



## Moving from Ageism to Age-Friendly: Reframing Aging

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1

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I have no actual or perceived conflicts of interest in this presentation.

Rajean trained as a facilitator by National Center to Reframe Aging and not an employee of the FrameWorks Institute or the National Center to Reframe Aging

I do not speak on behalf of any individual, group, or community. My content is derived from my understanding of my own research and research by others. I may say something and you passionately disagree. I welcome respectful dialogue and conversation as I am on my journey of lifelong learning and understanding.

2

2



3



3


Ageism is a pervasive form of  
bigotry that must be eliminated.

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Workshop



What is ageism?

How can we reimagine aging?

How can we promote change?

5



5



Define Ageism



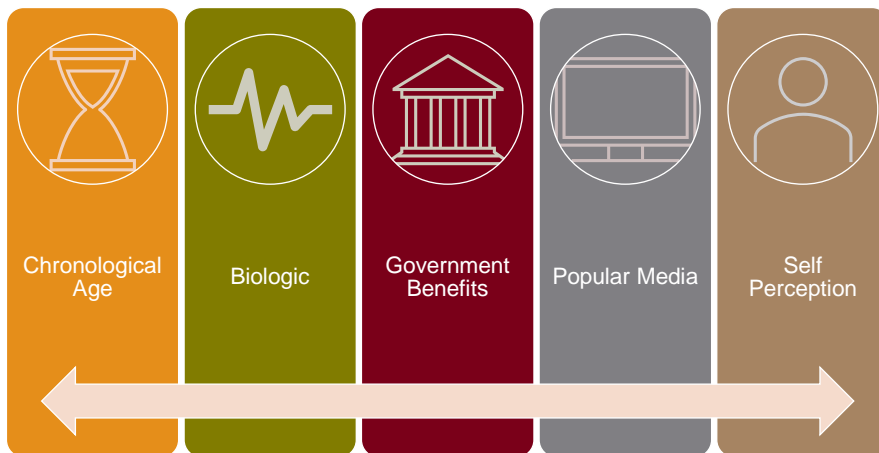
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6

6

# How do you define old age?

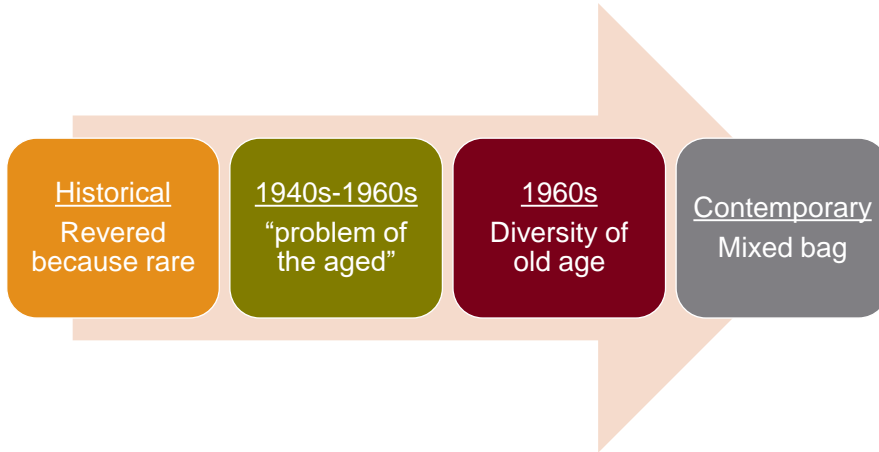
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8

8

### Evolution of Attitudes



Source: Chu, et al. (2020). Attitudes toward aging: A glance back at research developments over the past 75 years. *J Gerontol B Psychol Sci Soc Sci*, 75, (6), 1125-1129

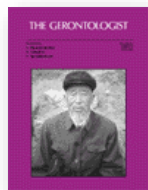
### *Age-ism: Another Form of Bigotry*

Robert N. Butler, MD

The Gerontologist, December 1, 1969

"A process of systematic stereotyping and discrimination of people because they are old."

