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Aruna Miller | Lt. Governor

Carmel Roques | Secretary

For immediate release

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## **Maryland Department of Aging Teams up with The National Center to Reframe Aging as part of Longevity Ready Maryland**

BALTIMORE, MD — The Maryland Department of Aging today announced a new strategic partnership with the National Center to Reframe Aging that aims to change the way society talks about aging, work to end implicit bias toward older people, and create more age-inclusive communities. The partnership was formed as part of Longevity Ready Maryland, a ten-year multisector plan to prepare Maryland for the challenges and maximize the benefits and opportunities of a rapidly aging society.

“The attitudes that contribute to age bias are often rooted in falsehoods and have a significant negative impact on society,” said Maryland Department of Aging Secretary Carmel Roques. “Through this partnership, we look forward to advancing a more productive narrative about aging and the advantages of longer life spans, ultimately leading to the development of policies and programs that benefit all of us, young and old.”

The National Center to Reframe Aging, led by the Gerontological Society of America, will provide educational workshops, consultation, and technical assistance on how to better communicate about aging and the contributions older people bring to society. Key leaders and staff of the Maryland Department of Aging, the Area Agencies on Aging, and other Maryland organizations will receive guidance on how to advance an equitable and complete story about aging and promote evidence-based communication strategies to frame aging issues.

“We commend Maryland for embarking on this work,” said Patricia D’Antonio, National Center to Reframe Aging Executive Director of Policy and Professional Affairs and Gerontological Society of America Vice President. “Multisector plans for aging set the stage for how community members engage with essential services. Including reframed messaging in Longevity Ready Maryland is a leap forward in ensuring we model the most effective way to discuss the policies and programs we need as we age.”

To learn more about The National Center to Reframe Aging and find available resources, visit [ReframeAging.Org](http://ReframeAging.Org). For information on Longevity Ready Maryland or to sign up for outreach and updates from the Department of Aging, visit [LRM.Maryland.Gov](http://LRM.Maryland.Gov).

### **Media Contact:**

Barbara Sigler, Communications Director, Maryland Department of Aging, [barbara.sigler@maryland.gov](mailto:barbara.sigler@maryland.gov).