to think a little differently about how we shape the places we live.

Area Agency on Aging programs provide dignity, self-determination, and quality of live for us as we age. We must ensure adequate funding and system resources are dedicated to the full spectrum of supports to enable us to live healthy, engaged and secure lives and access the supports we need in our homes and communities."

☑ **What Surrounds us Shapes Us**

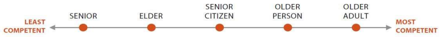
☑ **Collective Responsibility**

☑ **Problems Can Be Solved**

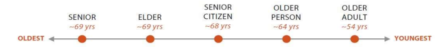
What to avoid

- **Don't lead a story with demographic shifts; don't say silver tsunami or age wave or crisis messaging**
- **Don't use language that refers to older people as "other"**
- **Pay attention to pronouns. Example: Change "what older people need" to "what we need when we are older."**
- **Don't be overly positive.**

In one stage of the experiment, participants were provided with one of five terms for older people (older person, older adult, senior, senior citizen, and elder) and asked to rate them on a five-point scale across a number of competence-related adjectives (e.g. "technologically capable," "frail," "independent," or "wise"). These were averaged to create an overall measure of perceived competence. The resulting analysis reveals a clear continuum of competence associated with different labels:



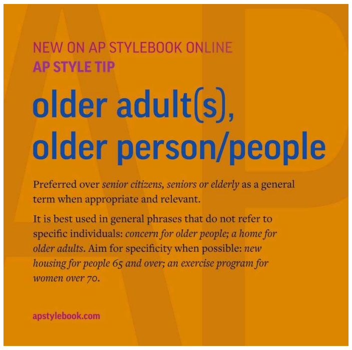
Another part of the experiment gave people one of these labels and asked them to indicate how old they thought the person was. Responses from all participants were averaged—and the mean ages were as follows:



While *older adults* is the current preferred term among leading progressive voices in the aging field, this study suggests that this term calls to mind someone in their mid-fifties. As many of the field's desired policies and reforms focus on people quite a bit older than that, this isn't optimal.

The resulting recommendation: Advocates should consistently use the term *older people*. This term evokes, in the public mind, people aged 60 or older, and at the same time, brings with it the most positive, least paternalistic views of the age group described.

"Finding the Frame: An Empirical Approach to Reframing Aging and Ageism," Frameworks Intitute, Published April 7, 2017
https://www.frameworksinstitute.org/publication/finding-the-frame-an-empirical-approach-to-reframing-aging-and-ageism/



NEW ON AP STYLEBOOK ONLINE
AP STYLE TIP

older adult(s), older person/people

Preferred over *senior citizens, seniors or elderly* as a general term when appropriate and relevant.

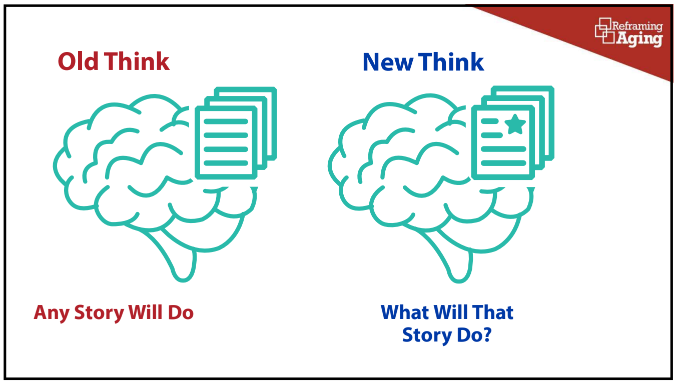
It is best used in general phrases that do not refer to specific individuals: *concern for older people; a home for older adults*. Aim for specificity when possible: *new housing for people 65 and over; an exercise program for women over 70.*

apstylebook.com

Reframing Frailty

- **What is needed to prevent decline**
- **Frailty is not the whole story of aging**
- **Talking about policies that can meet the needs of people who are vulnerable or at risk of vulnerability without being paternalistic**
- **Ageism – exclusion based on age**

Telling a New Story about Aging : The *Embracing the Dynamic* Narrative

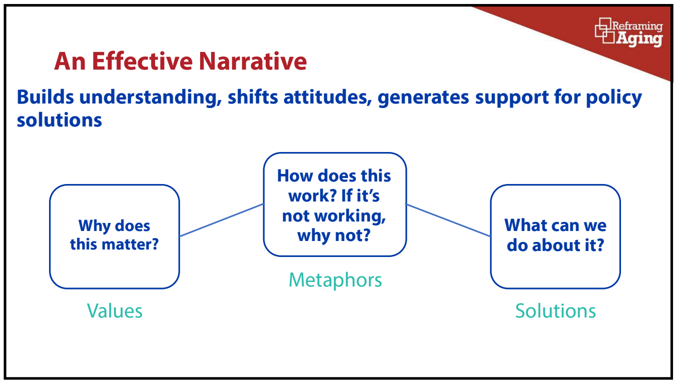


Old Think

Any Story Will Do

New Think

What Will That Story Do?



