



The [National Center to Reframe Aging](#) is dedicated to ending ageism by advancing an equitable and complete story about aging in America. The center is the trusted source for proven communication strategies and tools to effectively frame aging issues. It is the nation's leading organization, cultivating an active community of individuals and organizations to spread awareness of our subconscious bias toward older people while supporting policies and programs that benefit all of us. Led by the [Gerontological Society of America](#), the National Center acts on behalf of and amplifies the efforts of the Leaders of Aging Organizations.

The National Center to Reframe Aging began as an initiative in 2012, when eight national aging organizations gathered to address the entrenched ageism in American society. With support from nine funders, the organizations collaborated with the social science research firm FrameWorks Institute to examine exactly what the American public thinks of aging.

[Research found that the public's perception of aging](#) is decidedly negative and antithetical to how most older people feel and what experts in the field know to be true. In this first phase of the project, the research was conducted and the communication strategies, resources, and tools developed and tested, making way for the next phase of the work beginning in April 2019. The movement to reframe aging has since grown exponentially, becoming the National Center to Reframe Aging in 2022, the central hub for the movement to reframe aging.

The National Center works with organizations and communities, at the local and national level, to advance and enhance the way we talk and think about aging.

Our words matter. Changing the way we talk will change attitudes about aging, and ultimately, will advance policies and programs that support us at every age and stage of life. This initiative is powered by research and proven to change how people think about aging. We invite you to learn more at [reframingaging.org](#).