

From FrameWorks to Ground Work

Reframing Aging in Maine

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Maine Community Foundation

Statewide public foundation est. 1983

Mission: to work with donors and other partners to improve the quality of life for all Maine people.



Maine Community Foundation

Strategic Goal: Thriving Older People

Vision: All older people in Maine are valued and able to thrive and age in their workplaces and communities with health, independence, and dignity.



Maine Health Access Foundation (MeHAF)

Maine's largest private, 501(c)(3) nonprofit health care foundation

Mission: Promote access to quality health care, especially for those who are uninsured and underserved, and improve the health of everyone in Maine

Role in aging: Thriving in Place program; older adults as a strategic priority population



MeHAF's “Why”? Ageism and Health

See ASA Generations special issue - <http://www.asaging.org/blog/not-doctors-only-ageism-healthcare>

Ageist beliefs among health care providers



Underdiagnosis & undertreatment

Overtreatment – applying a 1-size fits all approach

Poor provider/patient communication

Systemic issues – poor geriatrician supply, poor representation in research/smaller evidence base

MeHAF's "Why?" Ageism and Health

Ageist beliefs among older people



Less likely to seek treatment for problems they attribute to
"normal aging"

Negative stereotypes = less physical activity & preventive
behavior

Positive age stereotypes = more likely to fully recover from
severe disability

Optimistic views of aging = live longer

Reframing Aging in Maine

- Goals
- Partners
- Progress to Date
- Future plans
- Diffusion of Innovations theory
- Evaluation Design
- Lessons learned

Reframing Aging in Maine

Goal

Change the conversation to build support
for policies and practices

Reframing Aging in Maine

Funding Partners

- Maine Community Foundation (lead)
- AARP Maine
- Maine Health Access Foundation
- The Bingham Program
- Endowment for Health
- New Hampshire Charitable Foundation

Reframing Aging in Maine

Progress to Date

- Kickoff at Maine Wisdom Summit, Fall 2017
- Nominations and Application Process
- FrameLab training, Spring 2018
- Mini-grant opportunities
- Recruitment for Advanced Training in Fall 2018

Reframing Aging in Maine

Future Plans

- Advanced Training
- Open Calls with FrameWorks
- Monthly refresher mini-lessons
- Reframing Aging Working Group

Reframing Aging in Maine

Diffusion of Innovations Theory

- Definition
- Selection of participants
- FrameLab curriculum
- Evaluation

Diffusion of Innovations Theory

- How and why new ideas spread
- *The Laws of Imitation* by Gabriel Tarde (1890)
- *Diffusion of Innovations* by Everett Rogers (1962-2003)

If we use diffusion theory concepts, can we get faster growth of Reframing Aging ideas?

Diffusion of Innovations Definition

The process by which an **INNOVATION** is **COMMUNICATED** through certain channels over **TIME** among members of a **SOCIAL SYSTEM**.

Diffusion of Innovations Definition

The Innovation

- Relative Advantage
- Compatibility
- Complexity
- Trialability
- Observability

Diffusion of Innovations Definition

Communication Channels

- HOW are we talking to one another?
- WHO are we talking to?
 - Like-minded
 - Unlike-minded

Diffusion of Innovations Definition

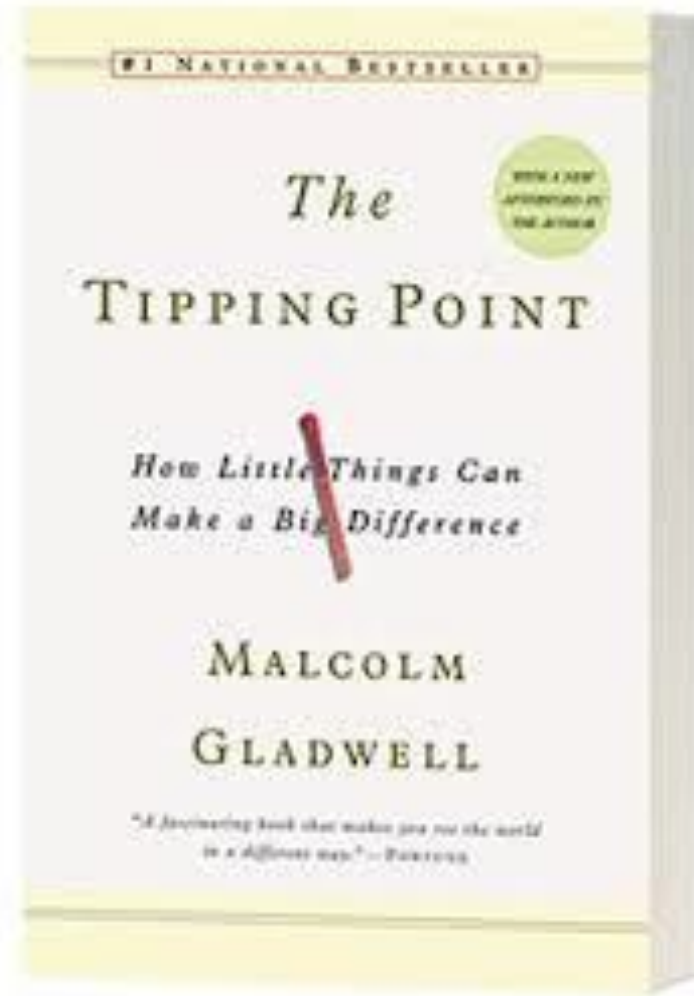
Social System

- High to Low
- Opinion Leaders
- Credibility

Diffusion of Innovations Definition

The “Few”

