



# Real Life Opportunities to Reframe

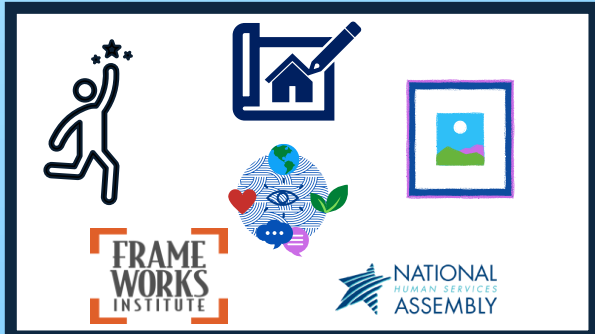
**In our sector, we have many opportunities to reframe conversations about aging and human services in all communications, including grant applications, reports, events, websites, and social media posts.**



- The stories we tell about the people and communities we serve;
- Names and descriptions of services or programs we offer;
- Data about demographics, trends, needs, and opportunities;
- Creative solutions and policy recommendations; and
- Inclusive language and images in all communications.

# ◀◀ Quick Tips ▶▶

Share the Reframing tools with other members of your organization



Review existing materials to determine if they need to be revised or archived, for example, materials that refer to human services as a “safety net”



Use the story arc as a guide to help draft new communications