An Effective Narrative

Builds understanding, shifts attitudes, generates support for policy solutions

Why does this matter?

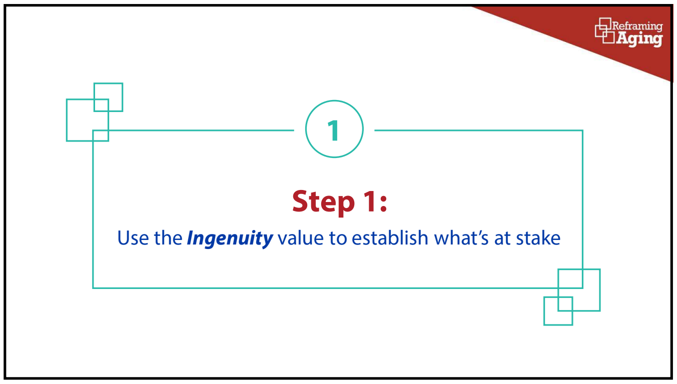
Values

How does this work? If it's not working, why not?

Metaphors

What can we do about it?

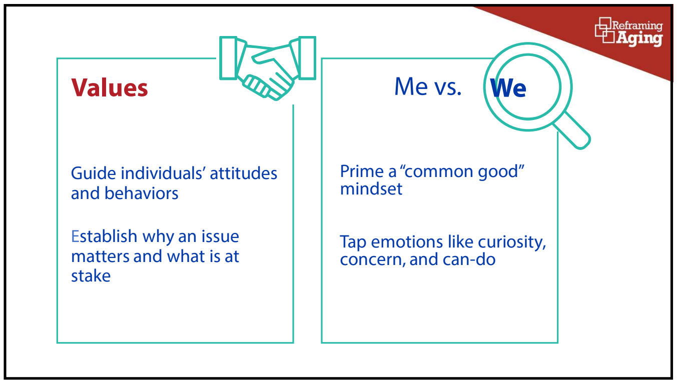
Solutions



1

Step 1:

Use the ***Ingenuity*** value to establish what's at stake



Values

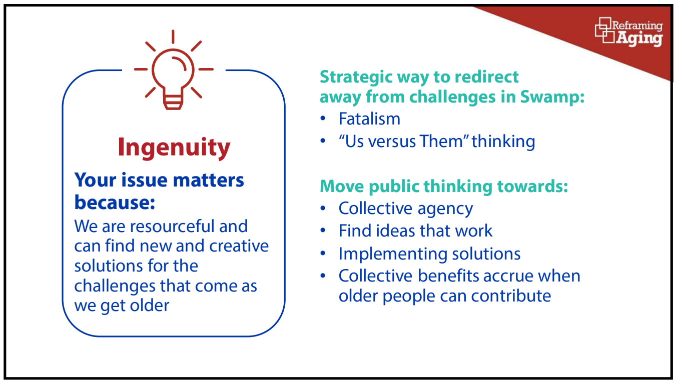
Guide individuals' attitudes and behaviors

Establish why an issue matters and what is at stake

Me vs. **We**

Prime a "common good" mindset

Tap emotions like curiosity, concern, and can-do



Ingenuity

Your issue matters because:

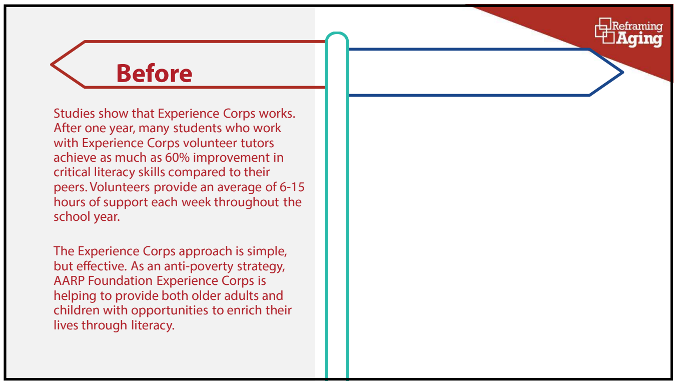
We are resourceful and can find new and creative solutions for the challenges that come as we get older

