



A National Strategy For Reframing the Public Discourse on Aging

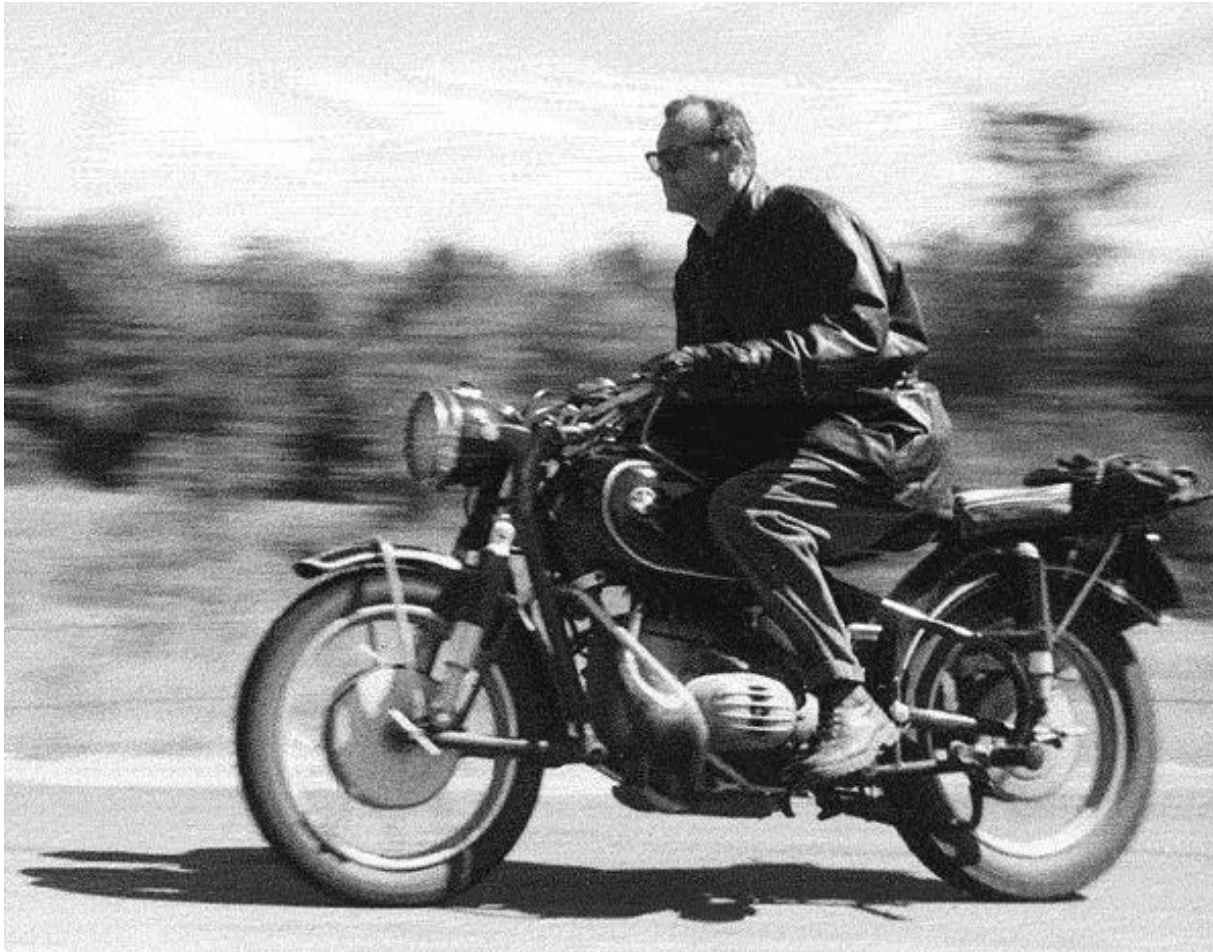
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@CHANGINGAGING

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 media.
3. Raise awareness, influence and partner with philanthropic organizations.

