



# California for All Ages

## Virtual Town Hall

Sponsored by the **California Department of Aging**  
and the following partners:

San Francisco Department of Disability & Aging Services

San Francisco In Home Support Services Public Authority

Community Living Campaign

Metta Fund

July 29, 2020

# Welcome!

## View on Zoom or Facebook Live

- Online: [www.facebook.com/CaliforniaAging](https://www.facebook.com/CaliforniaAging)
- Phone: 888-788-0099.  
Enter Webinar ID: 957 8180 2009,  
Passcode: 920454
- Live Polls at [slido.com](https://www.slido.com)

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Select Meeting(s)

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# Questions

We will answer questions at the end

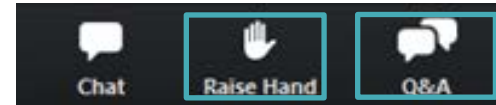
Send in questions during the presentation

- All platforms: [slido.com](https://www.slido.com)
- Zoom: Q&A window or Raise Hand

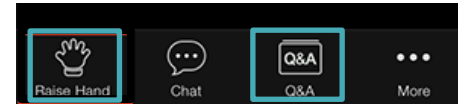
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# Aging & Equity: Reframing Aging 101

- Introductions
- Why does ageism matter?
- Reframing aging
- San Francisco's End Ageism campaign
- What you can do
- Q&A

# Panelists

- **Shireen McSpadden**  
**Executive Director, San Francisco**  
**Department of Disability & Aging Services**
- **Janet Y. Spears**  
**Chief Executive Officer, Metta Fund**
- **Kelly Dearman**  
**Executive Director, SF IHSS Public Authority**
- **Kate Kuckro**  
**Deputy Director, Community Living Campaign**

# Ageism & Why it Matters

Ageism is prejudice or  
discrimination based on  
assumptions about age



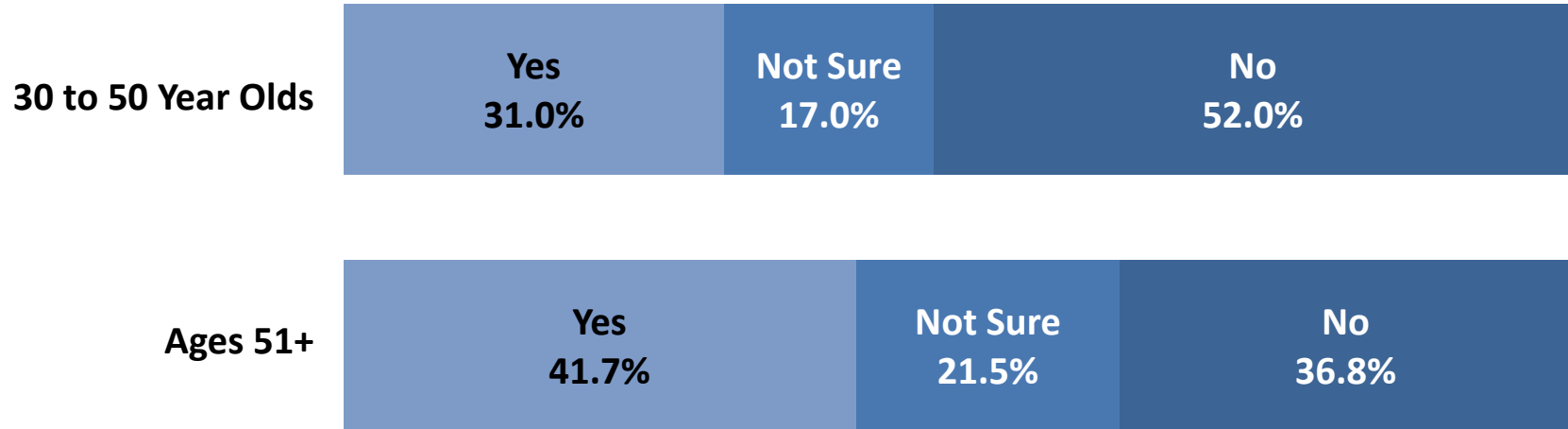
# Have you ever experienced ageism?



Source: Live Poll during July 29, 2020 Virtual Town Hall

# Have you experienced ageism?

*Ageism is defined as prejudice or discrimination on the grounds of a person's age. It can apply to younger or older people. Have you ever experienced ageism?*



*Source: San Francisco Reframing Aging Surveys, April 2019 (30-50 year olds) and Sept.-Dec. 2019 (Ages 51+)*



“America is great in many different ways, but it’s cruel for the older people. ...we’ve been working all our lives here. **I’ve worked 54 years! Many of us have been through the workforce and then we get to a certain age and have to move over, because something new is coming.**” - *Marie Luna*

