



For Immediate Release

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NextFifty Initiative and Changing the Narrative Unite to Strengthen Work on Ending Ageism

DENVER – NextFifty Initiative today announced that it is joining forces with Changing the Narrative to strengthen both organizations’ efforts to end ageism.

Changing the Narrative is a leading U.S.-based initiative that seeks to increase understanding of ageism and to change how people think, talk, and act about aging and ageism. The organization’s work involves evidence-based strategies, community education and organizing, strategic communications and innovative public-facing campaigns.

Changing the Narrative educates employers about the advantages of hiring older workers, partners with workforce development centers to train older workers on job-seeking strategies, trains healthcare professionals on how to be more age-inclusive in their practices, educates the general public about ageism, and promotes the Guidelines to Age-Inclusive Communications, among many other initiatives.

Last year, Changing the Narrative’s programs and activities reached people in all 50 states in the United States and 43 countries around the world.

Starting in April, Changing the Narrative will operate as a campaign of NextFifty Initiative. Previously, NextFifty Initiative had funded Changing the Narrative’s work through multi-year grants.

“This merger allows both organizations to collaborate seamlessly on this critical work,” said Chandra Matthews, Director of Programs for NextFifty Initiative. “Changing the Narrative’s

well-established reputation and broad reach will help NextFifty Initiative expand our role as an innovator focused on addressing ageism, which is at the root of many of the other challenges many of us experience as we get older.”

Changing the Narrative’s national presence is well-established through a series of innovative campaigns. The organization’s work, which has received national media attention, challenges assumptions and stereotypes about older adults.

Changing the Narrative developed a line of birthday cards that celebrate, rather than denigrate, aging. The organization partnered with PBS to create a series of intergenerational conversations on topics such as social justice and health equity. This week, Changing the Narrative’s director Janine Vanderburg moderated a national panel of thought leaders at the national American Society on Aging conference (March 27 – 30) in Atlanta.

“Changing the Narrative’s work doesn’t stop with awareness,” said Vanderburg. “We empower people to take action and provide them with innovative tools and campaigns to eliminate ageism. We are thrilled to be working more closely with NextFifty, an organization that is renowned for improving the lives of older adults and their caregivers. We will be stronger together.”

Ageism is prejudice, stereotyping and discrimination, based on age. Ageism is the assumption that it is possible to judge someone by knowing one thing about them—in this case, their age. Ageism has a detrimental impact on our quality of life and economic security, our health and longevity, and also harms our communities and the economy. Ageism happens at every level, from internalized ageism in individuals to ageism embedded in our systems and policies. Language and the stories we tell can make a difference in reducing ageism.

About NextFifty Initiative

NextFifty Initiative is a Colorado-based, private foundation supporting efforts to improve the lives of older adults and their caregivers. The foundation works with community leaders, experts in the field of aging, and front-line professionals to support programs and projects that positively impact aging and longevity. They focus on education, sharing best practices, and supporting innovation that will transform aging for generations to come. In 2022, NextFifty Initiative awarded grants totaling \$8.5 million. To learn more, visit www.Next50Initiative.org.

About Changing the Narrative

Changing the Narrative is a leading U.S. initiative to end ageism through evidence-based strategies, community education and organizing, strategic communications, and innovative public campaigns. To learn more, visit <https://changingthenarrativeco.org/>

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