



Global Coalition on Aging

July 2012 Newsletter

What We're Doing



APEC 2012 : Building off the successful efforts in 2011 to place aging, health and innovation on the **Asia-Pacific**

Economic Cooperation (APEC) agenda, **Michael Hodin** (*GCOA Executive Director*) participated in the [High-Level Meeting on Health & the Economy](#) held on June 27th in St. Petersburg, Russia as moderator of a panel discussion titled "Implementing Key Interventions to Promote Healthy and Active Ageing." Representatives from the 21 member economies attended this special meeting and, in a [joint statement by the APEC Health Working Group and the APEC Life Sciences Innovation Forum](#), pledged to " *Seize the key opportunities throughout the life course...to invest in cost-effective and high impact interventions that would prevent and control NCDs, promote healthy ageing, and reduce the impact of common NCD risk factors.*"



OECD Fast-Track Paper on NCDs: Following the recommendations in the

UN's statement from its [High-level Meeting on NCDs](#), the Global Coalition on Aging is working with the **OECD's Health Committee** and the **Business and Industry Advisory Committee** (BIAC) leadership to develop a fast-track paper that will focus on the prevention of non-communicable diseases. Working with our partners at the [International Longevity Centre - UK](#) during the June OECD Health Committee consultation in Paris, GCOA has secured the development of the fast-track paper, a draft of which will be presented during the December 2012 OECD meetings.



In The News



GCOA Executive Director **Michael Hodin** has been invited by the **World Economic Forum** to join its [Global Agenda Council](#) (GAC) on Ageing for the 2012-2014 term. Comprised of 15-20 global thought leaders, the GAC provides insights and strategic recommendations to address critical global issues.



The [American Federation for Aging Research](#) (AFAR), a non-profit organization whose mission is to support and advance healthy aging through biomedical research, has awarded its AFAR Award of Distinction to **Michael Hodin** and the Global Coalition on Aging in recognition of GCOA's global leadership and steadfast support of issues related to aging. The award will be presented at [AFAR's annual dinner](#) on October 29th.

HUFF/POST50

Michael Hodin is a featured blogger on [The Huffington Post](#), working with the editorial team responsible for the section related to aging populations, [Huff/Post50](#).

[Does Alzheimer's Have to Bankrupt Us?](#)

All eyes are on London right now as they count down to the 2012 Olympic Games, but the event with the most global significance just happened 5,000 miles away in Vancouver...

[Read More...](#)

GCOA Hosts Adult Immunization Workshop at IFA 2012 Conference



The [Global Coalition on Aging](#) recently hosted a workshop which emphasized the role of adult immunization in advancing wellness and building effective prevention strategies across the life course as part of the [International Federation on Ageing's 2012 Global Conference](#) in Prague.

Moderated by **Michael Hodin**, the [panel discussion](#) included experts on the topics of aging, health policy and immunization: **Dr. Jane Barratt** (*Secretary General, International Federation on Ageing*), **Stephen McMahon** (*Governing Board Member, International Alliance of Patients' Organizations*), **Professor Roman Prymula** (*Chairman, Central European Vaccine Advisory Board*), and **Michael Waldholz** (*Pulitzer Prize-winning Journalist and Former Managing Editor at Bloomberg News/Businessweek*). In addition to the [video recap of the panel](#), Stephen McMahon's recent article titled "[The Prague Illumination](#)" highlights the need for medical and policy innovation to improve public health through adult immunization.

Michael Hodin Delivers Keynote at the 2012 ESMT Annual Forum with ILA



GCOA Executive Director **Michael Hodin** headlined the [European School of Management Technology](#) (ESMT) annual forum, co-hosted by the [International Leadership Association](#) (ILA), held last month in Berlin. The conference theme for 2012 was "Leading Across Generations - Workforce Challenges and Opportunities."

Michael delivered a keynote presentation, "[Aging Populations: The Critical Success Factor for the 21st Century](#)," and participated in the conference's opening panel on "The Executive Perspective on Leading Organizations with Multigenerational Workforces."

[What Higgs Boson can Teach Us About Aging Populations](#)

It was an improbable week in Europe. In capital cities across the continent, economists and politicians continued to wrangle with recalcitrant economic models built on equations derived from nineteenth-century Prussian demographics. But near the Swiss-French border, deep in an underground laboratory, a team of researchers discovered the Higgs boson.

[Read More...](#)

[Women, Aging and Economic Growth](#)

Last week, when President Obama went down to sunny Cabo for the G20, he missed an opportunity to show the world how the lessons from the women's movement can solve the world's growing economic woes.

[Read More...](#)

[Click here](#) to read more on [The Huffington Post](#).

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Michael Hodin also maintains his blog, [Age & Reason](#), on [The Fiscal Times](#) and continues to provide a unique perspective on the issue of population aging.

[A Golden Chance to Do Right by the 'Aging'](#)

The IMF and World Bank Group will meet in October in Tokyo for their annual meeting - and when they do, they have an opportunity to achieve what the G-20 missed last week.

[Read More...](#)

What Our Members Are Doing

GCOA is proud to highlight some of the exciting new work of our members. Here are two initiatives recently launched :



Pfizer has recently launched a new website - www.getold.com - to encourage and support a dialogue around the notion of getting older and living better. The site also measures attitudes toward aging and provides resources for understanding and maximizing the opportunities of aging for all demographic groups.



This summer, **AEGON** has released its first [Retirement Readiness Survey](#), which measured sentiments about retirement and savings in eight European countries and the United States. More than two-thirds of the 9,000 people surveyed accept that they bear principal responsibility for their retirement security but only 15% felt confident that they were on course to achieve the retirement income they need.

Europe's Best Untapped Economic and Social Resource

Two events in Europe this week are offering some much-needed respite from the growing this-is-why-the-eurozone-is-failing narrative. While Madrid and Athens are scaring away the tourists with demonstrations, the picturesque cities of Cannes and Prague have been hosting events that remind us of Europe's magnetism.

[Read More...](#)

[Click here](#) to read more of Age & Reason at [The Fiscal Times](#).

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The [Global Coalition on Aging \(GCOA\)](#) aims to reshape how global leaders approach and prepare for the 21st century's profound shift in population aging. GCOA uniquely brings together global corporations across industry sectors with common strategic interests in aging populations, a comprehensive and systemic understanding of aging, and an optimistic view of its impact. Through research, public policy analysis, advocacy and communication, GCOA advances innovative solutions and works to ensure global aging is a path for fiscally sustainable economic growth, social value creation and wealth enhancement. GCOA operates along four pillars of health and wellness, education and work, financial planning and security, and technology and innovation to promote basic reforms to address the 21st century's age-driven demographic realities.