

Opening Doors to Aging Services

Dos and Don'ts



Offer a look inside aging services—virtually, in-person, or through storytelling. Explain your services they fit into the continuum of care.

Emphasize independence and strength by showing how your organization helps older adults maintain health, feel valued, and keep contributing.

Highlight skilled, compassionate care professionals and emphasize their training and the bonds they build with the older adults they support.

Demonstrate a commitment to delivering quality care and services, underscoring how you are mission-driven. If you are a nonprofit, say so.

Focus on older adults and their families first—not on providers. We all are aging, so it is about all of us.

Frame aging services as a basic right for everyone.



Don't assume people understand the range of services available to support them as they or a loved one ages.

Don't focus on the needs and frailty of older adults.

Don't focus on business models. Avoid delivering messages exclusively through the voice of organization executives.

Don't talk about the sector or providers as in crisis. The country should apply our ingenuity to training and retaining caregiving professionals.

Don't talk about older adults as “them”—differentiating and setting them apart from the rest of society.

Don't imply that the system is too complex to change or that the needs of older adults are too large to address.



DO SAY

Aging services
Sector, field
Organization, community
Caregiving professionals, experts
Older adults



DON'T SAY

Aged care
Industry, market
Facility, company
Care worker, unskilled worker, frontline
The elderly

When describing **caregiving professionals**, do say... **compassionate, dedicated, essential**

When describing **aging services providers**, do say... **nonprofit, mission-driven, faith-based**

When describing **care and services**, do say... **quality, safety, basic right**