

# Age-Friendly Health Systems Quickstart Style Guide

Thank you for taking the time to review this guidance. By using consistent language and imagery, you support the growth of the Age-Friendly Health Systems movement to improve care for all older adults. You can help to build connections and a shared way of communicating.

## Writing about AFHS

- Age-Friendly Health Systems (capitalized) is an “initiative” or “movement” (not capitalized) as opposed to a project, program, model, etc.
- The focus of the initiative is called the 4Ms Framework of Age-Friendly Care, the 4Ms Framework of an Age-Friendly Health System, or simply the 4Ms Framework – capitalized, no space or apostrophe or quotation marks.
- Always hyphenate “age-friendly.” Capitalize references to the initiative, such as “Age-Friendly Health Systems.” Use lowercase for descriptions: “providing age-friendly care.”

## Overall Messaging

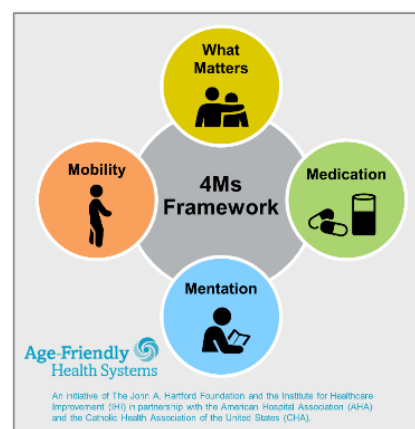
- Integrate equity throughout your communication, just as you integrate it into your implementation of the 4Ms.
- Ask whether older adults will see themselves in the images and words you choose (e.g., health status, disability, age, gender, race/ethnicity, culture, income, household/family size or solo aging status, use of assistive devices, etc.).
- Above all, seek to partner with the older adults and care partners/caregivers who you serve to design messages that are clear, relevant, and representative.

## 4Ms Framework

You may [download two versions of the 4Ms Framework graphic from \*ihi.org\*](#) and use them for related work. You may use these graphics in their entirety. You do not need to ask for permission. Please do not change or edit the graphics.

For more resources and style guidance, including downloadable graphics and messaging principles for communicating with and about older adults, refer to the [full style guide](#).

**Note:** These graphics and images may be undergoing a slight update in the near future. Please return to this guide or visit [www.ihi.org/AgeFriendly](http://www.ihi.org/AgeFriendly) for the latest materials.



### What Matters

Know and align care with each older adult's specific health outcome goals and care preferences including, but not limited to, end-of-life care, and across settings of care.

### Medication

If medication is necessary, use Age-Friendly medication that does not interfere with What Matters to the older adult, Mobility, or Mentation across settings of care.

### Mentation

Prevent, identify, treat, and manage dementia, depression, and delirium across settings of care.

### Mobility

Ensure that older adults move safely every day in order to maintain function and do What Matters.