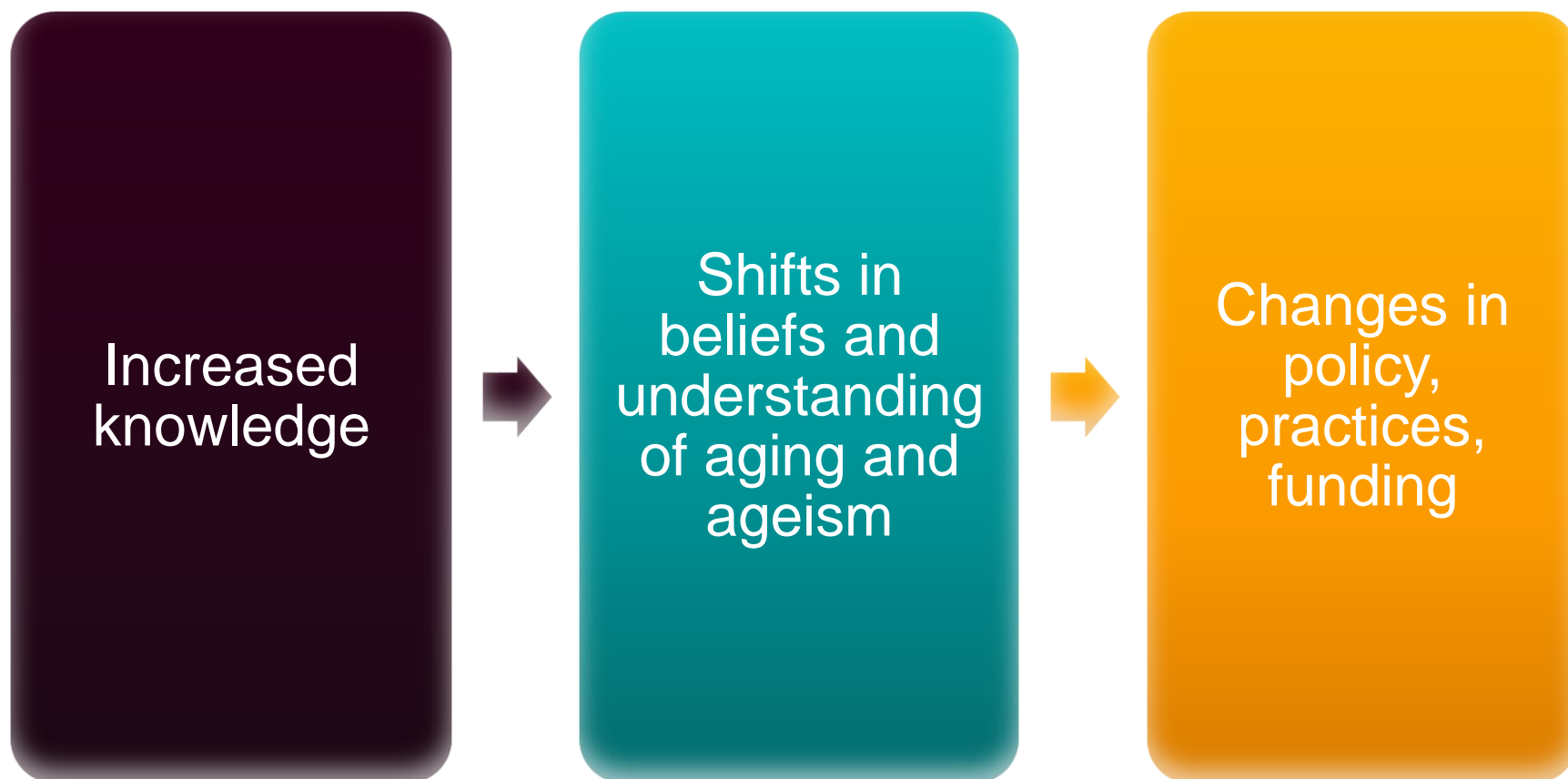


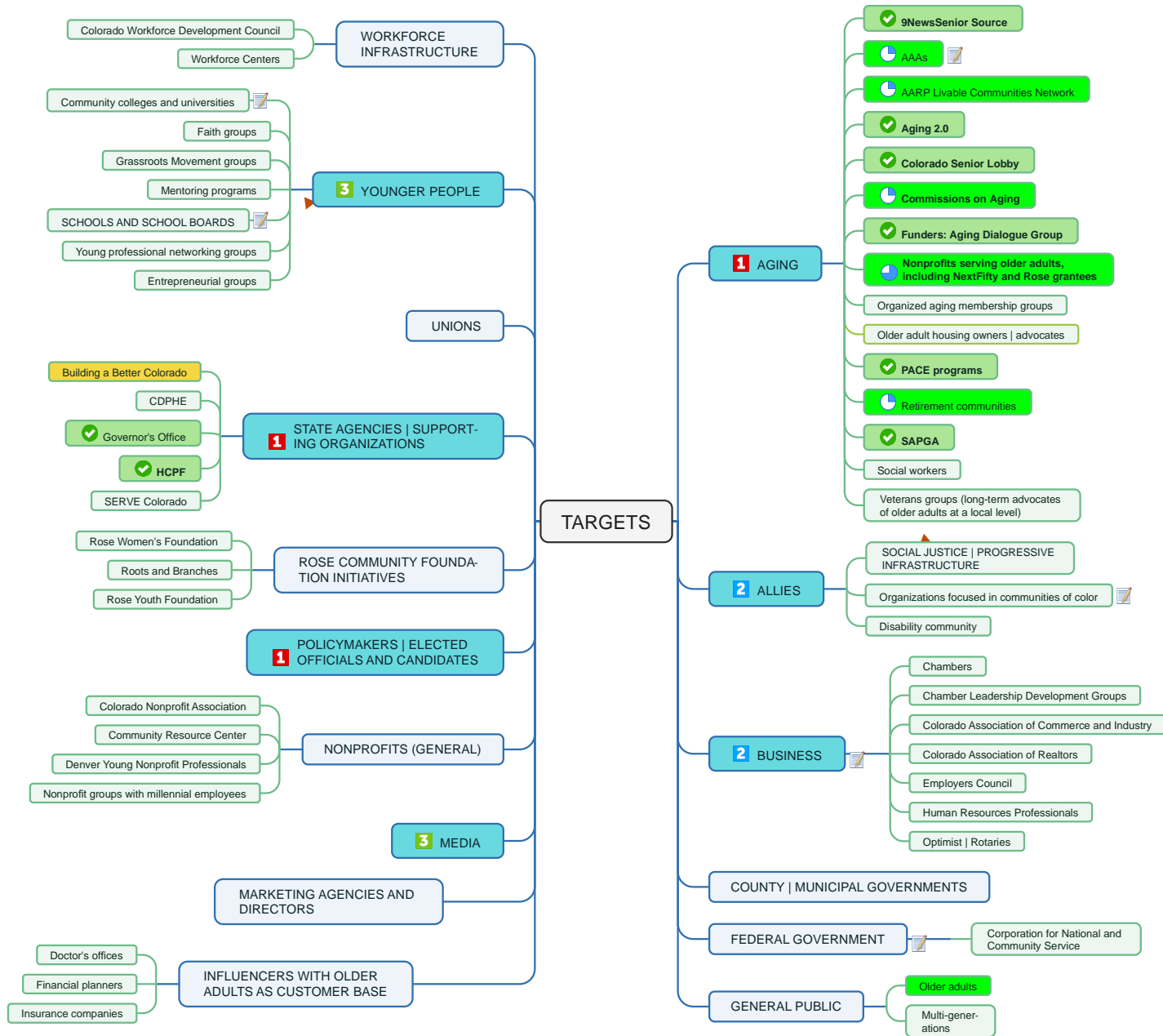
**CHANGING THE
NARRATIVE**

Ending Ageism. Together.



