



**National Center to
Reframe
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Reframing Communications about Senior Community Centers

Lessons Learned from Pennsylvania
July 18, 2026



Pennsylvania
Department of Aging

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P4A
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Aging Our Way, PA Overview

Context: Pennsylvanians Are Aging, We Are Preparing

- **1 in 4** Pennsylvanians is over 60
- **1 in 3** will be over 60 by 2030
- **80+ cohort** is growing fastest

Development: A Gold Standard in Record Time

- **Over 20,000 Pennsylvanians** contributed input
- **30 state agencies** leading work
- **372 days** from Executive Order to publication

Content: A 10-Year Roadmap to Aging Transformation

- **5** high-level priorities
- **36** strategic approaches
- **163** actionable tactics

PDA | Pennsylvania Department of Aging

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Aging Our Way, PA Related Findings

Pennsylvania's 10-year multisector plan for aging

Social Participation

- People want activities that connect them with others, reflect their interests, and offer a sense of belonging.

Community Spaces & Settings

- There is a strong desire for public spaces that are welcoming, easy to access, low or no cost, and offer diverse, intergenerational engagement opportunities.

Recreation & Sports

- Physical activity and leisure are essential for connection with others. Participants mentioned pickleball, tai chi, and walking groups as favorites.

Arts & Culture

- Arts and cultural events are pathways to self-expression, inclusion, and community dialogue across generations and backgrounds.



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Reframing Senior Community Centers



Aging in Community

Increasing the capacity and capability of the Aging Network

Tactic #36

Research older adult and near older adult preferences to inform an action plan to reframe Senior Community Centers and congregate meals to better promote membership and participation



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Project Overview



Phase 1: Map the Terrain

- Advisory Panel of 6–8 stakeholders convened
- Survey senior center professionals to understand current communication practices and needs
- Output: Assessment Report

Phase 2: Develop the Strategy

- Stakeholder Interviews to uncover core messages about Senior Centers
- Focus Groups for deeper insights into public perceptions
- Experimental Survey to test new framing strategies
- Output: Strategic Brief with actionable research-based* messaging strategies for Pennsylvania

*Research based on a representative sample of the Pennsylvania public

Phase 3: Equip the Field

- Development of action steps to reframe communications about SCCs
- Creation and dissemination of resources to equip the field

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Advisory Committee & Partners



Advisory Committee Members

- **Andrea Addison**, PA Council on Aging
- **Renee Cunningham**, Center in the Park
- **Kristin LaVanish**, PA Department of Education (*representing libraries*)
- **Jeff Miller**, PA Council on Aging
- **Cathy Pierce**, Penns Valley Senior Resource Center
- **Susan Pollack**, Center at the Mall
- **Mike Toledo**, Casa Amistad Senior Center

Project Leads

- **Robert (BJ) Cherry**, PA Department of Aging
- **Nathan Lampenfeld**, PA Department of Aging
- **Jessie Pierce**, PA Department of Aging
- **Gabrielle Szymanski**, PA Department of Aging

Project Partners

- **Rebecca May-Cole**, PA Association of AAAs
- **Karen Leonovich**, PA Association of AAAs



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Improving Communications About Senior Centers with PDA



Fact 1:

SCCs are vibrant, vital community resources and more people need to know about them & their value! We improve communications about SCCs we also look for opportunities to amplify

