ReFraming Aging Collaborative

Grantmakers In Aging
October 29, 2015
Washington, D.C.
Agenda

• Background (L. Robbins)
• Funder’s perspective (J. Fassbinder)
• Findings to date (N. Kendall-Taylor)
• Next steps (L. Robbins)
ACCESS TO...

• 37 million older adults
• 6,000 specialized health professionals
• 2800 researchers and physicians
• 5000 practitioners, educators, administrators, policymakers, business people, researchers, and students
• >100 philanthropies
• several hundred community-based organizations, including
  – 42 organizations reaching 7 million Latino households
Panel

Jolene Fassbinder, Program Officer, Archstone Foundation

Nathaniel Kendall-Taylor, Acting CEO and Research Director, The FrameWorks Institute

Laura Robbins, Principal, LARC (Laura A. Robbins Consulting, LLC)
Funders’ Perspective
Why?

reframing aging
Why ReFraming Aging
Ageism/Agism

• Stereotyping and discriminating against individuals or groups on the basis of age;

• Coined by Robert Neil Butler (1969), patterned on sexism and racism; and

• Progress to date.
Partnerships & Opportunities

• Unite leaders and strengthen the field of aging;

• Current beliefs about older adults; and

• Foundation for a systematic approach for the future.
Moving Beyond Ageism

- More visible to others – creating awareness;
- Unpack to see impact;
- Everyone will be impacted, if we live long enough; and
- Social Justice; and
- Civil Rights.
Health & Health Impacts

• Predictors of health outcomes;

• More rapid recovery; and

• Better memory abilities.

“You’re deliberately putting yourself at risk of ill health by being over 65…”
Workforce & Workforce Development

- Discrimination against older workers;
- Unemployment;
- Delayed retirement, a barrier to profitable talent;
- Gerontology Programs;
- Careers in Aging; and
- Workforce shortages.
Policy & Programs

- Older Americans Act;
- Social Security;
- Medicare; and
- Medicaid.
Lack of Research
Unanswered Questions

- FrameWorks Institute;
- Laura Robbins Consulting;
- LAO – GIA; and
- Foundations.
Aligning with Your Work

- Mission;
- Vision;
- Value; and
- Funding Priorities – Greater Need.
Expanding the Choir

New

Choir Members
Welcome!
Panel

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NEXT STEPS

Phase II

• Develop a metaphor;
• Test for changing beliefs about aging;
• Test if teachable; and
• Develop toolkit.
Phase III

- Develop communications agenda
  - Each Collaborative member
  - The Collaborative as a whole
  - Other aging groups

- Momentum built for new frame
What Role Can You Play?

- Share the findings with your grantees and communities;
- Encourage them to stay out of the “swamp”;
- Help uptake of the metaphor and communications materials, when completed; and
- Support dissemination & uptake (Phase III).
Addendum

• Parallel ReFraming Project on Elder-Abuse
  • Supported by Archstone Foundation;
  • The John A. Hartford Foundation; and
  • U.S. Administration on Aging/Administration for Community Living.
Questions and Comments?

www.frameworks institute.org ➔
Issues ➔ Aging ➔ Gauging Aging

http://www.frameworks institute.org/aging.html
Thank You!

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