A National Strategy For Reframing the Public Discourse on Aging

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Exercise #1
C. Wright Mills
(1916-1962)
Agenda

Provide strategies to help the Advisory Council:

1. Make connections and create new partnerships.
2. Increase visibility of aging and disability matters by effective dissemination of information and strategic use of media.
3. Raise awareness, influence, and partner with philanthropic organizations.
WHY
WHAT
HOW
Why?
Myth Busting: Three Illusions of Aging
Myth #1: The Silver Tsunami
Myth #2: Aging Sucks
The Paradox of Aging

The U-bend
Self-reported well-being, on a scale of 1-10


The Paradox of Aging
Myth #3: Aging as Agency

REMEMBER THE TWENTY EXTRA YEARS YOU ADDED TO YOUR LIFE THROUGH CLEAN, HEALTHY LIVING? - WELL, THESE ARE THEM.
Frameworks Institute

Gauging Aging:
Mapping the Gaps Between Expert and Public Understandings of Aging in America
Research: Public Perceptions of Aging

Three Dominant Trends:
1. Declinism
2. Individualism
3. Fatalism

Result: Changing aging is a zero-sum game.
Absent From Public Opinions of Aging

1. The Upside
2. Demographic Trends
3. Social Determinants of Health
4. Ageism

Frameworks Institute 2015
Exercise #2: Three Questions

• Is there Life Beyond Adulthood?
• What is the meaning of aging?
• What are Old People For?
What?
Change Aging from

The Old Story: Aging = Decline
To
The New Story: Aging = Growth
Changing Aging

Social change requires creating:
1. A master frame
2. Effective messages based on the frame
3. Effective dissemination of those messages
Ineffective Dissemination

Frameworks Institute 2015
Effective Dissemination (a Strategy-Strategy)
How
What Not to Do

DON’T!

• Cue individualism (“choice,” “planning,” “control,” “responsibility”)

• Use images or textual cues that “otherize” older Americans (watch your pronouns!)

• Activate zero sum in discussions about resources (“pies,” “pools” and other limited resource metaphors)

• Use crisis messages

Frameworks Institute 2015
Age of Disruption Tour
Turning the Tide On the “Silver Tsunami”
The New Story of Aging
It Takes a Village to Disrupt Aging
The New Dementia Story -- Momentia
Exercise #3: Questions?
Handouts

Turning the Tide on the Silver Tsunami
http://changingaging.org/blog/turning-the-tide-on-the-silver-tsunami/

The New Story of Aging
http://changingaging.org/blog/the-new-story-of-aging/

The New Dementia Story
http://changingaging.org/blog/the-new-dementia-story-momentia/

It Takes a Village to Disrupt Aging
http://changingaging.org/blog/it-takes-a-village-to-disrupt-aging/
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