-1975

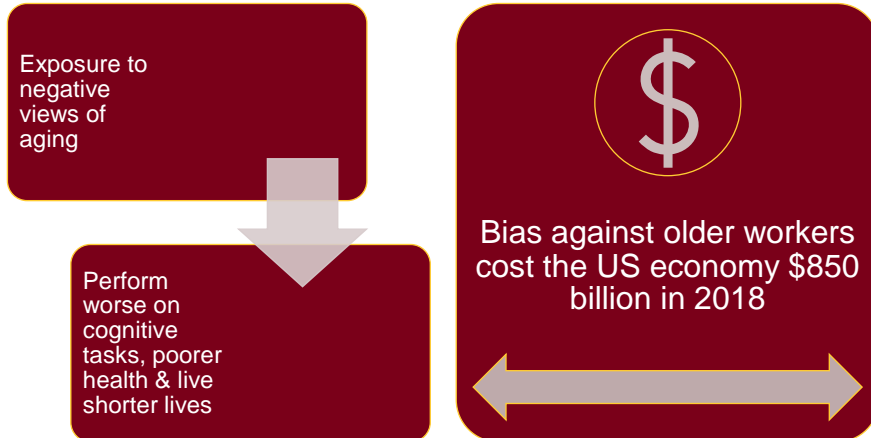


Positive ageism & ageism impacting younger adults

-1990s

Source: Chu, et al. (2020). Attitudes toward aging: A glance back at research developments over the past 75 years. *J Gerontol B Psychol Sci Soc Sci*, 75, (6), 1125-1129

## Why combat ageism?



Source: Abrams, Eller & Bryant. (2006). An age apart: The effects of intergenerational contact and stereotype threat on performance and intergroup bias. *Psychology and aging*, 21, 691-702.

11

11

## Addressing Ageism Key Issues and Need for Action

This event featured a presentation from Dr. Tracey Gendron, Chair for the Virginia Commonwealth University Department of Gerontology, as Director for the Virginia Center on Aging and is the author of the book *Ageism Unmasked: Exploring Age Bias and How to End It*. The presentation was followed by a Q&A session featuring an esteemed panel of national and local experts who are making a difference daily in their communities.



<https://z.umn.edu/AddressingAgeism>

12

12

Reframe Aging:  
Shifting Attitudes

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13

13

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National  
Center to  
Reframe Aging

Age-Friendly  
Ecosystems

14

14

National Center to Reframe Aging



Climb aboard the caravan!  
#ReframeAging

Dedicated to reshaping the conversation about aging

**Core Elements of Reframing Aging Workshop**

Trusted source for proven communication strategies



Cultivating a movement





# Why Framing Matters

<https://youtu.be/X6rqcHytmtQ?si=HTIqHK9Zr25mpGIP>

17



17

## Framing Is about Choices

Frames are choices about how information is presented:



**What to emphasize**



**How to explain it**



**What to leave unsaid**



18

Framing impacts how we think and act...

Given the importance of free speech, would you favor allowing a hate group to hold a political rally?

Given the risk of violence, would you favor allowing a hate group to hold a political rally?