Source: *Metta Fund Elder Stories*

# Ageism Harms Individuals



Reduces our health,  
well-being,  
and lifespan



Compounds economic  
and  
other impacts



Impacts social  
determinants of  
health, increases  
inequities

# Ageism Harms Our Communities



Increases healthcare  
and other costs



Ignores a broad  
pool of talent,  
experience, and  
creativity



Limits the solutions  
and policies we  
consider

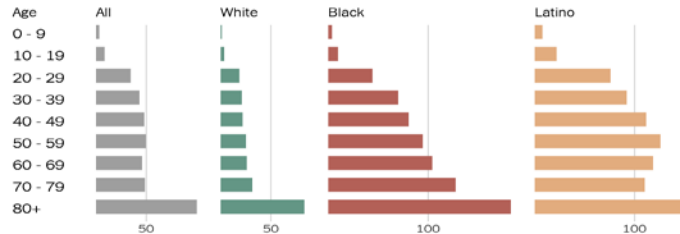
# Ageism Magnifies Other Inequities

the guardian

US's digital divide 'is going to kill people' as Covid-19 exposes inequalities

The New York Times

Coronavirus cases per 10,000 people, by age and race



Source

The New York Times

The Striking Racial Divide in How Covid-19 Has Hit Nursing Homes

Homes with a significant number of black and Latino residents have been twice as likely to be hit by the coronavirus as those with a significant number of white residents. The population is overwhelmingly white.

San Francisco Chronicle

Aging onto the street

Nearly half of older homeless people fell into trouble after age 50, new research shows. Meet three people who used to be homeless.

SPOTLIGHT  
ON POVERTY & OPPORTUNITY

LGBTQ Seniors Struggle to Overcome Economic Hardships

# Ageism and COVID-19

## Ageism affects public perception

- All ages should be concerned about COVID-19
- Many risk factors, not just age

## Watch out for ageism in pandemic responses

- CA Crisis Care Guidelines
- Nursing Homes
- Digital Divide
- Employment

# Reframing Aging



# Reframing Public Discourse on Aging

- Research-based approach to changing public policy
- Advancing how we shape public discourse on social problems
- Create narratives that build understanding, shift opinions / perspectives, and generate support for solutions





# When you think of older adults, what words come to mind?



Mostly positive words.

Wisdom and wise are common theme

Source: San Francisco Reframing Aging Survey, April 2019 (30-50 year olds)





# Aging: Did you know

- **Old age is a period of relative happiness**
- **Most of us will age at home**
- **Older adults are an economic engine**
- **Intergenerational workplaces are more productive**



*Photo: Community Living Campaign*

# Many Things Improve with Age



**John (age 89)**

How we frame a problem can  
help the public overcome  
dominant cultural  
perceptions



# Messages Can Get Lost in the “Swamp”

**Collective  
Responsibility**

**“Us” vs. “Them”**  
Zero-sum  
Older as “other”  
Digital Incompetence

**Problems Can  
Be Solved**

**Idealized Aging**  
Earned leisure  
Self sufficiency  
Staying active

**Adult Aging**

**Limited Solutions**  
Better individual choices  
Fatalism: nothing can be done

**What Surrounds Us  
Shapes Us**

**Negative  
Assumptions**  
Deterioration  
Dependency  
Loss of control

**Individualism**  
Lifestyle choices  
Financial Planning

**Threat of Modernity**  
Families don’t live together  
Economic challenges  
Social Security is doomed

# Putting Reframing into Action

**Define  
Ageism**

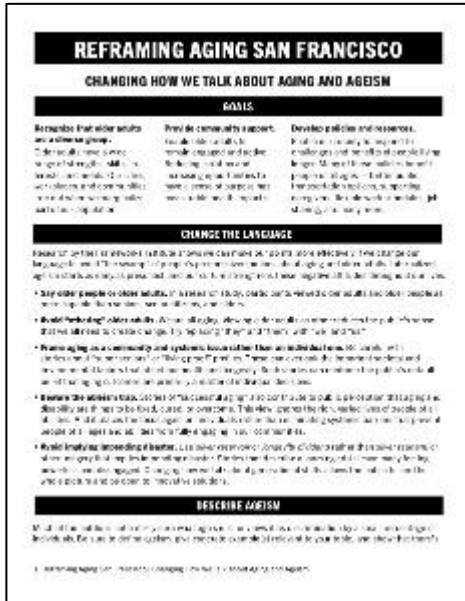


**Choose  
a Frame**



**Focus on  
Solutions**

# Reframing Aging Style Sheet



- Language suggestions
- Ageism definition
- Examples of Momentum, Justice, & Ingenuity frames
- Focus on solutions

[Link: Reframing Style Sheet](#)

# Reframing Aging During COVID-19

## Widening the Circle of “We”

- **Emphasize the connections between each and every one of us.**
- **Avoid “saviors and victims” framing.**
- **Avoid labels that suggest weakness or separation from society.**



Source: *The Frameworks Institute* ([www.frameworksinstitute.org/framing-covid-19/](http://www.frameworksinstitute.org/framing-covid-19/))

