

# The ILC Update

SUMMER 2006

International Longevity Center- USA

## **Nobel-Laureates Headline Academy Dinner The Enemy of Longevity: Neurodegeneration**

Two Nobel-laureates, both members of the ILC-USA board of directors, will address the 7th Annual Age Boom Academy on September 28. Robert William Fogel and Stanley Prusiner will discuss the relationship between neurodegenerative diseases and longevity, in a dialogue moderated by Dr. Butler.

Dr. Fogel a Nobel Laureate in economic science argues that over the past 300 years human physiology has been undergoing profound environmentally induced changes made possible by numerous advances in technology.

Dr. Prusiner, Nobel Laureate in medicine, and champion of research in brain research and neurodegenerative disease believes there is much more to learn.



“The last truly significant medication introduced to treat a major neurodegenerative disease was L-Dopa, in the 1950’s,” says Prusiner.

If you are interested in attending this event please contact Christine Kuehbeck at [christinek@ilcusa.org](mailto:christinek@ilcusa.org) or 212-517-1281.

## **Takeda Continues Funding Sleep Project**

Building on the success of the Sleep & Healthy Aging Conference held in October 2005, Takeda Pharmaceuticals has agreed to sponsor the second stage of the sleep project.

As part of the sponsorship, the ILC-USA will publish a variety of professional publications based on the conference report and distribute it appropriately to key constituencies and stakeholders. In addition, the ILC will convene a thought-leader meeting with key stakeholders and representatives from government, business, non-profit organizations and academia.

The second stage of the project will launch in the fall, and will include publication of three issue briefs and a popularized version of the sleep conference report.

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## **Experts Gather to Redesign Healthcare**

Prominent healthcare experts from various fields came together to exchange ideas at the two-day workshop, “Redesigning Healthcare for an Older America” in June.

Hosted by the ILC-USA, the workshop focused on healthcare needs of older adults. A special luncheon presentation was delivered by June E. Osborne of the Josiah Macy, Jr. Foundation, sponsor of the event.

Participants in the roundtable discussion included Dr. Claudia Beverly from the University of Arkansas; Columbia professor Dr. Lawrence Brown, Dr. Oliver Fein Associate Dean, Cornell University Medical College; Claudia Fine, CPO at Senior-Bridge Family; Dr. Sherry Glied Depart-

ment Chair, Health Policy and Management at Columbia University; Director of Aging Programs for the Brookdale Foundation, Nora O'Brien; Lois Quam, CEO, Ovations for United Healthcare; John Rother, Policy Director at AARP; and Dr. Albert Siu, Chairman and Professor at Mount Sinai, Brookdale Department of Geriatrics.

ILC staff participating in the program include Dr. Robert Butler, Dr. Charlotte Muller, Dr. Harrison Bloom and Dr. Michael Gusmano. The result of the workshop will be a forthcoming report that reflects the discussions and implications for the future of healthcare.

## AARP Hosts WCP Researchers

Drs. Victor Rodwin and Michael Gusmano were recently invited to AARP headquarters in Washington D.C. to present findings from their research with the World Cities Project.

Much of the conversation focused on their "vulnerability index" research. Rodwin and Gusmano have expanded their research into applications that can help cities gauge the amount of persons who need assistance and the communities that require help providing it. The index is derived from approximately nine indicators such as, number of people age 75 years and over; percent of people (75+) living alone; and percent of people (75+) living below poverty level.

These indices are being used to plot vulnerability maps that are examined by researchers and local governments to determine where services are most needed. Audience members offered additional indicators to consider such as lighting and transportation in an effort to make urban communities livable for all.

## New York Times Features World Cities Project Letter

The World Cities Project was represented in the Op/Ed section of the New York Times on July 5. Responding to a front page article on the aging of Shanghai (June 30) Drs. Rodwin and Gusmano outlined some important questions about growing older in

### Did you know?

Disruptions & absenteeism for employees with caregiving responsibilities costs employers in the United States up to \$33.6 billion per year.

- MetLife Mature Market Institute and NAC

## Age Boom Academy Returns for 7th Year

For the seventh year, the New York Times Company Foundation is underwriting the Age Boom Academy. This years Academy will focus on two topical subjects, caregiving and ageism.

Confirmed presenters include Gail Hunt from the National Alliance for Caregiving; Carol Rodat, Paraprofessional Healthcare Institute; Dr. Becca Levy, Yale University; John Rother, AARP; and Dr. Robert Binstock, Case Western.

Out of the dozens of journalist applied for the week-long fellowship, 15 have been selected to participate. Representatives from Newsweek, Christian Science Monitor, Salt Lake Tribune, Ottawa Citizen and NPR are among those attending.

