Positive Aging: Helping People to Navigate Longer Lives

James Firman, President & CEO
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Who We Are:
NCOA is the nation’s leading nonprofit service and advocacy organization representing older adults and the community organizations that serve them.

Our Mission:
To improve the lives of millions of older adults, especially those who are struggling.
NCOA’s Social Impact Goal

To improve the health and economic security of 10 million older adults by 2020

Please join us at www.ncoa.org
Our gift of longevity

Sources: U.S. Social Security Administration, Cohort Life Expectancy Table and CDC State-Specific Healthy Life Expectancy at Age 65 Years
How are baby boomers and older adults spending their gift of time?

- Work and related activities
- Household activities
- Leisure and sports
- Sleeping and personal care
- Civic and religious activities
- Caring for or helping others
Is this OK?

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- Household activities
- Leisure and sports
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What do we expect of children?
What do we expect of young adults?
What do we expect of middle-agers?
What do we expect of baby boomers and older adults?
What do baby boomers and older adults want?

To be healthy!

To have fun with friends!
What do baby boomers and older adults want?

To be financially secure!

To have meaning and purpose

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What do baby boomers and older adults need?

“We must build bridges between the public and private sectors to help older people weather the hazards and vicissitudes of life”

-Arthur Flemming.
All of us need guides to help navigate longer lives.
What motivates people?

Daniel Pink
What is the purpose of our bonus years?
What is the purpose of our bonus years?

HAKUNA MATATA
for the rest of your days
What if we had a different purpose?

TIKKUN OLAM
REPAIRING THE WORLD
Let’s motivate baby boomers and older adults to take beneficial actions.
Primary Wants:
- Be healthy
- Be financially secure
- Have more fun
- Have meaning and purpose

Primary Needs:
- Guidance and help to navigate longer lives!
Let’s Co-create the Playbook for Longevity!

The Playbook for Navigating Longer Lives
--By All of Us!

- Fun
- Educational
- Engaging
- Life Changing
Let’s Co-create the Playbook for Longevity!

The Playbook for Navigating Longer Lives

--By All of Us!

Help baby boomers and older adults to:

• embrace their gift of longevity
• spend more time each day doing things that are good for themselves and others!
Thank you for helping all of us to navigate longer lives!

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www.ncoa.org