

MEDICARE OUTREACH TRAINING

Reframing Aging: Changing the Conversation

State Health Insurance Assistance Program (SHIP) counselors, supervisors, and other interested agency staff are invited to an optional training on Reframing Aging: Changing the Conversation. In this training, participants will learn about Reframing Aging and how the way we talk about aging shapes perceptions, trust, and engagement. By shifting away from outdated language and instead use messaging that is respectful, inclusive, and empowering participants will strengthen their outreach, build stronger connections with the people they serve, and support more informed decision-making.



April 28, 2026



2:00pm – 3:00pm



[Zoom Link](#)

If you have any questions, contact:

Stephanie Haas

Medicare Outreach Coordinator

stephanie.haas@gwaar.org



SHIP

State Health Insurance
Assistance Program



Greater Wisconsin
Agency on Aging Resources, Inc.