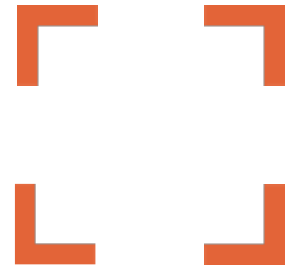




Reframing Aging

November 3, 2017

Moira O'Neil, Ph. D., Director of Research Interpretation and Application

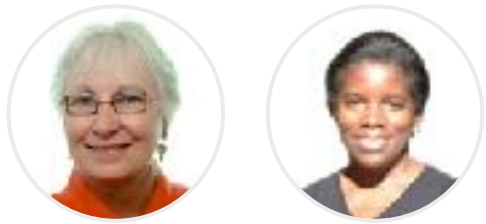


FrameWorks is on a mission...

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

A Multidisciplinary Approach to Communications

ADVOCACY



LANGUAGE & LINGUISTICS



PUBLIC HEALTH



POLITICAL SCIENCE



ANTHROPOLOGY & PSYCHOLOGY



SOCIOLOGY



COMMUNICATIONS & MEDIA



ADMINISTRATION



DESIGN & DIGITAL MEDIA



Examples of FrameWorks' Research

- **Harvard University Center on the Developing Child** – how to translate science of early childhood brain and biological development
- **Paul Hamlyn Foundation** – how to promote a more productive discussion about crime and criminal justice reform in the UK
- **National Society for the Prevention of Cruelty to Children** – how to use to communications as part of an innovative strategy to prevent child maltreatment in the UK
- **Alberta Family Wellness Initiative** – how to talk about the science of addiction; training researchers, practitioners and policymakers to use frames to close the research/practice gap
- **Public Health Informatics Institute** – how to help public health professionals understand the function and the value of informatics as a crucial part of population health improvement
- **Big Lottery Fund: A Better Start** – how to improve outcomes for children, families and communities in 5 sites throughout England.
- **DentaQuest Foundation** – how to help the public understand the importance of oral health to overall health, and engage policymakers in thinking of oral health as a social justice issue

We conducted a comprehensive investigation



Expert
Interviews

21



Cultural Model
Interviews

40



Media Content &
Field Frame Analysis

592



On-the-Street
Interviews

146



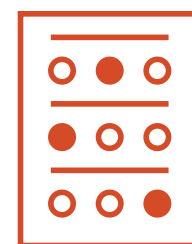
Persistence
Trials

60



Usability
Trials

26



Survey
Experiments

11,300

Sample Size:
12,185



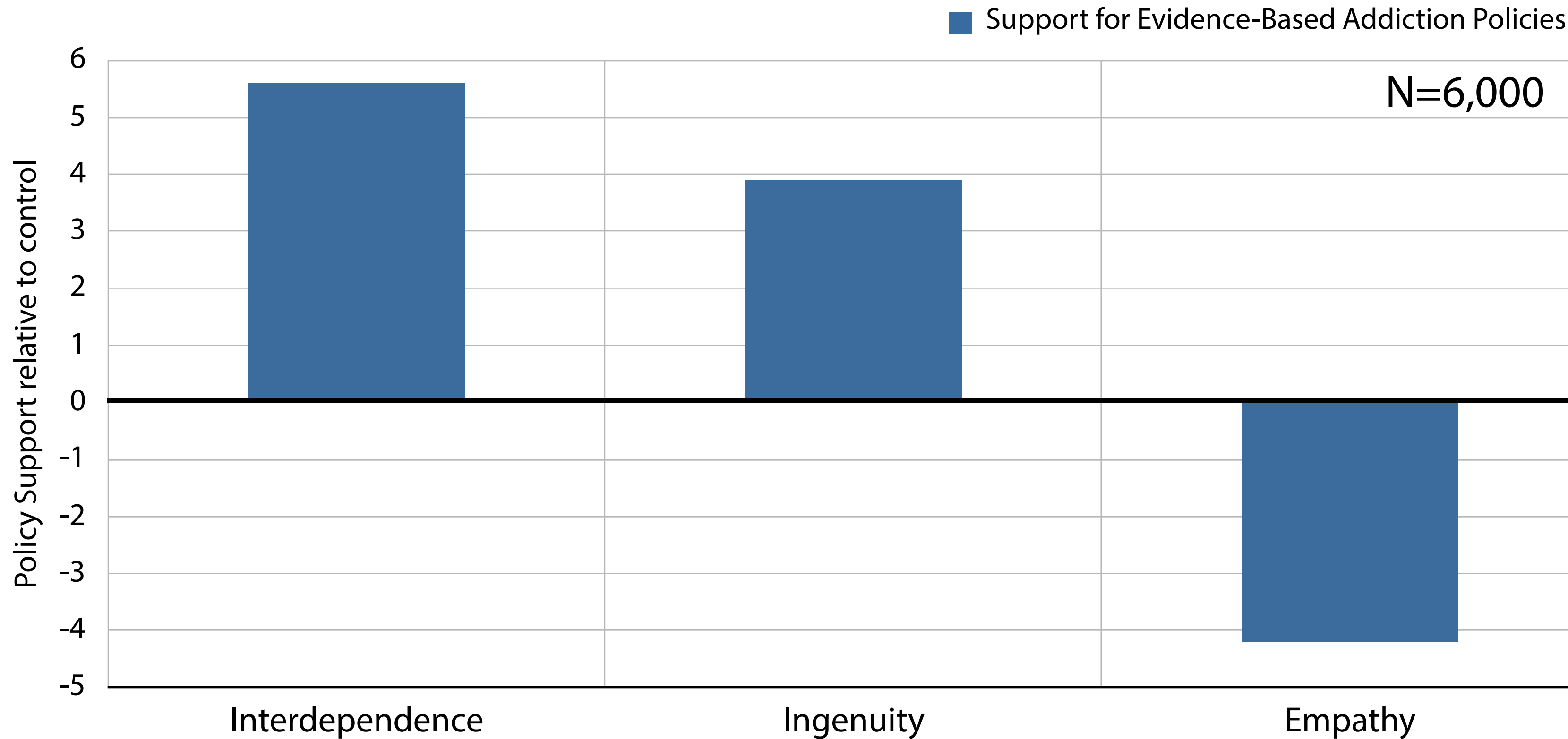
Why Does Framing Matter?



