

*(Draft Minutes Pending Approval)*

**Aging Committee  
Bronx Community Board 8  
February 14, 2022**

**Meeting Conducted Via Zoom Video / Audio Conference**

**Committee Members Present:**

Dan Padernacht, Chair  
Karen Pesce, Vice-Chair  
Sylvia Alexander  
Margaret Della  
Lisa Daub  
Margaret Donato

**Committee Members Absent:**

Rita Pochter Lowe

**Guests:** Julie Dalton (RSS), Sharon Asherman (Riverdale Y)  
Miryam Rabner (MJHS), Lee Chong (RSS)

Committee Chair Dan Padernacht called the meeting to order at 4:00pm.

**1. Announcement of Committee Members and Guests:**

Lisa Daub took a roll-call of Committee members and introduced guests.

**2. NYC Department for the Aging Program for Employment of Older Adults**

Brianna Paden-Williams of LiveOn NY presented Reframing Aging in New York City. LiveOn NY and the Reframing Aging Initiative have collaborated to make a long-term social change endeavor designed to improve the public's understanding of what aging means and how older people are valuable to our society to ultimately counter ageism and advance policies and programs that support all New Yorkers as we age. The Reframing Aging Initiative uses an evidence-based communication strategy as the core to create collective change in public discourse, policies and practices. A central theme of the initiative is that Words Matter!

The presentation and a one-page document from Live-on NY is attached to the minutes.

Lisa Daub and Margaret Della inquired about racial equity issues that could arise with the initiative. Ms. Paden-Williams stated that M. Della can contact her offline for more information on different ways to connect with a diverse audience.

### **3. Updates from senior service providers in Community Board 8**

Update: Julie Dalton from Riverdale Senior Services. RSS operating at 25% capacity. Doing grab-and-go lunches. Virtual programming is big at RSS where they have 50+ virtual programs operating. Social adult daycare is a challenge and remaining virtual for now. Awarded a new contract with DFTA and forming partnerships in community.

Update: Miryam Rabner from Metropolitan Jewish Health System (MJHS) stated they are functioning fully and working despite restrictions. Operating both telehealth and in-person services. Some health care workers are getting ill and unable to come in. Virtual programs include advanced care directives, legacy building and insurance information available to individuals.

Update: Sharon Asherman from Riverdale Y. Older adult center is open for lunch in person and grab and go. Still doing meals on wheels. Programming is onsite and virtual. Trying to keep everyone engaged. Riverdale Y has taken over Ampark NORC and is amping up that program.

### **4. Approval of Minutes**

Committee unanimously approved the September 2021 minutes.  
Committee unanimously approved the November 2021 minutes.  
Committee unanimously approved the December 2021 minutes.

### **5. New Business**

Lee Chong of RSS social action committee stated that DOT approved the traffic light at Johnson Avenue and Kappock Street. Ms. Chong would like the light installed sooner rather than later.

Chair Padernacht asked the committee if they have any items for preliminary budget discussions.

**Dan Padernacht**  
**Chair**  
**Aging Committee**

# Reframing Aging Initiative in New York City

## Ageism impacts **Everyone**

A just society treats all members as equals. Across New York City, older adults contribute to communities and power local economies, yet ageism, the discrimination based on age, impacts all of us as we grow older, creating obstacles in the untapped energy of older adults.

Ageism is rooted in implicit bias which are attitudes, stereotypes or judgements about issues including aging that leads us to have negative assumptions, minimizing the contributions of older adults. However, we have the opportunity to change that and reshape how we understand and think about aging and older people by creating a new story about aging.

# 1

### How we talk about aging matters!

**Our words matter.** LiveOn NY and the Reframing Aging Initiative have collaborated to make a long-term social change endeavor designed to improve the public's understanding of what aging means and how older people are valuable to our society to ultimately counter ageism and advance policies and programs that support all New Yorkers as we age.

# 2

### Building a New York for All Ages

As we age, we are presented with new challenges and the need to create solutions that better support older people. The Reframing Aging Initiative uses an evidence-based communication strategy as the core to create collective change in public discourse, policies and practices.

