Reframing Aging
Initiative in
New York City

Ageism impacts Everyone

A just society treats all members as equals. Across New York City, older adults contribute to communities and power local economies, yet ageism, the discrimination based on age, impacts all of us as we grow older, creating obstacles in the untapped energy of older adults.

Ageism is rooted in implicit bias which are attitudes, stereotypes or judgements about issues including aging that leads us to have negative assumptions, minimizing the contributions of older adults. However, we have the opportunity to change that and reshape how we understand and think about aging and older people by creating a new story about aging.

1 How we talk about aging matters!

Our words matter. LiveOn NY and the Reframing Aging Initiative have collaborated to make a long-term social change endeavor designed to improve the public's understanding of what aging means and how older people are valuable to our society to ultimately counter ageism and advance policies and programs that support all New Yorkers as we age.

2 Building a New York for All Ages

As we age, we are presented with new challenges and the need to create solutions that better support older people. The Reframing Aging Initiative uses an evidence-based communication strategy as the core to create collective change in public discourse, policies and practices.

3 Join the Movement

We are all apart of the solution in creating a better New York for all ages. Join us in the movement to reframe aging in New York City by taking the right steps to change the narrative.

Want to learn more?

If you have any question, please contact Stephanie Ruiz at sruiz@liveon-ny.org or Brianna Paden-Williams at bpaden-williams@liveon-ny.org.

Our Words Matter!

Framing is the process of making choices about what to emphasize and what to leave unsaid. Below are common themes to avoid and alternatives to use.

Instead of these words and cues:

- ❌ "Tidal wave," "tsunami," and similarly catastrophic terms for the growing population of older people

- ❌ "Choice," "planning," "control," and other individual determinants of aging outcomes

- ❌ "Seniors," "elderly," "aging dependents," and similar "other-ing" terms that stoke stereotypes

- ❌ "Struggle," "battle," "fight" and similar conflict oriented words to describe aging experiences

Try:

- ✓ Talking affirmatively about changing demographics: "As Americans live longer and healthier lives…"

- ✓ Emphasizing how to improve social contexts: "Let's find creative solutions to ensure we can all thrive as we age."

- ✓ Using more neutral ("older people/Americans")and inclusive ("we" and "us") terms

- ✓ The Building Momentum metaphor: "Aging is a dynamic process that leads to new abilities and knowledge we can share with our communities."

How to Get Involved ————

Call Out Ageism
Call out ageism when you see it or hear it

Practice
Review the Gaining Momentum Communications Toolkit by the Frameworks Institute

Implicit Bias Test
Take an Implicit Association Test to measure your implicit bias

Educate
Request a presentation or workshop for your organization*

*To request a presentation or workshop, please contact Brianna Paden-Williams at bpaden-williams@liveon-ny.org