

The ILC Update

WINTER 2007

International Longevity Center- USA

ILC-USA and MetLife Foundation Promote Caregiver Training at Community Colleges

As the need for in-home caregivers grows, community colleges hold a great deal of promise for the recruitment of people into the caregiving field, and for the training of both homecare workers and family caregivers.

The Caregiving Project for Older Americans, a collaboration between the ILC-USA and the Schmieding Center for Senior Health & Education (SCSHE), will launch a new initiative to support the development of home-based caregiver training programs in community colleges.

MetLife Foundation awarded a \$475,000 grant to ILC-USA to implement the demonstration project.



The project will award up to twelve \$25,000 grants to community colleges to either establish new caregiver training programs or enhance programs that already exist. Formal Request for Proposals will be disseminated in March 2007, and final selections will be made in June.

A final evaluation report will be developed to share lessons learned about the role community colleges can play in caregiver training.

Geriatric Training Funding Restored

Following a year-and-a-half-long advocacy effort involving the ILC-USA, American Geriatrics Society, Alliance for Aging Research and the others, funding has been restored to the Title VII Geriatrics Health Professions Program.

President Bush signed legislature on February 15, which restored \$31.5 million to the program for the remainder of the 2007 fiscal year. Funding was cut from \$300 million to almost half of that and funding for the Title VII Geriatrics Health Professions Program was zeroed out in 2006.

The Senate approved the bill the previous day as part of a \$463.5 billion Continuing Resolution funding that restored funding to nine unfinished 2007 bills. The resolution will also allocate a total of \$184.7 million for all Title VII Health Professions Programs, an increase of 27% from 2006.

Hatch Lecture: How South African “Grannies” Care for Orphaned HIV/AIDS Children

South Africans face multiple challenges as they grow older, not least being effects of the HIV/AIDS epidemic.

On March 22, the ILC-USA will welcome Monica Ferreira to speak at The Harold Hatch International Lectureship in Geriatrics & Gerontology.

Professor Ferreira will examine, *Growing Old in South Africa: Between AIDS, Baobabs, and Longevity*. The lecture will focus on the recent research of social protection, older women who act as caregiver to affected HIV/AIDS patients, elder abuse, and contribution and quality of life.

Professor Ferreira is the President of the International Longevity Center South Africa and the director of The Albertina and Walter Sisulu Institute on Aging in Africa. She has specialized in aging in Africa and works to contribute to the development of African gerontology.

The Harold Hatch Lectureship in Geriatrics & Gerontology

Thursday, March 22, 2007, 5:30 p.m.
Hatch Auditorium
Guggenheim Pavilion
Mount Sinai Medical Center

Growing Old in South Africa: Between AIDS, Baobabs and Longevity with Monica Ferreira, MA, DPhil

RSVP to Christine Kuehbeck
212-517-1318, christinek@ilcusa.org

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Caregiving Expert Panel Announced; Conference Focuses on Training Standards

Growing numbers of people are finding it increasingly difficult to obtain affordable, quality care. At the same time as the available pool of family caregivers is shrinking, the caregiving industry is experiencing a severe, and worsening, shortage of paid professional caregivers.

Low wages, few fringe benefits, unpleasant working conditions, emotional and physical burdens of the job and the lack of a real possibility for career development all contribute to the critical shortage of paid caregivers in the United States.

The Caregiving Project for Older Americans has convened an expert panel (see sidebar below) to will con-

sider what is known about the current state of affairs of professional and family home caregiving, particularly the preparedness and training of the caregivers; the growing need for more and better quality home-based care now and in the future; and the gaps between the available professional caregiver workforce and future needs.

A consensus conference, to be held in late March, will be the first official gathering of the group. The one-day conference will examine existing caregiver training programs and explore the development of national training standards for in-home caregiver, both family and paid professionals.

The Caregiving Project: Expert Panel

Dr. Marie A. Bernard, Chairman, Donald W. Reynolds Department of Geriatric Medicine, University of Oklahoma

Dr. Claudia Beverly, Director, University of Arkansas for Medical Services, Center on Aging

Dr. Jeremy Boal, Director, Mount Sinai Visiting Doctors Program

Dr. John Crews, Lead Scientist, Disability and Health Team, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention

Steven L. Dawson, President, Paraprofessional Healthcare Institute

Dr. Linda Emanuel, Director, Buehler Center on Aging, Northwestern University's Feinberg School of Medicine

Lynn Friss Feinberg, Deputy Director, National Center on Caregiving, Family Caregiver Alliance