Strategic way to redirect away from challenges in Swamp:

- Fatalism
- "Us versus Them" thinking

Move public thinking towards:

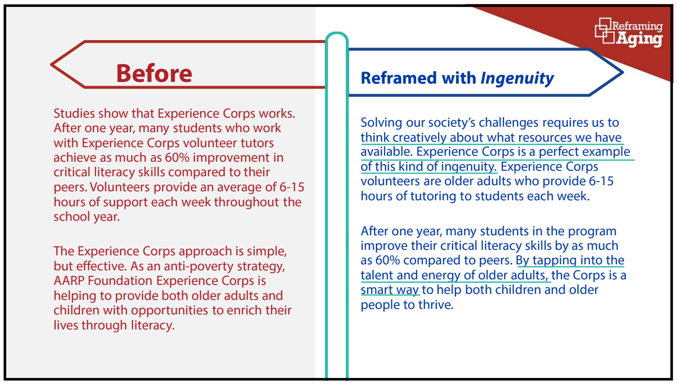
- Collective agency
- Find ideas that work
- Implementing solutions
- Collective benefits accrue when older people can contribute


Reframing Aging

Before

Studies show that Experience Corps works. After one year, many students who work with Experience Corps volunteer tutors achieve as much as 60% improvement in critical literacy skills compared to their peers. Volunteers provide an average of 6-15 hours of support each week throughout the school year.

The Experience Corps approach is simple, but effective. As an anti-poverty strategy, AARP Foundation Experience Corps is helping to provide both older adults and children with opportunities to enrich their lives through literacy.


Reframing Aging

Before

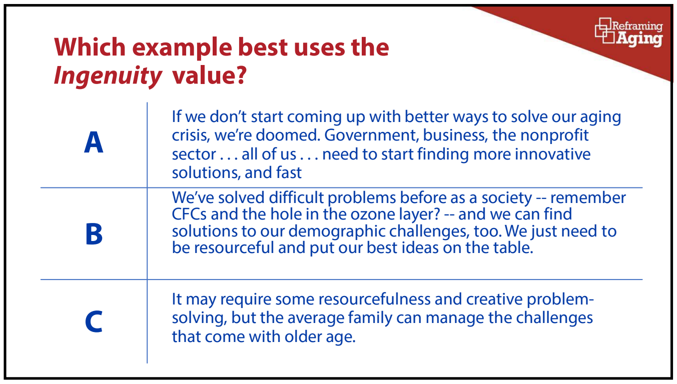
Studies show that Experience Corps works. After one year, many students who work with Experience Corps volunteer tutors achieve as much as 60% improvement in critical literacy skills compared to their peers. Volunteers provide an average of 6-15 hours of support each week throughout the school year.

The Experience Corps approach is simple, but effective. As an anti-poverty strategy, AARP Foundation Experience Corps is helping to provide both older adults and children with opportunities to enrich their lives through literacy.

Reframed with *Ingenuity*

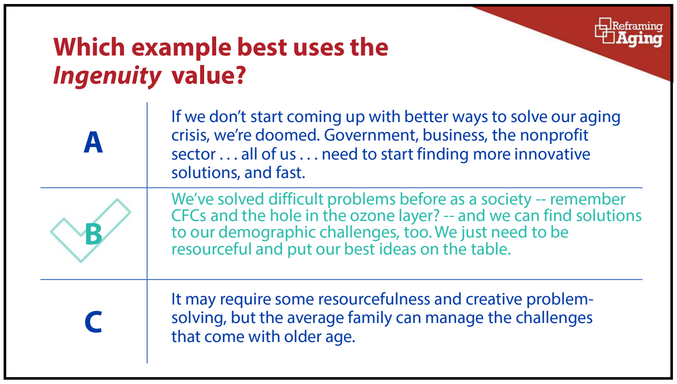
Solving our society's challenges requires us to think creatively about what resources we have available. Experience Corps is a perfect example of this kind of ingenuity. Experience Corps volunteers are older adults who provide 6-15 hours of tutoring to students each week.

After one year, many students in the program improve their critical literacy skills by as much as 60% compared to peers. By tapping into the talent and energy of older adults, the Corps is a smart way to help both children and older people to thrive.