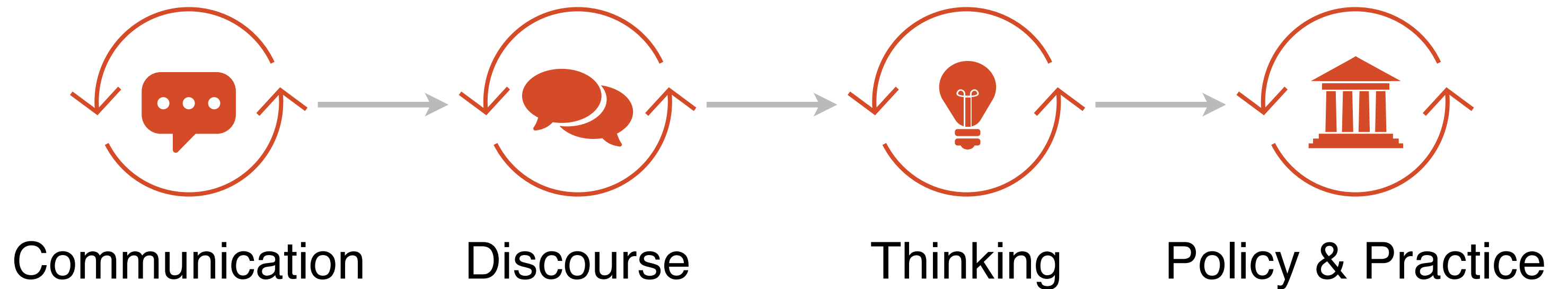
How Can We Reframe Aging?

