

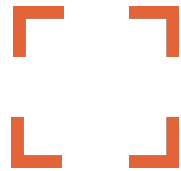
Reframing the Response to COVID-19: Applying Reframed Language to Counteract Ageism

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FrameWorks is on a mission...

to advance the nonprofit sector's capacity
to frame the public discourse on social problems.

Leaders of Aging Organizations (LAO)



This effort has a robust evidence base

Sample Size: 12,185

The Reframing Aging Project was sponsored by organizations who recognized a shared challenge:



framing =

choices in how we present information



how people think/feel/act

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



85% in Favor

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



40% in Favor

Framing children's issues

Support for evidence-based CMH policies



**framing (really)
matters right now**

4 ideas for framing aging and
ageism now

#1

find an urgency/efficacy balance

all urgency



fatalism
disengagement

all efficacy



message rejection
lack of motivation

balance



perceived agency
engagement
action

What to do

- bring a solution when you can
- explain how it works
- tone matters: don't forget the urgency part of the equation




Balance urgency and efficacy.

Before

“Older people are at the center of the COVID crisis and are disproportionately impacted by the disease.”

After

“Because older people are disproportionately impacted by the disease, states are planning community actions to reduce exposures to the virus.”



#2

think carefully about how you're
positioning groups

“vulnerable”



otherizes
reifies stereotypes

saviors and victims



stigmatizes
zero sum
demands sacrifice

worthiness



invites evaluation
of deservingness

What to do

- interconnection as strength
- responsibility to all
- connect with common experiences
- everyone stepping up/doing the right thing (not sacrificing/saving)
- advance *principle* of targeted universalism not “vulnerable groups”




Thinking carefully about how we position groups.

Before

“Most of us will have a few unpleasant days of aches and fever. But for the elderly neighbor down the street or for our grandparents in nursing homes, it's a different story. Seniors, as well as the disabled, are vulnerable to severe disease. For their sakes, we need to make sacrifices.”

After

This virus is highly contagious and people could be spreading it without realizing. When we all stay home today, we see fewer new cases tomorrow. By keeping our physical distance, we slow the spread. This protects people in our communities who are most at risk and the availability of the lifesaving health care we all depend on.”



#3

explanation is power

"do what we say"



rejection
disengagement

"see how this
works..."



solutions support
efficacy
engagement

What to do

- explain why problems exist
- show what actions/solutions do




Explanation is power.

Before

“Ageism in our healthcare system has always been a problem and it is becoming a crisis during this pandemic.”

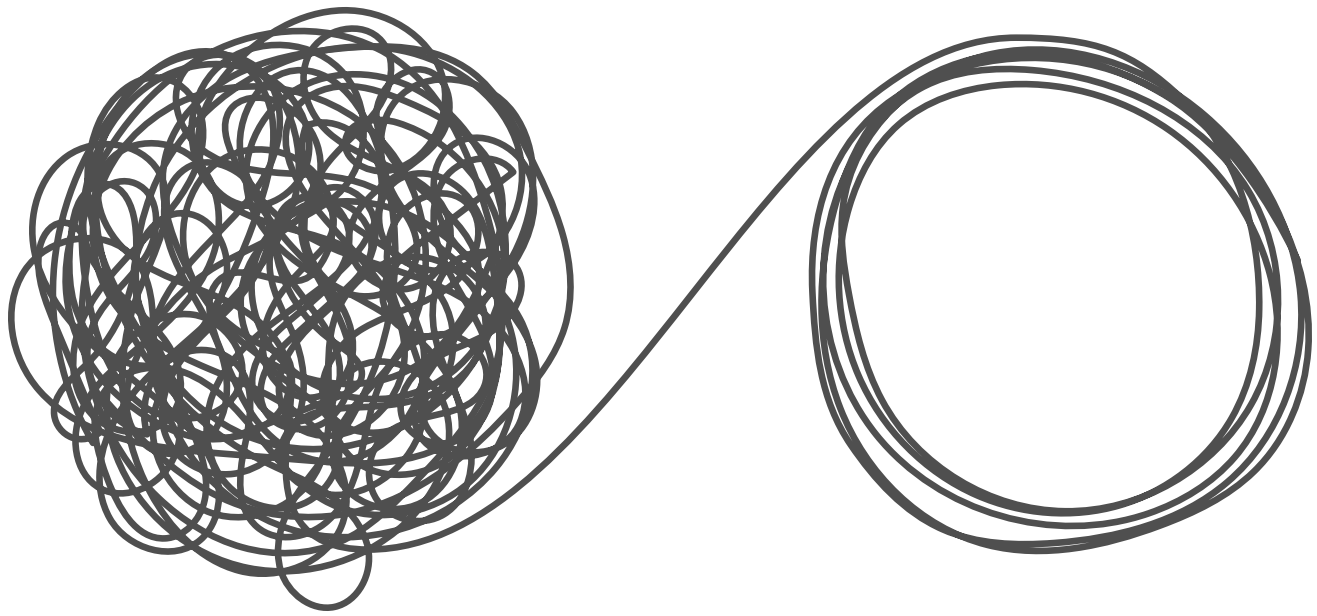
After

“Under stressful conditions, healthcare providers are likely to make snap decisions about people solely based on their age that will determine the quality of care they receive. We need to make sure our standards of care do not discriminate on the basis of age.”

