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
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• Goals
• Partners
• Progress to Date
• Future plans
• Diffusion of Innovations theory
• Evaluation Design
• Lessons learned
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Goal
Change the conversation to build support for policies and practices
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Funding Partners

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

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

Time

Diffusion curve (S-curve)

Cumulative percent who have adopted

Time

20-25%
Diffusion of Innovations Definition

Time

2.5% Innovators
Early Adopters 13.5%
Early Majority 34%
Late Majority 34%
Laggards 15%

Tipping Point

Qualitative 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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