



Purposeful Aging

Readings and Resources

About the Milken Institute

The Milken Institute is a nonprofit, nonpartisan think tank determined to increase global prosperity by advancing collaborative solutions that widen access to capital, create jobs and improve health. We do this through independent, data-driven research, action-oriented meetings and meaningful policy initiatives.

About the Center for the Future of Aging

The mission of the Milken Institute Center for the Future of Aging is to improve lives and strengthen societies by promoting healthy, productive and purposeful aging.

Acknowledgments

My thanks to Arielle Burstein for her contributions to the success of the Milken Institute Center for the Future of Aging and her guidance in preparing this report, to Rita Beamish for her editorial expertise and to Jane Lee for her creative and thoughtful design.

Paul Irving

Santa Monica, California

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It's Time for Purposeful Aging

Readings and Resources



MILKEN INSTITUTE
CENTER FOR THE FUTURE OF AGING

In 1944, it was time to transform the global economy. The Bretton Woods Conference brought together the world's leading economists to establish the foundations of a modern international financial system. Now, the moment has arrived for another grand challenge: to reimagine the future of aging and change the public narrative about the roles and value of older adults. It's time, as the Apple ad urged, to "think different."

We have compiled the following readings and resources to share knowledge, inform our discussions and stimulate ideas at the Milken Institute Center for the Future of Aging's Purposeful Aging Summit. As we think about the opportunities ahead, let me add some context.

In America and much of the world, a massive demographic shift is accelerating. Populations are aging at an unprecedented rate due to advances in medicine, sanitation and safety. The aging revolution is altering every aspect of human life, and individuals and institutions across the globe are just beginning to understand the implications.

With this shift, the promise of purposeful aging is becoming clearer. To realize this promise, we must "disrupt aging," in the words of Jo Ann Jenkins, CEO of AARP.

Millions of older adults stand ready to answer a call to action — to benefit others and themselves as well. By changing attitudes and enabling lifelong service, every individual could have the opportunity to "live a legacy," as Marc Freedman, CEO of Encore.org, suggests.

More powerful and effective communications will convey the message that older people represent an abundant human capital asset, capable of great contributions. This means spreading stories about older adults serving young people, families, communities and the broader society — stories about the benefits of service that enrich young and old alike.

Vast Challenge

"We are all faced with a series of great opportunities — brilliantly disguised as insoluble problems," said John Gardner, the leader, teacher and activist. And vast challenges across the world sometimes do seem insoluble.

Inequities in education and opportunity present urgent risks. Issues of race, gender, class and religion loom large. Our environment is fragile. Political and social institutions need repair. Unproductive policies and deficits in leadership and resources leave us struggling for answers.

But the challenges of an aging population also are upon us. Dependency, disease and financial

insecurity are increasing threats. Our responses lack imagination. We segregate older people from communities, civic institutions and workplaces. We dismiss their aspirations and underestimate their capacity for productivity and creativity. We stereotype, discounting their wisdom and experience. We encourage their disengagement and isolation during a lengthening period of life in which so much contribution is possible.

We need creative solutions and action.

The Cavalry in Waiting

While it's true that older adults confront important risks, the trends are encouraging. Older adults today are healthier and more vibrant than generations past. They offer not just the wisdom of age, but the experience and skills that enrich families, as well as work, educational and social settings. As mentors and trainers, they bring perspectives that enhance intergenerational collaboration and understanding. In encore careers and volunteer activities, they contribute to society's well-being. As Betty Friedan recognized, "Aging is not 'lost youth' but a new stage of opportunity and strength."

Indeed, older adults increasingly reject traditional retirement, due to both financial need and, just as important, a desire for productivity and purpose. Millions seek new ways to contribute in the next chapter of their lives. They stand ready to help if asked. And, considering the issues we face, their help is needed.

We're beginning to appreciate that we may be missing an opportunity that's hiding in plain sight. Can older adults provide solutions to society's greatest challenges? We believe they can. "We have to find a way to tap this resource," says Laura Carstensen of Stanford University. "I think of them as the cavalry coming over the hill."

Purposeful aging — through service and engaged citizenship — holds great possibilities for people of all ages. And it's not just helping others. As Sir John Templeton recognized, by helping others we

help ourselves as well. Purpose enriches the lives of older adults. Research confirms that purposeful aging is correlated with longer life, better health and emotional resilience, a recipe for beneficial outcomes for individuals and societies across the world.

Purposeful aging is a compelling vision that is engaging a growing number of stakeholders. But culture change lags far behind the speeding demographic shift. We must make the case more effectively. Research results should be elevated and shared. Pathways to purpose are needed. New ideas must be advanced.

Reminded of Muhammad Ali's adage, "Service to others is the rent you pay for your room here on earth," we hope to catalyze a conversation, led by older adults, about responsibility to the future. We want to spread the message that lives are meaningful at every age and stage — that we count as long as we're contributing.

How can we accelerate a profound shift in understanding about the roles and value of an aging population? How can we improve lives and shift attitudes by calling older adults to service? How can we spread a new public narrative focused on purposeful aging?

These are questions for the Purposeful Aging Summit. We look forward to your active participation!

With best regards,

Paul H. Irving
Chairman
Milken Institute Center
for the Future of Aging



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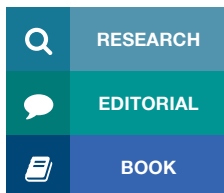
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Landscape of Aging



W. Andrew Achenbaum

COLUMBIA UNIVERSITY PRESS
AUGUST 2013



Robert N. Butler, MD: Visionary of Healthy Aging

The author, who knew Robert N. Butler personally and professionally, follows Butler's pioneering contributions on the concept of healthy aging, including his notion that aging is not synonymous with physical and mental decline. Emphasizing the progressive aspects of the psychiatrist's approach and insights, Achenbaum affirms the ongoing relevance of Butler's work to gerontology, social work and related fields.

W. Andrew Achenbaum

GENERATIONS
OCTOBER 2015



A History of Ageism Since 1969

W. Andrew Achenbaum traces the history of ageism, a term coined in 1969 by Robert N. Butler, known as the "father of modern gerontology." The author notes that ageism and elder abuse predates Butler as a global syndrome over time, and it remains virulent amidst today's longevity revolution. He describes four new forms of ageism that have emerged.

W. Andrew Achenbaum

THE JOHNS HOPKINS
UNIVERSITY PRESS
DECEMBER 1978



Old Age in the New Land: The American Experience Since 1790

The author charts differences in American old age over time. Perceptions of older people's positions and functions seem to have been tied to conditions and values prevalent at any given time, he writes. New ideas about the elderly have evolved slowly, and old notions have persisted even when no longer valid, he states.

**John R. Beard, Alana Officer,
Islene Araujo de Carvalho et al.**

THE LANCET
OCTOBER 2015



The World Report on Ageing and Health: A Policy Framework for Healthy Ageing

The researchers highlight key findings and recommendations from the World Health Organization's first "World Report on Ageing and Health." The report reviews current knowledge and gaps on the topic. It provides a public health framework for action, built around a redefinition of healthy aging that centers on functional ability: a person's intrinsic capacity, relevant environmental characteristics and interactions between those aspects.

**Claude Bouchard, Steven N.
Blair and William Haskell**

HUMAN KINETICS
2012



Physical Activity and Health, 2nd Edition

Written by leading scientists from the United States, Canada, Europe and Australia, this book brings together the results of major studies on the relationship between physical activity, sedentarism and various health outcomes. It discusses research on the benefits of a physically active lifestyle as compared to harmful results of inactivity.