# 3

### Join the Movement

We are all apart of the solution in creating a better New York for all ages. Join us in the movement to reframe aging in New York City by taking the right steps to change the narrative.



#### Want to learn more?

If you have any question, please contact Stephanie Ruiz at [sruiz@liveon-ny.org](mailto:sruiz@liveon-ny.org) or Brianna Paden-Williams at [bpaden-williams@liveon-ny.org](mailto:bpaden-williams@liveon-ny.org).



## Our Words Matter!

Framing is the process of making choices about what to emphasize and what to leave unsaid. Below are common themes to avoid and alternatives to use.

### Instead of these words and cues:

-  "Tidal wave," "tsunami," and similarly catastrophic terms for the growing population of older people
-  "Choice," "planning," "control," and other individual determinants of aging outcomes
-  "Seniors," "elderly," "aging dependents," and similar "other-ing" terms that stoke stereotypes
-  "Struggle," "battle," "fight" and similar conflict oriented words to describe aging experiences

### Try:

-  Talking affirmatively about changing demographics: "As Americans live longer and healthier lives..."
-  Emphasizing how to improve social contexts: "Let's find creative solutions to ensure we can all thrive as we age."
-  Using more neutral ("older people/Americans") and inclusive ("we" and "us") terms
-  The Building Momentum metaphor: "Aging is a dynamic process that leads to new abilities and knowledge we can share with our communities."

## How to Get Involved



### Call Out Ageism

Call out ageism when you see it or hear it



### Practice

Review the Gaining Momentum Communications Toolkit by the Frameworks Institute



### Implicit Bias Test

Take an [Implicit Association Test](#) to measure your implicit bias



### Educate

Request a presentation or workshop for your organization\*

\*To request a presentation or workshop, please contact Brianna Paden-Williams at [bpaden-williams@liveon-ny.org](mailto:bpaden-williams@liveon-ny.org)

A special thank you to our generous funders, The Fan Fox and Leslie R. Samuels Foundation and The New York Community Trust.

# Reframing Aging

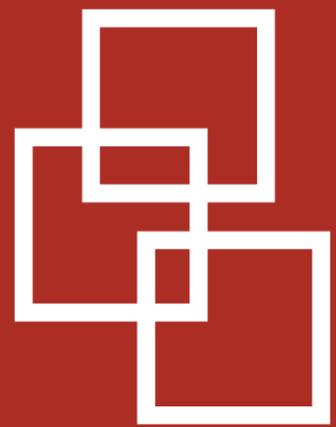
A Social Change Endeavor  
designed to improve the  
public's understanding of aging

 @ReframingAging

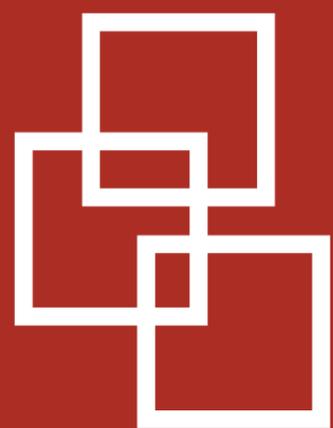
*Original research conducted by the  
FrameWorks Institute and sponsored by the  
Leaders of Aging Organizations*



# Agenda



- **Why Framing Matters**
- **Navigating “the Swamp” of Public Understanding**
- **Practical Tips and Communications Tools**



# Why Framing Matters

# Framing Is about Choices

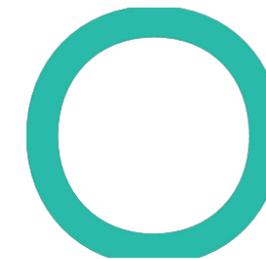
Frames are sets of choices about how information is presented:



What to emphasize



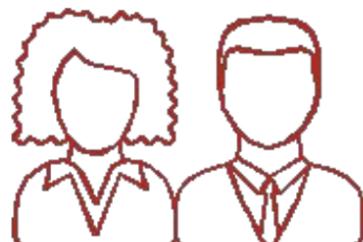
How to explain it



What to leave  
unsaid

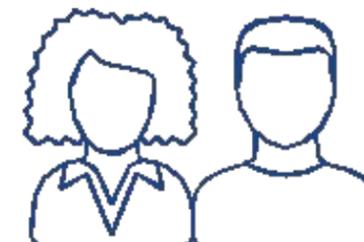
# You Say...They Think

Aging populations pose a challenge to the fiscal and macroeconomic stability of many societies through increased government spending on pension, healthcare, and social benefits programs for the elderly. This may hurt economic growth and overall quality of life if governments need to divert public spending from education and infrastructure investment to finance programs for the elderly.



