Funding Provided by:

With Additional Support from:

Moira O’Neil, PhD
Vice President of Research Interpretation
@moneil75
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
framing (really) matters right now

“Chinese virus”  ➔  fear of other nationalism racism

“Draconian measures”  ➔  “what an overreaction!”  information resistance  hesitation to act

“Protect the most vulnerable”  ➔  instant othering  zero sum thinking  stigma

4 ideas for framing aging and ageism now

#1

find an urgency/efficacy balance
**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."

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**What to do**

- Bring a solution when you can
- Explain how it works
- Tone matters: don't forget the urgency part of the equation
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.”

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”
"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

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**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.”

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**#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](http://www.reframingaging.org)

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


What can I do?

Practice using the tips on the *Quick Start Guide*

Learn about the Swamp of Public Opinion on Aging and other research on the Reframing Aging Initiative webpage ([www.reframingaging.org](http://www.reframingaging.org))

Take the Implicit Association Test to measure your implicit bias ([https://implicit.harvard.edu/implicit/education.html](https://implicit.harvard.edu/implicit/education.html))

Call out ageism when you see it or hear it

Request a workshop or presentation for your organization

[www.reframingaging.org](http://www.reframingaging.org)