



2018 MGA Annual Conference

Reframing Aging: Applying Communications Research to Advocacy Challenges

Friday, May 4, 2018, 9:00am-1:00pm

Lasell College - deWitt Auditorium, 80 Maple Street, Newton, MA 02466

Join Mackenzie Price, PhD, to hear about findings from the FrameWorks Institute's Reframing Aging Project and how to use reframing as a strategic approach to changing the public conversation about aging issues. Participants will explore reframing as an advocacy tool and learn strategies for applying FrameWork's recommendations to their own communications practice.

The Reframing Aging Project was launched by a national collaboration of leaders of aging organizations (AARP, the American Federation for Aging Research, the American Geriatrics Society, the American Society on Aging, the Gerontological Society of America, Grantmakers in Aging, the National Council on Aging, and the National Hispanic Council on Aging) to address the pitfalls of current messaging approaches and promote more effective communications about aging.

Stay for a Town Hall meeting, and lunch, to strategize with MGA about how it can better serve your aging initiatives in Massachusetts

REGISTRATION

Name \_\_\_\_\_
Organization \_\_\_\_\_
Address \_\_\_\_\_
City/Town/Zip: \_\_\_\_\_
Email: \_\_\_\_\_
Phone: \_\_\_\_\_

REGISTRATION FEES

Registration will be per individual at the professional level or at the student/community elder level.

- Individual Professional.....\$50
Student or Community Elder.....\$25

Total Enclosed \$ \_\_\_\_\_

Please make check payable to MGA and mail to: Massachusetts Gerontology Association
124 Watertown Street, Suite 2E
Watertown, MA 02472