**Expert/Advocate**

I am tired of all of the taxes I pay being used to help other people. I am struggling too because I am taking care of my older family members. People need to stop depending on the government for taking care of their responsibilities. And I need to see benefits now of all those taxes I pay.



**Public**

# Definition

## Ageism harms us all

**Ageism** is defined as discrimination based on negative assumptions about age.

“

**This is what ageism sounds like:**

I'm having a senior moment.

These wrinkles and grey hair have got to go.

I'm too old to try that.

You look good for your age.

It's time to put her/him out to pasture.

Those are just aches and pains from old age.

Sweetie, you don't look a day over 29.

”

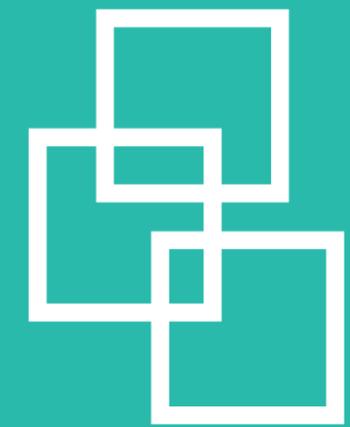


## Explaining *Implicit Bias*

Implicit biases are attitudes and stereotypes we are not aware of. We form these subconscious negative judgments about many things, including age.

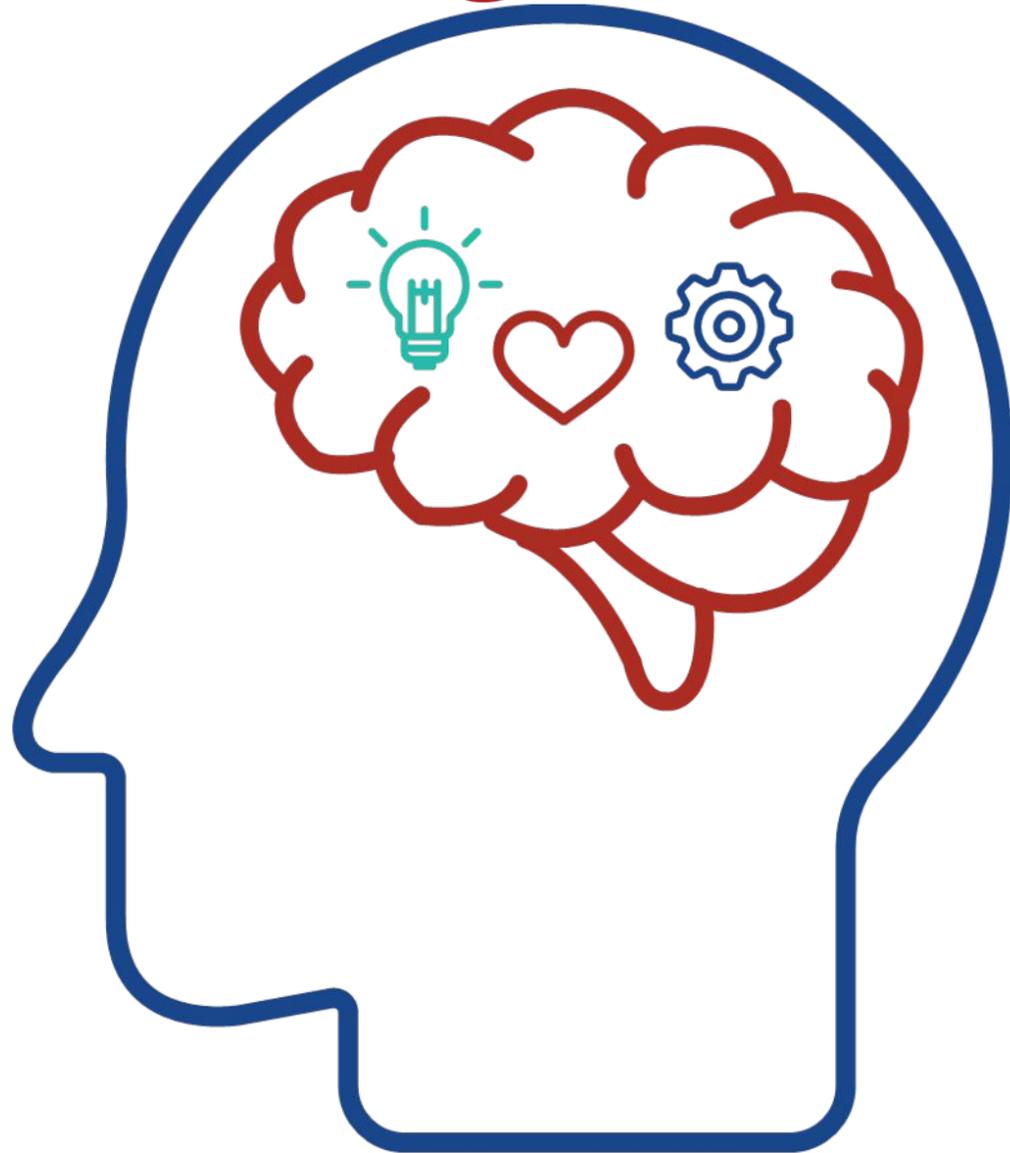
Knowing about these implicit biases makes us less likely to act on these “snap judgments” and more likely to treat people fairly.