# Reframing Aging: San Francisco

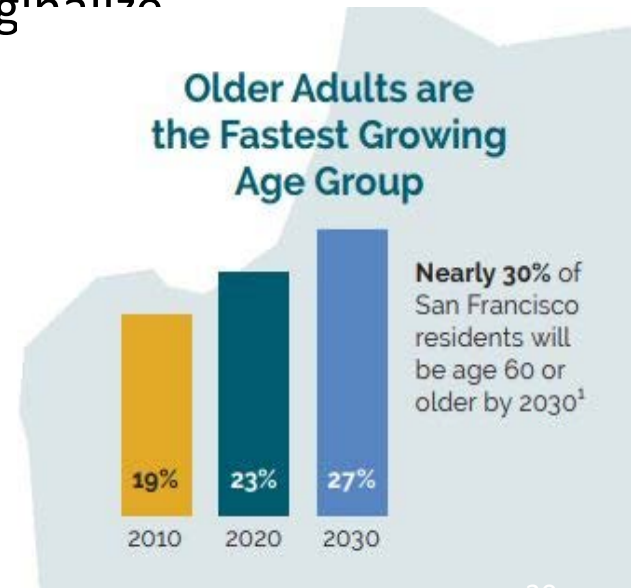
# Need for a Local Campaign

San Franciscans are living longer lives.

Older neighbors' diverse experience, insight and energy are assets for our community that we should draw on, not marginalize

We have services that support older adults to engage and contribute to their community.

Ageism prevents people from accessing resources, and can also affect public support for services that benefit people of all ages.

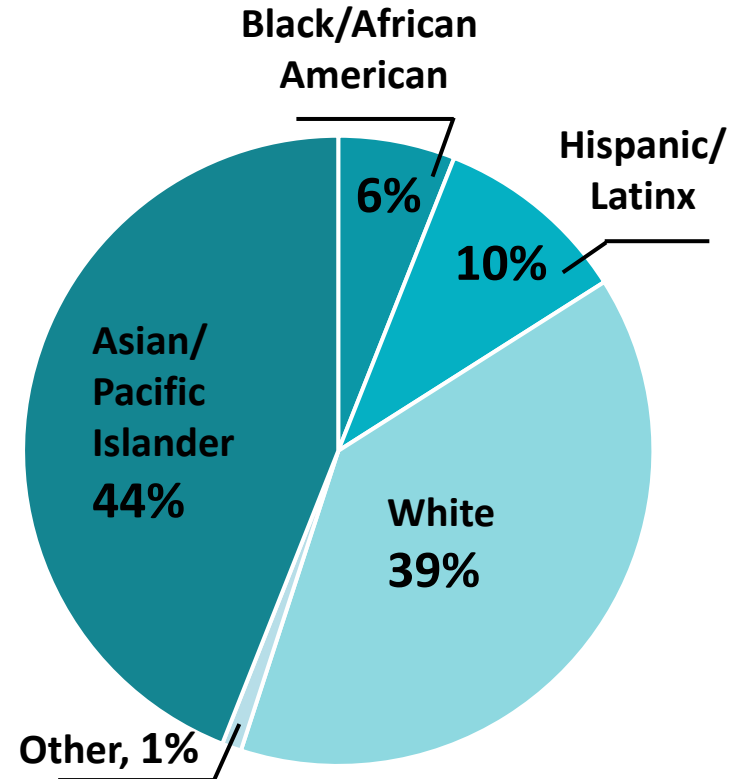


# Adapt Frameworks to SF's Diverse Population of Adults Age 60 or Older

**53%** speak a primary language  
other than English

**29%** are living with a disability

**12%** identify as LGBTQ+



Source: 2018 ACS 5-Year

# Partnership Approach

- Over 35 partners, including city departments, philanthropy, and nonprofits
- Participatory process to gather ideas and ensure diverse populations have input
- Creative agency to distill ideas and help with Phase One





