

# Reframing Aging and Elder Abuse

*based on research from The  
Frameworks Institute*

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# Presenters



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# Today's Session

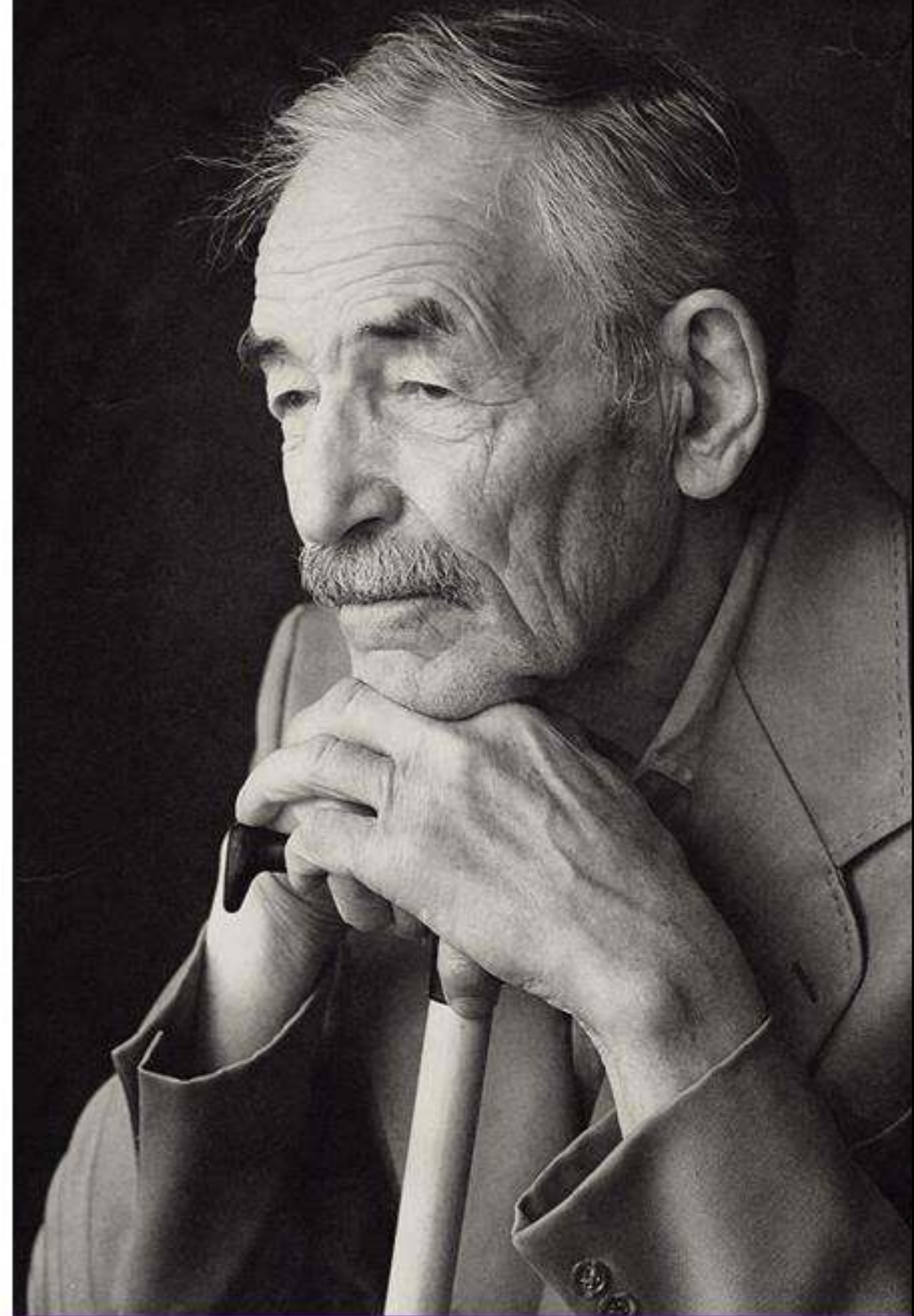
## REFRAMING AGING AND ELDER ABUSE

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.

