CHANGING THE NARRATIVE
Ending Ageism. Together.
A brief version of our Theory of Change

Increased knowledge

Shifts in beliefs and understanding of aging and ageism

Changes in policy, practices, funding
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
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.