Robert N. Butler

PUBLIC AFFAIRS
MARCH 2008



The Longevity Revolution: The Benefits and Challenges of Living a Long Life

In this book, Robert Butler, who came up with the term "ageism" and founded the National Institute on Aging, explores the health, economic and social ramifications of rapid population aging. Butler writes that U.S. society has not yet adapted to extended life spans. He highlights shortcomings in research investments and medical school geriatric departments and other impediments to healthy and financially secure aging.

Robert N. Butler

INTERNATIONAL PSYCHOGERIATRICS
APRIL 2009



Combating Ageism

Robert Butler discusses the shift from valuing age in primitive societies to perceiving of older people as burdens to families and society modern times. He writes that negativity became widespread as elderly populations grew, coinciding with the shift from agrarian economies, where older men traditionally owned the land, to industrialization, with work centered outside the home and older people losing authority.

Robert N. Butler*JOURNAL OF SOCIAL ISSUES*
1980**Ageism: A Foreword**

The author, writing as the first director of the National Institute on Aging, states that improving the lot of older people benefits all society, but bias and stereotypes can impede policies that further this goal. He discusses three aspects of ageism: prejudiced attitudes against older people, discrimination in employment and social roles, and institutional policies and practices that perpetuate stereotypes.

Robert N. ButlerHARPER & ROW
1975**Why Survive? Being Old in America**

In this Pulitzer Prize-winning book, the man who coined the term ageism foresaw the impact that aging would have on society. He questioned the value of long life for its own sake and described the irony of longevity: Thanks to technology and modern medicine, survival is possible, but satisfaction remains elusive. He proposed reforms to redefine and restructure institutions responsible for the elderly in America.

Laura L. Carstensen, Derek M. Isaacowitz and Susan T. Charles*AMERICAN PSYCHOLOGIST*
MARCH 1999**Taking Time Seriously: A Theory of Socioemotional Selectivity**

The authors show that the perception of time, which is integral to human motivation, is malleable, and that social goals change in both younger and older people when they face time constraints. The findings are viewed in light of socioemotional selectivity theory, which holds that perception of time plays a fundamental role in the selection and pursuit of social goals.

Laura L. Carstensen, Mary E. Rosenberger, Ken Smith et al.*PUBLIC POLICY & AGING REPORT*
MAY 2015**Optimizing Health in Aging Societies**

Our aging society's health challenges include chronic old-age diseases, worsened by poor lifestyle choices, and obesity's threat to wipe out five decades of health gains, the authors assert. They conclude that we must address environmental exposures, diet and exercise over the entire life span, an imperative extending beyond individual responsibility to populationwide strategies and partnerships to improve health and fitness.

**L.L. Carstensen, B. Turan,
S. Scheibe et al.**

PSYCHOLOGY AND AGING

MARCH 2011



Emotional Experience Improves With Age: Evidence Based on Over 10 Years of Experience Sampling

Evidence gathered by following an age-diverse group for more than a decade suggests that emotional well-being improves from early adulthood to old age. The study found aging is associated with more positive overall emotional well-being and greater emotional stability and complexity. Emotional experience also predicted mortality: People who had relatively more positive than negative emotions in everyday life enjoyed longer lives.

**Henry Cisneros, Margaret
Dyer-Chamberlain and Jane
Hickie, Eds.**

STANFORD CENTER ON LONGEVITY;

UNIVERSITY OF TEXAS PRESS

APRIL 2012



Independent for Life: Homes and Neighborhoods for an Aging America

Experts on aging, architecture, construction, health, finance and politics evaluate how current housing meets the needs of our fast-aging population. They present interrelated solutions for planning new communities, constructing housing for accessibility and safety and retrofitting neighborhoods for connection to services and amenities. The authors offer action plans for larger policies on aging in place.

Lydia DePillis

WASHINGTON POST

OCTOBER 2015



Why Age Discrimination Is Worse for Women

Researchers at the University of California, Irvine, and Tulane University developed a large-scale study of employment discrimination. They created 40,000 resumes reflecting the experiences of older workers and used them to apply for online job postings. They found that these older “applicants,” especially women, were less likely to get callbacks than younger counterparts.

Ken Dychtwald

TARCHERPERIGEE

SEPTEMBER 2000



Age Power: How the 21st Century Will Be Ruled by the New Old

Gerontologist Ken Dychtwald explains how individuals, businesses and governments can best prepare for a new era in which the priorities of our homes and nation will be set by the needs and desires of older adults. The founding president of Age Wave surveys how each of us must make individual decisions now to “age-proof” our lives. He describes aging-related dangers ahead and solutions to prevent them.

Erik H. Erikson

AMERICAN PSYCHOLOGICAL
ASSOCIATION
1950

**Growth and Crises of the “Healthy Personality”**

Erik H. Erikson approached the concept of “healthy personality” from a genetic point of view that includes the concept of “generativity,” the midlife urge to give back to society and guide future generations. Personality development was conceived as an epigenetic process in which each item of personality is related to and dependent on the others. The author described sequential stages of mental health development: the senses of basic trust, autonomy, initiative, industry and ego identity; genitality; generativity and integrity.

**Carroll L. Estes and
Elena Portacolone**

*INTERNATIONAL JOURNAL OF
SOCIOLOGY & SOCIAL POLICY*
2009

**Maggie Kuhn: Social Theorist of Radical Gerontology**

The authors explore the theoretical and analytical influence of Maggie Kuhn, co-founder and convener of the Gray Panthers, on social gerontology, and more broadly on the advancement of critical and public sociology. Looking at key themes and contemporary relevance of Kuhn’s work, they discuss her theoretical analysis of identity politics and factors in the developing political economy of aging, as well as other categories.

**Linda P. Fried, Luigi Ferrucci,
Jonathan Darer et al.**

JOURNALS OF GERONTOLOGY
SEPTEMBER 2003

**Untangling the Concepts of Disability, Frailty, and Comorbidity: Implications for Improved Targeting and Care**

This article provides a narrative review of the current understanding of the definitions and distinguishing characteristics of three terms often used interchangeably in relation to vulnerable older adults: comorbidity, frailty and disability. It reviews clinical relevance of the terms and distinct prevention and therapeutic issues. The authors seek to provide a basis for distinguishing between the three and show how distinct definitions can improve our understanding older patients’ problems.

Global AgeWatch Index 2015

HELP AGE INTERNATIONAL
2015

**Global AgeWatch Index 2015 Insight Report**

The Global AgeWatch Index ranks 96 countries, representing 91 percent of the world’s over-60 population, based on factors around the social and economic well-being of older people. In addition to global analysis, the 2015 report looks at widely varying geographic trends. The index is a framework for policies and programs to ensure that no older person is left behind.

**Jack M. Guralnik, Linda P. Fried
and Marcel E. Salive**

ANNUAL REVIEW OF PUBLIC HEALTH
MAY 1996



Disability as a Public Health Outcome in the Aging Population

With prolonged life spans elevating the public health importance of older people's ability to function independently in the community, the authors summarize research on measurement and consequences of disability, factors related to its onset and potential preventive interventions. This research discusses the public health relevance of those issues.

**Thomas M. Hess, Corinne
Auman, Stanley J. Colcombe
et al.**

*JOURNALS OF GERONTOLOGY:
PSYCHOLOGICAL SCIENCES*
2003



The Impact of Stereotype Threat on Age Differences in Memory Performance

This study emphasizes the important role of contextual factors in determining age differences in memory performance. The authors investigated whether age differences in memory are influenced by stereotype threat, in this case negative cultural beliefs about the impact of aging on memory. They found that recall was lower in older adults when the threat was maximized, contrasted with younger adults and to older adults who did not experience the threat.