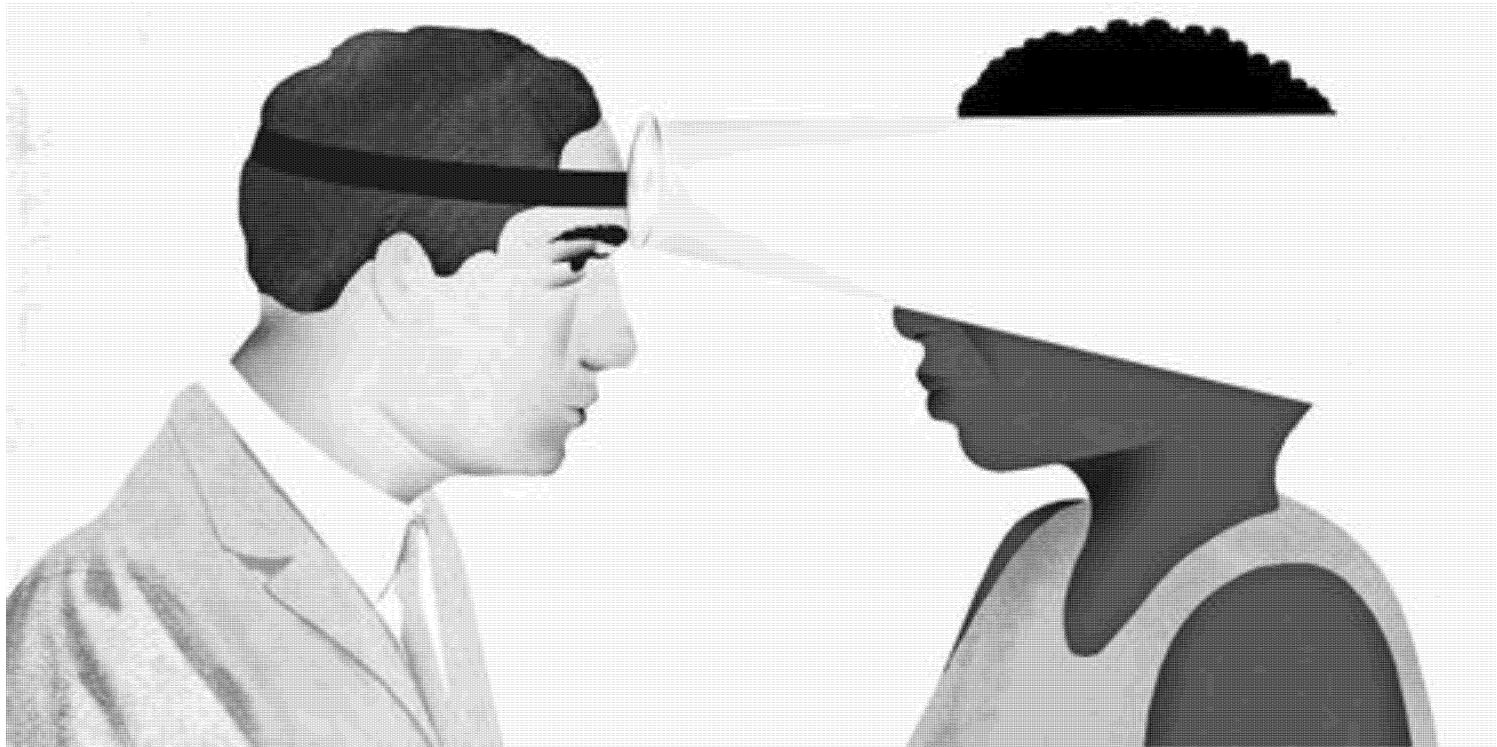


#4

how we frame now affects
what's possible later









How do I learn more?

Visit the GSA's *Reframing Aging Initiative's* website:

www.reframingaging.org

Sign up for FrameWorks' *Framing COVID-19 Newsletter*:

<http://www.frameworksinstitute.org/framing-covid-19.html>