Claudia Fine, Chief Professional Officer, SeniorBridge Family Companies

Mary Jo Gibson, Senior Policy Advisor, AARP Public Policy Institute

Rick Greene, Aging Program Specialist, U.S. Department of Health and Human Services, Administration on Aging, DHHS National Family Caregiver Support Program

Gail Gibson Hunt, President and CEO, National Alliance for Caregiving; Senior Advisor to The Caregiving Project for Older Americans

Dr. Robert Kane, Professor and Minnesota Chair in Long-Term Care and Aging, Health Policy & Management, University of Minnesota School of Public Health

Carole Levine, Director, United Hospital Fund, Families and Health Care Project

Dr. Diane E. Meier, Director, Hertzberg Palliative Care Institute, Mount Sinai Medical Center

Dr. Jeanette Takamura, Dean, Columbia University School of Social Work

Dr. Sandra Timmermann, Director, MetLife Mature Market Institute

Butler Headlines April NYC Events

New York City residents will have the opportunity to see Dr. Robert Butler, president and CEO of the ILC-USA, in two distinguished April events. Please see details below.

TimesTalks: Living Longer

April 10, 2007
7-8:30pm



Peter Norton Symphony Space
2537 Broadway at 95th Street
Open to Public
Tickets for Purchase

Can our lives be significantly extended and still enjoyed? Hear renowned experts in the fields of aging and health talk about why some people age better than others and what can be done -- by individuals and science -- to slow down time with **Dr. Robert Butler** and Dr. Mehmet Oz. Moderated by New York Times science reporter, Gina Kolata.

For more information call the NYT at 212-864-5400.

Healthy, Wealthy & Wise Symposium

April 22, 2007,
10am-5pm



92nd Street Y
New York City
Open to Public, Tickets for Purchase

Baby Boomers will be the first generation to experience unique challenges and adjustments resulting from the unprecedented 30-year gain in life expectancy that has occurred over the last century. Examine the origins of this phenomenon and the impact it is having on family life, the workplace, healthcare and many other aspects of life. Opening General Session, 11am-12:15pm, The Longevity Revolution with **Robert N. Butler, MD**. Other presenters include Martha Stewart and Jean Chatzky.

For more information contact the 92nd Street Y at 212.415.5500

Annual Report Highlights Caregiving Crisis

Solving America's caregiving crisis was the focus of significant attention at the ILC-USA over the past year, and was chosen as the featured subject in our 2006 Annual Report.

The ILC-USA's annual report also recaps many of the organizations accomplishments in 2006.

Ageism In America, published in February 2006, examined the impact of age prejudice in health care, employment, the media, and other sectors. The report launched a more extensive research, advocacy and public awareness initiative, funded by the Open Society Institute, which will continue in 2007.

For the seventh year, the ILC-USA hosted the Age Boom Academy for journalists, underwritten by The New York Times Company Foundation.

Journal Publishes World Cities Article

The World Cities Project published "A New Approach To the Comparative Analysis of Health Systems: Invasive treatment for the hearth disease in the US, France, and their Two World Cities" in *Health, Economies, Policy and Law* (Vol. 2 Issue 1).

A collaboration of Michael K. Gusmano, Victor Rodwin, Daniel Weisz, and Dhi-man Das, the article examined how cross-national comparisons, that show the US provides higher rates of revascularization procedures than France, and other developed nations, are misleading.

The article compared the use of the procedures in the US, France and their respective cities, of Manhattan and Paris. Also addressed in the article, are the limitations of already existing cross-national comparisons of heart disease treatments.

The Sleep & Healthy Aging project continued with the publication of 15 consensus statements from top behavioral and medical researchers.

The ILC-USA brought together top leaders in the field of aging, policy makers and corporate executives to participate in a conference and develop recommendations for improved health care for older Americans.

The World Cities Project began collaboration with the New York City Department of the Aging to develop a report that identifies the gaps between the number of isolated older persons and available relevant programs and services in the communities.

The International Longevity Center Global Alliance added the Netherlands. There are now nine centers around the world including Japan, the United

Annual Appeal Brings Largest Response to Date

The ILC-USA had its most successful holiday appeal ever with some \$50,000 coming in from individual donors during the holiday season. The ILC relies heavily on the continuing loyalty and support of our friends. Such generosity enables us to support and grow our programs on aging.

Interested donors may contact Jim Gallagher at (212) 517-1307 for more on how to give.

