

YOU AS THE LEADERS

In Reframing Aging & Ending Ageism



A campaign of



OUR GOALS

- Older adults have improved quality of life.
- Organizations serving older adults have the resources they need to succeed.
- New and innovative approaches to aging are identified, supported, and replicated.
- Ageism is reduced.

GOALS
What we seek
to achieve

INPUT & FEEDBACK

AGEISM

Prejudice
(how we feel)

Stereotyping
(how we think)

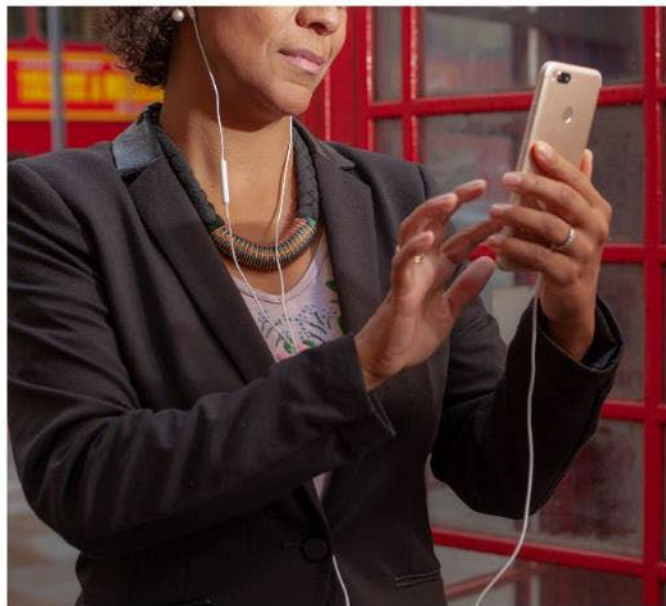
Discrimination
(how we act)



BASED ON AGE



HOW LIKELY IS IT THAT YOUR CLIENTS OR CONSTITUENTS HAVE EXPERIENCED AGEISM?



- **38%**
Of hiring managers admit to screening out applications based on age
[Resume Builder, 2022]
- **93%**
Say workplace age discrimination is common
[AARP, 2022]
- **56%**
Of those entering 50s employment pushed out or laid off
[Urban Institute, 2018]
- **93%**
Experienced one of more forms of ageism in day-to-day lives
[Allen et al., 2022]

AGEISM NEGATIVELY AFFECTS US



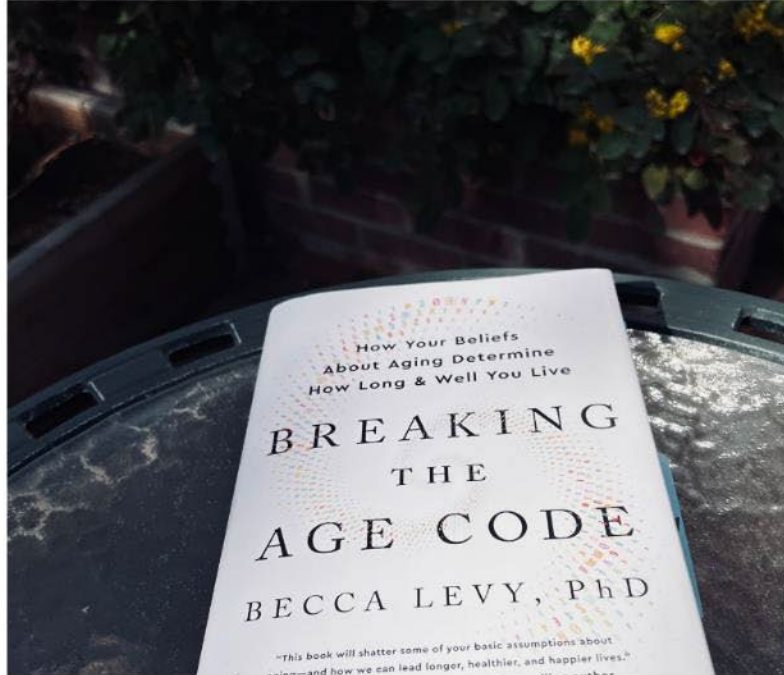
- Economic security
- Physical and mental health
- Memory
- How long we live