WHY

WHAT

HOW

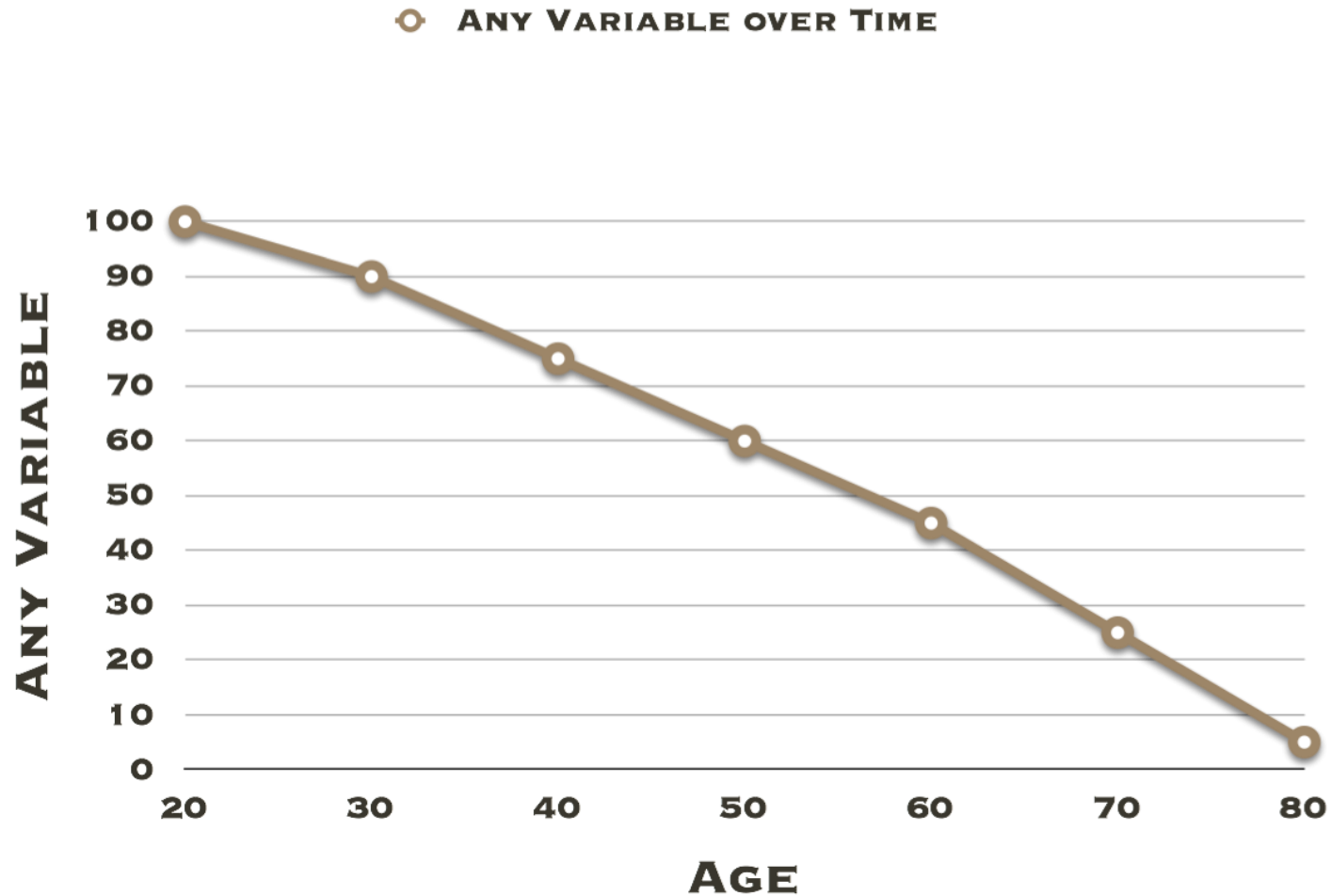
Why?