Reframing Aging

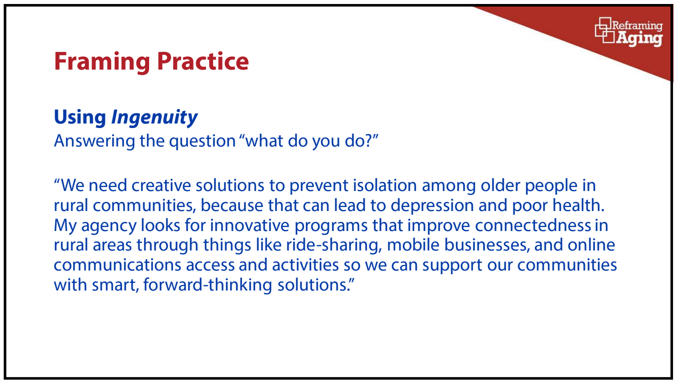
Which example best uses the *Ingenuity* value?

A	If we don't start coming up with better ways to solve our aging crisis, we're doomed. Government, business, the nonprofit sector . . . all of us . . . need to start finding more innovative solutions, and fast
B	We've solved difficult problems before as a society -- remember CFCs and the hole in the ozone layer? -- and we can find solutions to our demographic challenges, too. We just need to be resourceful and put our best ideas on the table.
C	It may require some resourcefulness and creative problem-solving, but the average family can manage the challenges that come with older age.


Reframing Aging

Which example best uses the *Ingenuity* value?

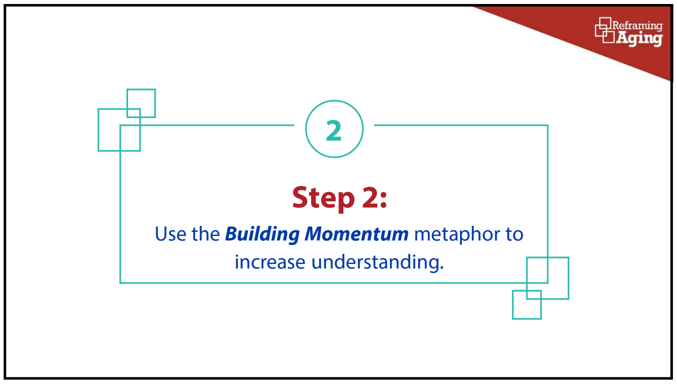
A	If we don't start coming up with better ways to solve our aging crisis, we're doomed. Government, business, the nonprofit sector . . . all of us . . . need to start finding more innovative solutions, and fast.
✓ **B**	We've solved difficult problems before as a society -- remember CFCs and the hole in the ozone layer? -- and we can find solutions to our demographic challenges, too. We just need to be resourceful and put our best ideas on the table.
C	It may require some resourcefulness and creative problem-solving, but the average family can manage the challenges that come with older age.


Reframing Aging

Framing Practice

Using *Ingenuity*
Answering the question "what do you do?"

"We need creative solutions to prevent isolation among older people in rural communities, because that can lead to depression and poor health. My agency looks for innovative programs that improve connectedness in rural areas through things like ride-sharing, mobile businesses, and online communications access and activities so we can support our communities with smart, forward-thinking solutions."


Reframing Aging

2

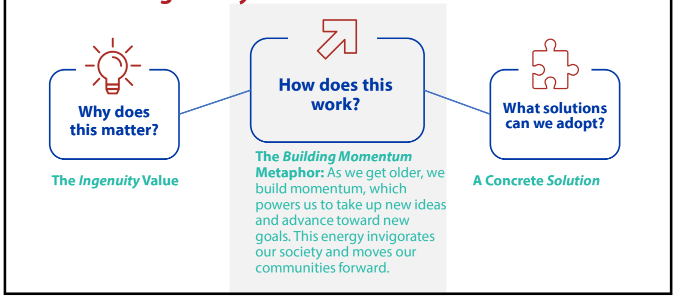
Step 2:

Use the ***Building Momentum*** metaphor to increase understanding.

Metaphors Work

- Using metaphors to explain works because we think in metaphor
- Metaphors channel attention to certain features of an issue and redirect attention away from others
- Metaphors help people remember important points
- Metaphors are sticky and pass easily from person to person

A Reframing Aging Narrative: *Embracing the Dynamic*



Why does this matter?

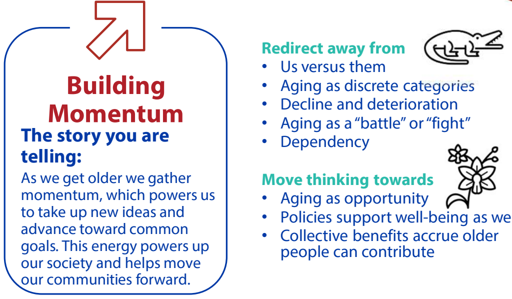
The *Ingenuity* Value

How does this work?