AND OUR COMMUNITIES AND OUR ECONOMY



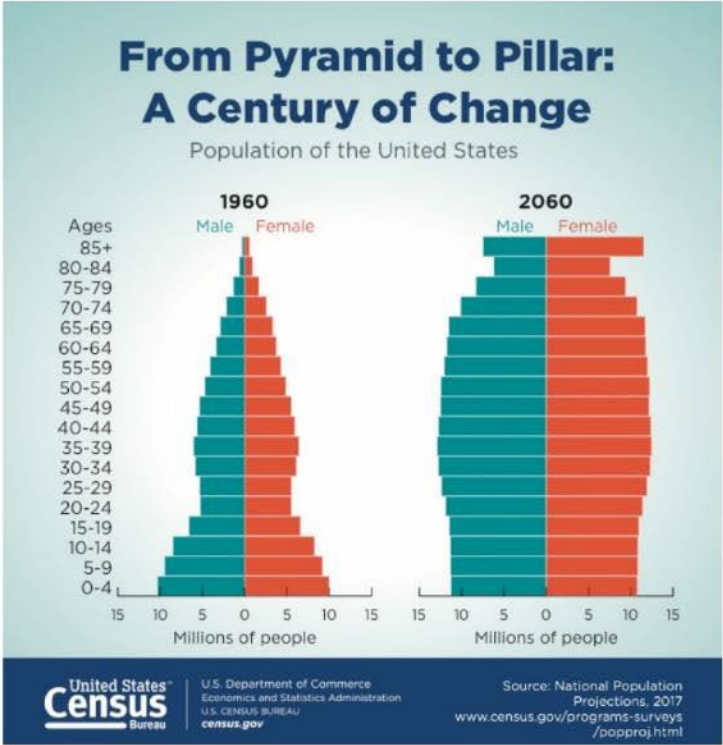
- Less support for age-friendly policies and systems
- Lowered funding for older adult programs
- \$63 billion in annual health care costs
- Workplace age discrimination that costs economy \$850 billion

THINKING POSITIVELY ABOUT AGING IS LINKED TO:



- Increased longevity (7.5 years)
- Improved health
- Greater ability to recover
- Reduced likelihood of dementia (by almost half)
- Improved memory and reversing cognitive decline
 - Source: Dr. Becca Levy, Yale School of Public Health

ENDING AGEISM WILL BENEFIT GENERATIONS TO COME



RESEARCH-BASED STRATEGIES TO COMBAT AGEISM



- 1 Education about ageism and implicit bias
- 2 Intergenerational connection and education
- 3 Laws and policy

Source: Global Campaign to End Ageism Report, 2021

1. EDUCATE OURSELVES ABOUT AGEISM AND IMPLICIT 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.”

START WITH YOURSELF

Take the [Implicit Association Test](#)

