We are all aging. People are living longer and healthier lives.

But aging is misunderstood. Ageist stereotypes persist—in media, in the workplace, in everyday conversations.

Research conducted by FrameWorks Institute shows these stereotypes create obstacles to adopting productive policies and practices for keeping older people engaged in community and allowing all of us to sustain a high quality of life as we age.

As a leader in the movement to create communities that are great places to grow up and grow old, Tufts Health Plan Foundation has made significant investments in Massachusetts, New Hampshire and Rhode Island—and will soon be investing in Connecticut.

The work is gaining momentum—at the national, regional and local levels. But it has become clear we must reframe the conversation about aging to build support for more productive and inclusive policies that leverage the strengths and talents of older people and ensure our systems support wellbeing in later life.

This plan outlines the Foundation’s approach to changing the conversation about aging. It draws on the experiences of the Changing the Narrative initiative in Colorado and the Frameworks to Groundworks efforts in Maine and New Hampshire.

This plan supports the “reframing goal” of the Massachusetts action plan, ReIMagine Aging: Planning Together to Create an Age-Friendly Future for Massachusetts. The goal outlines the need to change the conversation from a “challenge” to an “asset,” to increase literacy about issues related to aging, and to eliminate ageism and expressions in language across social, print and other media.
OVERVIEW

GOAL 1: Understand -- Increase understanding and awareness of Reframing Aging concepts and solutions; dispel misperceptions about aging

- Strategy 1: Introduce influencers, thought leaders and policy makers to the consequences of ageism, issues related to aging and older people
- Strategy 2: Reach out to aligned organizations, with particular focus on those serving communities of color and under-resourced communities to engage in conversations about importance of Reframing Aging
- Strategy 3: Design/deliver webinars to introduce Reframing Aging concepts to new allies
- Strategy 4: Develop/adapt materials to help community organizations inform and engage others about ageism
- Strategy 5: In partnership with EOE and others, engage media and leverage social media to reach broader audience

GOAL 2: Engage -- Provide resources and hands-on Reframing Aging training for organizations

- Strategy 1: Understand community needs and deliver relevant training/workshops to help organizations communicate more effectively about their work related to aging
- Strategy 2: Connect organizations so they can learn with and from each other
- Strategy 3: Make Reframing Aging resources accessible so local partners are equipped to do this work

GOAL 3: Act -- Change the conversation about aging from a “challenge” to an “asset;” eliminate ageist images and expressions in our work

- Strategy 1: Embed Reframing Aging recommendations in all THPF communications to model the approach we are promoting
- Strategy 2: Serve as a resource to community partners to make it possible for them to improve their communications
- Strategy 3: Measure changes in the conversation to understand the impact of this outreach