Queen Mary 2 offers ILC Step Counters

The step counters once again set sail aboard the Queen Mary 2 this January. Guests aboard the ship had the option to purchase the devices at the Canyon Ranch Spa Club at Sea. The ILC endorses walking as a simple and effective way to maintain a healthy lifestyle at any age.



Kingdom, France, Dominican Republic, India, Argentina and South Africa.

Additionally, the annual report highlights the ILC-USA extensive media outreach, the work of our international sister centers and educational programs hosted throughout the year.

Media Coverage Grows

Media coverage the ILC-USA received in the last six months reached the largest audience on ILC record. The ILC was included in 133 different media outlets with an estimated total audience of **127,702,816!**

This number reflects the multiple mentions of the ILC in *The New York Times*, *AARP Bulletin*, *USA Today*, *CNN.com*, *CBS News*, *Forbes.com* and *MSNBC.com*.

Tribute to Dr. Butler Set for April 19

A celebratory dinner honoring the ILC's founder and president, Dr. Robert Butler will be held at the Metropolitan Club in New York City, Thursday, April 19. The dinner will launch an endowment campaign for the ILC-USA in the year of Dr. Butler's eightieth birthday.

Major funds for the dinner have been contributed by several foundations and corporate sponsors. For those who have not already made reservations tickets are available for \$250 each. The Metropolitan Club is at xxx E. 60th Street, and the event begins with a reception at 6 p.m. and a dinner at 7 p.m.

Staff News

Muller Presents at UN on Status of Women

The United Nations called on the ILC-USA to present a statement on the Status of Women. Dr. Charlotte Muller, on behalf of the ILC, issued a statement on preventing discrimination and violence against the girl-child. The ILC, along with many of its partners have joined in an effort to address the issues connect with social adaptation to longevity. Dr. Muller, accompanied by Vivienne Lorijn, presented the statement to the United Nations on Tuesday, February 22

Rodwin Publishes Book and Journal Article

Dr. Victor G. Rodwin, co-director of the World Cities Project at the International Longevity Center has organized a book of essays titled, Universal Health Insurance in France: How Sustainable? The book of original essays discusses and analyzes the financing and the organizing of the French national health insurance (NHI).

Additionally, an paper co-authored by Dr. Rodwin appeared in the Journal of Urban Health. "In the Heat of the Summer: Lessons from the Heat Waves in Paris" discussed the effects of the 2003 heat wave in Paris on emergency preparedness and older adults.

Digital Connections for Older Persons Urged at Florida College Workshop

ILC board member Lawrence K. Grossman and Dr. Everette Dennis, executive director, were featured speakers at the 25th anniversary meeting of the Academy of Senior Professionals at Eckerd College in St. Petersburg, Florida, March 17. Both discussed the impact of digital communications on older persons, including internet use, which is on the rise, recently reported at 34% for persons over 66.

Grossman is co-chair of the Digital Opportunity Trust, and Dennis has written widely on digital issues and recently conducted a study of the digital strategies of the nation's top 25 media companies.

Recent ILC-USA Publications

Do Health and Longevity Create Wealth?

January 2007

A provocative essay proposing that improvements in health and increases in longevity have profound economic consequences, specifically increasing societal wealth and GDP.



2006 ILC-USA Annual Report Caregiving

February 2007

The annual review of ILC-USA projects and events focuses on the growing caregiving crisis. Additional highlights include the organizations work to combat ageism and reports from ILC Global Alliance members.



Upcoming Events

2007 Hatch Lecture

Mount Sinai Medical Center
Hatch Auditorium
Guggenheim Pavilion
March 22, 2007

See page 1 for details. For additional information contact Christine Kuehbeck at christinek@ilcusa.org

The Caregiving Project for Older Americans Expert Conference

Harvard Club of New York City
March 29, 2007

See page 2 for details. For more information contact Vivienne Lorijn at vivien-nel@ilcusa.org

Recent Visitors to the ILC-USA

Chris Fey, Chairmen and CEO,
U.S. Preventive Medicine

Sandra Timmerman, Director
MetLife Mature Market Institute

Stacie Bright, Senior Communications Marketing Manager, Unilever

Jean Lim, President
Amgen Foundation

Stuart Kaplan, CEO and **Vivian Torres Suarez**, COO, Self Help Community Services, Inc.

Judith L. Howe, Associate Professor, Brookdale Department of Geriatrics and Adult Development, MSSM and Co-Director, New York Consortium of Geriatric Education Centers

Ellen Galinsky, President and Co-Founder, Families and Work Institute

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Editor: Megan McIntyre, meganm@ilcusa.org Contributors: Ev Dennis, Jim Gallagher, Maggie Gower

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