A brief version of our Theory of Change





Our key activities include:

1. Reframing Aging Training and Technical Assistance
2. Media campaigns
 - Social
 - Earned
3. Community organizing

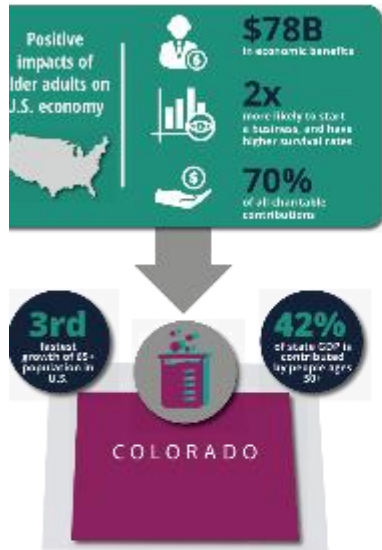


Key accomplishments as of September 2018



- 27 workshops reaching 898 (127% of 2018 goal)
- 7 media stories
- 67 meetings with key influencers
- 3 mini-grants awarded
- Communications plan and messaging
- Website and social media launched
- Curriculum created for *Reframe in a Day*
- Numerous tools and templates developed

COLORADO AS AN INNOVATION LABORATORY



By 2035, older adults are projected to outnumber children in the United States for the first time in history.¹

The "longevity dividend," or the economic benefit of older adults remaining active in society, helps the economy. In 2010, Americans 65 and older contributed \$78 billion in economic benefits: those age 50 or older make nearly 70% of charitable contributions, averaging \$100 billion per year; and research forecasts \$58.1 billion in transfers from older adults to their children between 2007 and 2061, which they term "the largest wealth transfer in American history."²

Colorado is well positioned to be a leader in the longevity economy. Between 2010 and 2015, Colorado's growth in its 65-plus population was third-fastest in the U.S., at over 25%.³ To adults age 50 and over make up 32% of the population, and provide 42% of economic contributions to the state GDP.⁴ All business executives noting that a shortage of talent is affecting companies' ability to grow, making older adults in the workforce an opportunity for all.

WHAT TO KNOW ABOUT AGING AND THE WORKPLACE

- ▶ Data show that it is **better for society** when older adults remain in the workforce
- ▶ Older adults are **healthier, more able to work** and less dependent than previous generations
- ▶ Older adults are **very entrepreneurial**
- ▶ Older Americans are now much **better educated and tech savvy** than they once were
- ▶ Continuing working **offers many benefits**—to individuals and their employers
- ▶ Intergenerational work teams offer **substantial advantages**

HOW TO STRENGTHEN AGE-RELATED STRATEGIES, POLICIES AND APPROACHES

Including age in diversity, equity and inclusion (DEI) strategies	Removing age data in application processes	Training HR managers in implicit bias	Offering flexible work options for all generations	Investing in older work to maintain productivity
Facilitating knowledge transfer between generations	Sponsoring legislation to increase age discrimination protections	Advocating for incentives for older workers to stay in the workforce	Sponsoring legislation for tax benefits	Using Reframing Aging language

Our economy and society benefit when people remain in the workforce longer. Colorado can be on the forefront. [Learn more at changingthenarrativeco.org](http://changingthenarrativeco.org)

1. U.S. Census Bureau, "U.S. Population Projections to 2060," released 2014. <http://www.census.gov/prod/2014pubs/p25-1143.pdf>

2. "The Longevity Dividend: The Economic Benefit of Older Adults Remaining in Society," released 2010. <http://www.aarp.org/issue-areas/2010/06/01/longevity-dividend/>

3. "Colorado's Aging Population: A Demographic Overview," released 2015. <http://www.colorado.gov/pacific/cda/aging-population>

4. "Colorado's Aging Population: A Demographic Overview," released 2015. <http://www.colorado.gov/pacific/cda/aging-population>



A partnership of Healthy Aging and Age Community Foundation

500 South Cherry Street
Suite 1200
Denver, CO 80246
Contact: Jane Staudt
jstaudt@changingthenarrativeco.org
720.295.7445

Tools Developed So Far

- Reframing Checklist
- Action Planning Tools
- Ageism Fact Sheet
- Sample Stories
- Calls to Action
- Grant Proposal Templates
- Business Case Briefing
- Infographic
- Decks for Change AGEnts
- Social Media Templates

We built in evaluation from the outset.