## Caregiving Team Convenes in NYC

Staff from the ILC-USA and the Schmieding Center for Senior Health and Education (SCSHE) met in New York City June 20 to discuss all aspects of the project, including publication of the upcoming white paper.

Representatives from SCSHE included Dr. Larry Wright, Director, Michelle Watson, Project Coordinator, Valerie Alsbrook, Coordinator of Home Caregiver Training, and Sherry White, Coordinator of Education.

## PAG Will Meet in Dallas, Nov. 16

The ILC's Program Advisory Group, an outside group of experts and scholars, will meet Nov. 16 in conjunction with the Gerontological Society of America in Dallas, Texas. The PAG is chaired by Dr. George Maddox of Duke University.

This year's agenda will include presentations on The Caregiving Project for Older Americans, which grew out of the ILC Arkansas Project including the

## ILC-USA Consults Dove on Campaign for Real Beauty

Dove launched the *Campaign for Real Beauty* in September

2004 and as part of the ongoing project, Dove is launching a global initiative designed to help debunk stereotypes among aging women.



Dr. Butler has joined as a collaborator on the project and will provide strategic counsel on the initial campaign, in addition to writing the forward to an upcoming Dove white paper on aging stereotypes of women. Additional joint collaboration on the campaign between the ILC and Dove is expected.

The forthcoming white paper is meant to establish the two centers as caregiving news and information sources and acknowledge work done by others over the years.

Dr. Ken Knapp, Senior Research Analyst at the ILC-USA is the principal writer for the White Paper assisted by Vivienne Lorjn with contributions from all other members of the team. The White Paper will be edited, published and distributed in early fall.

publication *Arkansas: A Good Place to Grow Old?*, published in Fall 2005; Ageism Project, drawing on the recently-published *Ageism in America*, and strategies for communicating the ILC's program and messages. Among topics to be discussed are the Age Boom Academy, website and World Cities Project. The ILC delegation will be headed by Dr. Robert Butler.

## Alliance Work Continues; Executive Director to be Named

The Alliance for Health & the Future, the nation European project, jointly operated by the ILC-USA, ILC-UK and ILC-France has completed its third year of activity under sponsorship from Pfizer, Inc. and the Pfizer Foundation in concert with Edelman, Inc., the communications firm.

Recent activities of the Alliance included the publication of life guides on Balance and Hearing for the general public and plans for two major conferences in fall 2007, one in Berlin, Germany in September to launch the Alliance in that country, and another on "Health + Longevity = Wealth," in Rome in late October. This

will be the second Rome conference for the Alliance.

With continuing health policy research, educational outreach and policy development, the Alliance has showcased multi-faceted projects and has "exceeded all expectations for its development," according to the group's advisory board meeting in Paris in December 2005.

Plans call for the appointment of an executive director to be based in London, reporting to the three ILC co-chairs, Drs. Robert Butler, Françoise Forette and Baroness Sally Greengross.

## Butler Will Address Open Society Institute

"Understanding Ageism in America and What to do About it," will be the topic of Dr. Robert Butler's presentation to the management and staff of the Open Society Institute in New York, September 18.

OSI underwrote costs for *Ageism in America*, published in February by the ILC-USA and previewed earlier at the

White House Conference on Aging. Press coverage of the report was extensive and continues to gain attention.

ABC will feature Dr. Butler on a September 15 special edition of 20/20, exploring stereotypes, including ageism.

## Sustainability Committee Studies Long term Future of ILC-USA

Since autumn 2005 a Task Force on Sustainability of the ILC-USA has met on several occasions to discuss long term structural, funding and leadership issues. Appointed by board chairman Dr. Max Link, the committee is chaired by ILC director Edward Berube and includes directors Lloyd Frank, Bill Martin, Humphrey Taylor and Everette Dennis among its members. The committee reported to the board at its June 8 meeting and will continue its activities into the summer and fall.

## Update on ILC World Partners

### Japan Launches New Website

ILC-Japan has launched a new website, "From Japan Now," devoted to disseminating general information about longevity society in Japan. The new website will provide overseas people with experiences and trends in Japanese society as well as relevant laws, systems and administrative measures. Visit their new English language site at <http://longevity.ilc-japan.org>.

### UK Partners with Merck on Report

ILC-UK has been working with the Merck Institute on Aging and Health to create the latest in the renowned 'State of Ageing' series. The report brings together into a single document the key indicators for the demographic, health, social and policy issues faced by the new EU-25. The report was published in late June. Complete details are available at <http://www.ilcuk.org.uk>.

