Reframing Aging and Elder Abuse

based on research from The Frameworks Institute

O4A 30TH ANNUAL CONFERENCE - OCTOBER 30, 2019
Presenters

BETH KOWALCZYK
Chief Policy Officer
Ohio Association of Area Agencies on Aging
kowalczyk@ohioaging.org

REV. BETH LONG-HIGGINS
Executive Director
Ruth Parker Center for Abundant Aging
blong-higgins@uchinc.org
Today's Session

REFRAMING AGING AND ELDER ABUSE

Framing
Reframing Aging
Reframing Elder Abuse
Next Steps
What is framing?
Framing as a Social Theory

People build a series of mental "filters" through biological and cultural influences. They then use these filters to make sense of the world. The choices they then make are influenced by their creation of a frame.
Framing refers to the subtle selection of certain aspects of an issue in order to cue a specific response; as many researchers have shown, the way an issue is framed explains who is responsible, and suggests potential solutions.

- FRAMEWORKS INSTITUTE
Public Perceptions of Aging

NEGATIVE
- Decline into dependency
- Battle to resist getting older
- Us vs. Them

INDIVIDUALISM
- Smart choices
- Personal responsibility

FATALISM
- Inevitable
- Costly
Experts - Reality of Aging

NORMAL
Everyone ages
Opportunity not challenge

SOCIETAL
Outcomes determined as much by geography, race, gender, income and access to supports

POLICY
Challenge ageism
Improve supports
Age-friendly lens
AGEISM

WHAT IS IT
Discrimination based on prejudices about age

IMPLICIT BIAS
Automatic judgments about people based on age
TRAPS TO AVOID

SILVER TSUNAMI
Aging population as a crisis

SUPER SENIOR
Exceptional older people

SYMPATHETIC SENIOR
Sad stories
Need to protect
EXAMPLES

AVOID

Silver Tsunami
Age Wave

TRY

Longevity Era
As we live longer and healthier lives...
EXAMPLES

AVOID
Seniors, elderly, elderly
"other" language

TRY
Older people/older Ohioans
we and us
neutral, inclusive
AVOID
Struggle, battle, fight conflict-oriented words

TRY
Aging is dynamic process; a continuum. We are all doing it. Gain is accumulated wisdom and experience
EXAMPLES

AVOID

Making generic appeals about doing something about aging

TRY

We are problem-solvers
Concrete examples that resonate; e.g. intergenerational community centers
The demographics of this country are about to change dramatically, and this represents a major shift in our country’s make-up. This population of people over 65 is quickly growing and is expected to double in the next 50 years. As this age group continues to expand and more and more people reach retirement age, we will all be challenged to accommodate the needs of the elderly. This will put an additional strain on benefits systems. We will need government to take steps to ensure we have programs to take care of and protect seniors.

What does an aging population mean for programs like Social Security?
Our society has a long tradition of finding innovative approaches to challenges. An aging population is an opportunity to use our social and technological ingenuity to develop solutions to our changing needs that can move America forward. As more Americans live longer and healthier lives, the longevity and productivity of our society will also expand. By restructuring public policies on issues like work and retirement, transportation, housing, health care and community building, we can make the most of this important source of social energy. Social Security and Medicare are examples of how innovative public policies can support better aging outcomes. We need to be smart about strengthening them as well as developing other ways to make sure we all have what we need to age well.
#ButtonUpAgeism

AgeFriendlyColumbus and Franklin County

Aging: So Cool Everyone is Doing It!
What is old?
REFRAMING AGING
https://frameworksinstitute.org/reframing-aging.html

REFRAMING ELDER ABUSE
https://frameworksinstitute.org/elder-abuse.html

DISRUPT AGING
https://www.aarp.org/disrupt-aging/