**Paul H. Irving and
Lynn R. Goldman**

THE COMMERCIAL APPEAL
FEBRUARY 2014



Prevention Is Investment in Nation's Health (and Wealth)

Asserting that prevention makes good economic sense, the authors call for full funding of programs to prevent chronic diseases. Doing so can bolster national productivity and improve America's global competitiveness, saving money at a return-on-investment rate of more than \$5 for every dollar spent, they write.

Ina Jaffe

NPR MORNING EDITION
NOVEMBER 2015



For Women, Income Inequality Continues Into Retirement

This piece describes the life of an 87-year-old Los Angeles woman, emblematic of the 2.6 million women over 65 living below the poverty line. These women outnumber men in poverty by more than 2 to 1. Earning lower wages than men over their lifetimes, they generally live longer than men, have to stretch their resources over more years and are more likely to face the greatest deprivation as they grow older.

Jessica Lahey and Tim Lahey

ATLANTIC MONTHLY
DECEMBER 2015



How Loneliness Wears on the Body

Despite recent evidence demonstrating the health effects of loneliness, it often is considered an exclusively psychological or social issue, the authors write. New research indicates that social connections may be just as important for wellness as health care and nutrition. The researchers write that socially isolated older people may be more prone to inflammation, illness and higher mortality rates.

**Becca R. Levy and
Martin D. Slade**

*JOURNAL OF PERSONALITY AND
SOCIAL PSYCHOLOGY*
JULY 2002



Longevity Increased by Positive Self-Perceptions of Aging

This paper suggests that self-perceptions of aging can influence life span: Negative self-perceptions can diminish life expectancy and positive views can extend it. An analysis of longitudinal data found that individuals with more positive self-perceptions of aging lived 7.5 years longer than those without. Self-perceptions had a greater impact on survival than gender, socioeconomic status, loneliness and functional health.

**Becca R. Levy, Martin D. Slade,
Terrence E. Murphy et al.**

JAMA
NOVEMBER 2012



Association Between Positive Age Stereotypes and Recovery From Disability in Older Persons

This study examined why some older people recover from disability and others do not. The researchers consider a new culture-based explanation: age stereotypes, defined as beliefs about old people as a category. The study found that older people with positive age stereotypes were 44 percent more likely to fully recover from severe disability than those with negative age stereotypes.

B.R. Levy and M.R. Banaji

THE MIT PRESS
2002



Implicit Ageism: (Chapter 3 in Ageism: Stereotyping and Prejudice Against Older Persons)

The authors make two claims regarding ageism: It can operate without conscious awareness or intention to harm, and everyone is implicated in the practice of implicit ageism. While everyday thoughts and feelings are automatically influenced by mental processes showing sensitivity to age as an attribute, there are large differences in such attitudes, they write. As well, the lack of social sanctions for negative expression against older people makes ageism widely accepted.

Todd D. Nelson

JOURNAL OF SOCIAL ISSUES
JUNE 2005



Ageism: Prejudice Against Our Feared Future Self

Introducing a series of articles on the causes and consequences of age prejudice and elder abuse, Todd D. Nelson outlines research on prejudice and stereotyping based on age. He discusses the resulting negative attitudes and harm inflicted on older people. Nelson calls it one of the most socially condoned and institutionalized forms of prejudice in the United States, one whose far-reaching impact we understand only in a nascent way.

**David Neumark and
Patrick Button**

FEDERAL RESERVE BANK OF SAN
FRANCISCO ECONOMIC LETTER
APRIL 2014



Age Discrimination and the Great Recession

The Great Recession led to longer unemployment for older workers than for younger workers, and there is little evidence that protections against age discrimination helped the older people weather the downturn, this study found. In fact, the opposite may have occurred, with older workers bearing more of the brunt of the recession in states with stronger age-discrimination protections. The authors explore the reasons severe recessions disrupt such protections.

**Sarah Raposo and
Laura L. Carstensen**

GENERATIONS
OCTOBER 2015



Developing a Research Agenda to Combat Ageism

Ageism, and widespread pessimism about age-related decline, divert attention from solving problems and reduce the likelihood that longer life will enhance quality of life, the authors found. They outline the need for research on the role of ageism in workforce participation and performance; ageism's impact on the effectiveness of health interventions for older people; and the scientific failure to differentiate between pathological and normal aging, thus leading to conclusions that over-emphasize the negative effects of aging.

**Michael Smyer and
Marcie Pitt-Catsoupes**

GENERATIONS
APRIL 2007



The Meanings of Work for Older Workers

This article discusses the meaning of work across the life span, particularly for older workers. The authors use multiple sources to discuss why older adults continue to work, beyond financial reasons, and how their views on work vary by financial, health, job satisfaction, familial and workplace concerns. They discuss influences on the meaning of work, including the psychological processes of aging and the larger social context of managing the risks of aging.

Stanford Center on Longevity

STANFORD CENTER ON LONGEVITY
FEBRUARY 2016

**The Sightlines Project: Seeing Our Way to Living Long, Living Well in 21st Century America**

The Sightlines Project investigated Americans' status in three areas that are critical to well-being as people age: financial security, healthy living and social engagement. The study analyzed eight nationally representative, multiyear studies involving more than 1.2 million Americans over two decades. The results are intended to stir national debate, guide policy development, stimulate entrepreneurial innovation and encourage personal choices to enhance independent, 100-year lives.

**Fernando M. Torres-Gil,
Eun Ha Suh and
Jacqueline Angel**

*JOURNAL OF CROSS-CULTURAL
GERONTOLOGY*
SEPTEMBER 2013

**Working Across Borders: The Social and Policy Implications of Aging in the Americas**

The authors provide an introduction to a special issue on papers and connected work presented at the 2012 International Conference on Aging in the Americas, held at the University of Southern California. They provide a context for examining the complex issues of aging and the prospects for bilateral partnerships in gerontology and geriatrics in the Americas.

Transamerica Center for Retirement Studies

TRANSAMERICA INSTITUTE
AUGUST 2015

**16th Annual Transamerica Retirement Survey: Influences of Generation on Retirement Readiness**

This report, based on a survey of a nationally representative sample of 4,550 workers, explored retirement preparedness in areas such as retirement confidence, access to employer-sponsored benefits, savings rates and planning. Among the findings: Fewer than half of baby boomers and members of Generation X feel they are building a large enough retirement nest egg, compared to 51 percent of millennials.

2015 White House Conference on Aging

WHITE HOUSE
2015

**2015 White House Conference on Aging Final Report**

The report, culminating a year of work by participants nationwide, details the results of the aging conference that featured officials, older Americans, caregivers and advocates. It summarizes the Obama administration's actions and initiatives aimed at helping older people live with dignity, enjoy physical, mental and social well-being and maximize their independence.

World Health Organization

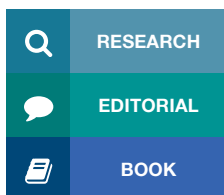
WORLD HEALTH ORGANIZATION
SEPTEMBER 2015



World Report on Ageing and Health

The World Health Organization, in a sweeping report, asserts that comprehensive public health action on population aging is urgently needed. Rejecting stereotypes of older people as frail and dependent, it calls for government policies to enable their continued participation in society to avoid reinforcing inequities that often underpin poor health in older age. Such investments will have valuable social and economic returns, it states.

Emerging Opportunities



Aegon Center for Longevity and Retirement

JANUARY 2016



The Aegon Retirement Readiness Survey 2015: The New Flexible Retirement

This survey of 16,000 employees and retirees in 15 countries highlights steps being taken around the world to promote the concept of flexible retirement, which enables working people to personalize their transitions. Exploring retirement-related expectations and how employers facilitate this evolution, the report finds that half of workers expect to retire at age 65 or later, or not at all.

