

# Message Framework

## Vision

A credible outcome of the ACTION your audience would value.

Engage helpful intrinsic values while avoiding self-centred and competitive extrinsic values. Describe positive outcomes only (i.e. do not hint at either the BARRIER or ACTION).



## Barrier

A credible barrier that stands between your audience and the VISION they desire.

Avoid content or language that might make your audience defensive. One way to do this is to externalise the barrier.



## Action

A credible solution that addresses every element of the BARRIER in full.

Frame the ACTION in terms of the good it will create (rather than bad it will remove) and be clear what role your audience must play in making it happen.

# Top Tips

1. Use values (not facts) to persuade
2. Emphasise similarities (not differences)
3. Celebrate diversity (not stereotypes)
4. Repeat your story (not myths)
5. Focus on solutions (not problems)
6. Keep it Real (not academic)

# WEAAD - Friends and Family



**Purpose:** Use WEAAD as opportunity to raise awareness of solutions

**Audience:** Friends and family of people experiencing elder abuse

**Action:** Call the helpline

**Messenger:** Local Councils, Community Health, EAPNs

## **Message:**

We all want a good life. We want to be respected and valued for the unique individuals we are. We want to live in a safe and comfortable environment, and in communities where we look out for one another.

We all want this for ourselves and the people we love.

The reality is that some older people are not respected and are taken advantage of by someone. In most cases this is a family member or someone in a position of trust. This mistreatment can be; taking advantage of someone's finances, controlling who they can see or where they can go.

No one should be treated this way.

You might be wondering if it's really happening to your loved one? Am I seeing it clearly? It's often not black and white, and we understand that it can be complicated when family members are involved.

If you're concerned this is happening to someone you know, or you're not sure if they are being mistreated, call the helpline. It's easy and confidential. You'll be speaking with a qualified person experienced in this area. This one small step can make a world of difference to their life.

# WEAAD – Older People



**Purpose:** Empower community to know their rights

**Audience:** People in the community who may experience elder abuse

**Action:** Attend a WEAAD event where they will explore the topic of being in control of your finances, including hearing from a panel of experts on powers of attorney, superannuation, and protecting yourself from elder abuse

**Messenger:** Local Councils, Community Health, EAPNs

**Message:**

**Your choice, your rights!**

We all want to be empowered to make decisions about our own life and future.

Making sense of legal documents can be difficult, and your friends and family, while well-meaning, may not always consider your wishes.

Come to our education session to learn about how to plan for your future, including understanding legal documents such as Powers of Attorney and Medical Treatment Decision Maker, and take charge of your life.

# Ageist Imagery

**Purpose:** Challenge stereotypical imagery of older people

**Audience:** Communications staff at Council

**Action:** Use more respectful and diverse imagery of older people

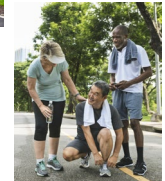
**Messenger:** Local Council, Community Health, EAPN

## Message:

We all deserve to have images that represent us authentically, doing the things we feel passionate about. Images can be a really powerful way of communicating our stories and connecting with communities. Currently, many images available on the internet often reinforce negative stereotypes, especially about older people.

We can lead by example and show true diversity by drawing on imagery that highlights the real interests of older people and their engagement within the community. When selecting images for presentations, reports and media there are age-positive image libraries available. You might also like to involve advisory groups and community leaders to recommend or create appropriate images.

By incorporating these steps and making a conscious effort to depict a wider range of ages and experiences, we can ensure we all see ourselves represented in our communities.



# Ageism Awareness in the Community



**Purpose:** Raise awareness of ageism

**Audience:** Public living in the LGA

**Action:** Spot casual ageism and talk about it with others

**Messenger:** Local Council, Community Health, EAPN

**Message:**

Imagine a community where we are all valued and our voices heard as we age.