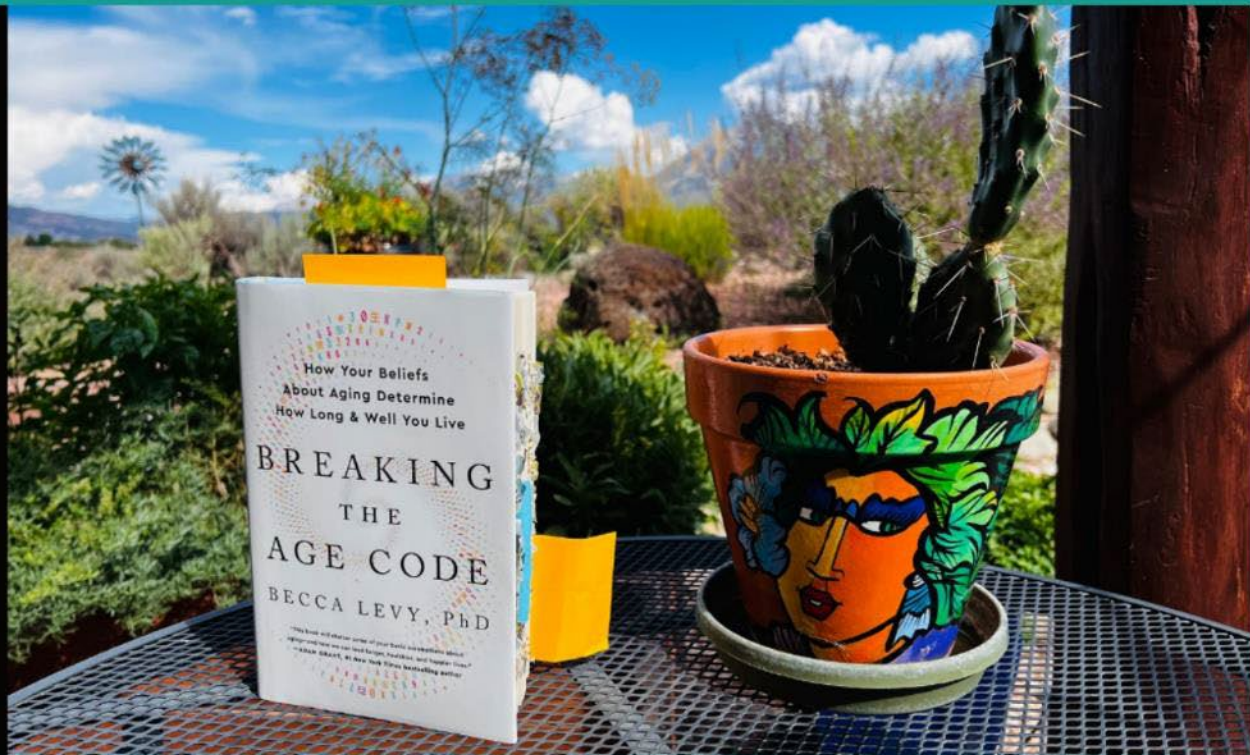
Learn about the [AgeSmartInventory©](#)



HOST A BECCA LEVY BOOK CLUB EVENT

**CHANGING
THE
NARRATIVE**
ENDING AGEISM TOGETHER

**BECCA LEVY
BOOK CLUB
TOOLKIT**



2. FOSTER INTERGENERATIONAL CONNECTION

On the same pAGE
intergenerational
conversation toolkit



3. SUPPORT PUBLIC POLICY SOLUTIONS



- Eliminate **graduation dates** from applications
- Encourage use of workforce dollars to upskill older workers
- Strengthen age discrimination laws
- Champion caregiver support
- Remove age as triage criteria in crisis standards of care

WHERE DOES REFRAMING FIT IN?

Narrative change supports social change strategies

- **Marriage equality**
"Love is love"
- **Access to health care**
"Health care is a right, not a privilege"
- **Opioid crisis**
From individual addiction problem to a public health crisis



**YOU—AS THE
TRUSTED
MESSENGER**



FRAMEWORKS INSTITUTE GAVE US A ROADMAP TO TELL DIFFERENT STORIES



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

RESEARCH FINDINGS: FIVE PATTERNS OF THINKING ABOUT AGING

Frameworks Institute, 2017



Ideal vs.
perceived real



Us vs. them



Individualism



Nostalgia and
threat of
modernity



Solutions:
individual,
education, none

STORIES TO ADVANCE



We are all
made of stories

“WIDEN THE LENS” ON OUR STORIES TO PROVIDE A SYSTEMS VIEW



- An individual job seeker pushed out—workplace age discrimination and need for retraining/upskilling
- An eviction—a lack of affordable housing options for people of *all ages*
- Caretaker stress—need for caretaking infrastructure
- Digital divide—in many communities

