



Older Americans Month 2025: Toolkit

Theme: Flip the Script

Concept: Present an ageist myth about aging and then 'flip the script' to highlight the reality of aging.

Concept in Action:

PROFILE	CONCEPT	EXAMPLES
Individual	Feature profiles of real-life older adults who are flipping the script on aging	Examples may include an aging adult running a marathon, hiking the PCT, earning a degree, learning a new skill, accomplishing something new.
Organizations & Programs	Feature organizations and programs that offer innovative programs for older adults	Examples may include innovative programs, peer-to-peer experiences or support, digital literacy programs, fitness classes, etc
Statistics & Stereotypes	Present common myths or stereotypes about aging and counter these myths with stats	Examples may include infographics, graphs, charts, etc.

Digital Resources


- OAM 2025 Webpage: <https://acl.gov/oam/2025/older-americans-month-2025>
- OAM 2025 Materials, Virtual Backgrounds, Logos: <https://acl.gov/oam/2025/oam-materials>




Campaign Hashtags

Use all three in conjunction whenever possible.

- #FlipTheScript
- #BustAgingMyths
- #OlderAmericansMonth

Sample Social Media Posts

PROFILE	MESSAGE	CONTENT
Individuals	<p>Did you know?</p> <p>A Yale study showed that older people with more positive beliefs about aging lived an average of 7.5 longer than people who equated aging with disease and decline. Actress and activist Jane Fonda and anti-ageism advocate Ashton Applewhite #FlipTheScript on aging for "Sunday Morning" viewers with a key to living a longer life—maintaining a better outlook.</p> <p>#BustAgingMyths #OlderAmericansMonth</p>	<p> Jane Fonda with a secret ... You Tube clip</p>
	<p>At 98 years young, Dick Van Dyke became the oldest Daytime Emmy winner ever for his performance on Days of Our Lives proves that talent and passion only get better with age.</p> <p>From The Dick Van Dyke Show to Mary Poppins and beyond, Dick Van Dyke has been entertaining us for decades. His latest achievement flips the script on aging and is a testament to the joy of lifelong creativity.</p> <p>#FlipTheScript #BustAgingMyths #OlderAmericansMonth</p>	<p>https://www.rollingstone.com/tv-movies/tv-movie-news/dick-van-dyke-oldest-daytime-emmy-winner-1235036067/</p>
	<p>Cheech and Chong are flipping the script on aging, proving that life only gets funnier and wiser with time! At 78 and 86, these best buds are proving that age is just a number. Watch them share their journey, wisdom, and humor in their latest interview with CBS News.</p> <p>Let's #FlipTheScript on aging and show the world that growing older means growing bolder! #BustAgingMyths #OlderAmericansMonth</p>	<p>https://www.cbsnews.com/video/cheech-and-chong-older-and-wiser/</p>

	<p>Diana Nyad, a long-distance swimmer, famously swam from Cuba to Florida at age 64 in 2013, a feat she had previously attempted and failed multiple times. This event is a prime example of how age can be a state of mind and how older individuals are flipping the script on aging, embracing new challenges and redefining their "second acts".</p> <p>Learn more about Diana's impressive accomplishment and her enlightening and inspiring views on aging.</p> <p>#FlipTheScript #BustAgingMyths #OlderAmericansMonth</p>	<p>https://www.chicagotribune.com/2015/10/21/diana-nyad-on-aging-why-66-is-better-than-28/</p> <p>-or-</p> <p> Famous Swimmer Diana ...</p>
	<p>Ginny MacColl is a 72-year-old grandmother. She's also the oldest person ever to complete a challenge on NBC's "American Ninja Warrior." MacColl shares how she flipped the script on aging through her inspirational late-in-life journey to become a warrior and to compete in masters swimming at the National Senior Games.</p> <p>#FlipTheScript #BustAgingMyths #OlderAmericansMonth</p>	<p> The 72-Year-Old America...</p>
	<p>Thomas McClary, founder of The Commodores, is now in his 70s and still dazzling audiences with live performances of hits like "Easy" and "High on Sunshine."</p> <p>McClary will delight you with his passion for life, his appreciation for the ups and downs along the way, and for what he realized is all you need for a fulfilling life.</p> <p>#FlipTheScript #BustAgingMyths #OlderAmericansMonth</p>	<p> Thomas McClary, Founde...</p>
Organizations & Programs	<p>Check out this innovative organization working to #FlipTheScript on aging by proving creativity is ageless! Through their award-winning programs they help aging adults share talents, learn new skills, embark on an encore career, stay mentally and physically active, and create community. Learn more:</p> <p>#FlipTheScript #BustAgingMyths #OlderAmericansMonth</p>	<p>https://www.artfulaging.org/</p>

