

# Wellness Committee

## WIHA Healthy Aging Summit

### Takeaways

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# Trish D'Antonio, Keynote Speaker, Board Certified Geriatric Pharmacist & Executive Director for the National Center on Reframing Aging

- [Frame of Mind: The Why and How of Reframing Aging](#)



# Reframing the Way We Talk About Aging

- Catastrophic terms → Affirmative language
- Individual choices and determinants → Improving social contexts
- Othering stereotypes → Neutral and inclusive terms
- Conflict-oriented words to describe aging experience → “Building momentum” metaphor
- Generic appeals → Concrete examples



# Cost of Ageism

- 1-year=\$63 billion in healthcare (Yale University, [Health costs of ageism calculated at \\$63 billion annually, study finds | Yale News](#))
- Positive age beliefs=reduced stress, increased longevity
- **How many years do you think your life can be increased just by having a positive outlook on aging?**
- 50% of those with the biomarker for Alzheimer's Disease don't get it if they have a positive outlook on aging



# Key Takeaways

- Our job is to tell the accurate story on aging-change the culture of how people see older people
- What stands in our way?
  - Negative beliefs about aging (how we think, feel and act towards aging)
  - Simply being aware of our unproductive thoughts on aging reduces the likelihood of us acting on them
- As we age, we gain new insights & experiences
- How we communicate is what reframes aging

[Reframingaging.org/Resources](https://Reframingaging.org/Resources)



# Expanding Community Access to Programs

- Building trust and understanding needs of community
- Trust-building is about a deep commitment to an ongoing relationship
- Adapt to needs while maintaining fidelity
- Recruitment:
  - Know structure of community-who are the “movers & shakers”
  - Familiar faces on flyers
  - Community Health Workers
  - Word of Mouth
  - Radio/PSAs





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