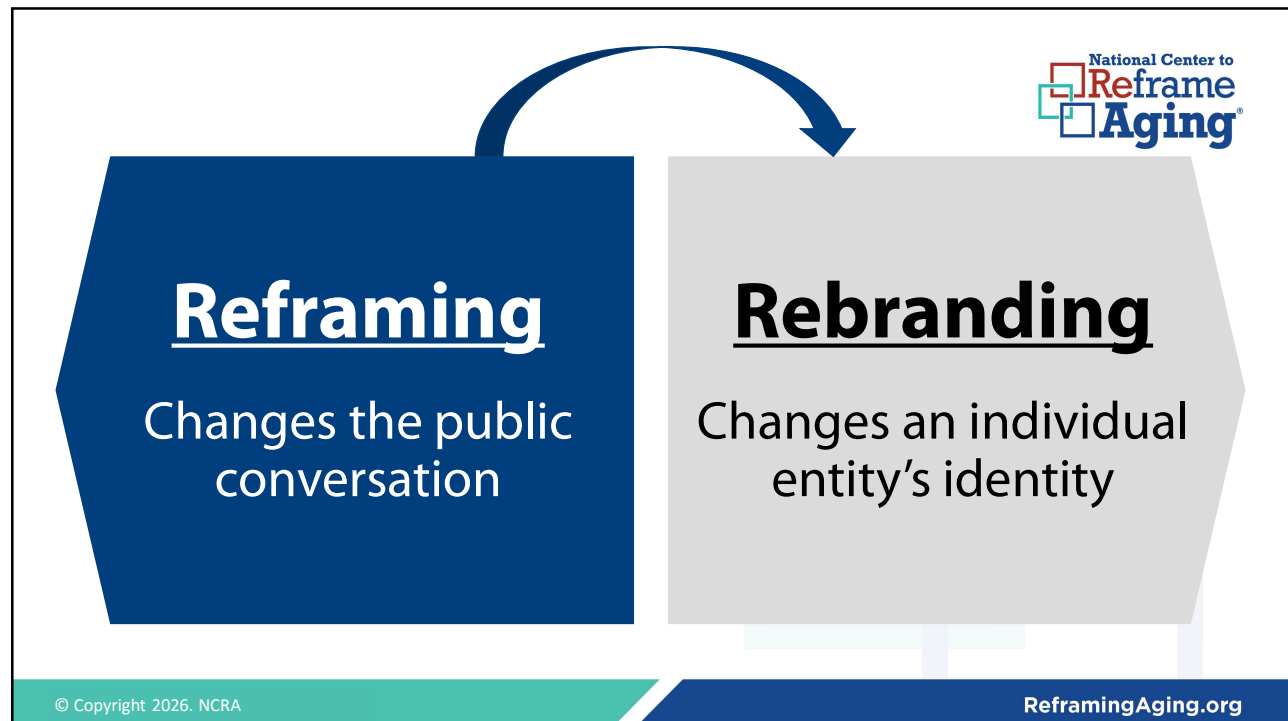


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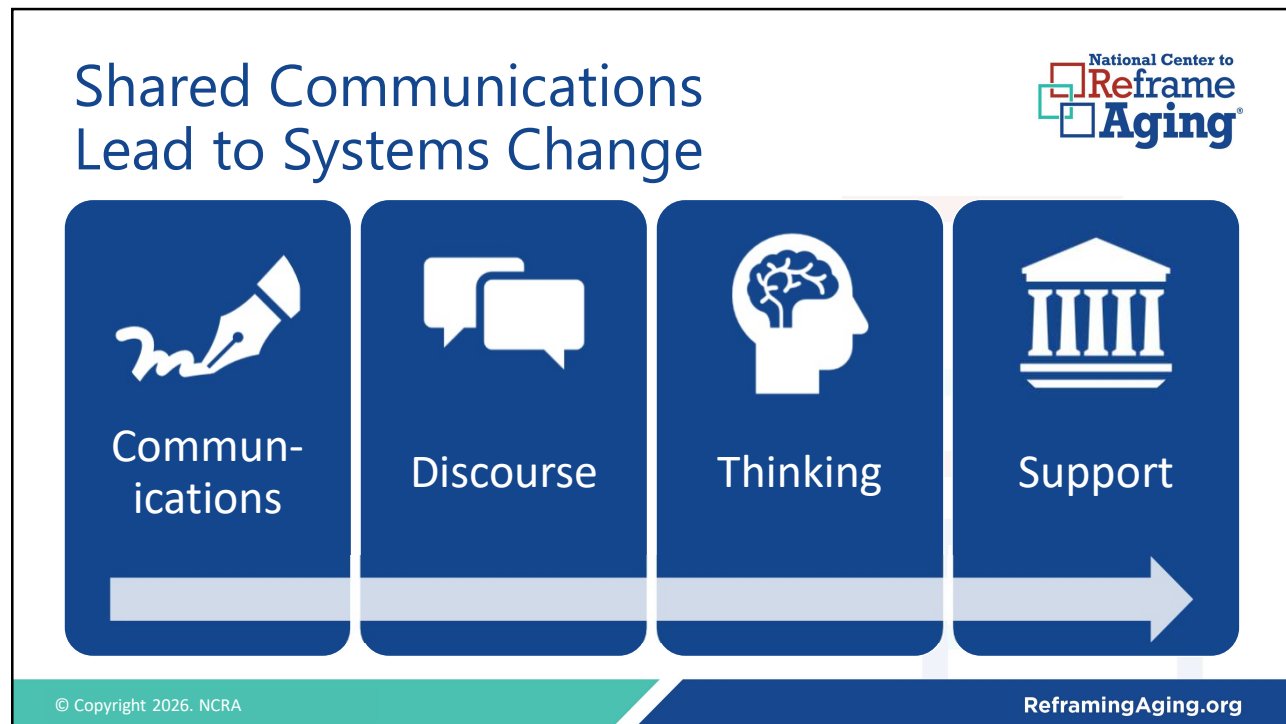
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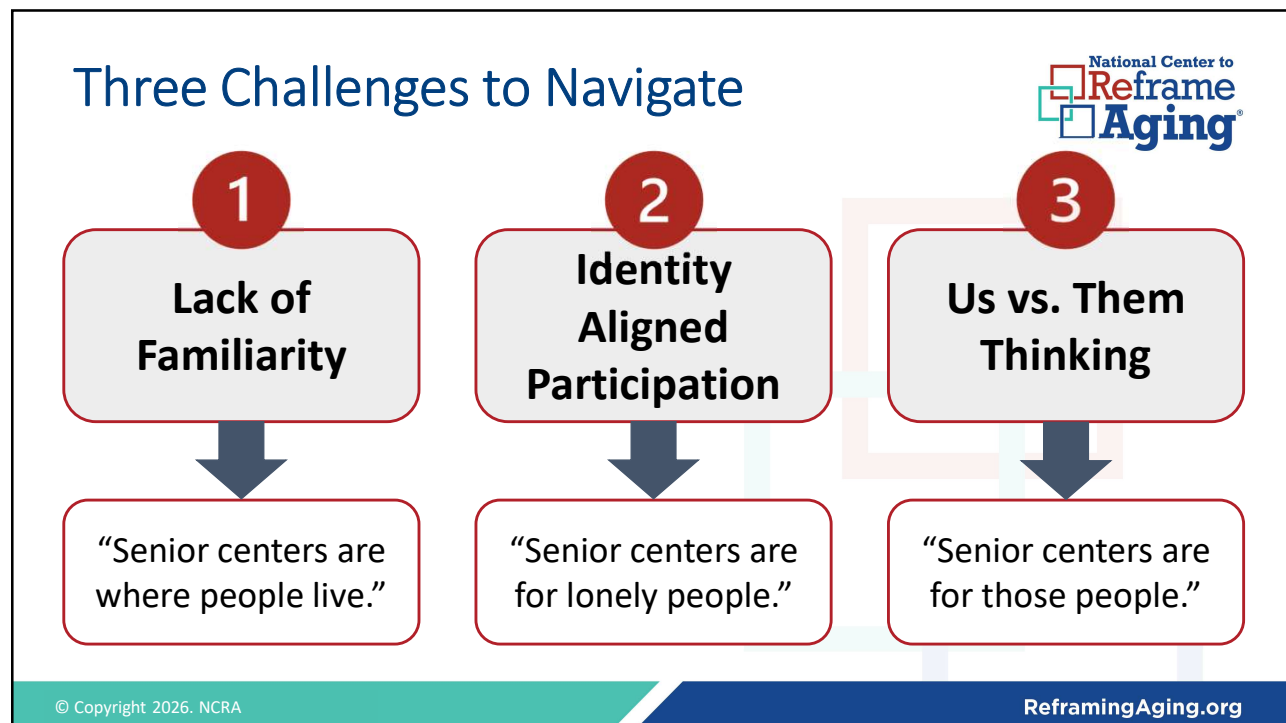
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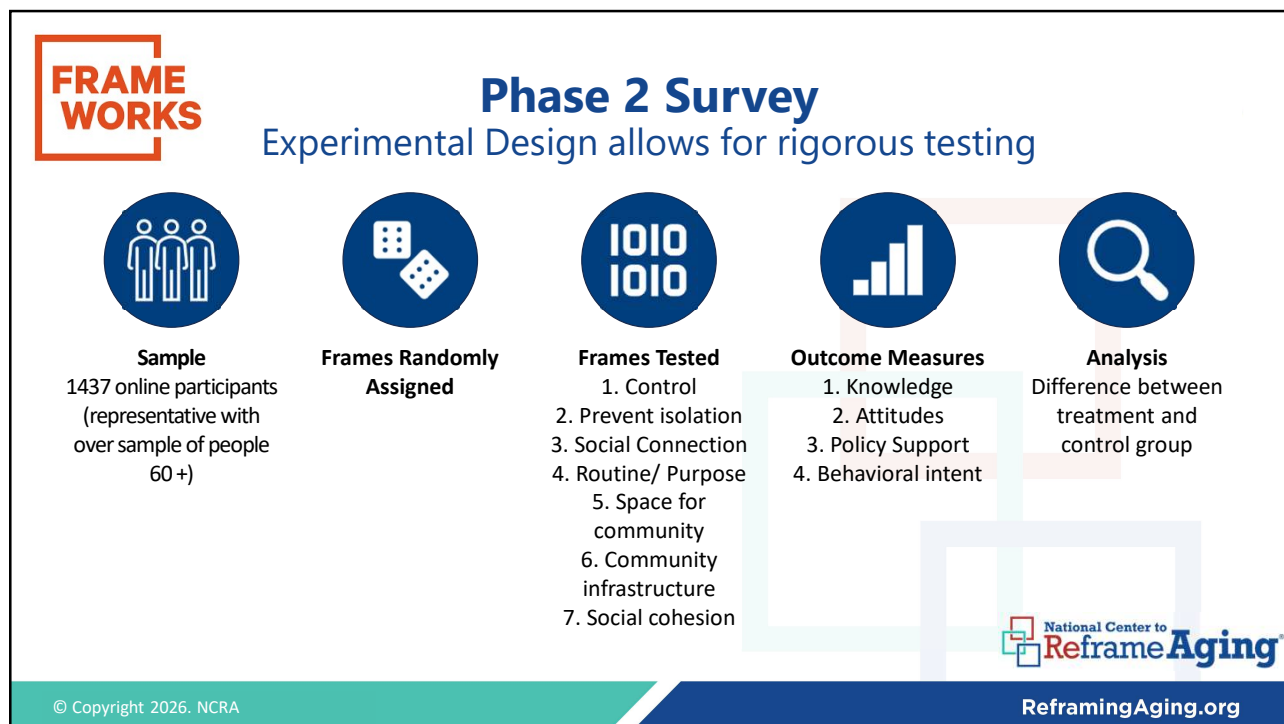