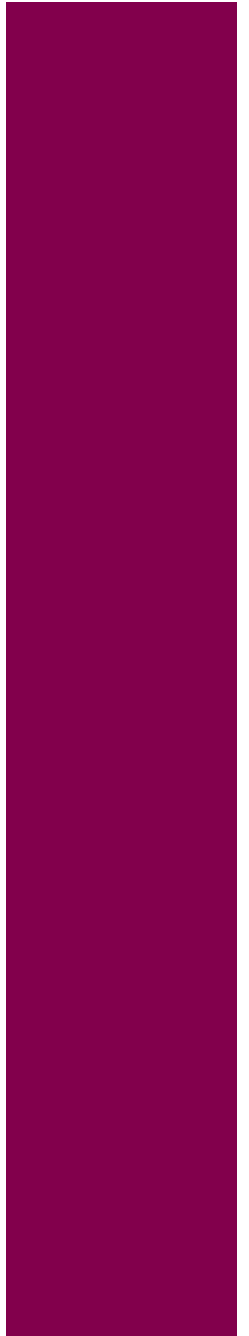
- Online tracking tools
- Asana project management
- Workshop surveys
- Follow up surveys
- Secondary data collection and analysis
- Ongoing continuous feedback and improvement
- A dashboard

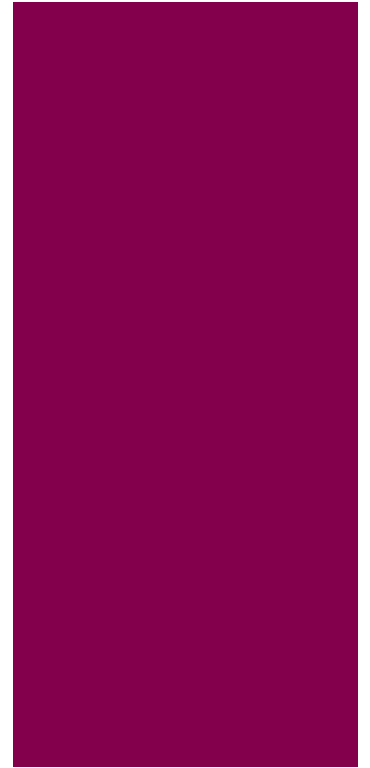
Key evaluation findings to date*

- 97.6 % would **recommend the workshop.**
- 87.6% will **absolutely use the recommendations.**
- 92% agree or strongly agree that the workshop **increased their knowledge of ageism.**
- 94% agreed or strongly agreed that the workshop **increased their understanding of effective messages.**
- 91% agree or strongly agree that they ***intend to work toward addressing ageism.***
- 89% agree or strongly agree that they **intend to share the tools and messaging with friends and colleagues.**

* Through August 2018

Lessons Learned





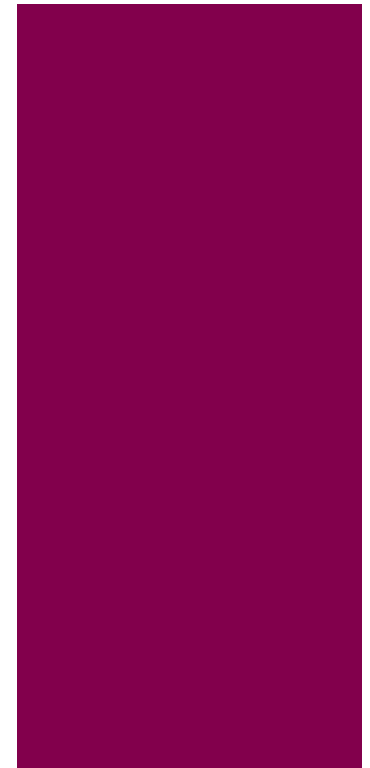
Having an entrepreneurial mindset and being willing to pivot is essential.