The *Building Momentum* Metaphor: As we get older, we build momentum, which powers us to take up new ideas and advance toward new goals. This energy invigorates our society and moves our communities forward.

What solutions can we adopt?

A Concrete *Solution*



Building Momentum

The story you are telling:

As we get older we gather momentum, which powers us to take up new ideas and advance toward common goals. This energy powers up our society and helps move our communities forward.

Redirect away from

- Us versus them
- Aging as discrete categories
- Decline and deterioration
- Aging as a "battle" or "fight"
- Dependency

Move thinking towards

- Aging as opportunity
- Policies support well-being as we age
- Collective benefits accrue older people can contribute

Using the *Building Momentum* Metaphor

Thinking about Getting Older:

Before

Before

Our expectations and dreams for our future are higher than ever before -- most of us strive to remain independent and lead fulfilling lives as we grow older. Understanding the home and community-based service options that exist today and convening ideas and plans for developing and innovating new service models will provide valuable insight and opportunities for the future of aging services. Working collaboratively to strengthen existing services and identify new service opportunities will bring communities together to facilitate solutions.

Reframed with *Momentum*

As we age, we build momentum -- wisdom, insights, rich experience -- that "powers up" our communities. Improving the home and community-based service options that allow us to remain rooted in our communities as we age makes it possible for older people to continue contributing that momentum to our social and civic life. Working collaboratively to strengthen services and identify new opportunities will bring communities together to facilitate solutions that can help older people make the most of the energy, power, and dynamism that comes with aging, and that benefits us all.

Framing Practice

Using *Building Momentum*

Use the *Building Momentum* metaphor to explain some aspect of your work on aging-related issues. Here's an example:

I'm Nancy, and my work makes sure that all the energy of older people is available to move our communities forward. I run a program that keeps everyone connected by making sure older people have safe and affordable housing.

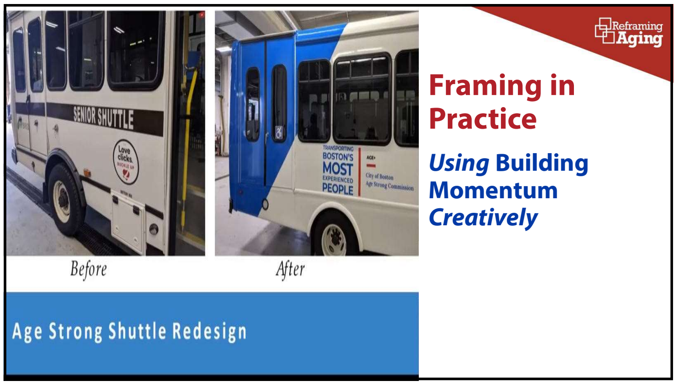
Framing Practice

Using Building Momentum *Creatively*

- Synonyms (words and phrases)
  - Energy, power, dynamism, force, propulsion, thrust, impulse, drive, strength, impetus, vitality
- Antonyms (opposites)
  - Lethargy, weakness, inertia, stagnant, immobile

Framing in Practice

Using Building Momentum *Creatively*


SENIOR SHUTTLE
TRANSPORTING BOSTON'S MOST EXPERIENCED PEOPLE

Before

After

Age Strong Shuttle Redesign

Framing in Practice

Using Building Momentum *Creatively*

Building Momentum in Practice

AGING: SO COOL EVERYBODY IS DOING IT!
#ButtonUpAgeism
@AgeFriendlyOH

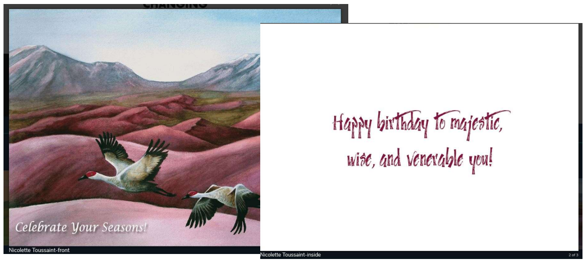
Age-Friendly Communities:

People of all ages benefit from the adoption of policies and programs that make neighborhoods walkable, feature transportation options, enable access to key services, provide opportunities to participate in community activities, and support housing that's affordable and adaptable.