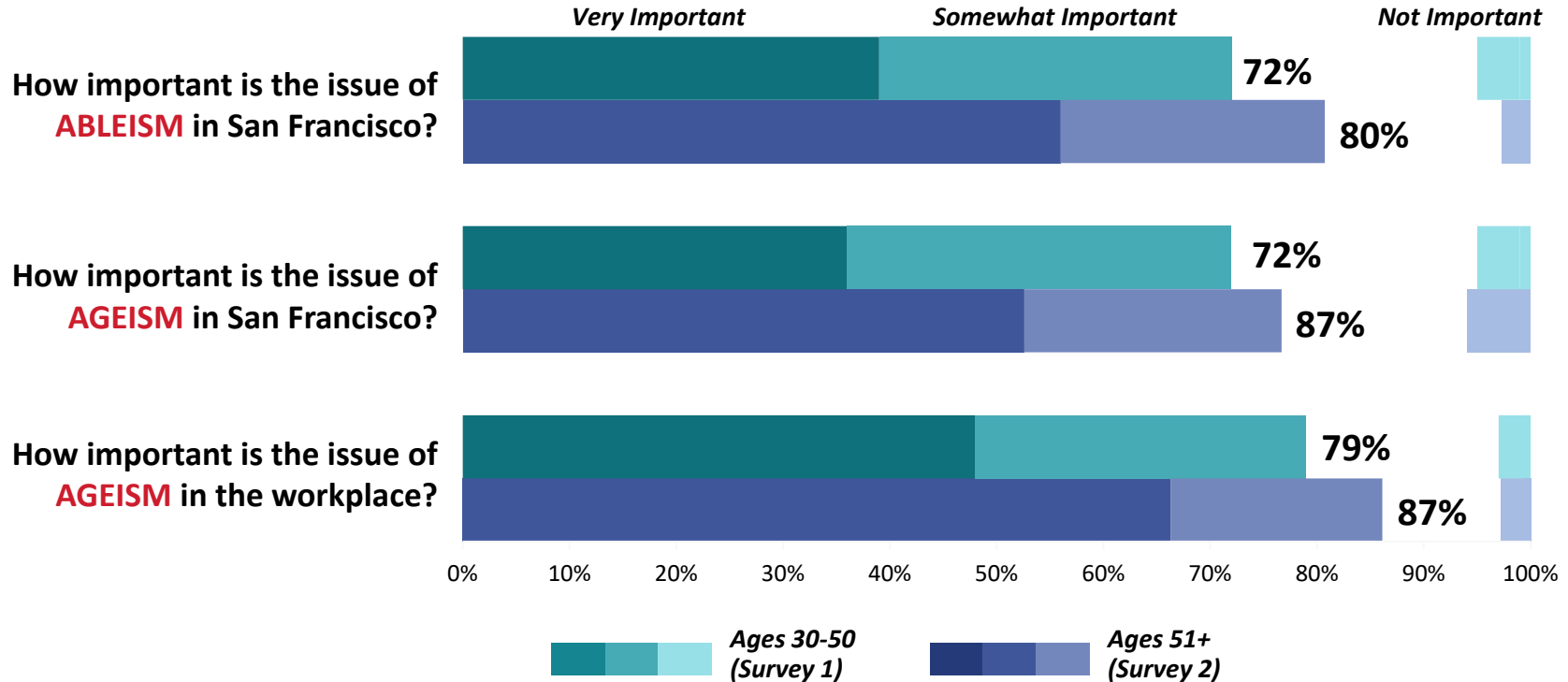


# Multi-Phase Campaign

**Employ a phased strategy enabling the campaign to build over time**

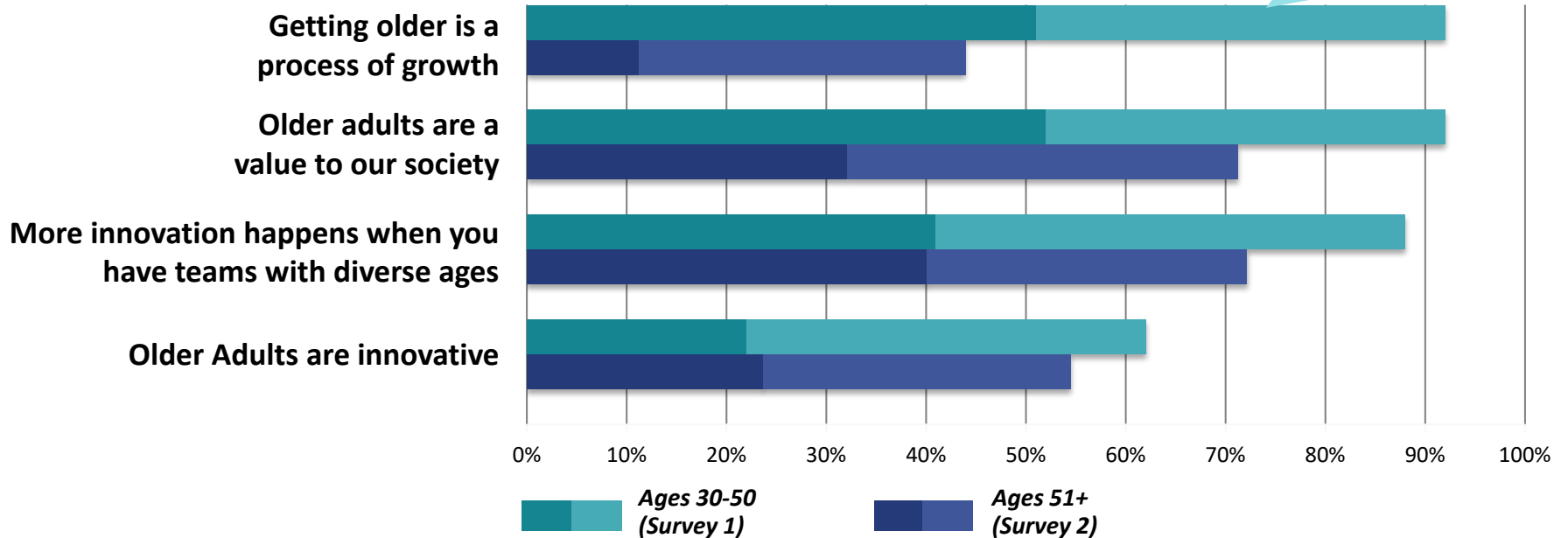
- 1** Awaken people to ageism  
(campaign focuses on ages 30-50)
- 2** Help older adults recognize implicit ageism and connect with valuable aging resources
- 3** Foster intergenerational connections in community and workplace