Marcie Pitt-Catsouphes, Jacquelyn Boone James and Christina Matz-Costa

THE GERONTOLOGIST
OCTOBER 2015



Workplace-Based Health and Wellness Programs: The Intersection of Aging, Work, and Health

This article finds significant potential for workplace-based health and wellness programs for older employees that can reduce health care costs and increase older adults' ability to work. Discussing the workplace as a setting for expanding health promotion, the authors look at factors that can affect older workers' participation in such programs, and they suggest incentives to increase engagement.

The Center on Aging & Work

BOSTON COLLEGE
NOVEMBER 2014



Quality of Employment Framework

Recognizing that employment quality is important to both employers and employees, the Center on Aging & Work's Quality of Employment Framework focuses on the employer-of-choice concept. It cites eight dimensions — including wages and benefits, workplace flexibility and respect and inclusion — that motivate people to go to work, work hard and remain with an organization.

Clayton M. Christensen, Heiner Baumann, Rudy Ruggles et al.

HARVARD BUSINESS REVIEW
DECEMBER 2006



Disruptive Innovation for Social Change

With massive spending going to status-quo organizations and solutions, the authors call for support of catalytic innovation — organizations that approach social-sector problems in a fundamentally new way and create scalable, sustainable, systems-changing solutions. Such programs offer products and services that are simpler and less costly, and may be perceived as lower performing, but users consider them good enough.

Joseph F. Coughlin

THE WALL STREET JOURNAL
NOVEMBER 2015



How Technology Will Transform Retirement

MIT's Joseph Coughlin explains how an unprecedented array of technologies and tech-enabled services will provide a new future for next-generation retirees, enabling them to work part-time, remain social, have fun, arrange care and stay healthy. As lives and retirement years grow longer, technology will help people get the most out of those years. Household objects that use Internet connections to think and communicate with one another will play an important role, creating a new on-demand service industry for older adults.

Ken Dychtwald

HUFFINGTON POST
OCTOBER 2015



Unleashing the \$8 Trillion Longevity Bonus

Ken Dychtwald explains that our aging society is about to enjoy a “longevity bonus” of \$8 trillion, the total value of time and charitable contributions that will be given by the burgeoning population of U.S. retirees over the next two decades. Retirees already lead the nation in giving, and the article describes how they will be an even more valuable resource rather than a drain on the nation as the massive baby boom cohort ages and longevity increases.

Marc Freedman

PUBLIC AFFAIRS
APRIL 2012



The Big Shift: Navigating the New Stage Beyond Midlife

Marc Freedman offers a recipe to transform midlife crisis into midlife opportunity. This book draws on personal stories for direction and vision to help millions of people in their 50s, 60s and beyond, who are searching for meaning in an entirely new stage of life, find their footing in a new landscape of life.

Kerry Hannon

FORBES
JUNE 2015

**What I Told Senators About the Need for Older Workers**

Kerry Hannon recounts her experience testifying on Capitol Hill about job seekers over 50 and employers' concerns around hiring older workers. The theme of the Senate hearing was that working greatly enhances financial security, with older people staying in the workforce longer than in the past because they need the money, but also because they enjoy it, want to remain active and seek to contribute.

**Hélène Henry, Hannes Zacher
and Donatienne Desmette**

WORK, AGING AND RETIREMENT
MARCH 2015

**Reducing Age Bias and Turnover Intentions by Enhancing Intergenerational Contact Quality in the Workplace: The Role of Opportunities for Generativity and Development**

This study looks at job-related generativity and development opportunities. The authors found that opportunities for generativity and development predicted the quality of intergenerational contact which, in turn, was negatively associated with age biases of both young and older workers. Data came from online questionnaires from 321 employees in Belgium.

Michael Hodin

HUFFINGTON POST
JUNE 2015

**Longevity Changes Everything ... or Should**

Longevity and population aging can be a lever for growth for individuals, families, businesses, nations and the world, Michael Hodin writes. The 2016 presidential race offers a chance to outline economic growth strategies as aging demographics shape productivity, labor participation and financial planning, he states. The article cites a Blackrock white paper on the fundamentals of human capital and the experience, capability and wealth that longer lives create.

Carol Hymowitz

BLOOMBERG BUSINESSWEEK
MARCH 2016

**Why Brooks Brothers Is Investing in Veteran Tailors**

At a Brooks Brothers plant in Long Island, more than half of the employees are 55 or older and average tenure is 30 years. This article describes the age-diverse plant as glimpse of where the U.S. workplace may be heading as the population ages. Carol Hymowitz writes that manufacturers and other businesses are rediscovering the value of older, more seasoned workers and are taking steps to keep them.

Paul Irving

WILEY
APRIL 2014



The Upside of Aging: How Long Life Is Changing the World of Health, Work, Innovation, Policy and Purpose

A group of prominent thought leaders explores the opportunities in the world's aging revolution that will alter every aspect of life, from jobs and consumer markets to medical care and education. The book moves beyond the stereotypes of dependency and decline to reveal the vast potential of this aging phenomenon. With a call to action for reinvention, the authors discuss the upside for health and wellness, work and volunteerism, economic growth, innovation and education.

Christoph H. Loch, Fabian J. Sting, Nikolaus Bauer et al.

HARVARD BUSINESS REVIEW
MARCH 2010



The Globe: How BMW Is Defusing the Demographic Time Bomb

The writers describe BMW's solution to concerns about production loss due to an aging workforce at a company plant. The plant created a mixed-age production line and made numerous changes, including ergonomic, design and equipment adjustments that reduced the likelihood of sick time, especially for older workers. Direct investment was negligible, but productivity jumped and absenteeism dropped.

Oxford Economics

AARP
OCTOBER 2013



The Longevity Economy: Generating Economic Growth and New Opportunities for Business

This report discusses the new "Longevity Economy" that is changing the face of America, with 106 million people responsible for at least \$7.1 trillion in annual economic activity — all products and services and related economic activity for Americans over 50. The population of older workers and retirees represents a net national asset, a transformative force in itself, expected to account for more than half of U.S. GDP by 2032, the report states.

Rebecca Perron

AARP RESEARCH
JANUARY 2014



Staying Ahead of the Curve 2013: AARP Multicultural Work and Career Study

Looking at workers aged 45 to 74, AARP found that finances and fulfillment are the top reasons older people continue to work. AARP revealed that the most common aspects of older people's ideal job are the opportunity to use their skills and talents, a friendly and respectful working environment and the chance to do something worthwhile.

Ai-jen Poo

THE NEW PRESS
FEBRUARY 2015



The Age of Dignity: Preparing for the Elder Boom in a Changing America

This book from the director of the National Domestic Workers Alliance proposes solutions, like long-term care insurance and cultural change, to encourage greater societal value on caring for elders. The author argues that with an aging population, fraying safety net and workforce opportunities for women and immigrants, a culture supporting care will generate millions of jobs and breathe new life into national ideals of independence, justice and dignity.

**Chantel Sheaks,
Marcie Pitt-Catsouphe
and Michael A. Smyer**

THE CENTER ON AGING & WORK/
WORKPLACE FLEXIBILITY,
BOSTON COLLEGE
2007



Phased Retirement

This legal and research summary looks at older workers' and employers' experiences with phased retirement. It examines advantages and challenges, and legal and policy issues, as employees change their views on work and retirement, employers seek to recruit and retain experienced workers, and policymakers face opportunities to change laws and regulations.

