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
- Phone: 888-788-0099.
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- Live Polls at slido.com

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Slido.com
#Reframe & type in questions

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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?

30 to 50 Year Olds

- Yes: 31.0%
- Not Sure: 17.0%
- No: 52.0%

Ages 51+

- Yes: 41.7%
- Not Sure: 21.5%
- No: 36.8%

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 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 that are 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 of them.

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?

Source: Live Poll during July 29, 2020 Virtual Town Hall
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)
When you think of growing older yourself, what words come to mind?

Source: Live Poll during July 29, 2020 Virtual Town Hall
When you think of becoming older yourself, what words come to mind?

Slightly higher negative responses than positive.

More negative words appear when thinking about themselves aging vs. aging in general.

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
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

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

Negative Assumptions
- Deterioration
- Dependency
- Loss of control

Individualism
- Lifestyle choices
- Financial Planning

Adult Aging

What Surrounds Us Shapes Us

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

The “Swamp” Source: The Frameworks Institute
Putting Reframing into Action

Define Ageism

Choose a Frame

Focus on Solutions

Based on materials by The Frameworks Institute
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/)
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.

- **ABLEISM in San Francisco:**
  - Very Important: 72%
  - Somewhat Important: 80%

- **AGEISM in San Francisco:**
  - Very Important: 72%
  - Somewhat Important: 87%

- **AGEISM in the workplace:**
  - Very Important: 79%
  - Somewhat Important: 87%
Many Positive Views of Aging

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

- Getting older is a process of growth
- Older adults are a value to our society
- More innovation happens when you have teams with diverse ages
- Older Adults are innovative

Survey data comparing ages 30 to 50 (Survey 1) to ages 51+ (Survey 2) on positive views of aging.
But Still Much Work to Do

- Getting older is inevitably a process of decline
- Older adults are less useful and productive than younger adults
- Older adults are a burden to society
- San Francisco would be better off if older adults left

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Survey 1</th>
<th>Survey 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 30-50</td>
<td>0%</td>
<td>10%</td>
</tr>
<tr>
<td>Ages 51+</td>
<td>20%</td>
<td>90%</td>
</tr>
</tbody>
</table>

(Ages 30-50) (Survey 1)  (Ages 51+) (Survey 2)
Whose responsibility is it to reduce ageism?

General sense that “we” as a collective have responsibility to reduce ageism

Yet fewer people responded that they had a personal responsibility.

Ages 30-50 (Survey 1)
Ages 51+ (Survey 2)
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

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.”

61% are more interested in the topic of ageism
EL LIDERAZGO NUNCA PASA DE MODA.

COURAGE NEVER GETS OLD.

智慧永不過時。
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.”
MUNI Shelters

Bus Tails
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
How You Can Help
Reframe Aging
Diversity of Aging Experiences

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

Photo: Community Living Campaign
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
What We Can Do Together

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

Photo: Metta Fund Elder Stories
Resources

California Department of Aging
www.aging.ca.gov

Master Plan for Aging
www.engageca.org

San Francisco
Reframing Aging
www.endageism.com

Frameworks Institute
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
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