

Generations Work: Introduction to Reframe Aging Webinar

Jun 18, 2024 1:00 PM - 2:30 PM ET

You're invited to participate in a webinar intended to change the way society talks about aging, work to end implicit bias toward older people, and create more age-inclusive communities.

Older adults fuel economies.



In 2020, people age 50+ accounted for **half** of all global consumer spending.

Older adults volunteer.



People age 65+ volunteer the most in the U.S., making up 25% of all volunteers in 2020.

Older adults are caregivers.



Nearly **1 in 4** caregivers in the U.S. is over 65.

Marylanders age 50+ contribute significantly to the economy through work, innovation, purchasing power, and tax revenue. Negative narratives and messages about aging continue to be dominant in public dialogue and are holding outdated policies, practices, and systems of care in place. The Maryland Department of Aging has partnered with the National Center to Reframe Aging to share ways to effectively communicate with and about the growing 50+ population so your message is heard and resonates.

Objectives:

- Demonstrate a strong understanding of the evidence-based communication strategies of reframing aging.
- Understand how communication tools from the National Center to Reframe Aging have successfully been applied in multiple sectors to advance age-inclusive policies.
- Practice using resources to apply framing strategies to current advocacy work to change attitudes towards aging.

Generations Work: Introduction to Reframe Aging

What: A 1.5 hour webinar for aging sector stakeholders

When: June 18, 2024 from 1 PM - 2:30 PM

Who: Leaders, policymakers, implementers, decision-makers, communications professionals, and program and service providers in the aging services sector

To Register:



For more information, visit aging.maryland.gov/ReframeAging