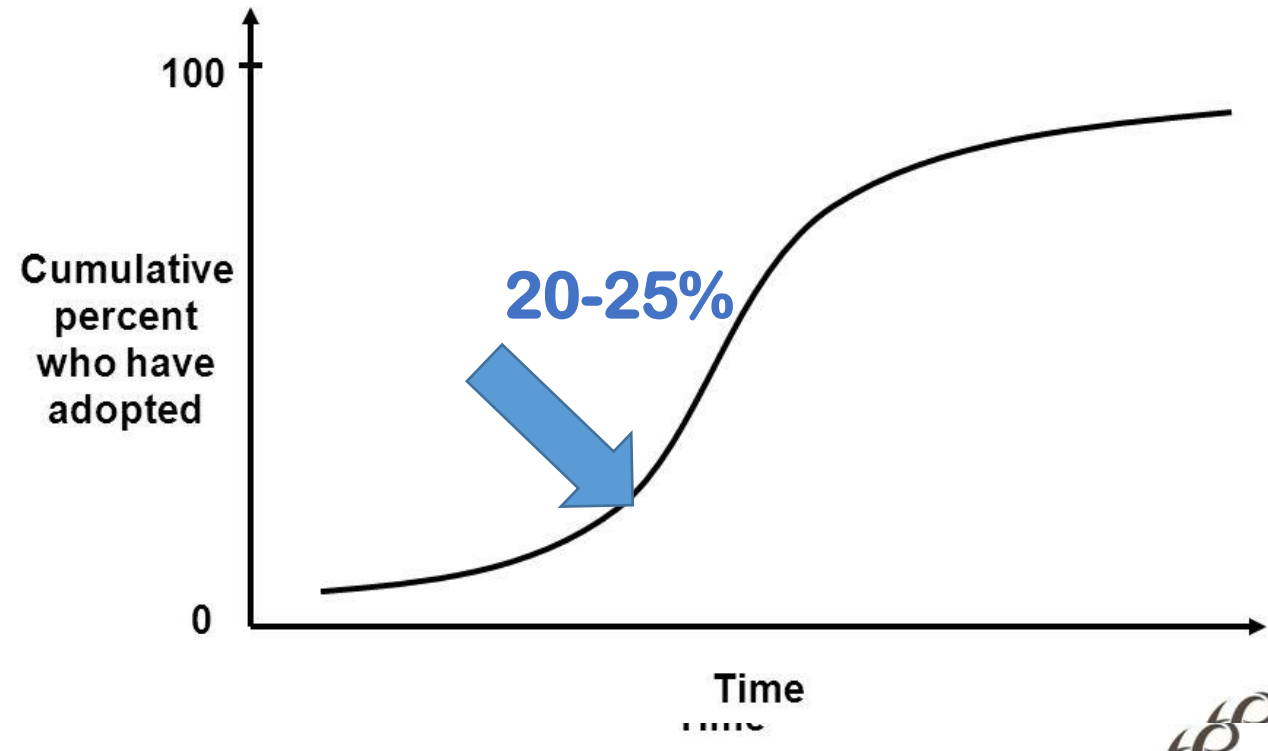
- Connectors
- Mavens
- Salespeople



Diffusion of Innovations Definition

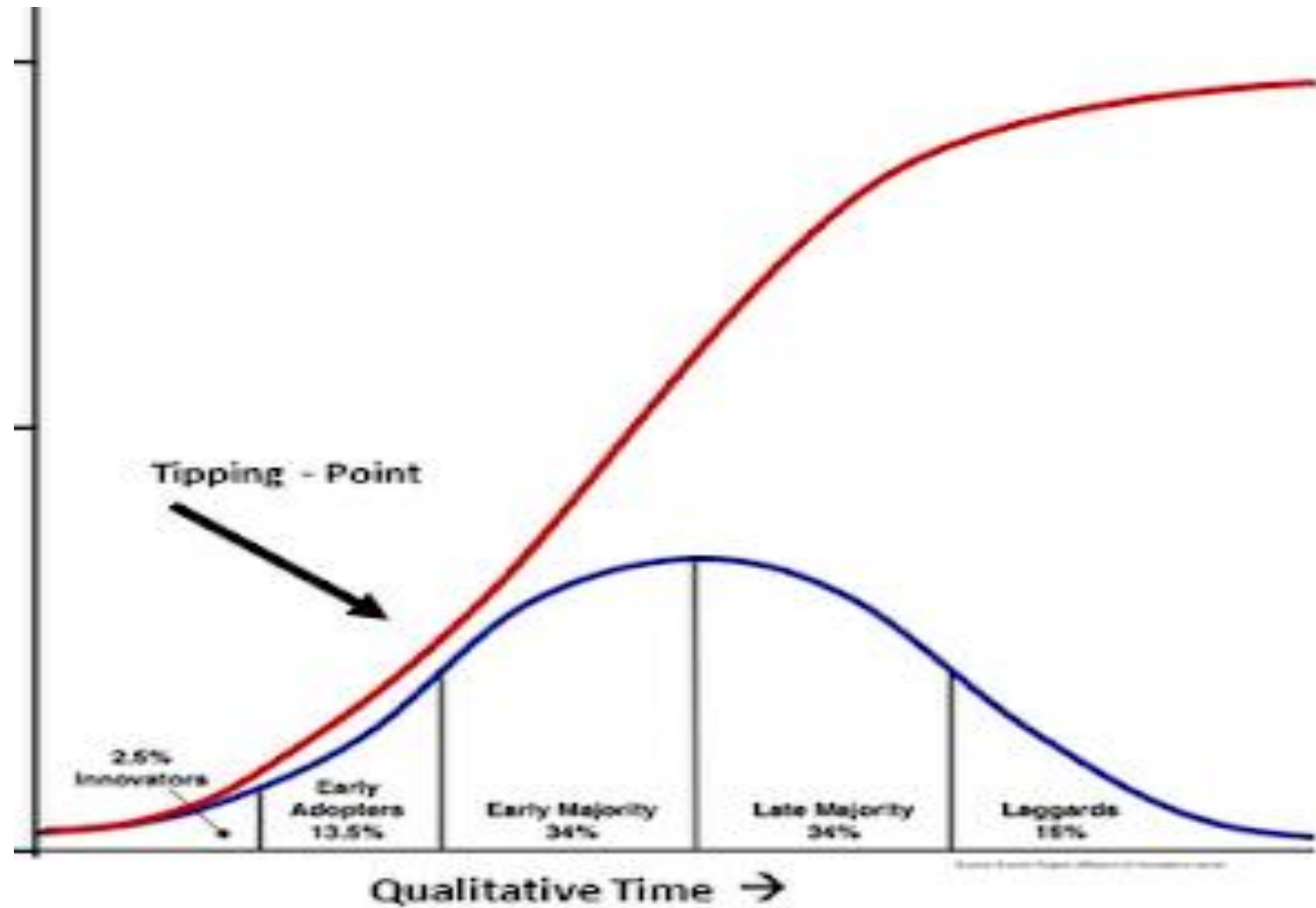
Diffusion curve (S-curve)

Time



Diffusion of Innovations Definition

Time



Diffusion of Innovations Checklist

- ✓ Make reframing seem advantageous
- ✓ Address any incompatibility issues
- ✓ Simplify without distorting
- ✓ Consider your communication platforms
- ✓ Find higher-level, influential audiences (at first)
- ✓ Gather your own essential “few”

Use of Diffusion of Innovations Concepts

- Selection of participants
- FrameLab curriculum
- Evaluation

Evaluation

- Research Questions
- Methods
- Key Findings

Evaluation: Research Questions

- Individual skill level
- Organizational reframing efforts
- Diffusion beyond participants
- How have perceptions of framing elements as an innovation facilitated their dissemination?
- Barriers or challenges to adoption

Evaluation: Methods

- Pre-FrameLab Communications Self-Assessment
- Post-FrameLab Surveys
- Pre-post analysis of organizational communications
- Post-FrameLab participant interviews
- Telephone survey (administered by polling company)

Evaluation: Key Findings

Perception of framing techniques as an innovation

Strengths that could help with diffusion:

- Benefits are clear and observable
- Perceived as the best

Evaluation: Key Findings

Perception of framing techniques as an innovation

Factors that could lead to slower diffusion:

- Complexity of integrating
- Compatibility with organization's current approach
- How easy it is to “trial”

Evaluation: Key Findings

How outcomes are being diffused

- Personal communications
- Organizational communications
- Self-identified “connectors” more likely to use and diffuse

Evaluation: Key Findings

Perceived barriers

- Doubts about skills or lack of confidence
- Time and effort involved
- Getting buy-in from skeptical stakeholders

Learning: Participant Response

- Engaged, enthusiastic participation
- Deepening of capacity and field cohesion
- Leaders are busy people
- Ongoing learning

Learning: Funder Perspective

- Value of partnerships and relationships
- Collaborative approach engaged diverse cohort
- Importance of willingness to lead or follow
- Culture change takes time!

Thank you! Questions?

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