Well-designed, age-friendly communities foster economic growth and make for happier, healthier residents of all ages.

https://www.aarp.org/livable-communities

Building Momentum in Practice

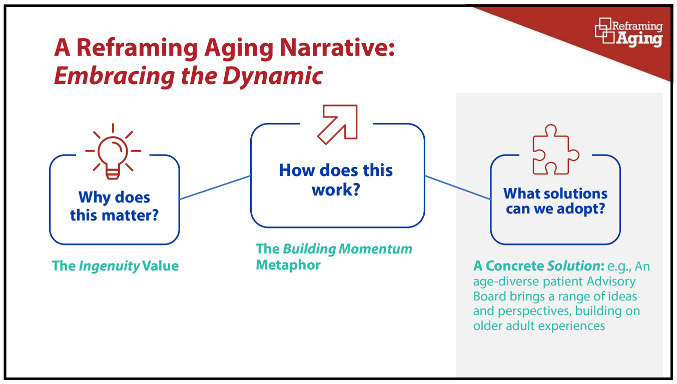

Celebrate Your Seasons!
Nicolette Toussaint-front
Happy birthday to majestic, wise, and venerable you!
Nicolette Toussaint-inside

https://changingthenarrativeco.org/anti-ageist-birthday-card-gallery/

3

Step 3:

Offer concrete ***solutions***.



A Reframing Aging Narrative: *Embracing the Dynamic*

Why does this matter?

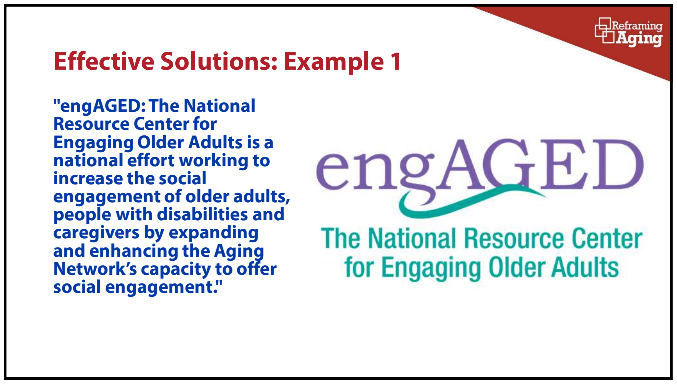
The *Ingenuity* Value

How does this work?

The *Building Momentum* Metaphor

What solutions can we adopt?

A Concrete *Solution*: e.g., An age-diverse patient Advisory Board brings a range of ideas and perspectives, building on older adult experiences



Effective Solutions: Example 1

"engAGED: The National Resource Center for Engaging Older Adults is a national effort working to increase the social engagement of older adults, people with disabilities and caregivers by expanding and enhancing the Aging Network's capacity to offer social engagement."

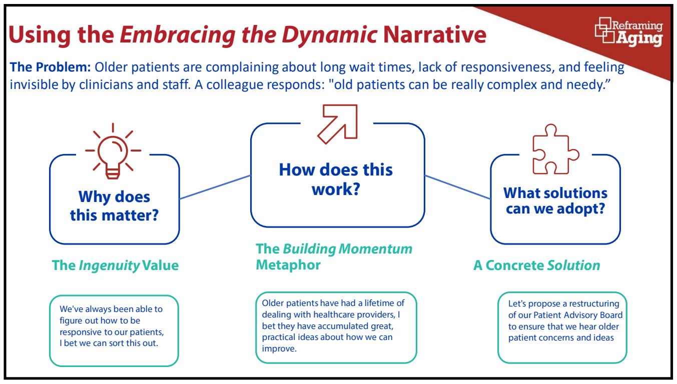
engAGED

The National Resource Center for Engaging Older Adults

Effective Solutions: Example 2

"The Campus Dining Program connects college students and older adults at an on campus congregate meal site. The program, a partnership between the Ohio District 5 Area Agency on Aging, Inc., Ohio State University at Mansfield and North Central State College, provides older adults with flexible dining hours, fresh food choices and intergenerational programming that promotes lifelong learning, positive aging and mentorship."

Bringing It All Together



Using the *Embracing the Dynamic* Narrative

The Problem: Older patients are complaining about long wait times, lack of responsiveness, and feeling invisible by clinicians and staff. A colleague responds: "old patients can be really complex and needy."

Why does this matter?

The *Ingenuity* Value

We've always been able to figure out how to be responsive to our patients, I bet we can sort this out.

How does this work?

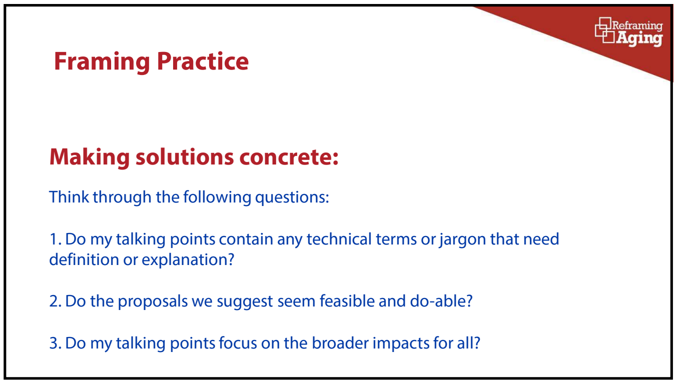
The *Building Momentum* Metaphor

Older patients have had a lifetime of dealing with healthcare providers, I bet they have accumulated great, practical ideas about how we can improve.