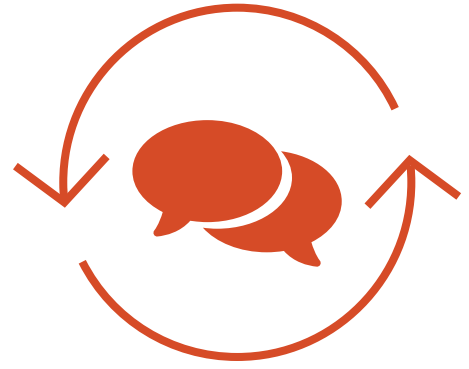


Because Understanding is Frame Dependent

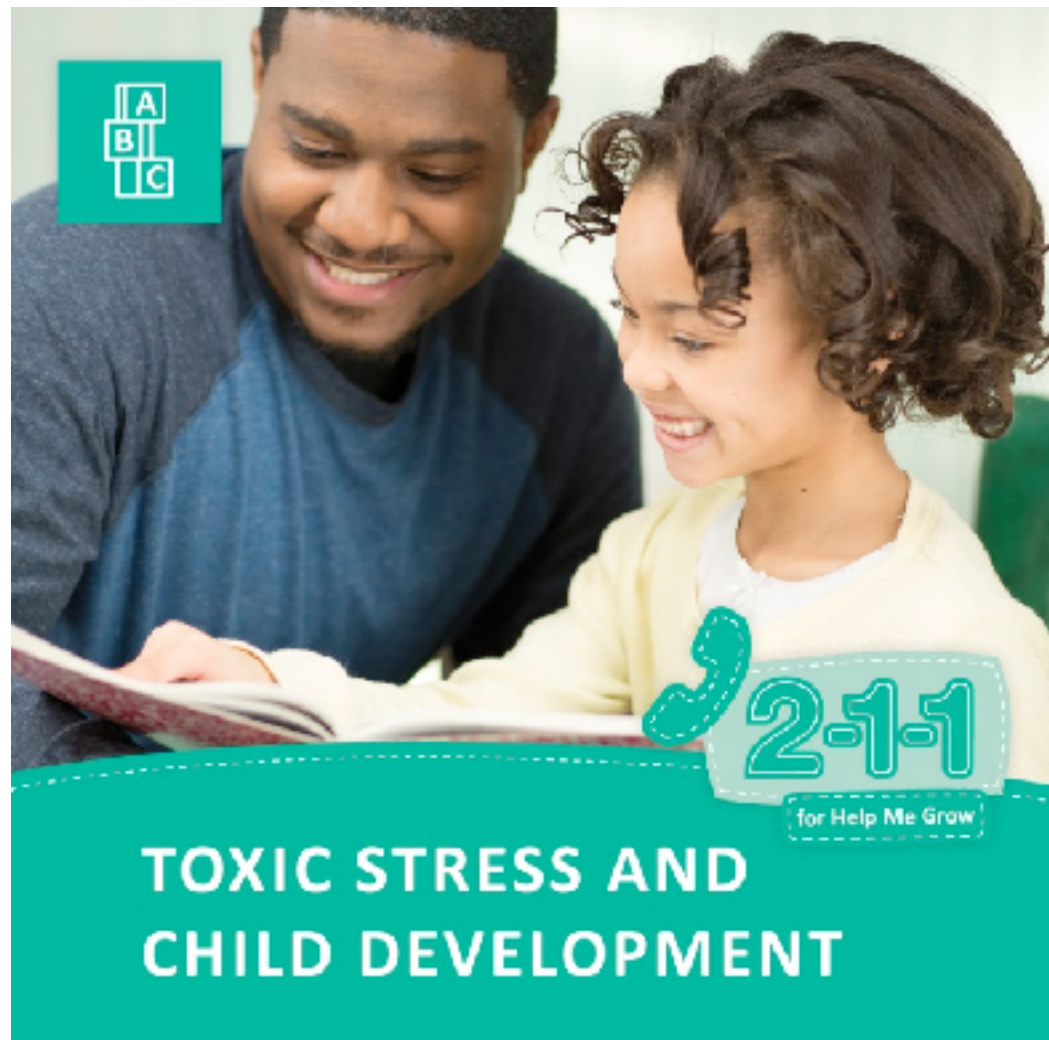


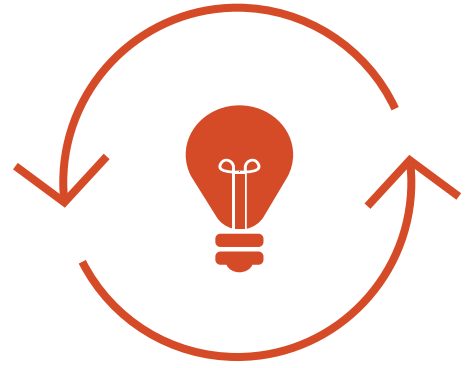
Because Frames Can Help Make Change





Changes in Communication





Changes in Discourse



The New York Times

The Opinion Pages

Opinionator

FIXES

Protecting Children From Toxic Stress

By DAVID BORNSTEIN OCTOBER 30, 2013 11:55 AM



Keith Negley



Changes in Thinking

2002

Only 42% understood that infants can communicate before they learn to speak.

Public unsure whether babies' cries were 'conscious manipulation' or expressions of genuine need.

2011

96% understood that infants can communicate before they learn to speak.

85% understood that for infants, cries and signals indicate a genuine need for adult attention.




Changes in Policy & Practice

CALIFORNIA SENATE PASSES RESOLUTION ASKING GOV TO LOOK AT INTERVENTION POLICIES TO ALLEVIATE “TOXIC STRESS” IN CHILDREN



CALIFORNIA LEGISLATURE—2013–14 REGULAR SESSION	
Assembly Concurrent Resolution	No. 155
Introduced by Assembly Member Bocanegra (Coauthors: Assembly Members Bonta, Bradford, Buchanan, and Ian Calderon)	
May 28, 2014	
Assembly Concurrent Resolution No. 155—Relative to childhood brain development.	
LEGISLATIVE COUNSEL'S DIGEST	
ACR 155, as introduced, Bocanegra. Childhood brain development: adverse experiences: toxic stress. This measure would urge the Governor to identify evidence-based solutions to reduce children's exposure to adverse childhood experiences, address the impacts of those experiences, and invest in preventive health care and mental health and wellness interventions. Fiscal committee: no.	