TALK ABOUT CONCRETE, **COLLECTIVE** SOLUTIONS

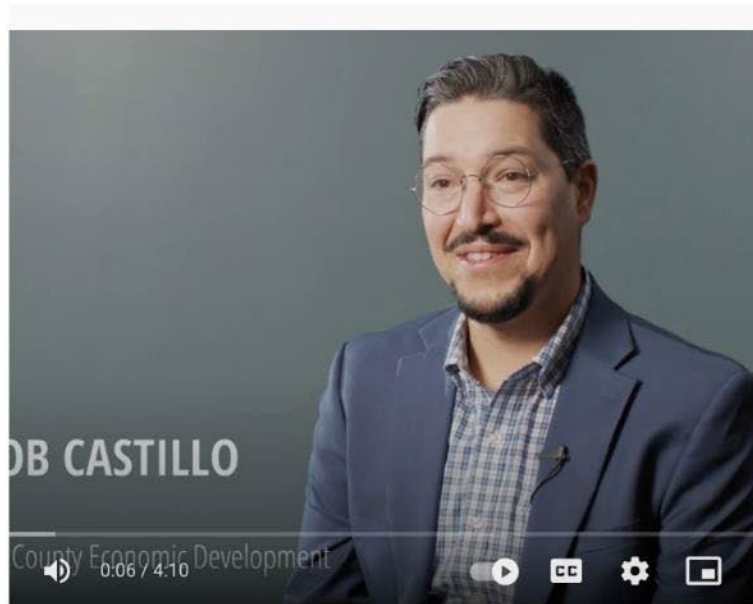
A close-up photograph of a person with short, white hair. They are covering their face with their right hand, with their fingers spread. The background is blurred, showing what appears to be a bar or a similar indoor setting with warm lighting.

**NOT, DYEING HAIR & SHAVING
YEARS OFF RESUME**

A low-angle photograph of a classical building, likely a government or institutional structure. The image shows several large, fluted columns supporting a heavy entablature. On the roofline, there are statues and a flagpole with a flag. The sky is overcast and grey.

**REMOVE GRADUATION DATES
FROM JOB APPLICATIONS**

REFRAME OLDER ADULTS AS **RESOURCES** INSTEAD OF **BURDENS**



in Age-Friendly Workplace - PAFC and AARP

- The story to advance:
Value: We need to apply our spirit of ingenuity to address the hiring challenges our local businesses are facing.
Building momentum metaphor: Older workers have insight, experience, strong communications skills and connections.
Solution: Employers can bring on older workers to help address their talent shortages and “profit from experience.”

TALK ABOUT AGEISM IN TERMS OF AS A MATTER OF JUSTICE



Justice requires recognizing all members of society are equal.

Right now our society is not treating older people as equals—we are marginalizing participation and minimizing contributions of all of us as we age.

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.



INSTEAD OF...

With social distancing in place, vulnerable seniors without technology are isolated and can't access health care.

TRY THIS...

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

Explanation: Because of digital divides, some people have a harder time than others accessing health care, K-12 education and being able to work remotely.

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

STORIES TO **AVOID**



“Super senior”
stories



Demographic crisis:
Silver tsunami



The other “ism” |
comparing to civil
rights



Compassionate
ageism

TALKING ABOUT OLDER ADULTS AND AGING

AVOID

Elderly, senior, senior citizen

They and them

"Battling" aging, anti-aging

Choice, better planning, control



INSTEAD USE

Use older adults | persons, or descriptive language

Us and we

Acknowledge that aging is a normal, dynamic process

Improve social context | creative solutions



TALKING ABOUT AGEISM

AVOID

INSTEAD

Using the term without
defining it



Always define and explain
how it works

Comparing ageism to
other isms



Talk about ageism as a
matter of justice



TALKING ABOUT DEMOGRAPHIC CHANGE

AVOID

Silver tsunami, grey wave, going off the demographic cliff

Finite resources | zero sum



INSTEAD USE

People are living longer and mostly healthier lives
Birth rates are declining

Let's use our ingenuity | re-envision what's possible | create new policies and programs to address a changing world


WHAT'S NEXT?

Who are your audiences?
What are your platforms?
Where and how can you
change the stories you
tell?





WE'RE HERE TO HELP!

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