What solutions can we adopt?

A Concrete *Solution*

Let's propose a restructuring of our Patient Advisory Board to ensure that we hear older patient concerns and ideas



Framing Practice

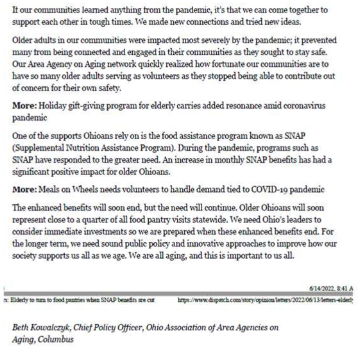
Making solutions concrete:

Think through the following questions:

1. Do my talking points contain any technical terms or jargon that need definition or explanation?

2. Do the proposals we suggest seem feasible and do-able?

3. Do my talking points focus on the broader impacts for all?



It our communities learned anything from the pandemic, it's that we can come together to support each other in tough times. We made new connections and tried new ideas.

Older adults in our communities were impacted most severely by the pandemic; it prevented many from being connected and engaged in their communities as they sought to stay safe. Our Area Agency on Aging network quickly realized how fortunate our communities are to have so many older adults serving as volunteers as they stopped being able to contribute out of concern for their own safety.

More: Holiday gift-giving program for elderly carries added resonance amid coronavirus pandemic

One of the supports Ohioans rely on is the food assistance program known as SNAP (Supplemental Nutrition Assistance Program). During the pandemic, programs such as SNAP have responded to the greater need. An increase in monthly SNAP benefits has had a significant positive impact for older Ohioans.

More: Meals on Wheels needs volunteers to handle demand tied to COVID-19 pandemic

The enhanced benefits will soon end, but the need will continue. Older Ohioans will soon represent close to a quarter of all food pantry visits statewide. We need Ohio's leaders to consider immediate investments so we are prepared when these enhanced benefits end. For the longer term, we need sound public policy and innovative approaches to improve how our society supports us all as we age. We are all aging, and this is important to us all.

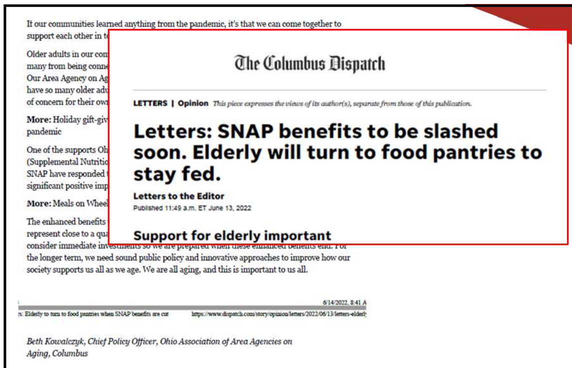
6/14/2022, 8:41 A

rs: Elderly to turn to food pantries when SNAP benefits are cut https://www.dispatch.com/story/opinion/letters/2022/06/13/letters-elderly

Beth Kowalczyk, Chief Policy Officer, Ohio Association of Area Agencies on Aging, Columbus

Embracing the Dynamic Example:

Letter to the Editor



The Columbus Dispatch

LETTERS | Opinion *This piece expresses the views of its author(s), separate from those of this publication.*

Letters: SNAP benefits to be slashed soon. Elderly will turn to food pantries to stay fed.

Letters to the Editor

Published 11:49 a.m. ET June 13, 2022

Support for elderly important

the longer term, we need sound public policy and innovative approaches to improve how our society supports us all as we age. We are all aging, and this is important to us all.