# Respondents of all ages view ageism and ableism as important issues

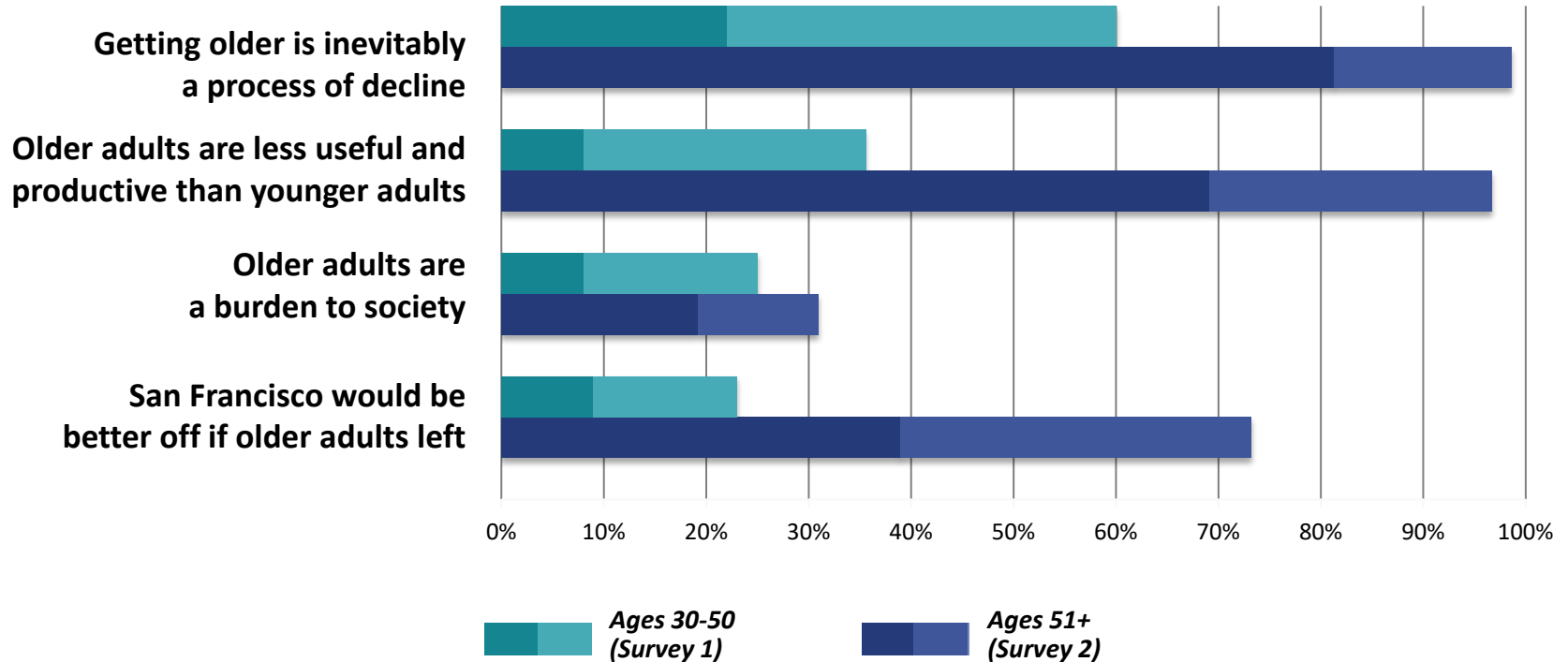


# Many Positive Views of Aging

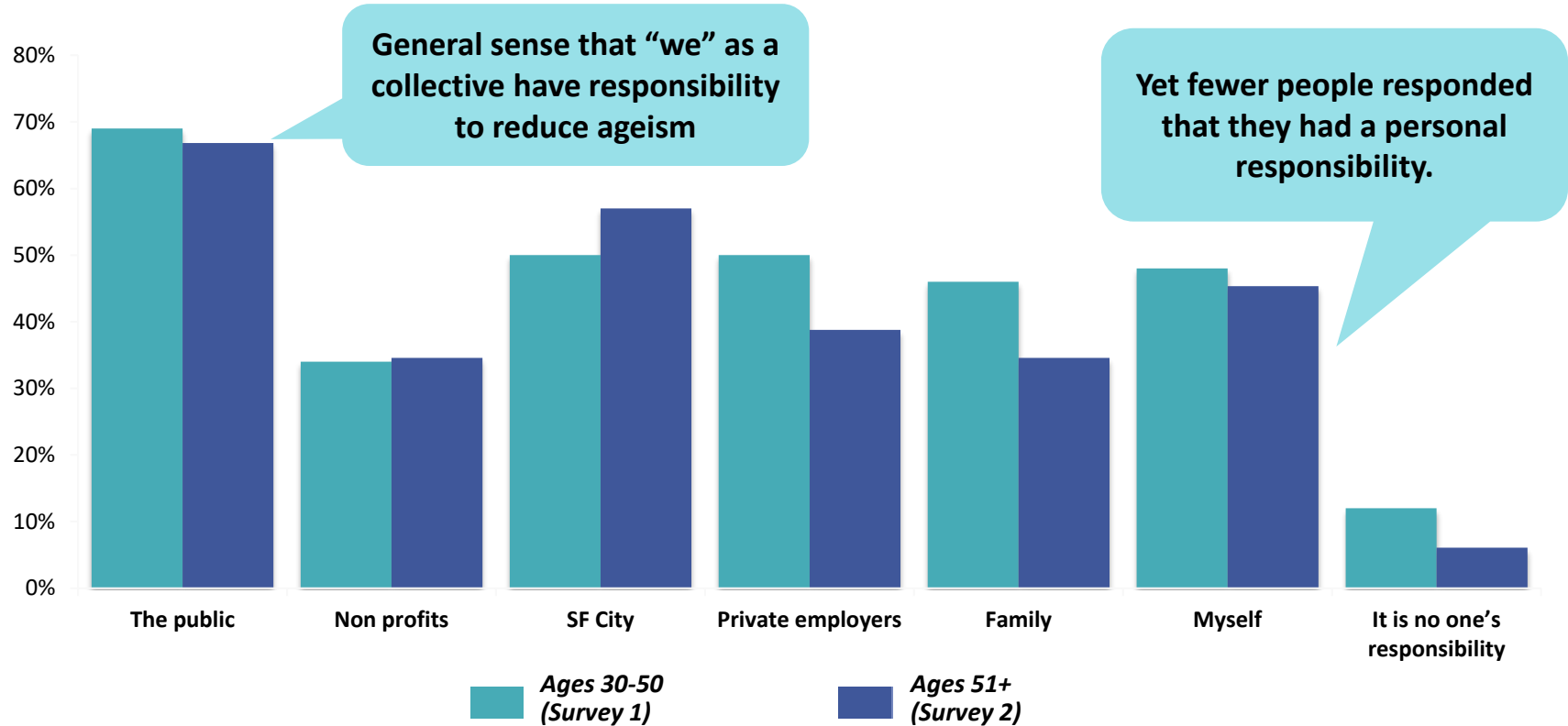
People aged 30 to 50 tended to have more positive views about aging than older adults