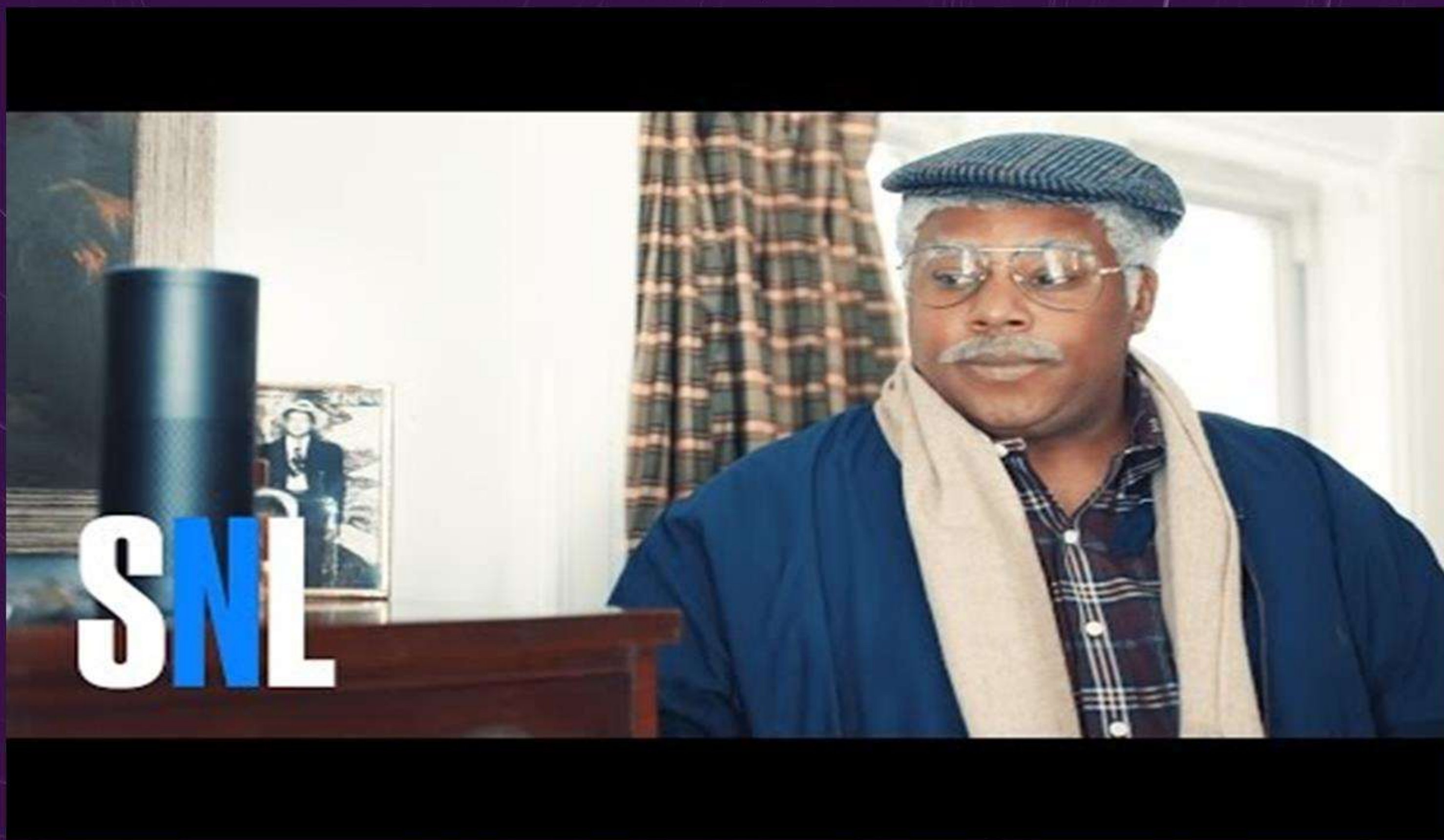


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**Framing refers to the subtle selection of certain aspects of an issue in order to cue a specific response; as many researchers have shown, the way an issue is framed explains who is responsible, and suggests potential solutions.**

- 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



**UNDER 40**



**OVER 40**





# 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



## EXAMPLES

### 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.

# Reframe!



**#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/>

# Additional Reading