HOW WE FRAME OLDER ADULT ISSUES IN ORDER TO SHARE THE COMPLETE STORY

Connect representations of successful aging to the implementation of effective social policies.

Example: Older adults can age in place when there are affordable housing opportunities

 Without complete stories public and possibly legislatures will equate aging outcomes with

"lifestyle choices".

The communication needs to:

Clearly describe the problem or issues that impacts older adults

Explicitly states why addressing the issues is important for all
Americans and what is at stake if we fail to act.

Explain how the problem work including who and what is causing the problem

Describe the goal, outcome or what the situation would ideally look like

Provide concrete solution to address the issue and explain how they result in improved outcomes for older adults

Emphasize our collective responsibility to older adults and the collective benefits that accrue to all Americans when we prove them with social supports

Only when we realize the talents and contributions of all Americans, no matter their age, can we move our country forward.

Because aging is a process we all experience, Americans of all ages do better when we make sure everyone has what they need to age successfully.

For more details visit: FRAMEWORKS Institute: Aging, Agency, and Attribution of Responsibility: Shifting Public Discourse about Older Adults.

FYI: Frameworks did a survey of what older adults would like to be called-Older Adults came in first.