Myth Busting: Three Illusions of Aging

Myth #1: The Silver Tsunami

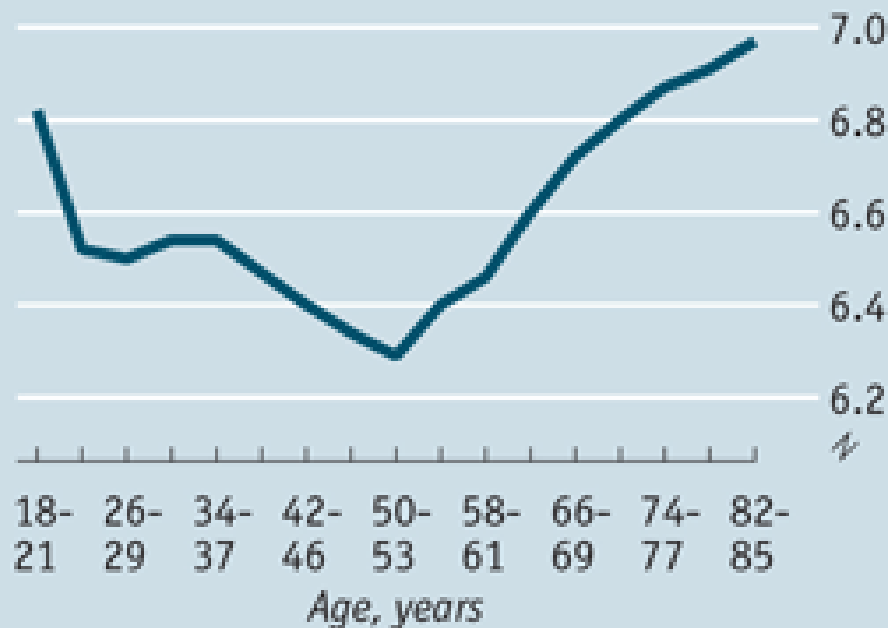


Myth #2: Aging Sucks



The U-bend

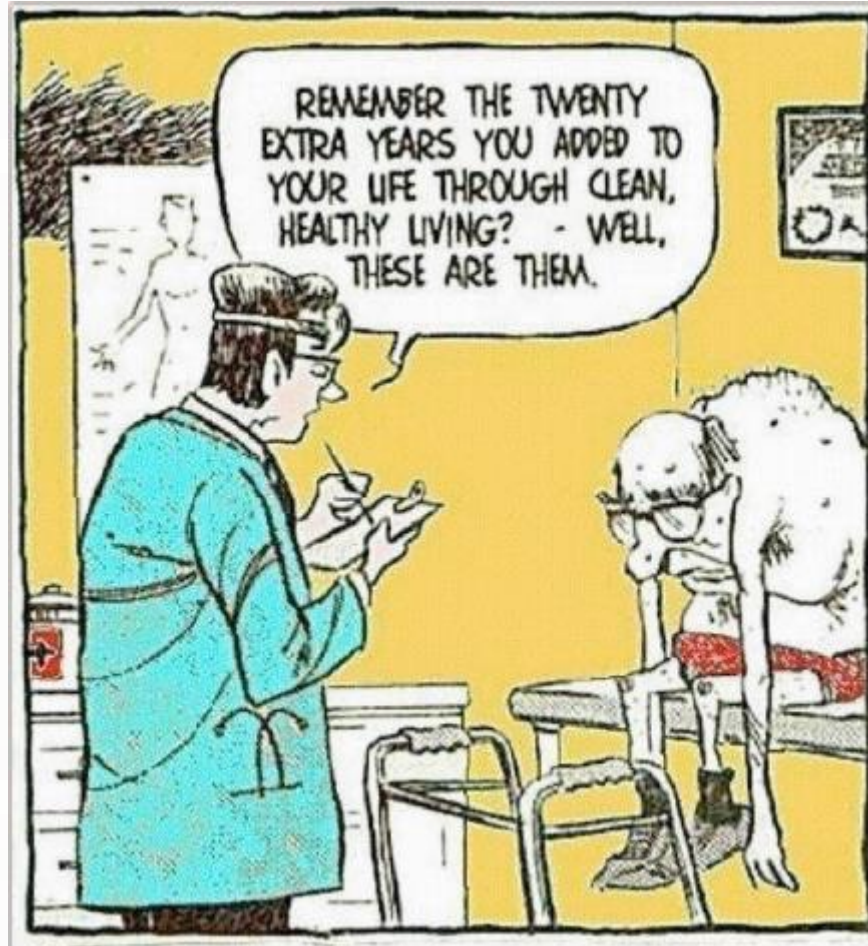
Self-reported well-being, on a scale of 1-10



