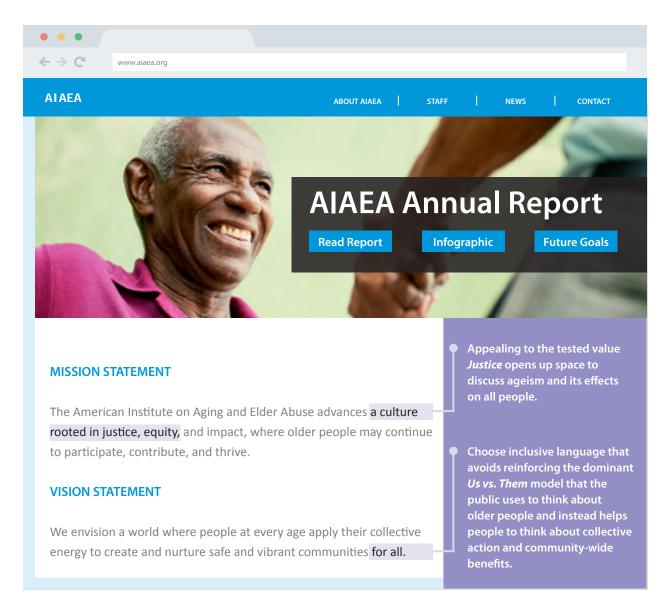
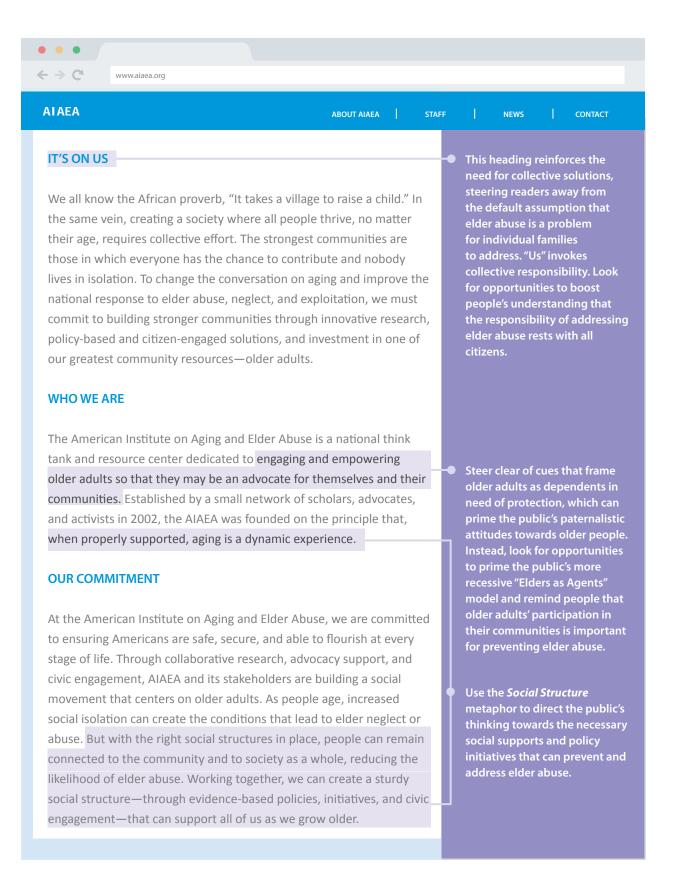
## **Sample Communications**

## Website

Your website is the first, and in some ways, easiest, place to begin to reframe how the public thinks about elder abuse. Because organizations' websites are often the first place non-experts go to learn more about an issue, changing the ways you talk about elder abuse and related issues on this highly visible communications platform is a great way to begin shifting public thinking on these topics.

This sample homepage, for the fictitious American Institute on Aging and Elder Abuse, illustrates how reframing research can be used in organizational communications. Look at the framing strategies on display here for ideas on how you can give your own website a framing make-over.





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