Concrete tools and templates, and dedicated staff, are needed



The demand has been far greater than we anticipated

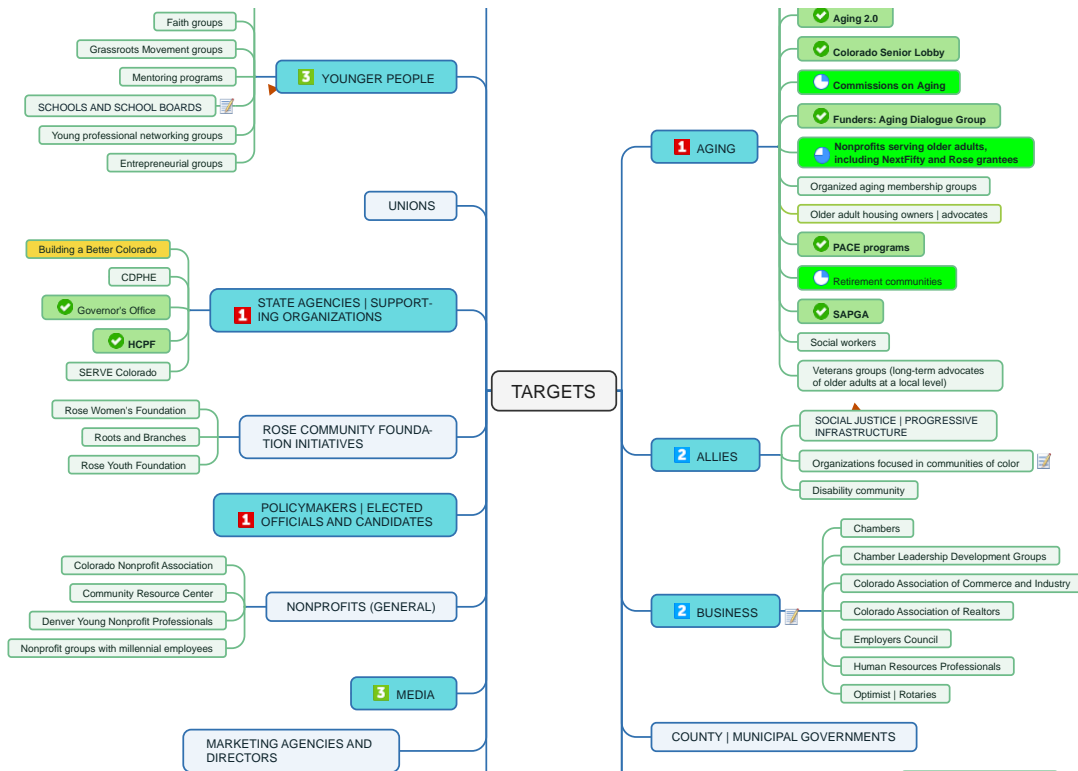




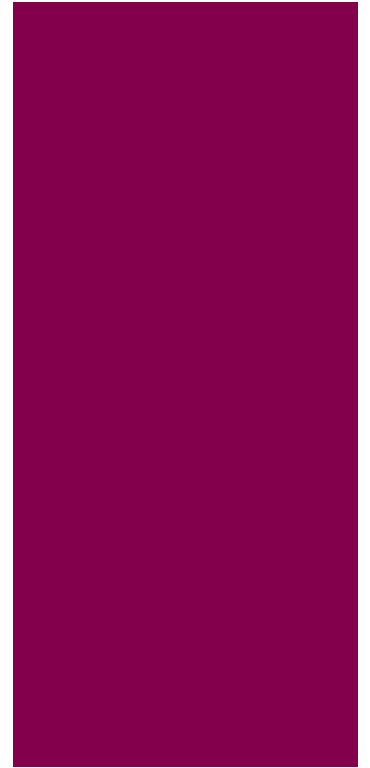
A large number of people want us to End Ageism. NOW.



Champions emerged, and the ripple effect is in motion.



An Advisory Committee brings an inside-outside perspective.



This Initiative is really about culture change.

The strong partnership and substantial involvement of the two primary funders have been critical success factors.



INITIATIVE

