



A Community #ForAllAges

October 2018

-- What will it take to create the future we want? --

In this 13-minute introduction video, Nat Kendall-Taylor, Ph.D., CEO of the Frameworks Institute, shares the origin of *Reframing Aging* -- a new way to communicate more effectively about aging. Used with permission, courtesy of the [FrameWorks Institute](#), Age-Friendly Sarasota will showcase six more videos in its upcoming newsletters.

Throughout the videos, we will learn in-depth about:

- cultural models that people use to think about aging and older adults
- the values that are effective in shifting, expanding, and reorienting the way we think about aging
- metaphors and how they affect people's thinking on ageism

Composed of 20 social and communication practitioners and scientists, The Frameworks Institute has provided recommendations guided by the years of research they have put into this work.

Cliff notes: Nat Kendall-Taylor introduces himself and shares how culture influences the way people think. How culture changes, shapes, and influences the way we process information--how we make meaning of messages and formulate and reach decisions when it comes to complex social and scientific issues.

He explains that leaders in the aging field came together when they realized they weren't communicating effectively as each tried to shift the public's perception of aging. Together they and nine funding organizations approached the Frameworks Institute for solutions...for a new way of talking about older adults and aging.

For three years, the institute researched and figured out:

- which questions needed to be answered
- how, by using social science research could they generate empirical research driven questions
- how members of the public actually use culture to think and make sense of topics related to aging.

Gaining Momentum: Reframing the Conversation on Aging and Ageism

(total time: 13 minutes)

-- Reinvention Convention 2018 --



The Reinvention Convention: **YEAR 2**

INTERGENERATIONAL
Harmony
it's about time

FRIDAY, NOVEMBER 9, 2018
8:30am to 3pm | **THE OVATION**

GUEST SPEAKER
Chuck Underwood
Internationally-known speaker
Founder and Principal,
The Generational Imperative
"One America, Five Generations"

TICKETS \$75 PER PERSON
Includes breakfast and lunch
For tickets: OLLI@ringlingcollege.org
Or 941.309.5111

A COLLABORATION

   

#CollectiveEnoughness is the theory that together we have everything we need. So what will it take to create the future we want? What will it take to accomplish our goals? What do we have TOGETHER? The 2nd Reinvention Convention on November 9th will drive thought leadership, create dialogue, and compel action as we explore Intergenerational Harmony.

The [Reinvention Convention](#) is a provocative series of discussions around aging designed to instigate action by providing a platform for discourse on compelling age-related issues.

The [Friendship Centers](#), the [Osher Lifelong Learning Institute at Ringling College](#), [JFCS of the Suncoast](#), and [Age-Friendly Sarasota](#) represent a core consortium that has joined together to co-produce a 6-year series of conferences to discuss high-interest subjects.

Register today! OLLI@ringlingcollege.org or 941.309.5111 #ReinventCon2018

-- Age-Friendly Sarasota in Action --

By Linda Albert

Question: How many of us knew what Age-Friendly was three years ago? I confess I didn't. The Age-Friendly Sarasota (AFS) initiative has resulted in an increased public awareness of Age-Friendly, what it means, and how it impacts each of us regardless of age or ability. Sarasota County regards active aging as a lifetime process and is committed to helping all residents live healthy and active lives. This includes ensuring buildings and outdoor spaces are accessible, that residents have transportation and housing options, that there is social

respect and inclusion for all, opportunities for civic participation, and comprehensive community and health services. In all sectors, AFS is actively engaged in embedding an Age-Friendly lens into our county's policies, procedures, and services.

What has the community realized since the onset of Age-Friendly? While the list is too long to detail, here are a few highlights:

- The [AARP Livability Index](#) scores have risen in approximately 80% of zip code regions in Sarasota County since the implementation of Age-Friendly Sarasota in 2015.
- The [Mobi-Mat](#) installation at Siesta Key Beach provides an example of a small change that has had a significant impact -- allowing everyone easy access to the waterfront.
- The [Voluntary Incentive and Recognition Program](#) aims to enhance the accessibility of built spaces-housing specifically-and encourages incorporation of universal and flexible design features that enable individuals to age in place.
- [iTN SunCoast](#) has extended its services, offering a safe and reliable source of transportation for any purpose to those age 60 or older or anyone with a visual impairment.



Another significant milestone in Sarasota's Age-Friendly journey is the completion of the Age-Friendly Sarasota Progress Report presented to the Board of County Commissioners this month. The report provides insights into the many strides that have been made since the community embarked on this quest three years ago. The Board of County Commissioners is to be commended for their leadership and willingness to embrace the Age-Friendly movement. We are all stakeholders in making a difference in our community; kudos to all who have embraced the tenets held by Age-Friendly communities throughout the world.

As the County and all of its partner organizations continue the work of Age-Friendly Sarasota, we can look forward to Sarasota County being an even better place in which to grow up and grow old. The final Progress Report will be prepared at the end of the five-year Age-Friendly cycle in 2020. It will be exciting to see what an Age-Friendly Sarasota looks like then.

LOCAL

Work. Live. Play.



Local family friendly events [#ForAllAges](#):

Oct 20: [The Newtown Farmers Market presents Big Mama's Collard Greens Fest](#)

Oct 20-21: [Frosty Sr.'s Retirement Party](#)

Oct 20-21, 27-28: [27th Annual Hunsader Farms Pumpkin Festival](#)

Oct 27: [Mummies At The Market!](#)

Oct 28: [Spooktacular](#)

Nov 2: [The Reinvention Convention: Year 2](#)

Nov 3: [Ferraris on the Circle](#)

Nov 5: [Book Arts Group](#)

Nov 3-18: [Sarasota Medieval Fair](#)

NATIONAL

Thinking Twice About What Ageing Means to You



(total time: 6 minutes 24 seconds)

Jo Ann Jenkins, CEO of AARP, shares why it's time to challenge outdated beliefs about aging and disarms the ageist attitude.

"A 10-year-old born in the U.S. today has a 50% chance of living to 104. That has implications on education, work, relationships, savings... the whole health, wealth, self-spectrum. It's not just about tacking on 15 or 20 year on the end of your life.

We have to change our self-perception about what aging is about... we've got to see aging as a natural part of life, not as something to fear.

If 65 was the new middle age, how would that change our perceptions on life?"

Imagine a World Without Ageism

The [EveryAGE Counts campaign](#) was recently launched in Sydney, Australia, by the Commonwealth Age Discrimination Commissioner Dr. Kay Patterson and Robert Tickner.

It featured the launch of this video and the signing of a pledge to end ageism and discrimination.

"I challenge every person and organization to think about the implications ageism has for them," Dr. Patterson said. "Don't see this as an issue for others. This is personal. It is about every one of us - today, in a year or two, or in 30 years."



[\(total time: 2 minutes 38 seconds\)](#)