# But Still Much Work to Do



# Whose responsibility is it to reduce ageism?





# Campaign Concept

- Highlight diversity of the aging experience
- Disrupt stereotypes
- Focus on the strengths we have at all ages
- Images that juxtapose ages on a single face prompt viewers to think about our common humanity

# Fill in the blank: \_\_\_\_\_ Never Gets Old



What qualities endure throughout our lives? Fill in the blank: \_\_\_\_\_ Never Gets Old 0 4 7



Join at  
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**#Reframe**

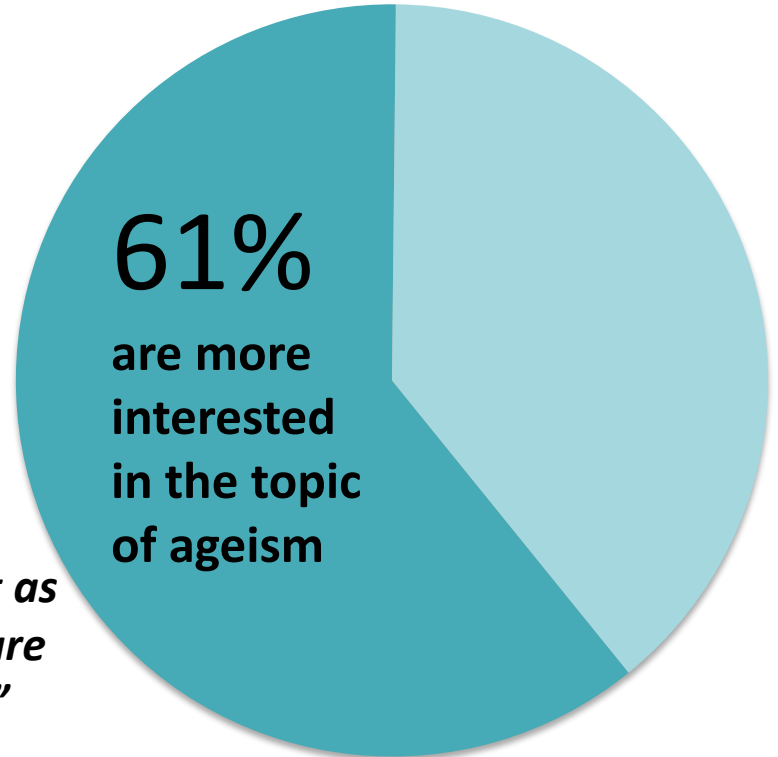
Source: Live Poll during July 29, 2020 Virtual Town Hall

# Message Testing

- Focus on 30-50 year olds
- Tested language and images prior to launch

*“I think the images stand out even if you didn’t add any words to them.”*

*“It’s an ad against ageism and the main message is that the core of people don’t change as they get older; that they are just as knowledgeable and important when they are older as they were when they were young.”*







