



JUMP IN to **SAY YOUR AGE**. We're calling on older people to tell their stories and create a realistic narrative about AGING. Together, we'll use the slogan to turn negative connotations around aging into positive images promoting the idea that life can be full of rewarding experiences at any age.

KEY COMPONENTS & HOW IT WORKS

LAUNCH Date: May 17, 2023 to coincide with Older Americans Month. The campaign will extend throughout 2023. We anticipate the campaign will build as centers and their participants get involved throughout the year.

- **Older Americans Month 2023 Theme: "Aging Unbound"** offers an opportunity to explore diverse aging experiences and discuss how communities can combat stereotypes.

MEDIA Components: Press release, PSA (public service announcement) distributed via two digital networks and a 15 second video clip.

Link to press release

DIGITAL Network Distribution: LinkNYC and PSA Network.

- **LinkNYC** – Starting in May, the PSA will be distributed to 50 kiosks in key areas in Manhattan, Brooklyn and Queens with the potential to reach hundreds of thousands of people. The digital kiosks have 55" high-definition digital screens. The PSA will run for 4 weeks.
- **The PSA Network** is composed of indoor and outdoor digital screens placed in high-traffic locations throughout NYC's five boroughs, including the Bronx and Staten Island. Starting on May 7, the PSA will run for 12 weeks.

MEMBER OPPORTUNITY – JUMP In!

SAY YOUR AGE (SYA) Participant Spotlight:

- **Recruit:** We want to meet some of your amazing participants so plan to engage and recruit some older New Yorkers at your centers who bring vitality to your community.
- **Take a photo:** Smile!
 - As a SYA outreach partner, LiveOn NY will send you customized SYA social media photo frames to use when gathering photos for social media and your website. You decide when to use the frames and when not to for variety.

- **Tell a story** by adding some captions to the photo or text below the photo. Include the age of the participant, a fact and what the center means to them. Ex:
 - **Maria, 68 is a painter who never misses exercise classes.**
 - **Tom is 80. He's writing a book and appreciates the encouragement he gets from the staff.**
 - **Dexter, 71 is a volunteer who enjoys daily meals at the center with his friends!**
 - **Rekha is an anti-violence advocate and loves our computer classes.**
 - **Frances, 62, is a business owner and attends the workforce development programs.**

- **Share it** - These posts can be used during the May/ June campaign and throughout the year to highlight your older New Yorkers. Here are some sample SM posts:
 - *We're partnering with @LiveOnNY for SAY YOUR AGE: Meet Sylvia - 70, a community organizer and mentor at our Center in Queens. She loves to attend our computer classes. #ReframingAging*
 - *Today we're partnering with @LiveOnNY for SAY YOUR AGE – to put the spotlight on our older community participants. We need to invest in aging services programs because aging is everyone's business. #ReframingAging*
 - *SAY YOUR AGE is putting the spotlight on older New Yorkers and their contributions. Funding for aging services programs is a cost-effective investment in the community. #ReframingAging @LiveOnNY*

For more information and resources on fighting aging visit our [Reframing Initiative NYC](#) page.