



Framing Age Cheat Sheet

Here is a quick summary of our top tips and suggested story structure for you to hang up above your desk so it's always front of mind.

Top Tips

1.

Use values (not facts) to persuade

Engage altruistic and self-direction values in order to motivate support, not dry facts or appeals to selfish motivations.

2.

Emphasise similarities (not differences)

Build empathy by emphasising similarities across age groups and referring to 'people' and 'us' instead of 'older people' and 'them'.

3.

Celebrate diversity (not stereotypes)

Show the diversity of people at every age and avoid pandering to age-based stereotypes of any kind.

4.

Repeat your story (not myths)

Focus on what you want your audience to believe instead of repeating myths and negative stereotypes – even to point out how wrong they are.

5.

Focus on solutions (more than problems)

To entice persuadable audiences to engage with your message, spend more time talking about solutions than problems.

6.

Keep it real (not abstract)

When it comes to creating persuasive and emotionally compelling messages: show, don't tell. Use real examples and real people to bring your message to life.

Our Persuasive Story

Vision

Core ingredients:

- Focus on the importance of equality and freedom to choose your own path in life.
- Remind your audience these values are broadly shared in our community and apply to everyone (no need to make this part of our message age specific).

Barrier

Core ingredients:

- Focus on how different expectations, pressures and treatment of people based on their age get in the way of our vision.
- Point to specific examples of how these ageist stereotypes lead to unequal treatment and outcomes for older people.

Action

Core Ingredients:

- Focus on how your solution will help challenge ageist stereotypes and help affirm our shared values.
- Describe not just the solution required, but the positive outcomes that will flow from it that your audience would value.