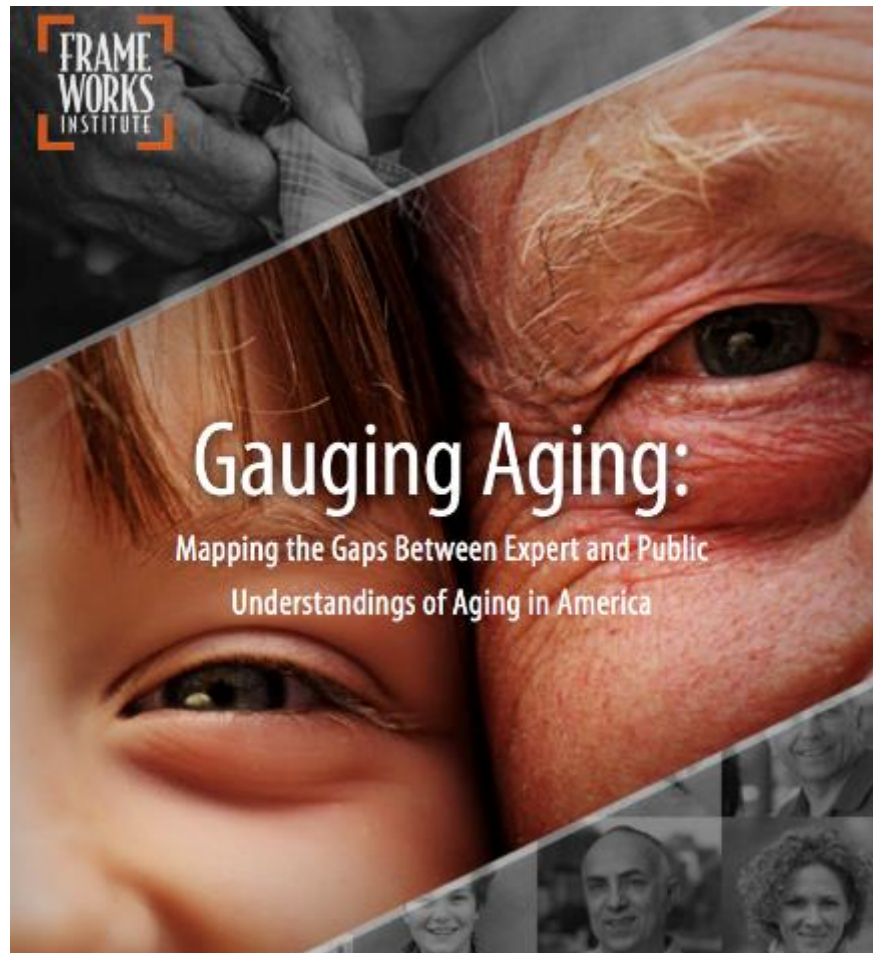
Source: PNAS paper: "A snapshot of the age distribution of psychological well-being in the United States" by Arthur Stone