85% in favor

40% in favor

Reframing Aging & Combatting Ageism

 Individualism

 What Surrounds Us, Shapes Us

 Us vs. Them

 Collective Responsibility

 Ideal vs. Perceived Real

 Problems Can Be Solved

 Nostalgia & Threat of Modernity

 Fatalism & Zero Sum Thinking



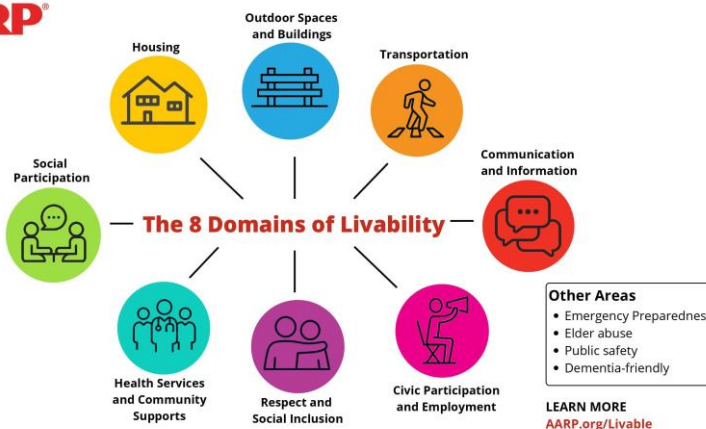
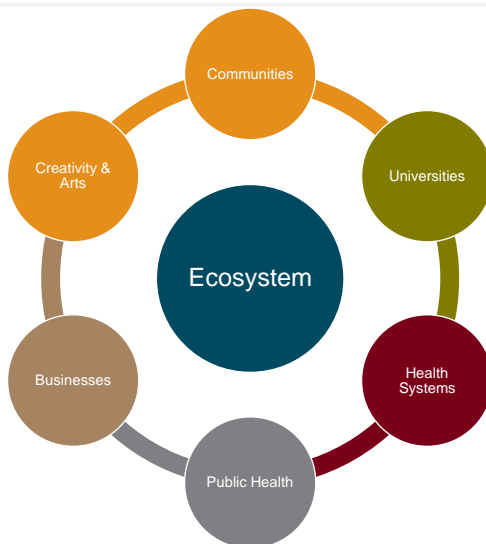
**Before**

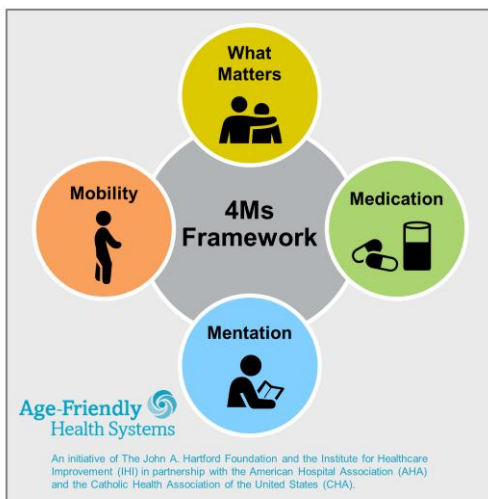
Many people who are older are frail, vulnerable, cannot help themselves, and depend on others to meet their most basic needs. This leaves them at risk for all kinds of challenges and potential harms.

**After**

When community bonds are weak, if we experience frailty, we are more at risk of experiencing harm. We need to build solid connections and strengthen our social structure to better support older people, families, caregivers, and our entire community.







For related work, this graphic may be used in its entirety without requesting permission. Graphic files and guidance at [ih.org/AgeFriendly](http://ih.org/AgeFriendly)

**What Matters**

Know and align care with each older adult's specific health outcome goals and care preferences including, but not limited to, end-of-life care, and across settings of care.

**Medication**

If medication is necessary, use Age-Friendly medication that does not interfere with What Matters to the older adult, Mobility, or Mentation across settings of care.

**Mentation**

Prevent, identify, treat, and manage dementia, depression, and delirium across settings of care.

**Mobility**

Ensure that older adults move safely every day in order to maintain function and do What Matters.

Multi-Sector Blueprint for an Age-Friendly Minnesota

DOMAINS	Age-Friendly Care and Supports	Emergency Preparedness, Individual Rights, and Safety	Age-Friendly Communities that Maximize Social Connection	Economic Security and Vitality
BIG BROAD GOALS	Minnesotans will have access to comprehensive integrated health care, LTSS and social services when and where they need them with a respectful and well-trained workforce.	Communities, including long-term care communities, will have plans in place for different types emergencies, and Minnesotans will feel safe and respected at every age.	Minnesota communities will have housing, transportation, environments, and broadband access that foster well-being and maximize social connection for all ages.	Older adults will have opportunities to remain economically secure and will be recognized as valued contributors to Minnesota's economy and workforce.
Develop a data dashboard that informs policies and measures the goals set by partners				



27