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

TECHNICAL REPORT

The Lifelong Effects of Early Childhood Adversity and Toxic Stress

abstract

FREE

Advances in fields of inquiry as diverse as neuroscience, molecular biology, genomics, developmental psychology, epidemiology, sociology, and economics are catalyzing an important paradigm shift in our understanding of health and disease across the lifespan. This converging, multidisciplinary science of human development has profound implications for our ability to enhance the life prospects of children and to strengthen the social and economic fabric of society. Drawing on these multiple streams of investigation, this report presents an ecobiodeve.

Jack P. Shonkoff, MD, Andrew S. Garner, MD, PhD, and THE COMMITTEE ON PSYCHOSOCIAL ASPECTS OF CHILD AND FAMILY HEALTH, COMMITTEE ON EARLY CHILDHOOD, ADOPTION, AND DEPENDENT CARE, AND SECTION ON DEVELOPMENTAL AND BEHAVIORAL PEDIATRICS

KEY WORDS
ecobiodevelopmental framework, new morbidity, toxic stress, social inequalities, health disparities, health promotion, disease prevention, advocacy, brain development, human capital development, pediatric basic science

ABBREVIATIONS

Because You Have a Problem

You Say...They Think

AAA



Expert/Advocate

BBB



Public

You Say...They Think

Elder abuse is very common but usually goes unreported. We need to take immediate steps to prevent this problem by empowering older people and integrating them into networks of support.



Expert/Advocate



Public

Elder abuse is very common but usually goes unreported. We need to take immediate steps to prevent this problem by empowering older people and integrating them into networks of support.

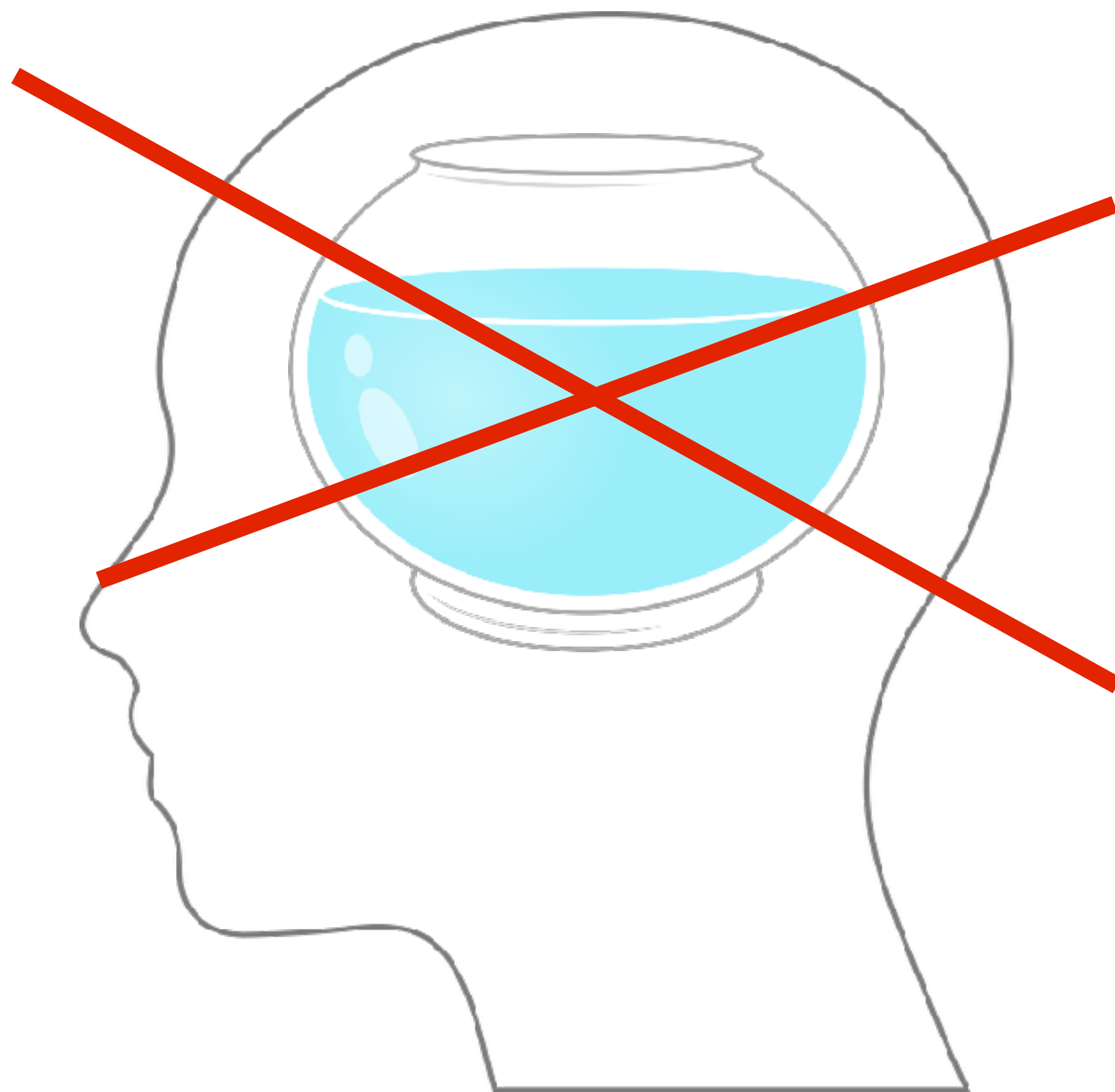
CULTURE!