**Yujie Zhan, Mo Wang,
Songqi Liu et al.**

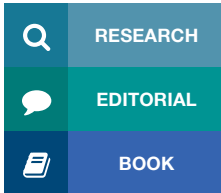
*JOURNAL OF OCCUPATIONAL
HEALTH PSYCHOLOGY*
2009



Bridge Employment and Retirees' Health: A Longitudinal Investigation

People who transition to retirement by working in so-called “bridge employment” tend to have fewer major diseases and functional limitations than those who fully retire, this study found. Bridge employment refers to part-time jobs, self-employment or temporary work after full-time employment ends. Those who remain in their own career fields for bridge jobs have better mental health than those in full retirement. A nationally representative sample of more than 12,000 retirees was involved in the project.

Purpose and Contribution



David Bornstein

OXFORD UNIVERSITY PRESS

SEPTEMBER 2007



How to Change the World: Social Entrepreneurs and the Power of New Ideas

David Bornstein provides profiles of social entrepreneurs who are pioneering problem-solving models that will reshape the 21st century. The updated edition includes a forward by Bornstein on expansion of social entrepreneurship in recent years, including the Gates-Buffett pledge, the rise of Google, and increased news coverage of the subject.

Patricia A. Boyle, Aron S. Buchman, Robert S. Wilson et al.

ARCHIVES OF GENERAL PSYCHIATRY

MAY 2012



Effect of Purpose in Life on the Relation Between Alzheimer Disease Pathologic Changes on Cognitive Function in Advanced Age

Researchers found that higher levels of purpose in life reduce the deleterious cognitive effects of Alzheimer's disease in advanced age. They looked at the neurobiologic basis for the link between maintaining cognitive function and positive psychological and experiential factors. They found that purpose provides neural reserve by protecting against the harmful effects of AD. Higher levels of purpose in life reduced the effect of AD pathologic changes on cognitive decline.

Patricia A. Boyle, Aron S. Buchman, Lisa L. Barnes et al.

ARCHIVES OF GENERAL PSYCHIATRY

MARCH 2010



Effect of a Purpose in Life on Risk of Incident Alzheimer Disease and Mild Cognitive Impairment in Community-Dwelling Older Persons

This study found a link between purpose in life and reduced risk of Alzheimer's disease and mild cognitive impairment, using data from 900 participants in a longitudinal study of aging. People who scored high on an assessment of purpose in life were 2.4 times more likely to remain free of AD than those with low scores. Purpose also was associated with reduced risk of mild cognitive impairment and slower rates of mental decline.

David Brooks

THE NEW YORK TIMES
MAY 2015



What Is Your Purpose?

Columnist David Brooks makes the case for new public fora to discuss living moral lives. Past eras were awash in prominent voices and public discussion on core questions about how to live well, but today's diverse culture and public debate is undermoralized and overpoliticized, he writes. He offers his website as a place for people to relate stories about purposeful lives in service to the greater good.

**Bureau of Labor Statistics, U.S.
Department of Labor**

U.S. DEPARTMENT OF LABOR
FEBRUARY 2016



Volunteering in the United States-2015

This government report provides statistics on volunteerism in America, collected through a supplement to the Current Population Survey. The volunteer rate declined by .4 percentage point to 24.9 percent for the year ending in September 2015, it states. The report includes demographic breakdowns and other aspects of the data.

**Dawn C. Carr, Linda P. Fried and
John W. Rowe**

DAEDALUS
APRIL 2015



Productivity & Engagement in an Aging America: The Role of Volunteerism

Late-life volunteerism can promote health benefits including reduced risk of hypertension, improved self-related health and well-being, delayed physical disability, enhanced cognition and lower mortality, the authors write. Increased physical activity, cognitive engagement and social interactions likely play contributing roles. Elder volunteerism deserves consideration as a national public health priority, the authors state, with investment in programs to harness social capital of older adults for societal needs.

Center for Promise

CENTER FOR PROMISE/
AMERICA'S PROMISE ALLIANCE
SEPTEMBER 2015



Don't Quit on Me: What Young People Who Left School Say About the Power of Relationships

This report examines the roles that relationships with adults and peers play in young people's decisions to stay in or leave high school. Building on previous studies, it seeks to illuminate how different types of supportive relationships relate to those decisions, particularly with respect to promoting the strengths of young people or buffering the risks they face.

Corporation for National and Community Service

CORPORATION FOR NATIONAL AND COMMUNITY SERVICE
APRIL 2007



The Health Benefits of Volunteering: A Review of Recent Research

This report documents major findings on the relationship between health and volunteering. It states that better health undoubtedly leads to continued volunteering, but research also demonstrates that volunteering leads to improved physical and mental health in a self-reinforcing cycle. Further, volunteers providing social support experience greater health benefits than those receiving the support.

Corporation for National and Community Service

CORPORATION FOR NATIONAL AND COMMUNITY SERVICE
2015



Volunteering and Civic Engagement in the United States

This data by the federal service and volunteerism agency finds that a quarter of Americans volunteer, with nearly 8 billion annual hours of service translating to a dollar value of \$184 billion. The agency website provides an overview of volunteering and civic life — including age breakdowns — nationally and in 50 states and 51 cities, with volunteer rates and rankings, civic engagement trends and analysis.

William Damon

TEMPLETON PRESS
2003



Noble Purpose: The Joy of Living a Meaningful Life

This book describes the personal and spiritual benefits of purposeful lives. The author draws on religious, philosophical and literary writings to show how humans in many cultures throughout history have pursued noble purposes through heroic acts and everyday behavior. He illustrates how people can ennoble what they do by being mindful of its deepest meaning, and how purpose brings coherence and satisfaction to their lives.

William Damon and Anne Colby

OXFORD UNIVERSITY PRESS
MAY 2015



The Power of Ideals: The Real Story of Moral Choice

This book tells the stories of six moral giants — Nelson Mandela, Jane Addams, Dietrich Bonhoeffer, Eleanor Roosevelt, Abraham Heschel and Dag Hammarskjold. The authors reject cynical views of human nature that are based on studies with college students and that have dominated public perception. They explore three virtues: inner truthfulness, humility and faith.

Alex Daniels

THE CHRONICLE OF PHILANTHROPY
JULY 2015



Michael Eisner's Fund Puts Focus on Programs That Serve Young and Old

The author describes a shift by Michael and Jane Eisner's foundation to focus its grants on one theme: promoting programs that bring together young and old people to solve problems. The intergenerational strategy is based on the view that community organizations must work across age groups to serve a population that is rapidly aging and another whose academic achievement is slipping.

Ken Dychtwald and Daniel J. Kadlec

WILLIAM MORROW
2010



A New Purpose: Redefining Money, Family, Work, Retirement, and Success

In this motivating book, Ken Dychtwald and Daniel Kadlec recount inspiring stories about people who have made a difference in the lives of others. They posit that we all have a responsibility to make positive change in the world and they point to resources that can enable people to do so when they commit to investing head, heart and spirit.

Margaret Dyer-Chamberlain and Lincoln Caplan

STANFORD CENTER ON LONGEVITY
JUNE 2014



Pass It On: Mobilizing Encore Talent to Transform the Prospects of Vulnerable Children and Youth

This proceedings document reports on a conference convened by the Stanford Center on Longevity, Encore.org and the David and Lucile Packard Foundation about meeting educational and developmental needs of young people, and making generativity a norm for later life. The conference identified content, infrastructure and other foundational next steps needed to best match encore talent with the needs of youth.

Richard Eisenberg

FORBES
FEBRUARY 2016



The Encore Career Movement Grows Up

Richard Eisenberg lays out the themes that emerged from the Encore2016 conference, describing the movement's shift into a new phase — one that goes beyond the idea of encore careers to focus on the benefits older people bring to society and the mutual merits of intergenerational programs. The new emphasis is dedicated to social impact and in particular mobilizing 1 million adults over 50 to help at-risk children in America and combat inequality.

