

Towards a New Frame for Healthy Aging

Massachusetts Health Policy Forum

September 27, 2010

Today's Discussion

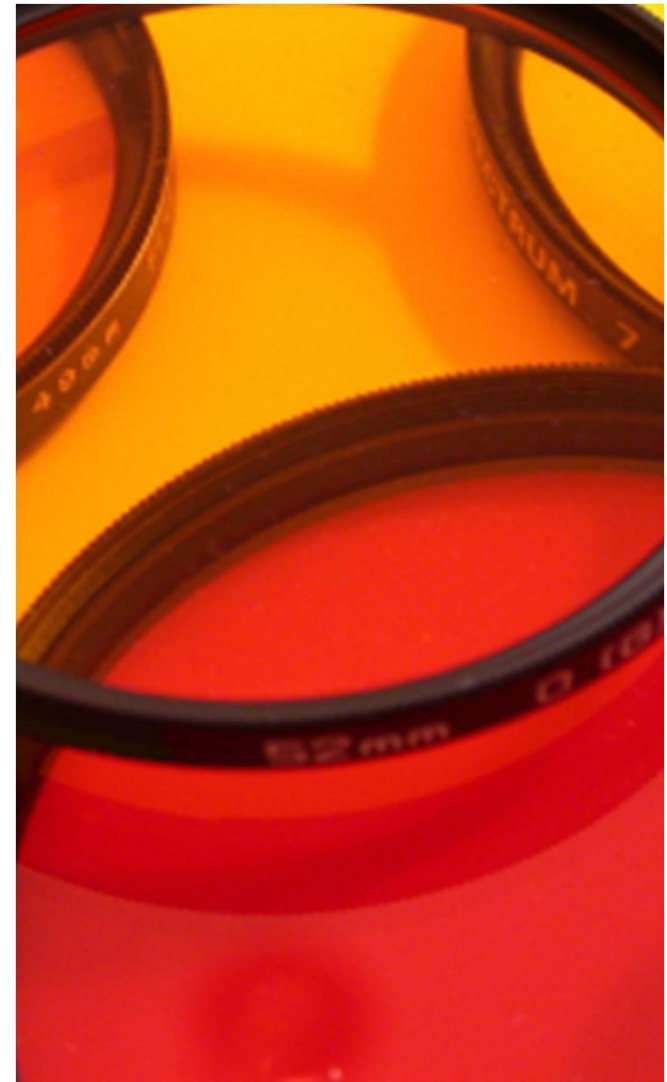
1. One Minute on Framing
2. Changing the Frame on Older Adults
3. Towards a Campaign

Framing 101

1

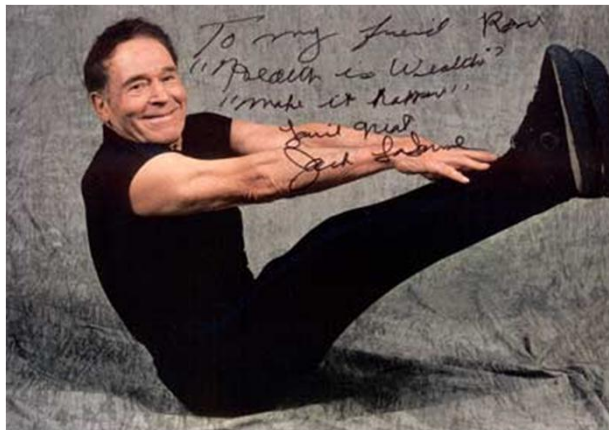
All communications starts with a frame.

- “ Frames are thought organizers.+
- “ Messages get filed according to previously held mental models, stories or frames.
- “ Images, language, messengers, context- all cue us toward what the communication is about.
- Frames **define** an issue or problem. They create the lens.
- Frames are stronger than facts.



Changing the Frame

2



Two popular (and unhelpful) frames for older adults

“ **Downward Slider**

- Doddering
- Batty
- Dependent

“ **Super-Athlete**

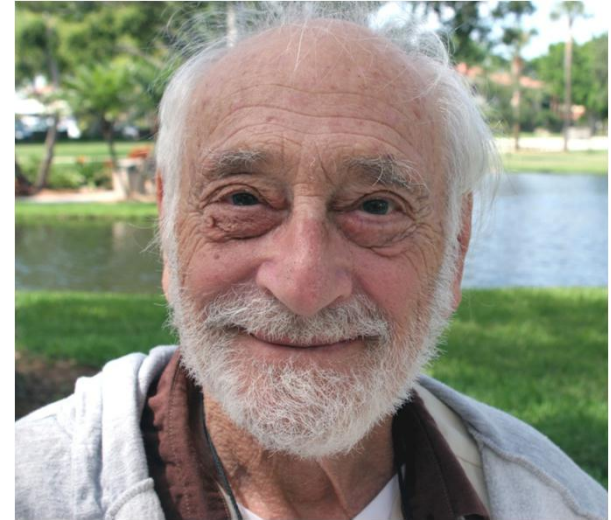
- Heroic
- %Inbelievable+

Changing the Frame

2

Creating a Better Frame

What do (real) healthy older adults look like?



