“Reframing Aging”

How to create a new story of aging that abolishes ageism.

As research partner for #ReframingAging, the FrameWorks Institute conducted an investigation combining theory and methods from different social science disciplines to realize recommendations for reframing the national dialogue about aging.

Their research shows aging is misunderstood in America and, moreover, those misperceptions and stereotypes lead to discrimination against older people in many areas of life, from health care to the workplace. Longstanding narratives perpetuated by the news and popular media lead many people to subconsciously assume that stereotypes about older people are true, with even well-intentioned profiles of older Americans pushing the idea that the aging process is something to be resisted or battled instead of embraced.

Gaining Momentum, a toolkit prepared by the FrameWorks Institute, aims to correct popular myths and misconceptions about older adults while highlighting the importance of word choice and context when communicating about aging.

Age-Friendly Cities Recognized

Six cities were recognized for having received the designation as an Age-friendly City by the World Health Organization: Campbell, Los Gatos, Milpitas, Mountain View, Palo Alto, and Santa Clara.
Age-Friendly Survey Results

Over 2,500 Age-Friendly Surveys were collected from May – October 2016. This response makes epidemiologist, Roshni Shah, dance for joy because of the great response. Each of the cities actively did outreach to collect the surveys. The survey demographics closely resembled the county demographics. Key findings in each of the eight domains and dementia support can be found at [www.sccgov.org/daas](http://www.sccgov.org/daas).

A Snapshot of Key Findings from Age-friendly Survey:

- 87% of respondents reported that it is extremely important to live independently in their own home as they age.
- Home repair contractors who are trustworthy, do quality work, and are affordable (92%)
- Sidewalks that are in good condition, free form obstruction and are safe for pedestrian use and accessible for wheelchairs or other assistive mobility devices (92%).
- It is important to have separate pathways for bicyclists and pedestrians (92%)
- 41% of respondents will continue to work for as long as possible, rather than choosing to retire.

Dementia Friends

Since January we have had 711 Santa Clara County residents become a Dementia Friend. A video was created to showcase our local campaign. [www.dementiafriendsusa.org](http://www.dementiafriendsusa.org)