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April 2017



Older Americans Month Theme Challenges Ageism

What it means to age has changed, and this year's Older Americans Month observance and its theme – Age Out Loud – challenge us to recognize and celebrate what getting older looks like today.

Since 1963, May has been Older Americans Month – a time to celebrate older Americans, their stories and their contributions. Led by the Administration for Community Living (ACL), the annual observance offers an opportunity to learn about, support and recognize the nation's older citizens.

This year's bold theme reflects how perceptions of aging and older adults, as well as older adults themselves, have changed. Today's older adults are redefining aging, the ACL points out. They are working longer, trying new things and engaging in their communities. They're taking charge, striving for wellness and advocating for themselves and others.

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AgeOptions is committed to providing support, options and advocacy for older adults. We also work to challenge ageism and engage in reframing aging to meet the present and future needs of the growing and changing older population.

Reframing Aging

Rob Mapes, AgeOptions director of Program and Community Support, attended a session about the work of the reframing aging project at this month's American Society on Aging annual conference in Chicago. [RM1][CM2]The project was developed and supported by representatives national aging and funding organizations in a session on reframing aging

“The session showed the power of reframing aging and changing perspective so that people see older adults as valuable community members,” Rob said.[RM3]

The FrameWorks Institute introduced a toolkit, Gaining Momentum, at the session. It includes materials to help advocates reframe aging in America and is based on research commissioned by a group of leading national aging organizations and funders.

“I look forward to applying the messaging in the toolkit to my work and personal life,” Rob said. “We have to seize the momentum gained by experience and follow a positive trajectory to challenge ageism.”