AGE BOOM ACADEMY
Aging in America: The Costs and Benefits

September 8-10, 2013

A Joint Program by the Columbia Mailman School of Public Health and the Columbia Journalism School’s Continuing Education Division

Sponsored by

The ATLANTIC Philanthropies

AARP
Real Possibilities
Sunday, September 8  
**Location:** Columbia Journalism School, World Room, Broadway and W. 116th Street  
**Master of Ceremony:** Arlene Morgan, Associate Dean, Graduate School of Journalism, Columbia University

11:00am - 12:00 p.m. **Registration**

12:00 - 12:15 p.m. **Welcoming Remarks**  
Linda P. Fried, MD, MPH, Dean, Mailman School of Public Health, Columbia University  
**Steve Coll,** Dean, Graduate School of Journalism, Columbia University

12:15 - 1:00 p.m. **Introductions of Participants**

1:00 - 2:00 p.m. **Lunch and Keynote Address**  
*How do we think differently about the benefits and costs of aging?*  
Speaker: Linda P. Fried, MD, MPH, Dean, Mailman School of Public Health, Columbia University

2:00 - 2:15 p.m. **Break**

2:15 - 3:30 p.m. **Longevity: Global Context and America:** Participants will learn the latest demographic features of an aging America and world. Data will be presented to show that longevity varies greatly by income, race and class.  
Speaker: S. Jay Olshansky, PhD, Professor, School of Public Health University of Illinois at Chicago

3:30 - 5:00 p.m. **Family**

- *No generational war:* Examining the role of the public safety net for elders and their families. When elders’ lives exceed their savings, it is their families who must make up the difference: the *sandwich generation.*

- *Caretaker relief:* Apart from the potential financial burden, how do we deal with the crushing responsibility of caring for elderly relatives? Is there a culture gap between elders and caretakers who are largely young immigrants?

**Moderator:** Paula Span, Journalist & Adjunct Professor of Journalism, Columbia University Graduate School of Journalism  
**Panelists:** Lisa Berkman, PhD, Thomas D. Cabot Professor of Public Policy & Epidemiology; Director, Harvard Center for Population and Development Studies; Harvard School of Public Health Center for Population and Development Studies  
Toni Antonucci, PhD, Associate Vice President for Research; Douvan Collegiate Professor of Psychology; Research Professor, Institute for Social Research; University of Michigan  
Debra Whitman, PhD, Executive Vice President, Policy, Strategy & International Affairs, AARP

5:00 - 5:30 p.m. **Break**

5:30 p.m. **Dinner and Networking**
Monday, September 9  
Location: Atlantic Philanthropies, 75 Varick Street, 16th Floor  
Master of Ceremony: Jack Rosenthal, Chairman, ReServe

8:30 a.m.  
Continental Breakfast

9:00 – 10:00 a.m.  
Present Economics of Older America  
Analysis of present income, wealth and generational transfers for older adults and projections for future.  
Speaker: Tricia Neuman, ScD, Vice President, Henry J. Kaiser Family Foundation

10:00 - 10:15 a.m.  
Break

10:15 - 11:15 a.m.  
Seeking Seniors for Scams: Examining how older adults are sometimes gullled by tricky TV or other hustlers to buy products, secondary insurance, reverse mortgages, usurious interest on loans against pensions, investments. Examining the role of the new Consumer Financial Protection Bureau.  
Speaker: Chuck Bell, Programs Director, Consumer Reports

11:15am - 12:15pm  
Who speaks for older adults? Examining what older adults have to say about the issues facing them and our society as it ages.  
Introduction: Dorothy Brown, Writer and Editor, UnRetired Blog  
Speaker: Wendy Lustbader, MSW, Associate Professor & Lecturer University of Washington

12:15 - 2:00 p.m.  
Lunch and Networking

2:00 - 3:00 p.m.  
Costs: Social Security: How does OASDI benefit whole families? What are the proposed fixes? How likely they can be adopted? What are the other key issues facing the program?  
Speaker: Henry Aaron, PhD, Senior Fellow, Economic Studies; The Bruce and Virginia MacLaury Chair, Brookings Institution

3:00 - 3:30 p.m.  
Break

3:30 - 4:30 p.m.  
Costs: Medicare and Medicaid: How much of their rising cost is driven by the increased older proportion of the population? What are the other key factors? What Medicare-specific fixes are possible? What about Medicaid? An overview of activity at the federal and state levels regarding these two programs, with a focus on how the Affordable Care Act is changing the public insurance arena.  
Speaker: Michael Sparer, PhD, JD, Professor and Department Chair, Health Policy & Management, Mailman School of Public Health, Columbia University

4:30 - 5:15 p.m.  
Wrap-up and Story Brainstorm Session 1  
Chair: Ashton Applewhite, Anti-Ageism Activist
**Tuesday, September 10**

*Location: Atlantic Philanthropies, 75 Varick Street, 16th Floor*

*Master of Ceremony: Jack Rosenthal, Chairman, ReServe*

**8:30 – 9:00 a.m.**  
**Continental Breakfast**

**9:00 – 10:00 a.m.**  
**Successful Aging: The Role of Urban Design**

**How to live stronger as well as longer:** What are some of the key factors in promoting health among the elderly? What is the effect of older adults leaving the suburbs and returning to cities? How are we building age-friendly cities? What creative housing options exist to encourage well-being among older adults?

**Housing:** Examining community housing, NORCs, granny flats or flex rooms, life care initiatives. What are the housing options that elders love? Considering inclusive design and complete streets, designed for all users.

**Moderator:** Jack Rosenthal, Chairman, ReServe

**Panelists:**  
Dan Reingold, President and CEO, Hebrew Home at Riverdale  
Emily Greenfield, PhD, Associate Professor & Programs on Aging Coordinator for the School of Social Work; Affiliate of the Institute for Health, Health Care Policy, & Aging Research; Rutgers, The State University of New Jersey

**10:00 - 10:15 a.m.**  
**Break**

**10:15 - 11:15 a.m.**  
**Beyond the Beltway: Market-based Changes in Healthcare**  
Speaker: John W. Rowe, MD, Professor of Health Policy and Management, Mailman School of Public Health; Chair, MacArthur Foundation Research Network on an Aging Society

**11:15 - 11:30 a.m.**  
**Break**

**11:30 a.m. - 12:45 p.m.**  
**Lunch and Keynote Address**  
**Demographic Change: Opportunities and Challenges For Corporations**  
Speaker: Ursula M. Staudinger, PhD, Director of Columbia Aging Center, Mailman School of Public Health, Columbia University; Vice President, German National Academy of Sciences

**12:45 - 1:00 p.m.**  
**Break**

**1:00 - 2:15 p.m.**  
**Work**

Work: With 10,000 Baby Boomers turning 65 every day, new forms of work and service create a vast new national resource. Many of them are not only willing to work but are eager to do so, sometimes for money alone but often out of a desire to serve, to give back. What about the fears that older workers displace younger ones?

**Moderator:** Dorothy Brown, Writer and Editor, UnRetiring Blog

**Panelists:**  
Barb Quaintance, Managing Director, AARP Experience Corps  
Christine McMahon, MHA, President & CEO, ReServe  
Henry Aaron, PhD, Senior Fellow, Economic Studies; The Bruce and Virginia MacLaury Chair, Brookings Institution  
Linda P. Fried, MD, MPH, Dean, Mailman School of Public Health, Columbia University

**2:15 - 3:00 p.m.**  
**Wrap-up and Story Brainstorm Session 2**