**EL LIDERAZGO**

**NUNCA PASA DE MODA.**

EndAgeism.com



**智慧永不過時。**

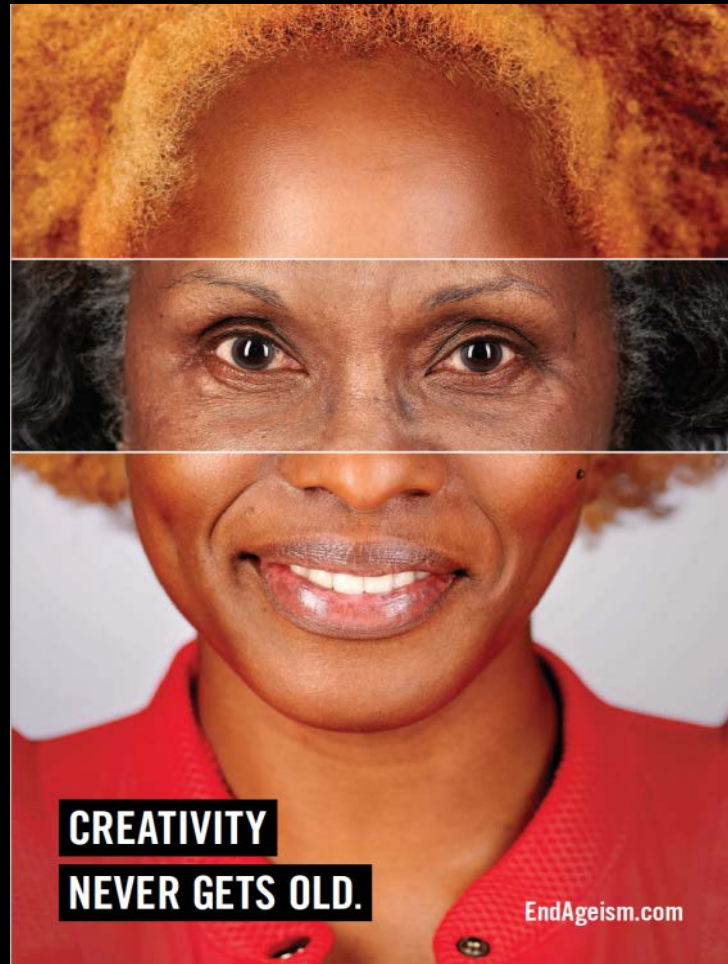
EndAgeism.com



**COURAGE**

**NEVER GETS OLD.**

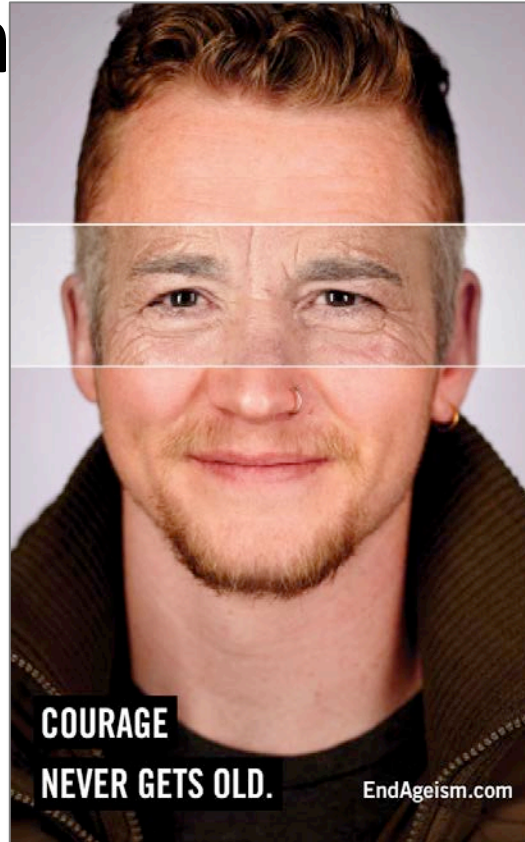
EndAgeism.com



[Link: Read more about Susie on SF Senior Beat](#)

# EndAgeism.com

- Facts, Articles, Older Adult Stories, & More Learning
- Link to Services
- Calls to Action
- Over 4,000 people have shared their anti-ageism pledge on social media



**“I pledge to recognize the rich skills, talents, and worth of every San Franciscan, regardless of their age. Ageism is harmful to individuals, our workforce, and our communities. We must work together to change perceptions about aging in order to grow a City where we can all age, thrive, and contribute together.”**

REFRAMING AGING SAN FRANCISCO

**EndAgeism.com**



**INTELLIGENCE  
NEVER  
GETS OLD.**

EndAgeism.com

GOLD METROPOLITAN MEDIA (800)755-9GMM

TOW-AWAY  
**NO STOPPING**  
7AM TO 10AM  
EXCEPT SAT & SUN

**Light  
Poles**



**COURAGE  
NEVER  
GETS OLD.**

EndAgeism.com

GOLD METROPOLITAN MEDIA (800)755-9GMM



**MUNI Shelters**



**Bus Tails**

**CREATIVITY  
NEVER GETS OLD.**

EndAgeism.com

**INTELLIGENCE  
NEVER GETS OLD.**

EndAgeism.com



# Billboards

**LEADERSHIP  
NEVER GETS OLD.**

EndAgeism.com



# Partner Toolkit & Printed Materials

- Toolkit with content, social media images, reframing style sheet, and other resources
- Printed materials in English, Spanish, and Chinese

**[Link: Reframing Toolkit](#)**



# Partner Sharing: #EndAgeismSF





# Reframing Aging at SFIHSS Public Authority

- Working with Participants
- Work Life/ In the Office
- Program Planning



[www.sfihsspa.org](http://www.sfihsspa.org)