Viktor E. Frankl

BEACON PRESS
1946

**Man's Search for Meaning**

Psychiatrist Viktor Frankl's theory of logotherapy, from the Greek "logos," or meaning, holds that our primary drive in life is not pleasure, as Freud maintained, but the discovery and pursuit of personal meaning. People cannot avoid suffering, but they can cope by finding meaning in it and moving forward with purpose, according to this memoir, which relates experiences of people he treated and lessons he learned about spiritual survival while interned in Nazi concentration camps.

Marc Freedman

THE WALL STREET JOURNAL
MAY 2015

**How to Make the Most of Longer Lives: Scientists Are Pushing to Extend Our Lifespans. But Are We Ready to Fill All Those Added Days?**

Marc Freedman of Encore.org posits that our extended life spans are a recipe for dystopian disaster — what one critic calls the "coming death shortage" — unless social innovation can make these bonus decades actually worth living. He offers six ideas to move the focus to enriching lives, not just lengthening them, by enhancing purpose and productivity in the later years. He discusses education, faith, housing, work, finance and community.

Linda P. Fried

THE ATLANTIC
JUNE 2014

**Making Aging Positive**

With longer life spans generating cost concerns among individuals and policymakers, Linda Fried discusses how attitudes toward aging affect our health, resilience and survival. She writes that older adults are capable of and willing to engage in meaningful activity, such as volunteerism, and that doing so energizes them and produces measurable positive outcomes for themselves and others.

Linda P. Fried

HUFFINGTON POST
SEPTEMBER 2014

**Measuring the Later Years in Life Differently — for the Benefit of All**

Linda Fried lays out the need to reconsider the stage of life after middle age, and its benefits, including better health and unique talents, that belie the outdated old-age dependency ratio. She notes the need to build an array of services, programs and opportunities, including those benefitting youth, that take advantage of the immense contributions older adults can and want to make.

Rabbi Laura Geller

JEWISH JOURNAL
JUNE 2014



Boomers Looking Forward to What's Next in Life

Rabbi Laura Geller recounts a baby boomer initiative at her Temple Emanuel of Beverly Hills involving congregants who sought meaning and purpose to their lives. She describes their empowering and liberating meetings and themes. They sparked research groups on key questions about aging gracefully, continued learning and contributing to communities.

Generations United

GENERATIONS UNITED
2007



The Benefits of Intergenerational Programs

Generations United lays out the benefits of intergenerational programs, providing examples of what works, listing benefits for young and old, and dispelling myths about such programs. Intergenerational activity can address societal shortcomings and strengthen communities, helping older adults expand their social networks and stay physically active, this article states.

**Thomas A. Glass, Marc
Freedman, Michelle C. Carlson
et al.**

JOURNAL OF URBAN HEALTH
MARCH 2004



**Experience Corps: Design of an Intergenerational
Program to Boost Social Capital and Promote the Health
of an Aging Society**

This report describes the Experience Corps model of health promotion for older adults. This high-impact volunteer tutoring program benefits individuals, schools and the larger community. Experience Corps taps older adults' potential to address societal needs, and it demonstrates that population aging creates opportunities to tackle social problems, the authors write.

**Tara L. Gruenewald, Elizabeth K.
Tanner, Linda P. Fried et al.**

THE JOURNALS OF GERONTOLOGY
FEBRUARY 2015



**The Baltimore Experience Corps Trial: Enhancing
Generativity via Intergenerational Activity Engagement
in Later Life**

This study provided the first-ever, large-scale experimental demonstration showing that participation in an intergenerational civic engagement program can improve older adults' self-perceptions of generativity. The research was based on participants in the intergenerational tutoring program Experience Corps.

Barbara Bradley HagertyRIVERHEAD BOOKS
MARCH 2016**Life Reimagined: The Science, Art, and Opportunity of Midlife**

Barbara Bradley Hagerty takes on the myth of midlife crisis as a time when things start to go downhill. Drawing from neurology, psychology, biology, genetics, sociology and her own midlife experience, Hagerty explores the new science that is redrawing the future for people in their 40s, 50s and 60s. She plots a new map for midlife renewal as a time to refocus on our purpose and relationships and transform how we think about the world and ourselves.

Barbara Bradley HagertyTHE ATLANTIC
APRIL 2016**Quit Your Job: A Midlife Career Shift Can Be Good for Cognition, Well-Being, and Even Longevity**

The author writes about midlife career slumps and how positive focus can help people overcome malaise. Evidence suggests a change in course, with challenge and a new purpose, may be key to thriving in later years, she writes. She cites her own experience as a radio journalist turned author, and provides perspective on encore careers, learning innovations and connections between purpose and happiness and personal contentment.

James HamblinTHE ATLANTIC
DECEMBER 2015**The Physiological Power of Altruism**

The author describes the expanding research into why people who volunteer seem to lead longer, healthier lives, including studies focused on the link between well-being and purpose in life. New findings further a case for adding volunteering to the list of things that physicians recommend to all patients, he writes. Some results, however, found that only people who volunteered out of compassion for others, not self-oriented reasons, had reduced rates of mortality.

Kerry HannonTHE NEW YORK TIMES
NOVEMBER 2015**Finding a Purpose, and Winning a Prize for It**

The author describes Encore.org's Purpose Prize for people 60 and older, an award program that furthers the nonprofit group's effort to tap older people's skills for the betterment of communities. The Purpose Prize in 2015 granted \$100,000 to one winner and \$25,000 each to five others. Winners, said Encore.org founder and CEO Marc Freedman, display entrepreneurial thinking and pragmatic problem-solving skills.

Kerry Hannon

FORBES
FEBRUARY 2016



How to Find a Second Act With Purpose

The author urges people to find new work with purpose when they retire from their old jobs, and she offers 10 how-to steps to get ready for that phase. Among them, she encourages people to become financially and physically fit and to take time to reflect on their goals in the nonprofit sector. She writes that people should hone their skills, develop a nonprofit resume, network and volunteer to get into an organization where they want to work.

Kerry Hannon

THE NEW YORK TIMES
NOVEMBER 2015



Retiree Giving Becomes a Force of Philanthropy

Kerry Hannon's article describes a growing and potentially historic force in philanthropy: the retiree giving boom. Research projects a potential \$8 trillion giving surge in the United States over the next two decades, a sum swelled by the baby boom generation and increasing life expectancy. Hannon notes that many are devoting their retirement to volunteering or starting small charities. Some are increasing donations to causes they care about through planned giving strategies.

Paul Irving

NEXT AVENUE
NOVEMBER 2015



Purposeful Aging: A Model for a New Life Course — New Possibilities for Older Adults Produce Dividends for All

The chairman of the Milken Institute's Center for the Future of Aging describes the promise of purposeful aging as a new life-course model for aging populations worldwide. Purpose is a key to physical and psychological health, he notes, as well as creativity, productivity and resilience. He provides insight into how lives of purpose fuel enhanced engagement and contribution for the benefit of all age groups.

Ina Jaffe

NPR MORNING EDITION
AUGUST 2015



A Community Built Around Older Adults Caring for Adoptive Families

This piece tells the story of Hope Meadows, an Illinois community that is home to families who adopt foster children, as well as older adults who move there to help them. The older people get a break in housing costs and in return serve as unofficial grandparents to the kids, helping out with child care and other supportive activities.

Harold G. KoenigTEMPLETON PRESS
OCTOBER 2002**Purpose and Power in Retirement: New Opportunities for Meaning and Significance**

The millions of baby boomers on the road to retirement each need a vision — a goal that takes into account their experience, wisdom, strengths and limitations, and gives purpose to their lives, the author writes. He cites research on how purpose motivates and energizes people in retirement years. Offering guidelines for identifying goals, he shows how striving for them reaps meaning, satisfaction and a sense of reward.