6/14/2022, 8:41 A

rs: Elderly to turn to food pantries when SNAP benefits are cut https://www.dispatch.com/story/opinion/letters/2022/06/13/letters-elderly

Beth Kowalczyk, Chief Policy Officer, Ohio Association of Area Agencies on Aging, Columbus

Embracing the Dynamic Example: Press Conference

"As we live longer and healthier lives, this presents new opportunities for our communities. It's up to us to figure out how to make the most of them. Now is the time to try out new ideas and innovative approaches to improve how our society supports older people and responds to aging. We are all aging, and this is important to all of us. "

Press Conference - Supporting Older Ohioans
Collapse
Return To Search
THE OHIO STATEHOUSE COLUMBUS
BETH KOWALCYZK
CHIEF POLICY OFFICER
OHIO ASSOCIATION OF AREA AGENCIES ON AGING
APR 7, 2022
PRESS CONFERENCE
THE OHIO CHANNEL
THE OHIO CHANNEL | IDEASTREAM | COPYRIGHT 2022
10:12 / 34:53

"As we get older, we gather momentum through the build-up of experiences and insights. We gain the power of perspective. Our abilities move us forward toward more complex goals. Each of us contributes to the forward motion and progress of our communities. The energy that we build up as we get older is what powers us to move our communities forward.

These positive outcomes are possible but aren't guaranteed. Society has an opportunity to benefit from this momentum, but that will require changes to our policies, practices, and public structures. By 2025, more than 1 in 4 Ohioans will be age 60 and older. We need to enact policies and foster environments that help build our momentum to move our communities forward. That's why I'm here today – to share why it's so important to promote policies and legislation that seek to support and improve the lives of older adults, like the bills everyone is talking about today. For example, we can't thrive in our homes and communities as we age if we can't afford to stay there."

Telling a New Story about Aging

Avoid

- Individual action drives aging outcomes
- Aging is the process of decline
- Older people as other
- Aging (population) is a crisis
- Fixed, finite resources
- Just another -ism

Advance

- Context shapes decisions and outcomes
- Future is a time for improvement
- We are all better off by being inclusive
- Interventions can change outcomes
- Solution stories: systems, structural supports
- How ageism works

Questions?

Check out www.reframingaging.org

Reframing Aging
About
Resources
News
Join Us
Facilitator Community
REFRAMING AGING INITIATIVE
COUNTERING AGEISM BY CHANGING
HOW WE TALK ABOUT AGING

COMMUNICATION BEST PRACTICES

Reframing Aging Initiative Guide to Telling a More Complete Story of Aging

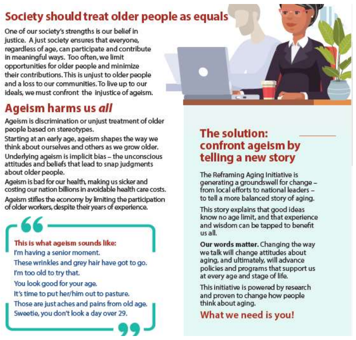
Reframing Aging

ReframingAging.org

Caravan newsletter

Reframing Aging
Caravan
THE NEWSLETTER OF THE REFRAMING AGING INITIATIVE
News + Articles

https://www.reframingaging.org/Join-Us


Society should treat older people as equals

One of our society's strengths is our belief in justice. A just society ensures that everyone, regardless of age, can participate and contribute in meaningful ways. Too often, we limit opportunities for older people and minimize their contributions. This is unjust to older people and a loss to our communities. To live up to our ideals, we must confront the injustice of ageism.

Ageism harms us *all*

Ageism is discrimination or unjust treatment of older people based on stereotypes.

Starting at an early age, ageism shapes the way we think about ourselves and others as we grow older.

Underlying ageism is implicit bias – the unconscious attitudes and beliefs that lead to snap judgments about older people.

Ageism is bad for our health, making us sicker and costing our nation billions in avoidable health care costs.

Ageism stifles the economy by limiting the participation of older workers, despite their years of experience.

This is what ageism sounds like:
I'm having a senior moment.
These wrinkles and grey hair have got to go.
I'm too old to try that.
You look good for your age.
It's time to put her/him out to pasture.
Those are just aches and pains from old age.
Sweetie, you don't look a day over 29.

The solution: confront ageism by telling a new story

The Reframing Aging Initiative is generating a groundswell for change – from local efforts to national leaders – to tell a more balanced story of aging.

This story explains that good ideas know no age limit, and that experience and wisdom can be tapped to benefit us all.

Our words matter. Changing the way we talk will change attitudes about aging, and ultimately, will advance policies and programs that support us at every age and stage of life.

This initiative is powered by research and proven to change how people think about aging.

What we need is you!

THE STORY OF REFRAMING AGING
Reframing Aging

What are some ways you can reframe aging personally and professionally?

Reframing Aging
thank you
danke
gracias
merci
obrigado
dziekuje

Beth Kowalczyk
Chief Policy Officer
Ohio Association of Area Agencies on Aging
kowalczyk@ohioaging.org
@KowalczykBeth
www.ohioaging.org

www.reframingaging.org