



A Community #ForAllAges

January 2019

## What's Below the Surface?

In this video, Nat Kendall-Taylor, Ph.D., CEO of the Frameworks Institute, shares "What's In the Swamp of Aging." Used with permission of the [FrameWorks Institute](#), Age-Friendly Sarasota will showcase six more videos in its upcoming newsletters.

Throughout the videos, we will learn in-depth about:

- Cultural models that people use to think about aging and older adults.
- The values that are effective in shifting, expanding, and reorienting the way we think about aging.
- Metaphors and how they affect people's thinking on ageism.

"Culture complicates communications especially around certain ways of thinking about public understanding and communications. Communications is understood as a message focused activity. We focus on our messages, make them work for us based on how we think about issues, and the assumption is that we then we get to drop them into a clean blank space of public understanding where our messages get to do "their thing" in the same way that they do for us.

Culture complicates this way of thinking about public understanding. Instead of a blank slate and empty vessel, the way that people think, the way that culture works, the way that we process information is a lot more like a swamp of public understanding.

This swamp is a metaphor to think more critically about the fact that we are always communicating into a culture. If we can be aware of what's above the surface and what lurks below the surface of intentional and conscious understanding, and understand how people make sense of aging, we can be more effective as communicators." - Nat Kendall-Taylor, Ph.D.

Now it's time to strap on our thinking caps and learn as Nat Kendall-Taylor, Ph.D. takes us on an 18-minute thought-provoking tour of the swamp of public understanding on aging issues and older adults.

What is absent in these ways of thinking?

- Ageism
- Social Determinants

## Positive Features

- Problems can be solved
- Society is interconnected
- What surrounds us shapes us

## Past Videos:

- Video 1: "[Reframing the Conversation on Aging and Ageism](#)" (total time: 13 minutes)
- Video 2: "[What's In A Name?](#)" (total time: 7 Minutes)



[total time: 18 minutes](#)

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### LOCAL

#### How to Make Your Home Age-Friendly through Universal Design



Home design can impact our ability to stay at home as we age. Join [UF/IFAS Extension Sarasota County](#) in this FREE class useful for anyone interested in planning for

### NATIONAL

"Implicit biases are the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner, but are malleable. Our brains are incredibly complex, and the implicit associations that we have formed can be gradually unlearned." - [The Kirwan Institute for the Study of Race and Ethnicity](#)

Let's open our minds as we learn what lurks below when we add "for her/his age" to the end of a sentence.



housing needs or those looking to support an aging or disabled loved one.

Sarasota County staff will present on the importance of #agefriendly housing strategies, simple steps to consider in your home, and a local incentive program.

[Reserve your space today!](#)



total time: 3 minutes 34 seconds

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## Join us on an Intergenerational Book Circle Adventure!

To harness the inherent power of Suncoast families and strengthen the parents who shape them, the [Suncoast Campaign for Grade-Level Reading](#), with support from The Patterson Foundation, is facilitating a series of Book Circles open to the community to explore *The Power of Presence*, written by Peabody Award-winning author Joy Thomas Moore. **Moore will visit the region to kick-off the Book Circles on Thursday, Jan. 31.**

It's not too late to [create and lead](#) or participate in a Book Circle! Each Book Circle will comprise at least eight people -- friends, family, neighbors, co-workers -- reading and meeting 2-5 times to discuss *The Power of Presence*, in which author Joy Thomas Moore reflects on her journey as a single mother and explains the seven pillars of presence -- mind, heart, faith, courage, resources, connectedness, and values. Moore says these pillars are key to being a lingering voice of positive influence on children -- even when you can't be with them.

In addition to an invitation to attend Moore's kick-off event at Pine View School at 7:00pm [Jan 31], [The Patterson Foundation](#) is providing registered Book Circle participants with copies of the book, discussion guides, and funds to assist with covering costs.

"Families are facing new, unfamiliar challenges today compared to previous generations. Parents are working longer hours or multiple jobs, and more children are being raised in single-parent households. Families are changing, but the need to have an indelible presence in the lives and futures of our children has not." - Joy Thomas Moore

So far, 64 individuals, schools, nonprofits, and organizations have created book circles to make an investment in our children and community. For example, Ashley Coone will be leading a Book Circle over afternoon tea at Mary Margaret's Tea Room, and Stacy Sternberg will be leading her Book Circle via picnics at various locations across Sarasota. She's even bouncing around the idea of meeting at a rooftop pool for one of them. There's no end to the creative ways you can lead a book circle. All you have to do is show up with a growth mindset!

For more information on Joy Thomas Moore and *The Power of Presence*, visit [www.power-ofpresence.com](http://www.power-ofpresence.com).

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Lead Book Circle



Participate



Click [HERE](#) to lead a Book Circle!

Click [HERE](#) to participate :-)

To share news or information, contact the editor at [ssternberg@thepattersonfoundation.org](mailto:ssternberg@thepattersonfoundation.org).