

Sample Communications

Blog Post

Framing can also be applied to blogs, which are an effective tool for nonprofit organizations and advocacy groups to expand their message to a wide audience. Below is an annotated blog post that highlights the framing strategies at work.

From griots to gurus to Yoda, our culture abounds in novels, movies, and folklore that celebrate the wisdom and experience of older people. Day to day, however, we haven't done as good a job in weaving their knowledge and experience into our social fabric. Creating spaces in our communities for older Americans to continue to participate as full members of society is not simply a matter of "listening to your elders." Instead, it is about living up to our belief in treating all people equally—and that means fostering an environment in which older adults' contributions are recognized and valued.

Addressing workplace discrimination is one way we can do this. As Americans live longer and healthier lives, many are delaying retirement, staying in the workforce longer, or seeking new opportunities in the job market. And despite research showing that older workers make for better employees—scoring higher in leadership than their younger colleagues and performing well in detail-oriented tasks, writing skills, and problem-solving—they are often forced out of their positions or not hired into roles for which they are highly qualified. Older women may be doubly affected because of people's assumption that their only experiences are in caregiving and homemaking. As a result, when older men and women are unemployed, they are likely to remain so long term. Age discrimination deeply affects people's quality of life and ability to make a living for themselves. Couple that discrimination with a lack of policies that can address the problem, and it's easy to see how we are pushing older Americans to the margins of our society. That affects us all—not to mention the health and vitality of our

Use an appeal to the value **Justice** to establish what's at stake in aging-related issues. Because values prime people to think more expansively about the information to follow, they work best at the start of a communication.

Use an explanatory example such as **workplace discrimination** to illustrate how ageism works. Providing a tangible example shows, rather than tells, people how the problem works and can aid their solutions-oriented thinking—a better tactic than talking about it as a civil rights issue, which FrameWorks research found to have unproductive frame effects.

communities.

Justice requires us to change how our society deals with getting older.

One step toward achieving justice is recognizing how implicit bias affects the way we think about aging. From news coverage of older Americans being scammed out of their life savings, to paternalistic commercials about aging-related products and popular TV characters like Mr. Wilson of *Dennis the Menace*, our culture routinely bolsters common stereotypes of older people as too vulnerable to handle their own affairs, frail and sick, or “difficult.” As a result, we often make negative judgments about older people based on their age alone. Those unintentional biases have real life implications. The more aware of these biases we become, the less likely we are to act on “snap judgments”—and the more likely we are to treat people fairly, regardless of age.

We know that investing in children and their education is an investment in the future of our communities. Similarly, we need to adjust our policies and systems so that we can better integrate everyone’s energy and experiences into our society throughout the life course. Promoting communities where aging is recognized as an asset and an opportunity—for growth, ingenuity, and creativity—is the smart, and just, thing to do. We are all better off by being inclusive.

Find opportunities for repetition when you can—framing is a process of reinforcing a new way of thinking about an issue in order to replace more dominant but unproductive interpretations. Notice how this paragraph offers more elaboration on the appeal to the **Justice** value that opens this blog post.

Take time to explain what implicit bias is and how it works. FrameWorks research shows that doing so significantly reduces an audience’s own implicit bias.

Though the primary value in this post is **Justice**, the value of **Ingenuity** also showed a strong ability to move people’s support for solutions that recognize older people’s important contributions to society.