The Paradox of Aging

Myth #3: Aging as Agency



Frameworks Institute



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

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

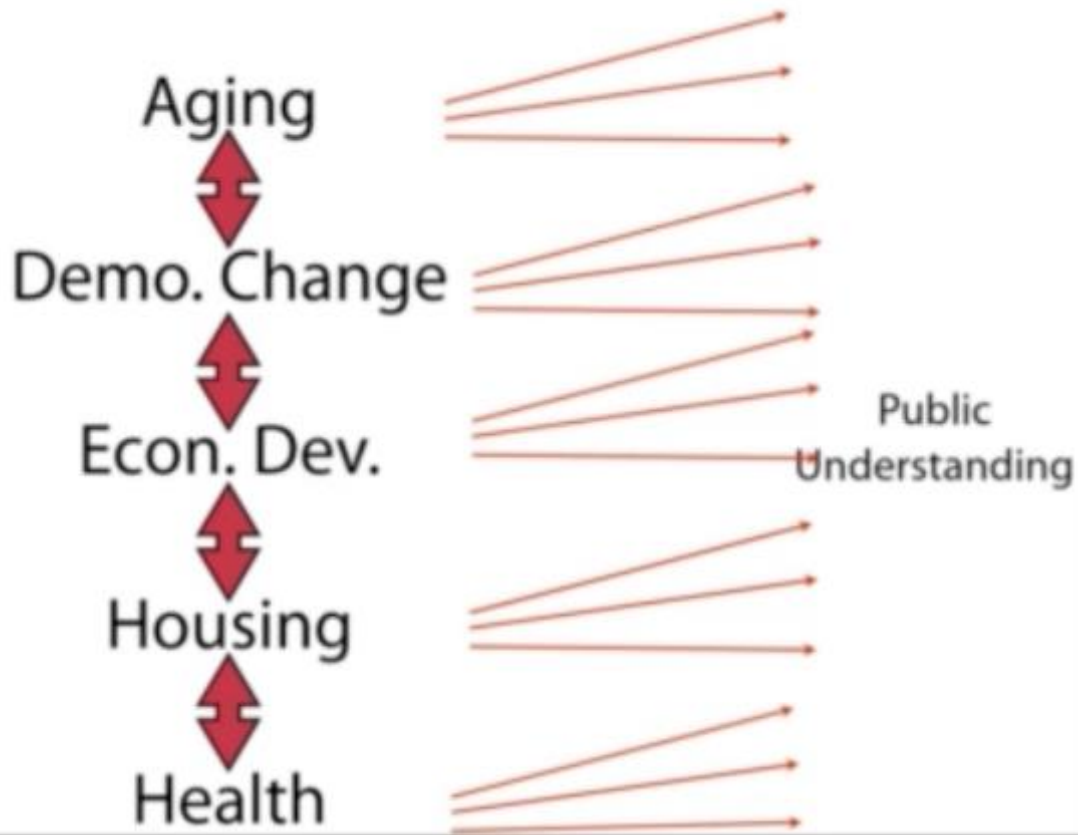
The New Story: Aging = Growth

Changing Aging

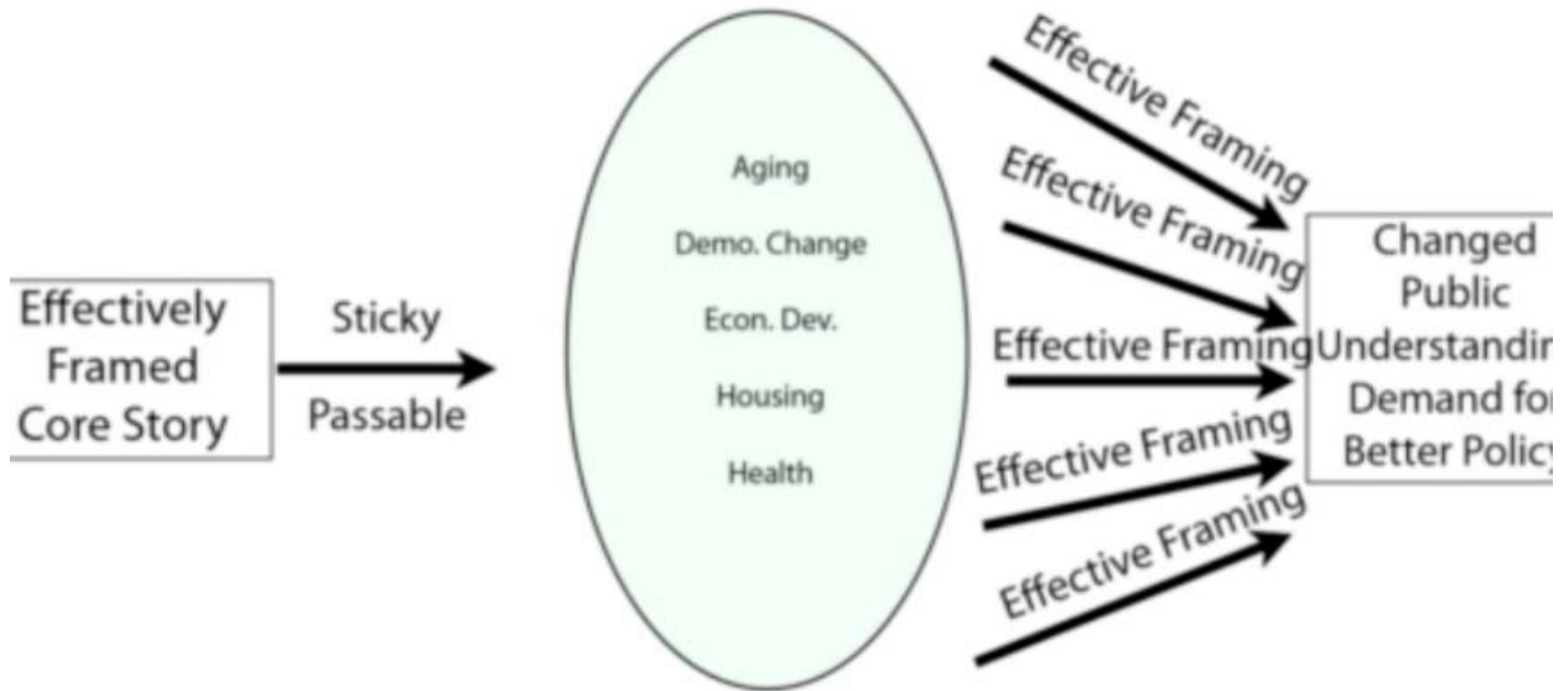
Social change requires creating:

1. A master frame
2. Effective messages based on the frame
3. Effective dissemination of those messages

Ineffective Dissemination



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

Age of Disruption Tour



Turning the Tide On the “Silver Tsunami”



The New Story of Aging



It Takes a Village to Disrupt Aging



North East Seattle Together
nest

 **WIDER
HORIZONS**



The New Dementia Story -- Momentia



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/>

Links

www.ChangingAging.org

www.DrBillThomas.org

www.frameworksinstitute.org/reframing-aging.html

www.VtVNetwork.org

www.pnavillage.org/

www.nestseattle.org/

www.widerhorizonsvillage.org/

<http://www.momentiasseattle.org/>



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