Expert/Advocate



Public





Recommendation #1

Know Before You Go:

Understand What You're Up Against In the Swamp



▶ A Peek into the Swamp

Ideal

vs

Accumulated wisdom
Self-sufficiency
Staying active
Earned leisure

Perceived “Real”

Deterioration
Loss of control
Dependency
Determinism

Problems Can
Be Solved

Individualism

Lifestyle choices
Financial planning

[SOCIAL DETERMINANTS]

Collective
Responsibility

What's in the swamp of...

Adult Aging

Solutions

Better individual choices & planning
More education & information
Fatalism: Nothing can be done

[AGEISM]

“Us” and “Them”

Zero-Sum
Older as “other”
Digital incompetence

Threat of Modernity

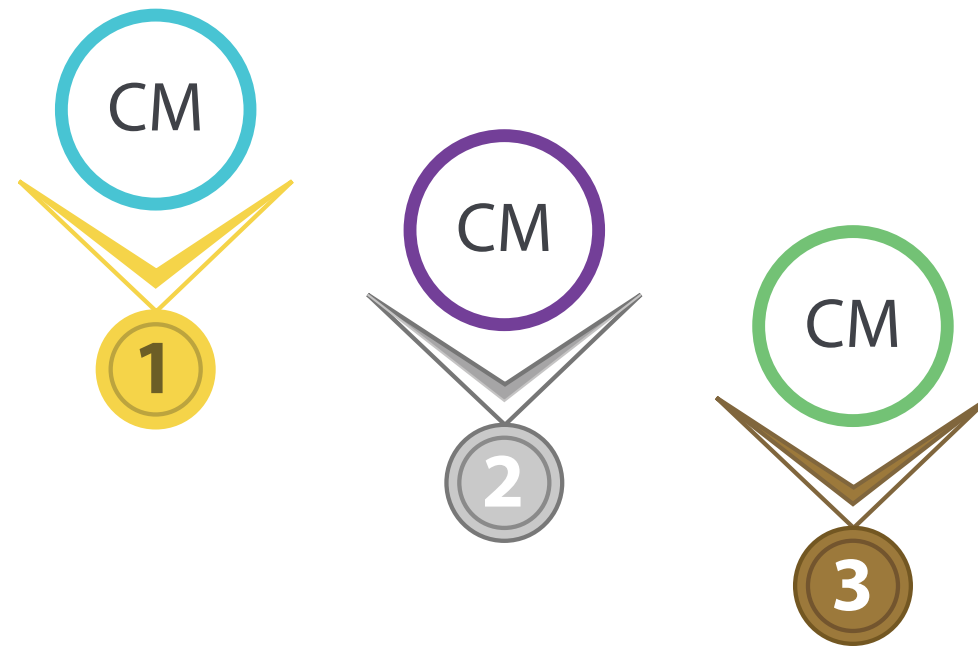
Family dispersal
Economic challenges
Social Security is doomed