	<p>Stagebridge, the nation's oldest and most renowned performing arts center for older adults, has been flipping the script on aging since 1978. Based in Oakland, California, Stagebridge transforms lives through the power of the performing arts.</p> <p>With over 600 workshops, performances, and events annually, Stagebridge engages more than 25,000 people of all ages. Their innovative programs have shown that older adults who participate in the arts experience improved health, decreased depression, and increased social engagement.</p> <p>Check them out! Let's #FlipTheScript on aging and show the world that growing older means growing bolder!</p>	https://www.stagebridge.org/
	<p>Founded in 2004, Older Adults Technology Services (OATS) from AARP is on a mission to harness the power of technology to change the way we age, empowering older adults with the tools and training necessary to take advantage of today's technology and use it to enrich their lives.</p> <p>From digital literacy workshops to tech support, OATS works to #FlipTheScript on aging by ensuring older adults stay connected, informed, and engaged. Their programs have shown that technology can be a powerful ally in promoting independence and enhancing quality of life.</p> <p>#BustAgingMyths #OlderAmericansMonth</p>	https://oats.org/
Statistics & Stereotypes	<p>Myth: Older workers are less productive and not as reliable as younger workers.</p> <p>Fact: When comparing younger adults (age 20–31) with older adults (age 65–80) on 12 tasks, researchers found the latter group to be consistently more productive and reliable. They attribute this to the older adults having “learned strategies to solve the task, a constantly high motivation level as well as a balanced daily routine and stable mood.”</p> <p>#FlipTheScript #BustAgingMyths #OlderAmericansMonth</p>	<p>Use photos or create infographic</p>

	<p>Myth: Older workers can't think as clearly as they used to.</p> <p>Reality: As people age, their built-up knowledge, often called "crystallized intelligence," usually improves. Employers value this because it often leads to better job performance. This kind of intelligence may become more important as jobs focus more on services and information. Complex work can also help older workers maintain their memory and brain function. A variety of tasks can offer similar benefits.</p> <p>#FlipTheScript #BustAgingMyths #OlderAmericansMonth</p>	Use photos or create infographic
	<p>Myth: Older people aren't as digitally savvy as younger people.</p> <p>Fact: Although this may once have been true, recent surveys by the Pew Research Center have found that among those 65-plus, two-thirds use the internet (and 75 percent of them use it daily), 37 percent use at least one form of social media, and 42 percent own a smartphone.</p> <p>#FlipTheScript #BustAgingMyths #OlderAmericansMonth</p>	Use photos or create infographic
	<p>Myth: Now that I'm older I'll have to give up driving.</p> <p>In 2022 there were 52 million licensed drivers over the age of 65, a 77% increase from 2004. Learn more about driving safety and older adults.</p> <p>#FlipTheScript #BustAgingMyths #OlderAmericansMonth</p>	https://www.nia.nih.gov/health/safety/safe-driving-older-adults
	<p>Myth: Dementia is an increasing risk among older Americans.</p> <p>Fact: According to a 12-year analysis of more than 21,000 people, published in 2016 by JAMA Internal Medicine, those 65-plus meeting the criteria for dementia actually declined from 11.6 percent in 2000 to 8.8 percent in 2012.</p> <p>#FlipTheScript #BustAgingMyths #OlderAmericansMonth</p>	Use photos or create infographic

	<p>Thinking positively about getting older extends one's life by seven-and-one half years, which is more than the longevity gained from low blood pressure or low cholesterol or by maintaining a healthy weight, abstaining from smoking and exercising regularly, a study by a Yale researcher has found.</p> <p>"What the researchers found is that those respondents with more positive views on aging live longer, even after taking into account factors such as age, gender, socioeconomic status, functional health, self-reported health and loneliness."</p> <p>#FlipTheScript #BustAgingMyths #OlderAmericansMonth</p>	<p>https://news.yale.edu/2002/07/29/thinking-positively-about-aging-extends-life-more-exercise-and-not-smoking</p>
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Email/Newsletter Language:

May is Older Americans Month, a time to recognize the contributions of older adults, highlight aging trends, and reaffirm commitments to serving them. This year's theme, *Flip the Script on Aging*, focuses on transforming how society perceives, talks about, and approaches aging. It encourages individuals and communities to challenge stereotypes and dispel misconceptions.

Throughout the month of May, follow along with us on social media [or link to your specific social media channels] as we dispel common aging myths and celebrate the people and organizations who are flipping the script on aging. Search the hashtag #OlderAmericansMonth on social media to see what others are doing!

[Feature one of your programs that flip the script on aging and/or select one or two of the above social media posts to feature in your newsletter]