Nicholas Kristof and Sheryl WuDunnKNOPF
2014**A Path Appears: Transforming Lives, Creating Opportunity**

The authors present a tapestry of people who use research, evidence-based strategies, and brilliant ideas to improve the world. They assay the art and science of giving and describe some of the most successful initiatives against inequality, including early childhood education. Along with analysis they include stories of how real people have upended the notion that one person can't make a difference.

Sara Lawrence-LightfootMACMILLAN
DECEMBER 2009**The Third Chapter: Passion, Risk, and Adventure in the 25 Years After 50**

Sociologist Sara Lawrence-Lightfoot explores the process of creative reinvention that redefines our views about the casualties and opportunities of aging. Revealing how the years between 50 and 75 may be the most transformative and generative of our lives, she traces ways that wisdom, experience and new learning inspire personal growth and cultural transformation.

Merrill Lynch Retirement Study conducted in partnership with Age WaveMERRILL LYNCH
2015**Giving in Retirement: America's Longevity Bonus**

This study describes how retirement transforms giving and why retirees are able to give more and with greater impact than younger people. It also explores giving as a key ingredient to happier, healthier retirement, and discusses how the baby boomers will give differently than prior generations. The study includes strategies for teaching generosity to younger generations. Among other findings: Women are the more generous gender.

The Milken Institute

THE MILKEN INSTITUTE
OCTOBER 2014



**Aging and Beneficial Purpose in the 21st Century:
The New Longevity Dividend**

This report from the Milken Institute's 2014 Successful Aging Innovation Summit issues an action call for culture change to recognize and realize the promise of our aging society. The summit urged nonpartisan solutions, seeking to reframe aging, encourage intergenerational collaboration and change lives in the United States and worldwide. Recognizing the economic, political and social significance of the older population, it sought to spur fresh thinking and innovation about our new human capital resource — older adults.

Donald Miller

NEXT AVENUE
MARCH 2016



It's Time to Invent Rituals for Retirement

The author reflects on his own aging experiences and provides insights into an emerging movement which, he writes, is being led by baby boomers. It will transform age into an opportunity stage of life that will connect us with the idealism of the 1960s and '70s through encore careers, volunteerism and social entrepreneurship, helping realize our inner desire for human wholeness and community, he writes.

**Marcie Pitt-Catsouphes, Cal J.
Halvorsen and Stephanie Berzin**

ENCORE.ORG
2014



**Been a Long Time Coming: Social Entrepreneurship
in Later Life**

This brief summarizes findings about the activities and accomplishments of 200 social entrepreneurs age 50 and older. The subjects were applicants or nominees for the Purpose Prize, awarded by Encore.org to older social entrepreneurs who have had a notable impact on society. The survey describes the kinds of projects they undertook, skills they use, how they make a difference and how they feel about the Purpose Prize.

Philip Pizzo

NEXT AVENUE
NOVEMBER 2015



What Colleges Can Do for Americans at Midlife

Philip Pizzo makes the case for new roles for colleges and universities to address the needs of people over 50. Higher education has an opportunity to create programs for those in midlife who seek personal reinvention and redirection. Such efforts would help sustain a sense of purpose for older adults and maintain intergenerational communities, as well as promote health and wellness, Pizzo argues.

**Crystal N. Reisig and
Bronwyn S. Fees**

*JOURNAL OF INTERGENERATIONAL
RELATIONSHIPS*
SEPTEMBER 2008



Older Adults' Perceptions of Well-Being After Intergenerational Experiences With Youth

Older adults gain a sense of well-being when they interact with youth, this study found. The researchers looked at older adults' perceptions of well-being after they participated in intergenerational programs in 10 Midwestern agricultural communities. The participants' view of successful aging included staying active, not worrying, feeling young and keeping up with children and their communities.

**Shirley Sagawa and John
Bridgeland**

ENCORE.ORG
MARCH 2016



An Encore of Service: Experienced Americans Helping Vulnerable Youth

This report makes the case that millions of our nation's most vulnerable children can benefit from the vast, untapped expertise and knowledge of older Americans. Its call to action outlines a policy and practice initiative to begin transforming the longevity revolution into a social revolution. The authors propose an Encore Service Year, supported by public and private efforts, creating a purpose-focused corps of experienced adults to enhance the life prospects of vulnerable children and youth.

Wendy Spencer

THE WHITE HOUSE
JULY 2015



The Benefits of Volunteering for Seniors and Our Nation

The CEO of the federal Corporation for National and Community Service talks about the senior population as the backbone of the nation's volunteerism in thousands of locations across the country. She writes that the 20.7 million older people who make a difference through faith-based groups, schools, disaster response, food banks and countless other programs, gain health benefits while helping others.

Richard Stengel

TIME
AUGUST 2007



Looking at Public Service: A Time to Serve

The author presents a 10-point plan for universal, voluntary national service to get people involved in civic life while creating a common culture that makes a virtue of our diversity and addressing serious societal needs. Richard Stengel suggests harnessing and building on the nation's existing robust volunteerism spirit, including the National Senior Volunteer Corps.

Lester Strong

OCTOBER 2015
AARP



What They Saw in Me

AARP's Lester Strong talks about the importance of supportive relationships in the formation and success of young people, as proven by the AARP Experience Corps tutoring and mentoring program. Relating his own experience as a boy, Strong urges adults to help solve pressing needs by building relationships with young people and encouraging them to dream.

Fernando M. Torres-Gil

*JOURNAL OF INTERGENERATIONAL
RELATIONSHIPS*
2003



Perspectives on Intergenerational Aspects of Aging and Diversity

In the inaugural issue of the Journal of Intergenerational Relationships, the author discusses challenges to developing programs and policies that promote intergenerational interaction. He highlights progress in areas such as the concept of interdependence, coalition building among the disabled and older people, and use of multidisciplinary teams for health and social services and other programs.

Robert S. Wilson, Patricia A. Boyle, Eisuke Segawa et al.

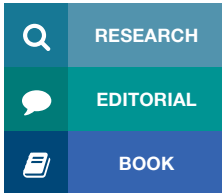
PSYCHOLOGY AND AGING
JUNE 2013



The Influence of Cognitive Decline on Well-Being in Old Age

The researchers looked at the link between late-life cognitive decline and loss of well-being. Older adults underwent cognitive performance testing and a self-report measure of purpose in life. They were re-evaluated over five years. Cognition and purpose were positively correlated. The study suggests that cognitive aging leads to diminished well-being, particularly aspects such as purpose in life that involve behavioral regulation.

Culture and Narrative



Cyndi Bemel

JEWISH JOURNAL
JUNE 2014



A New Aging Narrative for Boomers From Milken Institute

Cyndi Bemel reports on the Milken Institute's Successful Aging Innovation Summit: Work, Productivity and Beneficial Purpose and its discussions on a new narrative about aging. She relates the participants' focus and goals around developing a new roadmap for aging adults that discards stereotypes and focuses on vitality, productivity and purpose.

Dawn C. Carr

HALLYM INTERNATIONAL
JOURNAL OF AGING
2005



Changing the Culture of Aging: A Social Capital Framework for Gerontology

The author seeks to provide an alternative to the "problem" approach that typically dominates gerontological research. She proposes a conceptual framework for examining older adults' social value, reviews the theoretical underpinnings of social capital and examines gerontological frameworks that contribute to increased awareness of the positive aspects of aging.

Laura L. Carstensen

HARMONY
2009



A Long Bright Future

The founding director of the Stanford Center on Longevity reveals the new possibilities offered by our longer life spans. She debunks misconceptions about aging that impede adequate preparation for the future. She dispels notions that aging means loneliness and unhappiness, that only the genetically blessed live well and long. She discusses components of a long life, including finances, health and relationships.