*Research shows that exposure to an explanation of “implicit bias” – what it is and how it works to perpetuate ageism – actually **reduces** people’s implicit bias towards older people.*

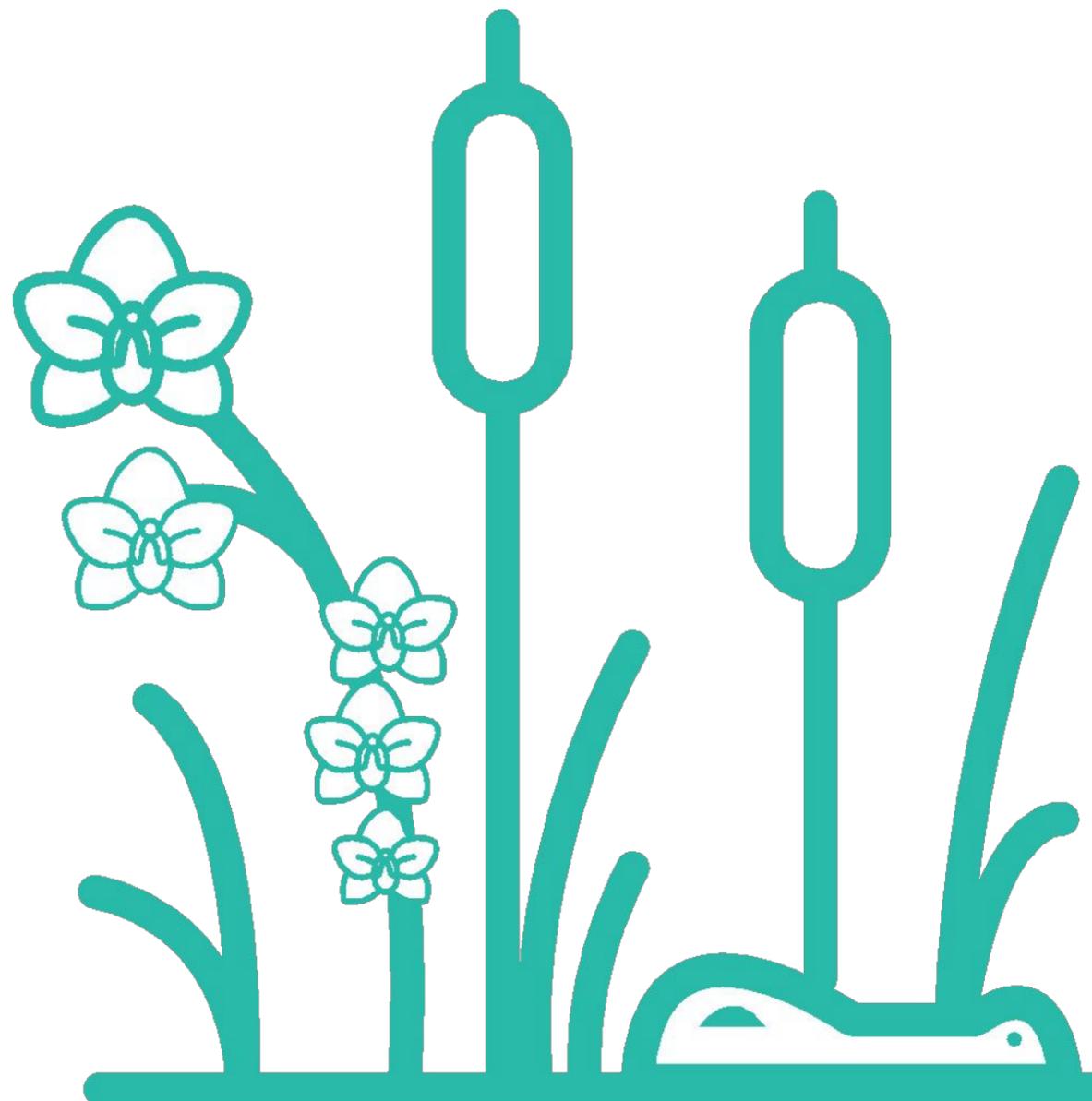


# Navigating “the Swamp” of Public Understanding

# Cultural Models Drive People's Thinking



- Cultural models are patterns of thinking
- They are taken-for-granted and largely automatic assumptions.
- People rely on cultural models to interpret, organize and make meaning out of all sorts of stimuli, including experiences, feelings, thoughts ... and your communications.



## **The Swamp of Public Thinking about Aging**

## Ideal vs. Perceived "Real"

- Accumulated Wisdom
- Self-sufficiency
- Staying active
- Earned leisure
- Deterioration
- Loss of control
- Dependency
- Determinism

# Challenges

What is in the swamp  
of...  
**Aging**



## "Us" vs. "Them"

- Older as "other"
- Zero sum
- Digital incompetence

## Solutions

- Fatalism/Crisis—nothing can be done
- Better individual choices and planning
- More education and information