What Surrounds
Us Shapes Us

Cultural Models Offer a Strategic Advantage



Multiple Models
Available



Some More Productive
than Others



Choose the Cues that
Avoid and **Advance**

Cues to clear out of the field's vocabulary

choice
planning
control
responsibility

"them," "they"
elderly
seniors
senior citizen

struggle
battle
fight

pools
pies

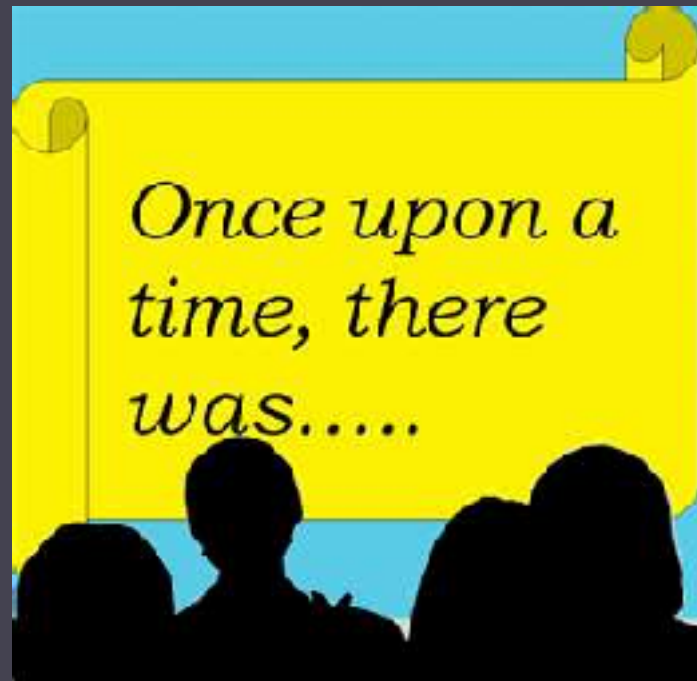
waves
tsunamis



Recommendation #2

We think in story . . . always tell a story

Old Think



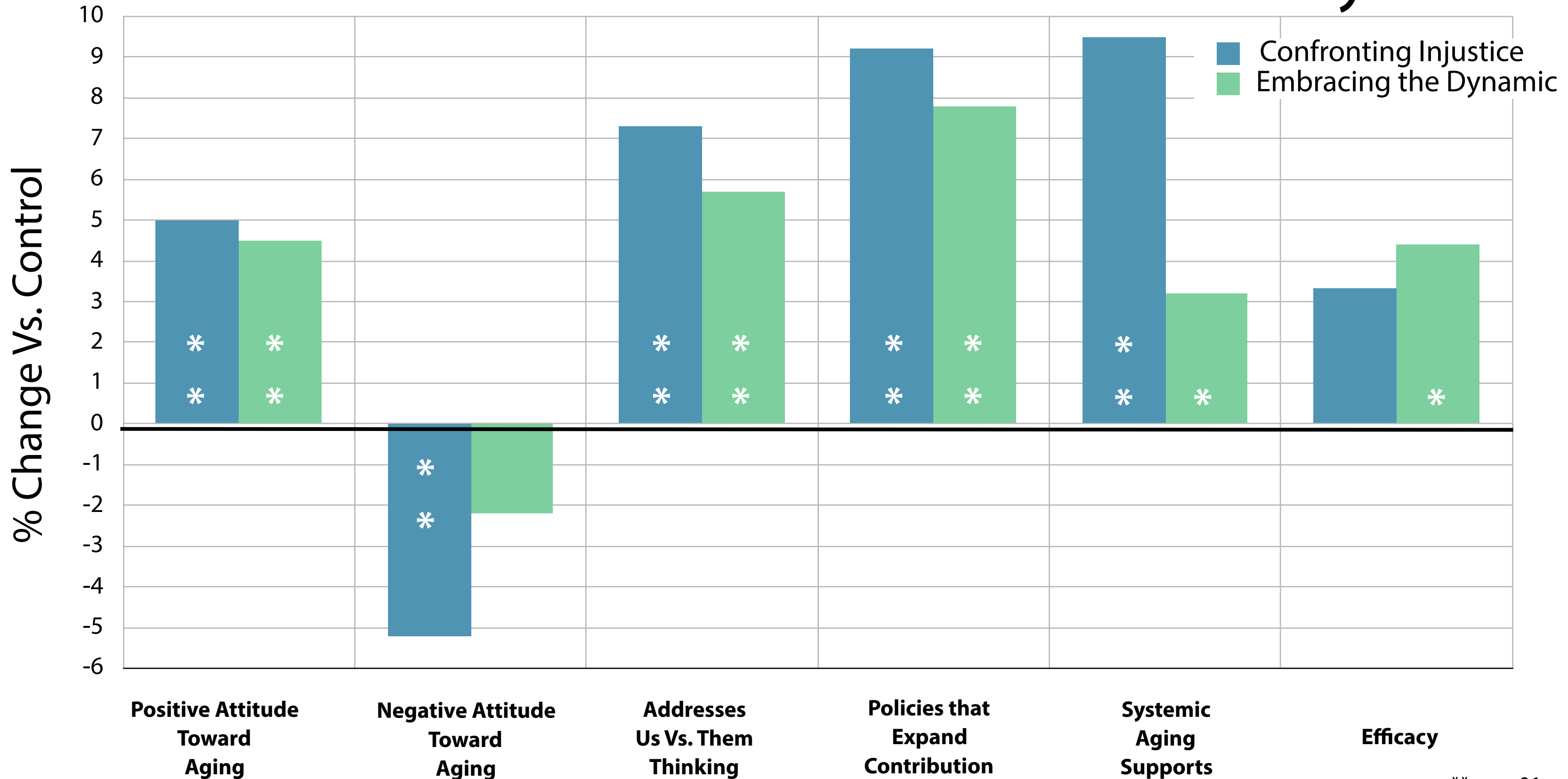
Any story will do

New Think



What will that story do?