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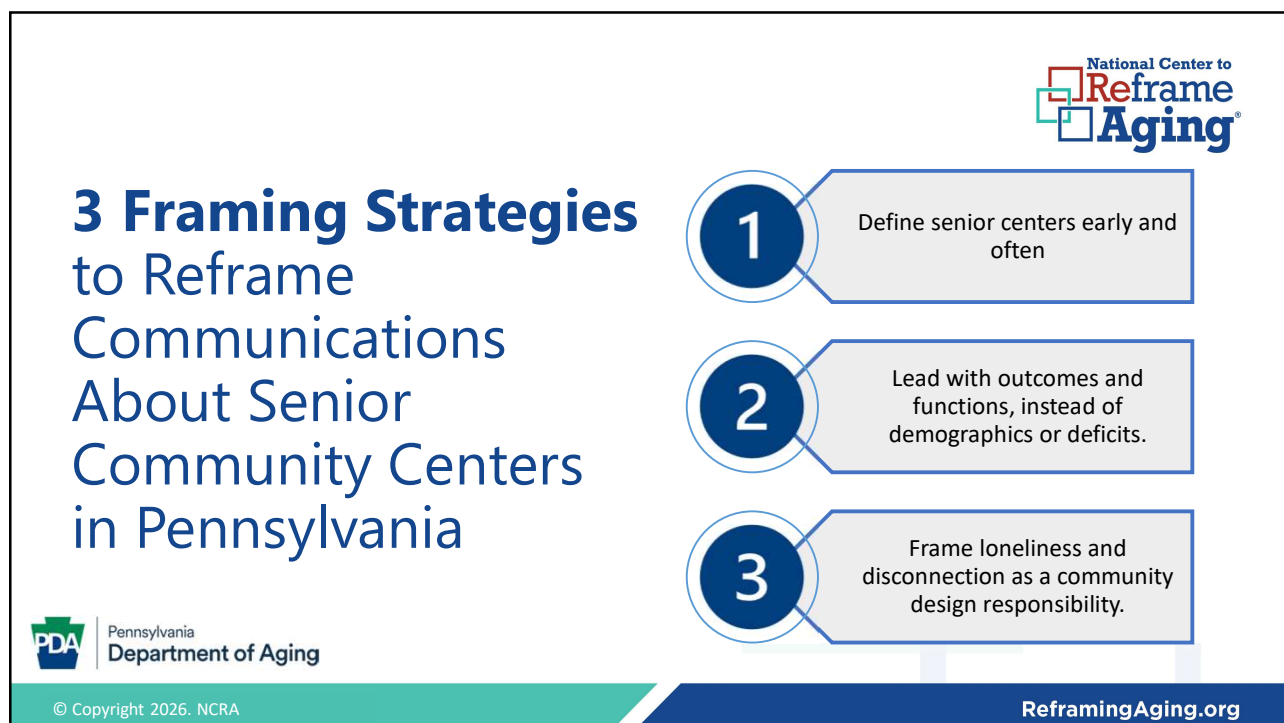
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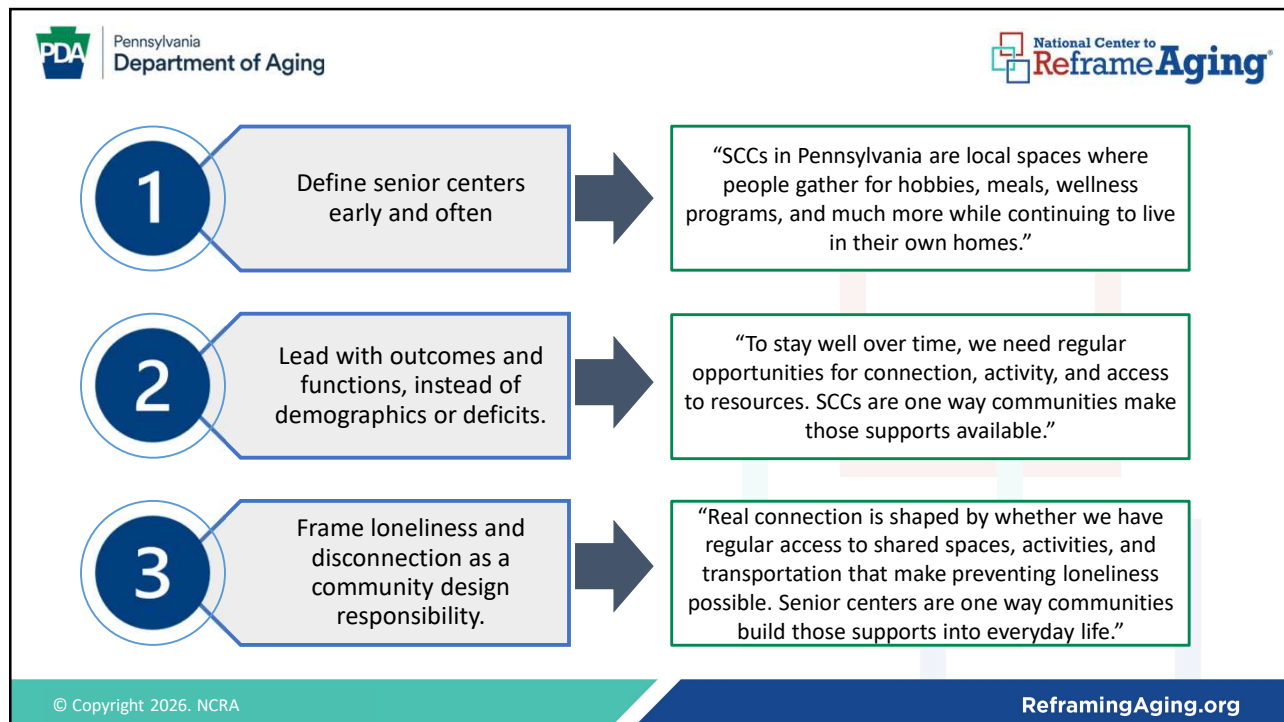
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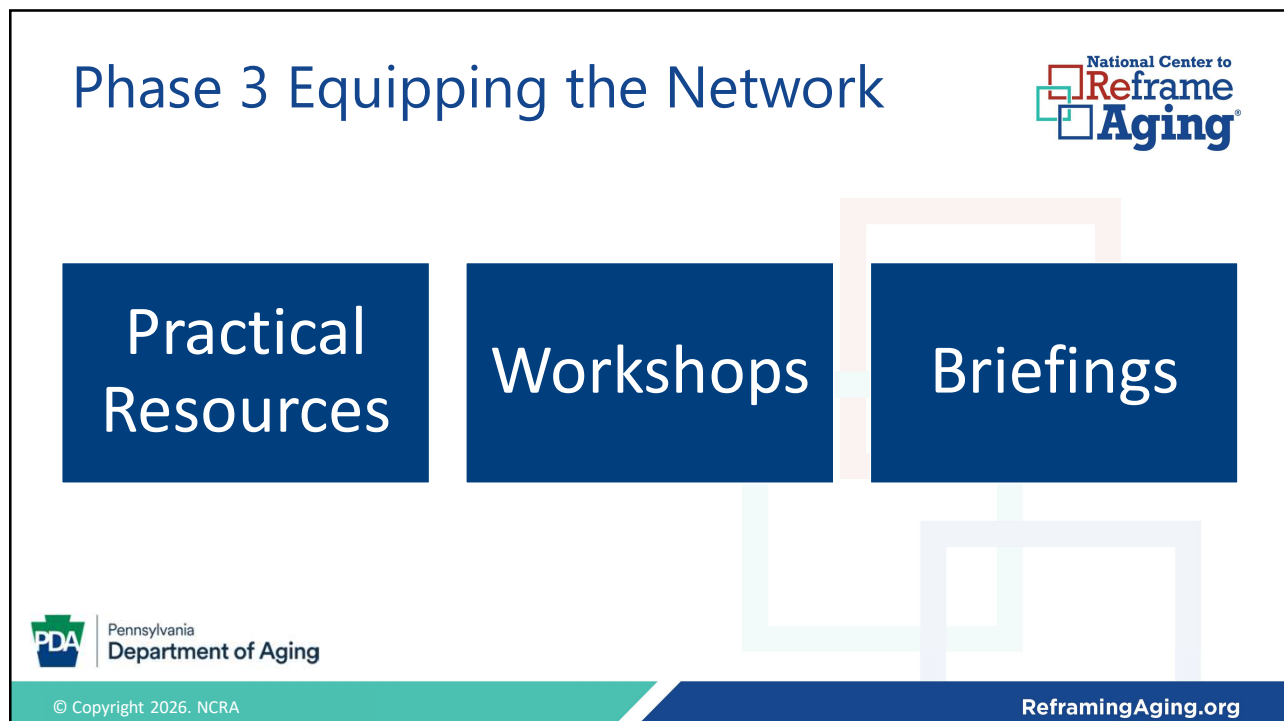
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Upcoming Webinar Register Now!



Connecting the Dots:

Reframing Aging Across
the Age-Friendly Ecosystem



Wednesday, July 22 2 - 3 PM ET



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Register today!



Summit 2026

The Movement to Reframe Aging

September 16, 2026
9 AM – 3:30 PM ET



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Read our partner impact stories!



Reframing Advocacy to Increase Budgetary Support for Aging in Ohio

Example from an Association of Area Agencies on Aging



How Advocates Reframed the Aging Agenda

Example from an advocacy organization



AGING: SO COOL EVERYONE IS DOING IT!

Example from an advocacy organization



One well-positioned person can change a state:

Example from a State Unit on Aging


reframingaging.org/about-us/impact

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perceptions of
aging are priceless**

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