



THE INTERNATIONAL LONGEVITY CENTER-USA

AGE BOOM ACADEMY

September 24– 29, 2006

Sunday, September 24: *The Experience of Aging in America*

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| 12:00 p.m. | Welcome, Introductions, and Plan For the Week | Everette E. Dennis, Ph.D.
Executive Director
ILC-USA |
| 12:15 p.m. | Luncheon: “Growing Old in America” | Robert N. Butler, M.D.
President and CEO
ILC-USA |
| 12:45 p.m. | Questions and Comments | |
| 1:00 p.m. | Health Break | |
| 1:15 p.m. | “Baby Boomers and the Retirement Revolution” | Humphrey Taylor
Chairman
The Harris Poll |
| 2:00 p.m. | Questions and Comments | |
| 2:15 p.m. | “Ageism, Self-Hate & Anti-Aging Medicine” | S. Jay Olshansky, Ph.D.
Professor
School of Public Health
University of Illinois, Chicago |
| 3:00 p.m. | Questions and Comments | |
| 3:15 p.m. | Health Break | |
| 3:30 p.m. | “Does Madison Avenue Aid & Abet Ageism?” | John Zweig
Non-Executive Chairman
Specialist Communications
WPP Group |

Monday, September 25: <i>Realities of Age Discrimination</i>

- 9:00 a.m. **“Ageism in the News Media”**
Comments and Greetings
- Jack Rosenthal
President
The New York Times Company Foundation
- 9:30 a.m. **“Images of Aging Across the Generations”**
- Harry R. Moody, Ph.D.
Director of Academic Affairs,
AARP
- 10:30 a.m. Questions and Comments
- 10:45 a.m. Health Break
- 11:00 a.m. **“Human Rights of the Older Population”**
- David J. Rothman, Ph.D.
Director
Center for the Study of Society and Medicine
Columbia College of Physicians and Surgeons
- 11:45 a.m. Questions and Comments
- 12:00 p.m. **Fresh Air Lunch on the ILC Terrace**
- 1:15 p.m. **“The Science Behind Ageism”**
- Becca Levy, Ph.D.
Associate Professor
Yale School of Public Health
- 1:45 p.m. Questions and Comments
- 2:00 p.m. Health Break
- 2:15 p.m. **“Palliative Medicine: Improving Care for the Most Vulnerable”**
- R. Sean Morriseen, M.D.
Hermann Merkin Professor of Palliative Care
Mount Sinai Medical Center
- 3:00 p.m. Questions and Comments
- 3:15 p.m. **“Ageist Perceptions in Politics and Policy”**
- Robert H. Binstock, Ph.D.
Professor of Aging, Health, and Society
Case Western Reserve University
- 4:00 p.m. Questions and Comments

Tuesday, September 26: <i>Are We Ready to Care for the Baby Boomers?</i>

- 10:00 a.m. **Working Site Visits To Aging Organizations and Agencies Accompanied By ILC-USA Staff**
- 12:30 p.m. **Arrive at ILC-USA for Questions & Comments and working lunch**
- 1:45 p.m. **“Lack of Doctors: Geriatrics in the United States”**
Marie A. Bernard, M.D.
Professor and Chairman
Donald W. Reynolds Department of Geriatric Medicine
University of Oklahoma College of Medicine
- 2:30 p.m. Questions and Comments
- 2:45 p.m. **“Caught in the Middle: The Sandwich Generation”**
Ed Kashi
Photojournalist
Aging in America: The Years Ahead
Julie Winokur
Writer/Producer
Aging in America: The Years Ahead
- 3:30 p.m. Questions and Comments
- 3:45 p.m. Health Break
- 4:00 p.m. **“The Burden of Sleep Disorders on Patients and Caregivers”**
Harrison Bloom, M.D.
Senior Associate
ILC-USA
- 4:45 p.m. Questions and Comments

Wednesday, September 27: <i>Caregiving: A National Crisis</i>
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- 10:00 a.m. **Visit to The New York Times And Newsroom Tour**
 229 West 43rd Street (between 7th and 8th Streets)
- Jack Rosenthal
 President
 The New York Times Company Foundation
- 12:30 p.m. Working Luncheon
- 1:00 p.m. **“Who is Caring for the Older Generation? A Profile of Caregivers in the United States”**
- Gail Hunt
 President and CEO
 National Alliance for Caregiving.
- 1:45 p.m. Questions and Comments
- 2:00 p.m. **“The Personal Story of Caregiving”**
- Carol Levine
 Director of the Families and Health Care Project
 United Hospital Fund
- 2: 45p.m. Questions and Comments
- 3:00 p.m. **“Challenges Facing the Home Healthcare Workforce”**
- Carol Rodat
 New York Policy Director
 Paraprofessional Healthcare Institute
- 3:45 p.m. Questions and Comments
- 4:00 p.m. Health Break
- 4:15 p.m. **“Setting Higher Standards for Caregiving Education”**
- Larry Wright, M.D.
 Director
 Schmieding Center for Senior Health and Education

Friday, September 29: <i>Covering the Age Beat</i>

9:00 a.m. **“Aging in the News”**
Roundtable Discussion

Susan Jaffe
Aging Reporter
The Plain Dealer
Cleveland, OH

10:00 a.m. **Journalists meeting to discuss their plans**

11:00 a.m. **The Beat Goes on**

Robert N. Butler, M.D.
President and CEO
ILC-USA

12:00 p.m. **Adjourn**