Two narratives worked well -- but differently



**= p<.01

*= p<.05

Narrative #2: *Embracing the Dynamic*

Addresses: Us vs. Them, Deterioration/Decline, Fatalism

Why does this matter?



Value: Ingenuity

Let's use innovation to re-envision aging in this country.

How does this problem work?



Metaphor: Building Momentum

As we get older we build momentum, which powers us to take up new ideas and advance toward new goals. This energy powers up our society and moves our communities forward.

What can we do about it?



Structural Solutions

Examples:

Intergenerational community centers increase opportunities for older people to participate in and contribute to their communities.

Recommendation #3

Add Explanation to Expand Understanding and
Boost Solutions Support

The Explanatory Metaphor

Makes something that is hard to understand easier to understand,
by comparing it to something concrete and familiar

Brain Architecture



Brain Development



Building/Architecture

Building Momentum



The story you are telling...

As we get older we gather momentum, which powers us to take up new ideas and advance toward common goals. This energy powers up our society and helps move our communities forward.

Redirect away from:

- *Us Versus Them*
- *Aging as Discrete Categories*
- *Decline and Deterioration*
- *Aging as a “battle” or “fight”*
- *Dependency*

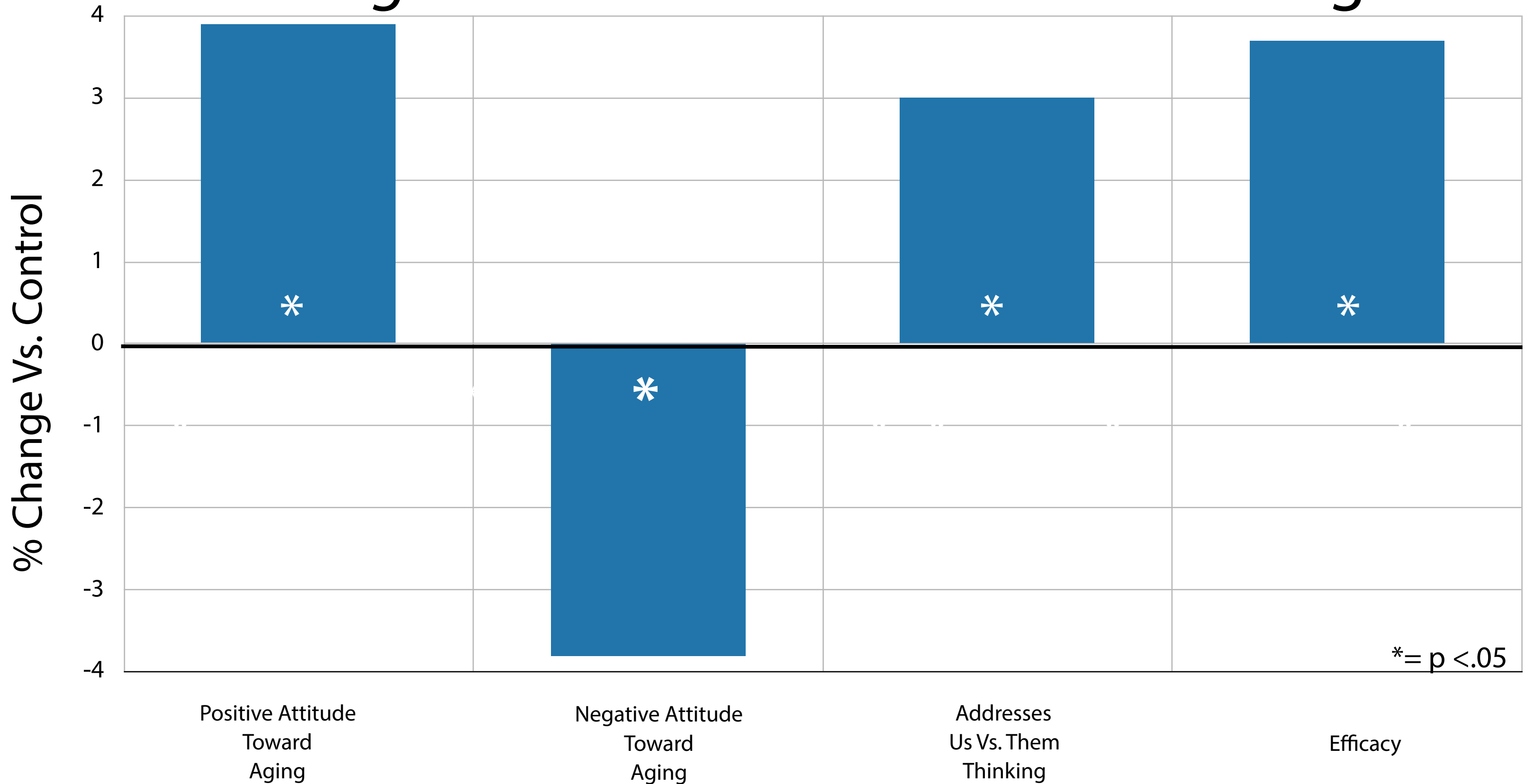
Move thinking towards:

- *Aging as opportunity*
- *Aging as “us”*
- *Policies support well-being as we age*
- *Collective benefits accrue when older people can contribute*

Building Momentum



Building Momentum Moves Public Thinking



Implicit Association Task (IAT) Measures Ageism

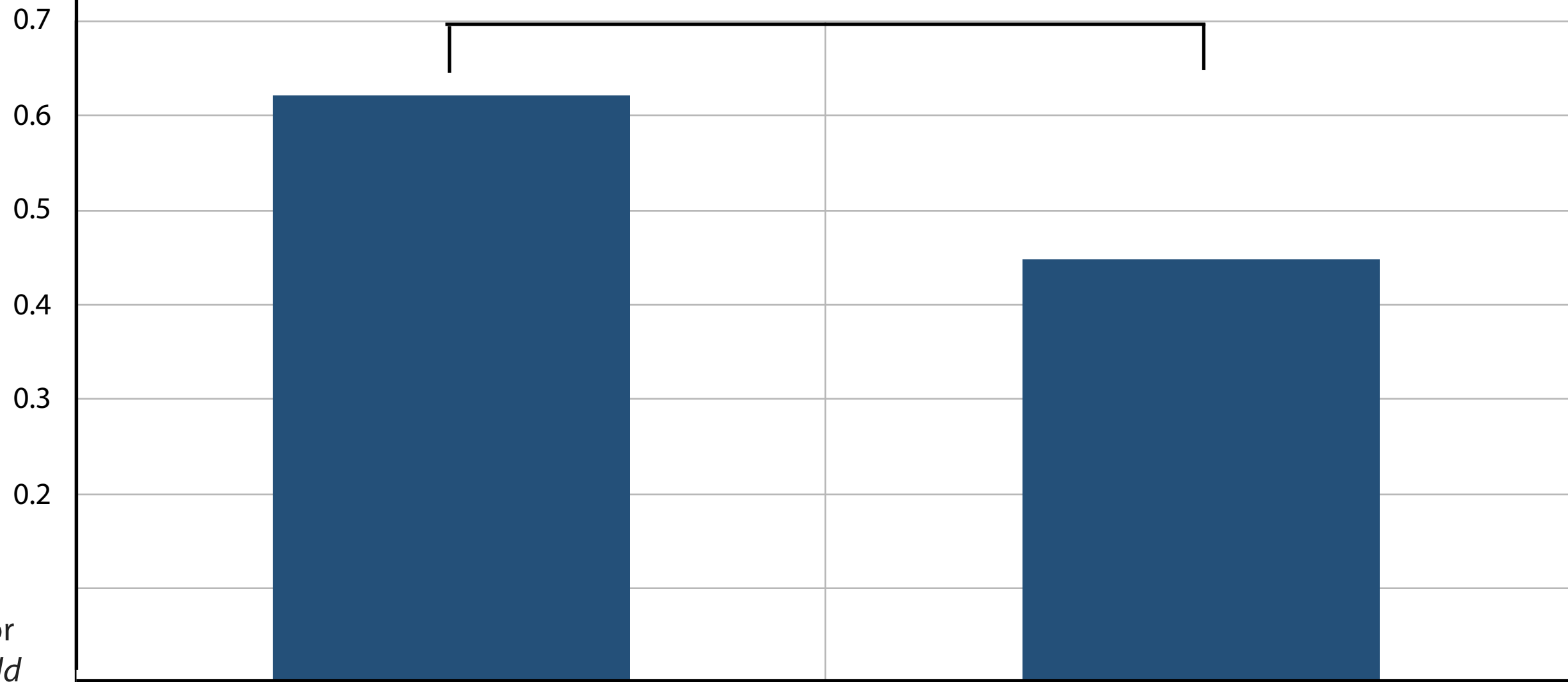


Building Momentum Reduced Age-Related Bias

Strong automatic
preference for
Young over Old

Reduction of Implicit Bias by **ALMOST A THIRD**

*



Little to no
preference for
Young over Old

Control

Building Momentum

* = $p < .001$

With gratitude to our funders



Thank you!



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