

level concerned the interest of the patients to receive medical treatment, even when this was counter-indicated. At the meso level, physicians expressed their concerns about the impact of PDE5i on their patients' partners. At the macro level, physicians discussed the substantial contribution of the pharmaceutical industry to the education of patients and physicians about pharmacological treatments for sexual problems. Physicians reported no moral concerns about industry involvement and reported only the benefits associated with it. The study raises moral issues associated with the treatment of erectile dysfunction. As such, it stresses the importance of facilitating a bio-psycho-social approach to treat sexual dysfunctions.

THEORIZING CULTURAL AND SOCIAL INTERSECTIONS OF AGE AND GENDER: THE APPROACH OF ANOCRITICISM

Robert Maierhofer, *University of Graz, Graz, Steiermark, Austria*

This contribution discusses empirical applications of the approach of 'anocriticism' in interdisciplinary gerontological research. Despite the connection in terms of epistemology and ontology, the intersection of gender and age has been mostly ignored, privileging works focusing either on age or gender (Calasanti & Slevin 2001:27; Denninger & Schütze 2017:7). Age/ing Studies, however, would not have been established as a field without the theoretical and methodological approaches of feminist theory (Maierhofer (2019:2). Anocriticism was originally developed in order to investigate cultural representations of age/ing (Maierhofer 2003, 2004b, 2004a, 2007, 2012), but has recently been taken up in social sciences (Ratzenböck 2016a, 2016b, 2017a, 2017b; Gales and Loos 2020, forthcoming) in order to draw attention to four dimensions: (a) age and aging's collective cultural construction and relation to gender, (b) the individual dimension of aging, (c) people's interpretative power and narrative performance, and (d) age/ing's potential for resistance and change.

MASCULINITIES AND AGING IN IRELAND

Aine Ni Leime, *NUI Galway, Galway, Galway, Ireland*

There is a need for research to gain understanding of the social and cultural constructions of ageing masculinities that, as Gullette emphasises, operate together to construct a 'culture of decline'. This presentation explores how cultural images of older men inform constructions of ageing and lived realities in Ireland. It draws on the Irish findings from a cross-national, inter-disciplinary project conducted in 2019 investigating older men's perceptions of how they are represented in film and advertising. It applies innovative narrative and thematic analysis to data from four focus group discussions, interviews and reflective diaries, to explore participants' (Irish men aged 65+) reactions to the portrayal of older men in TV and film. Stereotypes identified included older men as conservative, grumpy, sad, street-wise, trickster, or action hero. Thematic analysis identified themes including men's identification with their jobs; their diminishing roles in the family; and old age as a matter of perception.

SEX AND TEXT: QUEERING OLDER MEN'S SEXUALITY IN CONTEMPORARY U.S. FICTION

Josep Armengol, *Universidad de Castilla-La Mancha, Ciudad Real, Castilla-La Mancha, Spain*

This paper will explore the representation of men's aging experiences in contemporary U.S. fiction. While most gender-ed approaches to aging have focused on women, which has contributed to the cultural invisibility of older men, this study focuses on men's aging experiences as men, thus challenging the inverse correlation between masculinity and aging. To do so, the study draws on a selected number of contemporary U.S. male-authored fictional works, which question the widely-held assumption that aging is a lesser concern for men, or that men and women's aging experiences may be simply defined as opposed. The literary corpus includes male authors from different backgrounds so as to illustrate how (self-)representations of aging men vary according not only to gender but also class (Richard Ford), race (Ernest Gaines), and sexual orientation (Edmund White), amongst other factors. The presentation will thus end up challenging the conventional equation of men's aging processes with (sexual) decline, exemplifying their plurality as well as irreducible contradictions.

SESSION 7580 (SYMPOSIUM)

MAINTENANCE OF HEALTH BEHAVIORS: EXPLORING THE CONSTRUCT AND ITS IMPLICATIONS ON RESEARCH, EDUCATION, AND PRACTICE

Chair: Jaime Hughes

Modifying health behaviors, including diet, physical activity, sleep, and/or medication adherence, can have a range of positive effects on older adults' overall health, function, and well-being. Although many evidence-based programs exist to support the initiation of health behavior changes, few address longterm maintenance. Emerging research suggests initiation and maintenance are distinct constructs, each requiring unique skills. Furthermore, maintaining health behaviors depends upon health promotion programs that are sustained, or continually delivered with high fidelity, at community and population levels. The objective of this symposium is to present findings from a series of research projects designed to investigate the concept of behavior change maintenance. Activities were supported by NIA Research Centers Collaborative Network (RCCN) funding and included community listening sessions plus an interdisciplinary think tank of national thought leaders. This symposium will begin with an overview of health behavior change, including the rationale for studying maintenance as a critical yet overlooked phase of successful behavior change (J. Hughes). A proposed conceptual model of maintenance will then be discussed, including constructs distinguishing maintenance from initiation (Raj). These introductory presentations will be followed by a discussion of multi-level barriers and facilitators related to maintenance on individual, community, and population levels (S. Hughes). The session will close with implications for research, education, and practice (Bettger).