## Individualism

- Lifestyle choices
- Financial planning

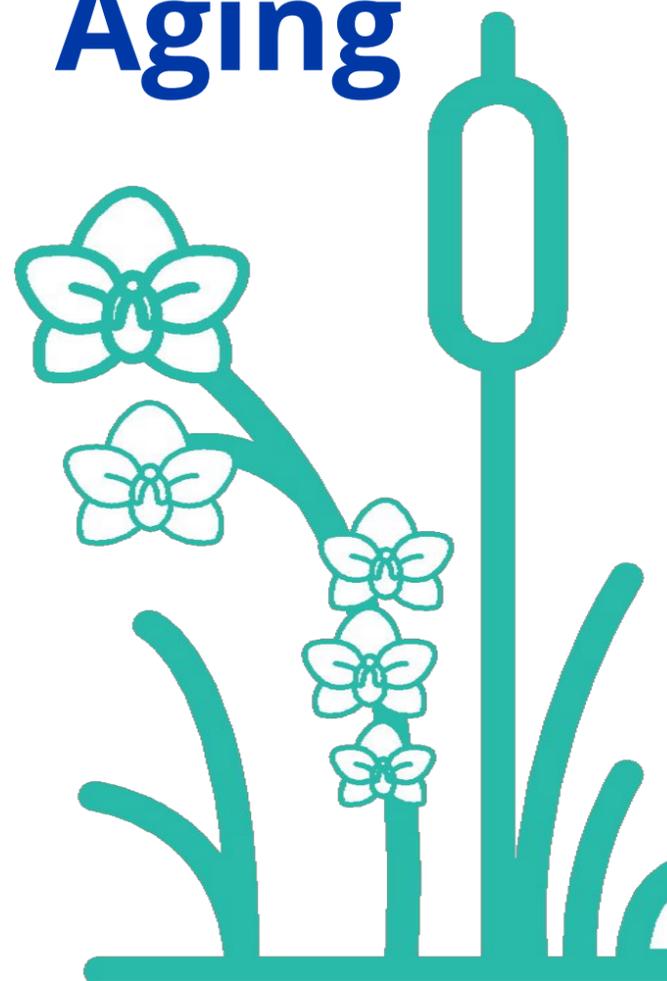
## Nostalgia and Threat of Modernity

- Family dispersal
- Economic challenges
- Social Security is doomed

# Opportunities

What is in the swamp  
of...

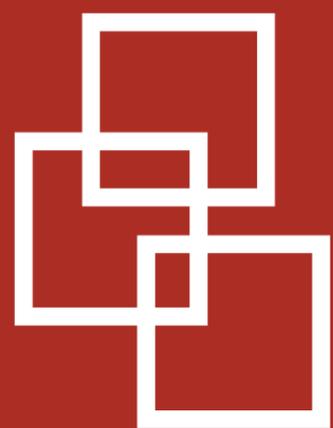
**Aging**



**What  
Surrounds Us  
Shapes Us**

**Collective  
Responsibility**

**Problems can  
be solved**



# Tips and Resources

# Reframing Aging Tips

- ❑ **Our words matter-** Try to incorporate Reframed language into your work to tell a more balanced story on aging.
- ❑ **Check if your presentation includes any swampy language** we want to avoid such as “silver tsunami” or “tidal wave.”
- ❑ **Try to use more affirming language** about the changing demographics. Review the *Quick Starter Guide* for more information on how to use Reframed language.

**LiveOn NY**  
Making New York a better place to age

liveon-ny.org @LiveOnNY #ReframingAgingNYC

## Our Words Matter!

Framing is the process of making choices about what to emphasize and what to leave unsaid. Below are common themes to avoid and alternatives to use.

Instead of these words and cues:	Try:
✗ "Tidal wave," "tsunami," and similarly catastrophic terms for the growing population of older people	✓ Talking affirmatively about changing demographics: "As Americans live longer and healthier lives..."
✗ "Choice," "planning," "control," and other individual determinants of aging outcomes	✓ Emphasizing how to improve social contexts: "Let's find creative solutions to ensure we can all thrive as we age."
✗ "Seniors," "elderly," "aging dependents," and similar "other-ing" terms that stoke stereotypes	✓ Using more neutral ("older people/Americans") and inclusive ("we" and "us") terms
✗ "Struggle," "battle," "fight" and similar conflict oriented words to describe aging experiences	✓ The Building Momentum metaphor: "Aging is a dynamic process that leads to new abilities and knowledge we can share with our communities."