# How You Can Help Reframe Aging



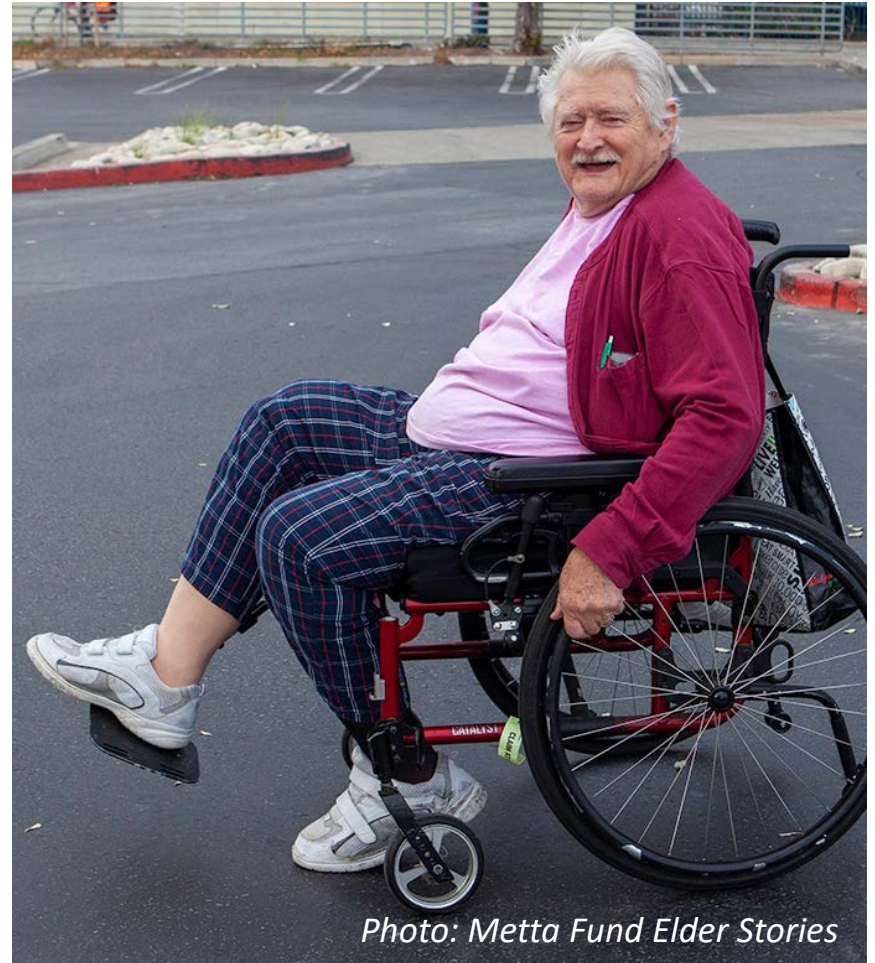
*Photo: Community Living Campaign*

# Diversity of Aging Experiences

- Diversity of experience increases as we age
- Embrace and learn from the range of cultural perspectives about aging

# What We Can Do Personally

- Find opportunities to have conversations about aging and equity
- Engage in self reflection
- Listen, learn, and engage with new ideas and perspectives



*Photo: Metta Fund Elder Stories*

# What We Can Do Together

- Include a diversity of voices when shaping policies and solutions
- Review workplace policies and hiring
- Train staff & participants of all ages



*Photo: Community Living Campaign*

# What We Can Do Together

- Review outreach & fundraising materials
- Hold intergenerational events & activities
- Collect and share data





*Photo: Community Living Campaign*

# Resources

California Department of Aging

[www.aging.ca.gov](http://www.aging.ca.gov)

Master Plan for Aging

[www.engageca.org](http://www.engageca.org)

San Francisco

Reframing Aging

[www.endageism.com](http://www.endageism.com)

Frameworks Institute

[www.frameworksinstitute.org](http://www.frameworksinstitute.org)

# California Department of Aging Resources

- Visit the [California for All Ages](#) page for resources specific to addressing ageism and the [Equity in Aging](#) page to learn all about equity and how we can collectively work toward it.
- Visit the Master Plan for Aging homepage at [EngageCA.org](#)

## Coming Soon:

- August: COVID-19 Impacts & Recommendations Survey results
- Fall Kick-Off: Webinar series on Ensuring Equity in Aging
- December: Master Plan for Aging recommendations



Questions?

# Questions

## Written Questions

- At slido.com
- In the Zoom Q&A window

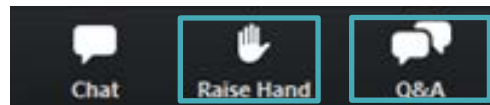
## Spoken Questions

- Raise your hand on Zoom
- Please limit your question to 60 seconds max.

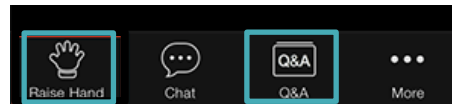
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# Webinar Survey

- **Did you find this webinar helpful?**
- **What else would you like to know?**

Answer at

**slido.com**

**#Reframe**



# Contact Information

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