Creating a Better Frame

“ What do (real) healthy older adults do?

- Care for one another, for their families
- Work, volunteer, get involved
- Go to church, synagogue or mosque
- Walk, swim, dance
- Eat well (and with others)
- Play (mostly low impact) sports
- Go to the movies or theatre or museum or ball game
- Have fun



Changing the Frame

2



Put Life
Back in
Your Life

I was tired. I hurt all the time. It felt like my health problems were telling me what I could and couldn't do. {Insert your program name} workshops put me back in charge.

Now I have the energy to do the things that matter. I've put life back in my life.

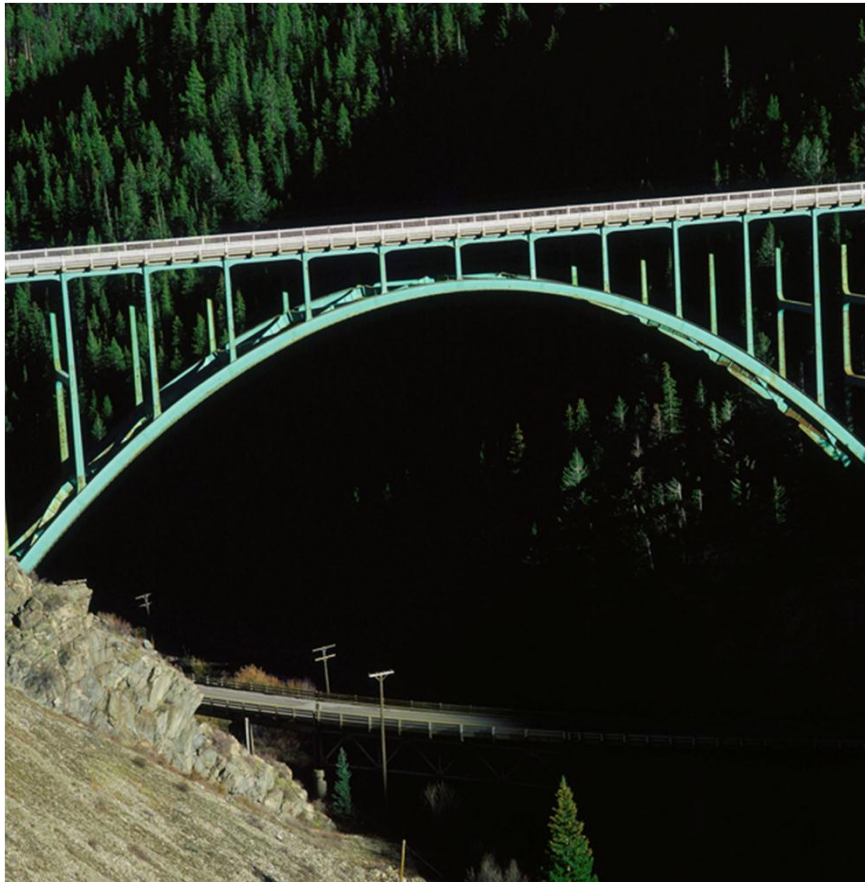
PROGRAM NAME HERE



To find a {insert your program name} workshop near you call 1 - xxx - xxx - xxx

Creating a Better Frame

- “ Get real, stay aspirational.
- “ Pay attention to language.
 - Program that will improve your health+
vs.
 - Program that will help you take control of your health+
- “ Find the right messengers.
- “ Offer concrete solutions.



Find the Right Messengers

- “ Professionals
- “ Friends and family
- “ Program alumni
- “ Clinical and other boundary spanners
 - Discharge planners
 - Care transitions coaches
 - Medical home coordinators
 - ADRCs



Offer Concrete Solutions

- “ Simple, direct ideas and tips (it's doable)
- “ Access to resources
- “ Evidence-based programs

Towards a Campaign

3

**Single Brand,
Multiple
Platforms**

- “ Overcoming resource constraints- beyond advertising
- “ Connecting to existing campaigns
- “ Mobilizing all of our networks

Towards a Campaign

3



**It's not all
about
health.
It's about
life..**