

Gaining Momentum: A Frameworks Communication Toolkit

The way Americans currently think about aging creates obstacles to productive practices and policies. In response, and in collaboration with seven other leading associations serving the field of Aging, [American Society on Aging \(ASA\)](#) is pleased to share a set of resources designed to help members and stakeholders join a movement to reframe the dialogue around aging, with the goal of reversing ageist assumptions about older adults. Through a two-year research initiative, our collaborative has learned that as Americans live longer and healthier lives, society needs to adjust both attitudes toward aging and the systems that support wellbeing in later life. Our *Gaining Momentum Toolkit* is now available so you and your organization can become part of the movement to reframe how the public views older adults. This work is SO important and our aspirations can only be achieved through large-scale adoption of the principals and tools we provide to you today.

[Gaining Momentum](#), is what we call our new toolkit, as this metaphor resonated most with the public when tested through the research of FrameWorks Institute of Washington, DC. The Toolkit is designed to help you and other aging advocates change the ageism narrative, using new guidelines for better, research-informed communications.

Leaders of Aging Organizations – developers of the Gaining Momentum Toolkit

Eight of the nation’s leading aging-focused organizations collaboratively produced the Toolkit, to create a better public understanding of older adults’ needs and contributions to society — and subsequently to improve the lives of all people as they age.

This coalition includes AARP, American Federation for Aging Research, The American Geriatrics Society, American Society on Aging, The Gerontological Society of America, Grantmakers in Aging, National Council on Aging, and National Hispanic Council on Aging. Together we represent, and have direct access to, millions of older adults and thousands of individuals working in aging-related professions.

Explore and use the full [Gaining Momentum toolkit](#) which includes:

- A full research and recommendation report, ***Finding the Frame: An Empirical Approach to Reframing Aging and Ageism***
- A frame brief titled, ***Framing Strategies to Advance Aging and Address Ageism as Policy Issues***
- A ***Quick-start Guide*** with phrases to use, and to avoid
- ***FAQs: Staying on Frame in Real Time*** – a list of common questions with guidance to help keep answers "on frame"

- **ReFrame Cards** help advocates find the right metaphor and structure for reframed communications about aging
- **A Research Base and other resources**

Our work is not done and we remain committed to adding to, and enhancing, these resources to help all passionate professionals working in the field of aging join the movement, Reframing Aging.

Funders of the ReFraming Aging initiative

While the vision and execution of the Reframing Aging Toolkit was inspired by the eight organizations leading the project, substantial funding for this project was provided by AARP, Archstone Foundation, The Atlantic Philanthropies, Endowment for Health, The John A. Hartford Foundation, The Fan Fox and Leslie R. Samuels Foundation, The Retirement Research Foundation, Rose Community Foundation, and The SCAN Foundation, to whom we offer our sincerest thanks. Each of these funders provided more than financial support as they engaged in shaping these essentials tools.

ASA members and stakeholders with questions about the Toolkit are invited to contact ASA President and CEO, Bob Stein, at bobstein@asaging.org