### How to Get Involved

- Call Out Ageism**  
Call out ageism when you see it or hear it
- Practice**  
Review the Gaining Momentum Communications Toolkit by the Frameworks Institute
- Implicit Bias Test**  
Take an [Implicit Association Test](#) to measure your implicit bias
- Educate**  
Request a presentation or workshop for your organization\*

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**LiveOn NY**

# Reframing Aging Tips

- ❑ **Be mindful** of the images you use, try choosing images that represent inclusivity, diversity in aging.
- ❑ **Remember what Reframing Aging is**, it is a communication strategy to combat ageism.
- ❑ **Practice using** more neutral (“older adults”) and inclusive (“we” and “us”) terms that shifts the pattern of thinking that older adults are a separate social group.

## Word/Phrase Bank

- inclusive/ inclusivity
- vital citizens
- contributors
- collective agency
- find ideas that work
- implementing solutions
- collective benefits accrue when older people can contribute
- solving our society's challenges requires us to think creatively about
- tapping into the talent and energy of older adults
- smart way to help both children and older people to thrive
- we can find solutions to our...
- Aging as opportunity
- Policies support well-being as we age
- As we get older, we gather momentum, which powers us to take up new ideas and advance toward common goals.
- As we age, we build momentum -- wisdom, insights, rich experience -- that "powers up" our communities.
- Positive aging is when we strengthen supports and services that help older people make the most of the energy, power, and dynamism that comes with aging.
- makes it possible for older people to continue contributing that momentum to our social and civic life.
- Americans are living longer, but our systems and structures haven't been updated to match that reality.