## Recent Visitors to the ILC-USA

**Gail Hunt**, President  
National Alliance for Family Caregiving

**Abigail Trafford**, Health Columnist  
The Washington Post

**Dr. Larry Wright**, Director  
Schmieding Center for Senior Health  
and Education

**Carol Rodat**, NY Policy Director  
Paraprofessional Healthcare Institute

**William T. Smith**, Board of Directors  
International Association of Homes  
and Services for the Ageing

**Dr. Mark Lachs**, Co-Chief  
Geriatric Medicine and Gerontology  
Weill Cornell Medical College

**Carol Raphael**, CEO  
Visiting Nurse Service of New York

**Dr. Lia Daichman**, Director  
ILC-Argentina

**Judy Lear**, representative to the UN  
Gray Panthers

**Jessica Frank**, Global Aging  
AARP

# Staff News

## Dennis Chairs Panel; Publishes Book

ILC Executive Director **Ev Dennis** chaired a panel on the current state of knowledge on children and media at the Fred Rogers Center, Latrobe, PA, May 19, where he attended the annual meeting of the Center's National Advisory Committee. He also spoke on "Institutional Memory and Communication Education," at a Leadership Institute at Louisiana State University, Baton Rouge, June 5. Dennis is co-author (with Sharon P. Smith) of a new book, released in July titled, *Finding the Best Business School, Thinking Beyond the Rankings* (Praeger/Greenwood, 2006). The book is a critique of the current state of MBA programs and their influence in higher education.

## Quinn Joins After-School Corp.

The ILC said goodbye to finance assistant **Elsie Quinn**. Quinn, responsible for payroll and accounting, was with the organization for over 2 years. She is joining After-School Corporation in Manhattan as a payroll coordinator.

## Bloom Speaks Around the World

**Dr. Harrison Bloom**, Senior Associate, was been traveling the globe in late spring. In late April Bloom was invited to speak at the Tsao Foundation Distinguished Scholar Program on Successful Aging. Bloom joined his wife, Dr. Patricia Bloom in Singapore, where they discussed the current state of development of the US health care system from the perspective of population aging. A few weeks later, Bloom was in Malta, a guest of the International Institute on Ageing. He was served as a visiting professor for the Training Program in Medical Gerontology.

## Music Industry Steals Cummings

The music industry is receiving a new talent. **Timothy Cummings**, office assistant at the ILC, is joining FlyCell, a company specializing in mobile device entertainment. Cummings completed his BA in Business Management at PACE University in May 2006. He leaves the ILC at the end of July, joining FlyCell as an A&R (artist and repertoire) Coordinator.

## Summer Intern Aids Corporate Relations

**David Coates**, joined the ILC as Corporate Relations Intern working under the Director of Corporate Relations, Joris de Vries. Coates is a sophomore at Columbia University and is pursuing a BA in Economics with a concentration in Mathematics. He will be researching potential corporate grants for the World Cities Project and gathering contact information for key executives interested in longevity issues.

## Kim Consults on Ageism Project

Research Associate **Kyoung Kim** recently left the ILC, joining her brother in the graphic design business. Kim was project coordinator the recently published *Ageism in America* report. In addition, she lead the research and writing of the Alliance for Health & the Future lifeguide series. Kim will continue to consult with the Anti-Ageism Taskforce as preparations begin for phase 2 of the project.

# Upcoming Events

## 7th Annual Age Boom Academy

ILC Headquarters, NYC

September 24-29, 2006

See page 2 for details. Contact Megan McIntyre at 212-606-3380 or [meganm@ilcusa.org](mailto:meganm@ilcusa.org) for more details.

## The Enemy of Longevity: Neurodegeneration

Havard Club, NYC

Thursday, September 28, 2006

6PM

The ILC hosts Nobel-laureates Dr. Robert Fogel and Dr. Stanley Prusiner for a discussion on longevity and the brain. See page 1 for details. RSVP to 212-517-1281 or [christinek@ilcusa.org](mailto:christinek@ilcusa.org)

## Board of Directors Meeting

ILC Headquarters, NYC

Monday, October 23, 2006

5PM

Group photo of board will be taken.

For additional information contact Christine Kuehbeck at 212-517-1318 or [christinek@ilcusa.org](mailto:christinek@ilcusa.org)

## Program Advisory Group Meeting

GSA Convention, Dallas Texas

November 18, 2006

See page 2 for details. For additional information contact Christine Nicholson at 212-517-1299 or [christinen@ilcusa.org](mailto:christinen@ilcusa.org)

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