The views of older people often aren't sought out and valued equally and we can sometimes think we know what is best for older people. But this is actually a form of ageism and it can lead to older people not having the freedom to live a life of their choosing.

The good news is, we can all challenge ageism by supporting older people's views in our everyday actions. Your first action could be sharing this post, starting the conversation and elevating the views of people from a range of age groups.

# Ageism Awareness – Communications Staff



**Purpose:** Ensure council communications are respectful and avoid ageism

**Audience:** Council communications staff

**Action:** Read and apply the Framing Age message guide

**Messenger:** Local Council, Community Health, EAPN

## **Message:**

As a Council, we respect diversity and take pride in fostering an inclusive community. We want every member of our community to feel respected and included through the language and imagery we use in our communications.

Sometimes the way we frame our messages can inadvertently be disrespectful of older people or younger people. This is a form of ageism and can play out in various ways. For example, stereotyping individuals according to their age.

We can fall into ageist ways of communicating through the wording we might use to advertise a position, or through the images we use to portray older people or in the way we brand, organise or speak at an event.

A helpful guide to mitigate ageism is The Framing Age Messaging Guide, which shows us how to develop effective communication collateral that promotes positive attitudes to ageing. The guide is available on the Council's Intranet at .... and for further information contact our Positive Ageing team.

# Old is Beautiful



**Purpose:** Challenge ageist notions of beauty

**Audience:** Older women

**Action:** Participate in small workshops as part of the Old is Beautiful project, where they will explore what the concept of beautiful means to them and take a portrait photograph to challenge ageist notions of beauty.

**Messenger:** Local Council, Community Health, EAPN

**Message:**

Women of all shapes, sizes, colours, forms and experiences are beautiful! Valuing each other and celebrating our uniqueness is important for everyone.

It can be challenging to see everyone as beautiful unless we are shown diverse forms of beauty. The portrayal of older women in social media and society offers a very narrow view of what beauty is. We want women to be seen and celebrated across all life stages. We need more images out there that capture the true beauty of older women.

The Old is Beautiful project explores what the concept of beautiful means and challenges ageist notions of beauty.

We welcome older women from all walks of life to join these workshop sessions to connect, share and celebrate the beauty of women. Professional portrait photographs will be taken as part of the workshop and will be shared across social media platforms. Let's inspire society to value and celebrate beauty in everyone.



# Lunch and Learn



**Purpose:** Sharing knowledge with colleagues

**Audience:** Professionals within your workplace

**Action:** Attend a 30-minute lunch and learn session to learn about the signs, drivers, and basic response for elder abuse.

**Messenger:** Local Council, Community Health, EAPN

**Message:**

Everyone has a right to feel respected and safe in their home and community. Do you want to contribute to making your community a place where people are respected and feel safe?

Unfortunately, not all older people are treated with respect and too many experience abuse. Many people don't know that abuse can come in many different forms, including emotional, financial and physical. Disrespect and signs of abuse can be difficult to identify.

Come along to our 30minute lunch and learn session to learn more about how to identify the signs of disrespect and elder abuse. Together we can keep our community safe.

If you or someone you know is at risk, contact Seniors Rights Victoria on XXX.

# Age-Inclusive Policy



**Purpose:** Ensure workplace policies support age equality

**Audience:** Managers of health and community service organisations

**Action:** Conduct age analysis of all organisational policies

**Messenger:** CEO, People and Culture (Human Resources)

## **Message:**

Age-diverse organisations are strong organisations where all staff feel equal and valued. Our aim is to ensure that all our staff have access to equal opportunities.

Research tells us that policies and practices may disadvantage older staff. Recruitment and employment opportunities that judge on the basis of age need to change as our practices can perpetuate myths and stereotypes about ageing within the organisation.

We have a unique opportunity to challenge ourselves to undertake and implement an age analysis of our policies and practices. By completing this age analysis we take a leadership role in becoming an age-inclusive employer – one where our age diversity is the foundation of our strength and all our staff feel equal and valued.