## Word/Phrase Bank cont.

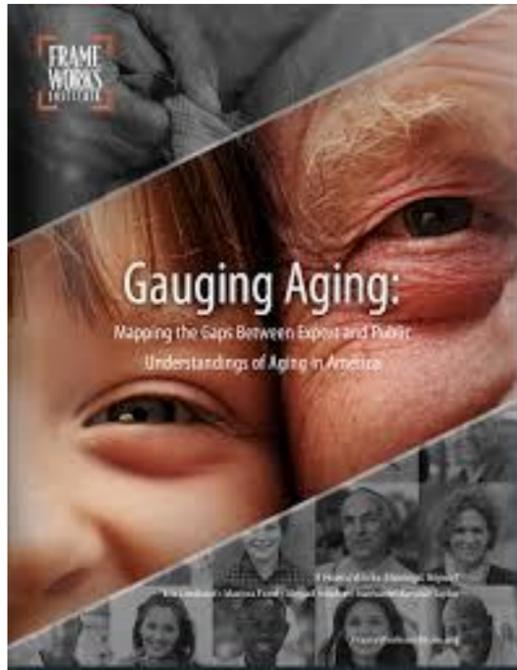
- bring communities together to make the most of the energy, power, and dynamism that comes with aging, and that benefits us all.
- realizing the potential of all...
- Our society should treat older people as equals and ensure they have meaningful opportunities to contribute.
- Ageism as a problem to solve
- We are marginalizing older people's participation and minimizing their contributions.
- All Americans have a right to participate fully in our democracy, our economy, and our community life.

**Try using language like this in your messages about ageism:**

“We all subconsciously form negative judgments about people based on their age, but just being aware of these biases makes us less likely to act on them and more likely to treat people fairly.”

# Reframing Aging Research and Resources

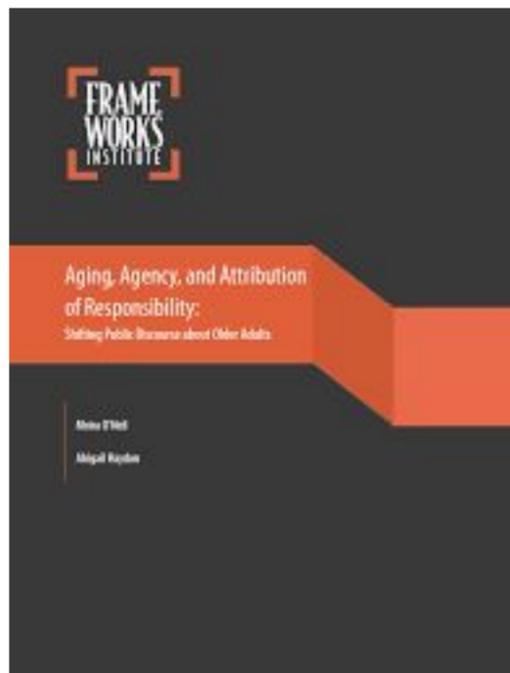
[www.reframingaging.org](http://www.reframingaging.org)



Compares the public's perception of aging with that of aging experts and explains how the disconnect presents challenges for building support



Access this free Video Series to hear the research findings and learn how to apply the reframing aging tools



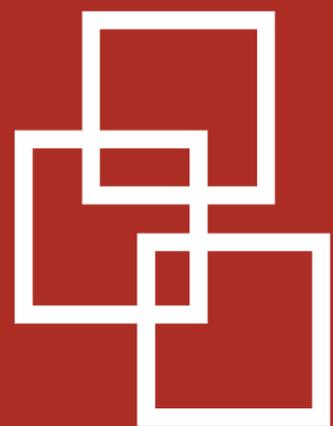
Identifies six narratives dominating conversation in the media and in advocacy organizations



## Finding the Frame:

An Empirical Approach to Reframing Aging and Ageism

Explains the process and research behind the evidence-based narratives shown to improve attitudes about aging



**Thank you!**