



Global Coalition on Aging

November 2012

What We're Doing

We are pleased to share with you some highlights of our work over the past few months



Workshop on ICT for an Ageing Society: In September, [Waseda University](#) in Tokyo hosted back-to-back workshops led by the [Organization for Economic Cooperation and Development](#)

(OECD) and the [Asia-Pacific Economic Cooperation](#) (APEC) on ways to apply constantly evolving information and communications technology (ICT) to meet the needs of rapidly aging populations around the world. **Michael Hodin** (GCOA Executive Director) presented on the topic of "[Meeting the Global Challenge of Alzheimer's Disease and Cognitive Decline](#)."

GCOA is now working with the **OECD** and its [Business and Industry Advisory Committee](#) (BIAC) to advance its healthy aging agenda, including a new effort to accelerate Alzheimer's research through stronger international collaboration.



The Summit on the Global Agenda: The World Economic Forum held its [global summit](#) November 12-14 in Dubai, which "aims to shape the global agenda

by bringing together the most relevant thought leaders of the World Economic Forum's Network of Global Agenda Councils." GCOA members who participated in the Summit are: **Petra Laux, Novartis** (Personalized and Precision Medicine Council), **Scott Ratzan, Johnson & Johnson** (Well-being & Mental Health Council), **Paul Hogan, Home Instead** (Vice-Chair of Ageing Council). **Michael Hodin** [also participated](#) as a member of the Forum's [Global Agenda Council on Ageing](#).



In The News

afar

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. AFAR's awards dinner will be held in Spring 2013.

FT
FINANCIAL
TIMES

In a letter to the editor of the [Financial Times](#), GCOA Executive Director **Michael Hodin** advances the argument that aging populations must no longer be seen as dependent and disabled but that we should start reforming our outdated policies to reflect 21st-century realities.

Bloomberg

A recent story published by *Bloomberg*, "[Wrinkled Workers Help Defuse Japan's Pension Time Bomb](#)," looked at the effects of an aging workforce on Japan's economy and the government's efforts to address the situation, with the lower house passing legislation that would raise the retirement age by five years - a move lauded by GCOA Executive Director **Michael Hodin** as a great step to avoid "disaster."

Lake Nona 2012 Impact Forum



The [Lake Nona Institute](#), a non-profit, community-focused organization that drives innovation for the development of healthy and sustainable communities, hosted its first invitation-only " [Lake Nona Impact Forum](#)" which brought together CEOs, academics and healthcare leaders to collaborate and share ideas that "accelerate the impact of health innovation." The three-day conference was opened with a presentation by [Bill Frist](#) (*former U.S. Senate Majority Leader*) and [Alex Gorsky](#) (*CEO of Johnson & Johnson*) and included a panel discussion featuring [Steve Agritelly](#) (*Director of Research & Incubation, Intel*). The speakers focused on health as a strategic investments for businesses, communities and our planet and the importance of technology in healthcare. [Michael Hodin](#) delivered a presentation asserting that healthy aging is an economic imperative, highlighting the work of GCOA members and partners to elevate the need for comprehensive public policies and market-based innovations to help us prepare for the dramatic 21st-century demographic shifts.

2012 ActiveAge Summit



[Michael Hodin](#) chaired the [Fourth ActiveAge Summit](#) held in Newcastle Upon Tyne, United Kingdom. This one-day consortium explored how "collaborative partnerships, cutting edge research and age-friendly products and services are transforming aging challenges into opportunities for economic growth and social connectivity on a global scale" and featured presentations by leaders at the forefront of the population aging phenomenon, including GCOA Advisory Council member [Jane Barratt](#) (*Secretary General of the International Federation on Ageing*).



As the World Economic Forum convened a Summit in Dubai, it invited a few leaders to contribute blogs and articles about the most important issues on the global agenda. GCOA's [Michael Hodin](#) contributed a post, [making the case for the importance of population aging](#).

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](#).

[If 60 is the New 40, Is 80 the New Retirement?](#)

We are beginning to move past the old ideas that we should retire in our 60s. This retirement age, more and more people are beginning to realize, is neither desirable nor feasible.

[Read More...](#)

[American Foreign Policy and Adult Vaccinations](#)

A sustained recovery in the U.S. and around the world depends upon the growing 60+ population being integrated into the heart and soul of economic life. But this integration requires that older adults remain in good health. Adult immunization is one piece of this puzzle.

[Read More...](#)

[Best American Cities for Successful Aging](#)

Everyone loves a good ranking -- whether it's for law schools, college football or Scorsese movies -- and the Milken Institute's new "Best Cities for Successful Aging" is eliciting the predictable flood of "likes," objections and re-tweets.[...] It's not a simple redo of where to retire, but a platform from which the U.S. can recapture its competitive edge in the 21st century by transforming into promise what many regard as the perils of an aging population.

[Read More...](#)

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

New Report Highlights Aging in the 21st Century



The number of older people is growing faster than any other age group, with the total population over the age of 60 reaching one billion within the decade, says a new multi-agency report, [Ageing in the Twenty-first Century: A Celebration and a Challenge](#), published by the [United Nations Population Fund](#) (UNFPA) in partnership [HelpAge International](#).

The report underlines that, while the trend of ageing societies is a cause for celebration, it also presents [huge challenges](#) requiring [completely new approaches](#) to health care, retirement, living arrangements and intergenerational relations. The report makes significant progress in addressing the theme of 'aging and development' which is increasingly important in countries like Mexico, China, Brazil, India and Turkey.

What Our Members Are Doing

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



Johnson & Johnson, in partnership with **Microsoft**, has launched a new Digital Health Scorecard which measures seven key health factors to give individuals a snapshot of their overall health. The app is currently in a pilot phase and is [available for download](#) on Windows 8 or Windows RT devices.



A new **Pfizer**-sponsored report from the Economist Intelligence Unit, "[Preventive Care and Healthy Ageing: A Global Perspective](#)", concludes that when governments increase investment in healthy aging, healthcare costs go down. The report, which sheds light on ways specific countries are promoting preventive health care, suggests preventive care can pay dividends for cash-strapped governments.



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.

[Memo to POTUS: Seniors Are the U.S.'s Growth Engine](#)

Creating jobs, and how you do your job, Mr. President, will depend on whether and how you deal with the most massive shift of resources the world has ever experienced. [Read More...](#)

[The Next Euro Crisis: Aging Populations](#)

[A]s European leaders conclude their 22nd Summit in Frankfurt, Germany on the debt and financial crisis, they have ignored the more compelling problems of an aging society. [Read More...](#)

[China and Japan: Test Cases for Aging](#)

The global competitive balance of the 21st century is soon going to look very different than it does today - and China and Japan will play integral roles. The question is: How will they tap into the potential of their aging populations? [Read More...](#)

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



A new [Merrill Edge Report](#) finds that an increasing number of Americans nearing retirement age, even the most affluent, are planning to [push back retirement](#). The report also explores attitudes about the cost of college and how couples communicate about their finances.



Following up on its recent [Retirement Readiness Survey](#), released earlier this year, **AEGON** has published a new report "[The Changing Face of Retirement: The Workplace Perspective](#)." This report reveals the growing gap between employees' post-retirement expectations and employers' readiness to help them adapt to the less than certain futures they face.



The **Pfizer** Foundation has partnered with Grantmakers in Aging on a new initiative called [Community AGEnda: Improving America for All Ages](#) with the goal of helping America's communities become more "age-friendly."

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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 security, and technology and innovation to promote basic reforms to address the 21st century's age-driven demographic realities.