**Michael D. Eisner and
Marc Freedman**

HUFFINGTON POST
NOVEMBER 2014



Generational Warfare Is a Media Myth: Seniors and Kids Need Each Other

It's time to build on the success of intergenerational models that pair older people's talents with the needs of youth, whether in early childhood programs and classrooms or school-to-work transition initiatives, the authors write. They cite the Intergenerational School of Cleveland, AARP Experience Corps and other efforts that mine the human capital of older Americans.

John Feather

GENERATIONS
OCTOBER 2015



Engaging Private Philanthropy in Aging: It's Time for a New Approach

John Feather addresses ways to encourage more philanthropic efforts in programs relating to aging by combating potential donors' misconceptions that such efforts will make no difference. He argues for better communication built on understanding public perceptions of aging, communication that reaches out to a broad range of funders by demonstrating that their work on aging serves people of all ages.

Betty Friedan

SIMON & SCHUSTER
2006



Fountain of Age

Betty Friedan charts her discoveries into a different kind of aging, her own and that of others. Friedan finds ordinary people moving into their 50s, 60s and 70s are encountering new possibilities of intimacy and purpose. She embraces the idea that growth and evolution throughout life can dramatically mitigate the expectation of decline, offering compelling alternatives for living one's age as an exuberant time of life.

**Jeff Goodwin and
James M. Jasper**

ROWMAN & LITTLEFIELD PUBLISHERS
OCTOBER 2003



Rethinking Social Movements: Structure, Meaning, and Emotion

Titans of social movement theory contributed to this volume in a grand reassessment of the theory's status. With the field divided for some time between a dominant structural approach and a cultural or constructivist tradition, this book aims to further the dialogue about these two approaches, expand it to social movements and show the broader implications for sociology as it struggles with issues including culture, emotion and agency.

Marshall Ganz

IN "ACCOUNTABILITY THROUGH
PUBLIC OPINION," WORLD BANK
MAY 2011

**Public Narrative, Collective Action, and Power**

Marshall Ganz focuses on public narrative as the leadership practice of translating values into action. Since values are experienced emotionally, narrative can help people access values that give them courage to make choices in times of uncertainty, he writes. Leaders engage others in purposeful action by mobilizing feelings that spur action over those that inhibit action. Public narrative is an invaluable resource to stem apathy, alienation, cynicism and defeatism, Ganz writes.

Paul Irving

GENERATIONS
MAY 2015

**Self-Empowerment in Later Life as a Response to Ageism**

This article asserts that aging adults cannot wait for a massive cultural shift to throw off the shackles of ageism. Instead they can improve their chances to achieve their goals in later life by self-empowerment — taking control of their lives through learning, updating and improving skills, taking risks, building confidence, assuming power over personal circumstances and developing the resilience to overcome the inevitable challenges, Paul Irving writes.

James M. Jasper

SOCIOLOGY COMPASS
NOVEMBER 2010

**Social Movement Theory Today: Toward a Theory of Action?**

Grand theories relating social movements to history or society are being replaced by approaches that offer a cultural and emotional theory of action, the author states. The trend allows more empirical analysis from the micro-level to the macro-level rather than from the top down. Social movements are composed of individuals and their interactions. Pragmatism, feminism and related traditions are encouraging a rethinking of collective action.

**Jo Ann Jenkins with
Boe Workman**

PUBLIC AFFAIRS
APRIL 2016

**Disrupt Aging: A Bold New Path to Living Your Best Life at Every Age**

Jo Ann Jenkins focuses on the core areas of health, wealth and self to show how to embrace opportunities and change our views of getting older. The AARP Foundation CEO chronicles her own and other disruptors' journeys and highlights active, healthy, happy aging. She touches on important issues from caregiving and mindful living to age-friendly communities and making our money last.

Anne Karpf

THE NEW YORK TIMES
JANUARY 2015



The Liberation of Growing Old

The author writes that people often internalize social bias against older adults, and this bias can become self-fulfilling. In effect, she states, our culture teaches us how to be old. Ageism tells us that age is our defining characteristic and that we will become nothing but old — emptied of passions, abilities and experience. Karpf recounts research contrasting American memory performance, showing age-related differences, with that in China where there is less exposure to ageism and little difference between young and old memory performance.

Becca R. Levy

JOURNAL OF GERONTOLOGY
2003



Mind Matters: Cognitive and Physical Effects of Aging Self-Stereotypes

Becca R. Levy draws on a wide range of research to describe the process in which young people internalize aging stereotypes, which then become self-stereotypes when those people reach old age. The author uses cross-cultural, experimental and longitudinal research to examine the cognitive and physical effects of aging self-stereotypes. She offers suggestions for future research in this field.

**B.R. Levy, P.H. Chung,
T. Bedford et al.**

GERONTOLOGIST
FEBRUARY 2013



Facebook as a Site for Negative Age Stereotypes

Facebook, the massive online social networking service, may be erecting new barriers between generations. This study's authors analyzed the content of 84 publicly accessible Facebook groups that focused on older people. They found that site "descriptions" for all but one of these groups used negative age stereotypes. Three-quarters of them excoriated older people, 27 percent infantilized them and 37 percent advocated banning them from public activities such as shopping. The mean age category of the group creators was 20 to 29; all were younger than 60.

**Becca R. Levy and
Lindsey M. Myers**

PREVENTIVE MEDICINE
OCTOBER 2004



Preventive Health Behaviors Influenced by Self-Perceptions of Aging

The authors investigated connections between older adults' beliefs about their own aging and their engagement in preventive health behaviors, such as eating a balanced diet, exercising and taking medicines as prescribed. The study found that people with more positive self-perceptions of aging tended to practice more preventive health behaviors over two decades. Addressing views on aging could improve such healthy behaviors among older people, it concluded.

**Eric Lindland, Marissa Fond,
Abigail Haydon et al.**

FRAMEWORKS INSTITUTE
2015



Gauging Aging: Mapping the Gaps Between Expert and Public Understandings of Aging in America

This report underscores the challenges involved with engaging people in a productive conversation about aging. It discusses the need for a new narrative, strategies and tools to reframe people's negative understanding, so they see older people as a shared resource and opportunity, rather than a marginalized population plagued by deterioration, incompetence and dependency.

Moira O'Neil and Abigail Haydon

FRAMEWORKS INSTITUTE
2015



Aging, Agency, and Attribution of Responsibility: Shifting Public Discourse About Older Adults

Citing media and advocacy organizations as important sources of information about aging and older adults, this research identifies advocacy messages that may have inadvertent, but negative, impacts on public understanding. Productive messages often do not get traction in popular media, the authors state. They offer recommendations to help communicators tell stories that can change the public discourse on aging in a positive way, and they discuss unproductive framing strategies to avoid.

Pfizer and Huge

HUGE
2014



Get Old, a First-of-Its-Kind Health & Wellness Resource, Reframes the Conversation About Aging

Pfizer launched its Get Old campaign to spark a new dialogue about aging through a digital experience aimed at community growth and engagement. In late 2013, Pfizer partnered with Huge to expand and update the program, aiming to combat misconceptions about aging. The new campaign is called "Fear Less. Live Longer. Get Old" and features lighthearted imagery and an online series of questions about aging.

Ai-jen Poo

HUFFINGTON POST
JULY 2015



A Message from the White House Conference on Aging: Value Our Elders and Those Who Care for Them

Ai-jen Poo advocates for the 40 million adults who care for aging parents or loved ones, including "sandwich generation" members who raise children while also caring for parents. She calls for federal and state efforts to help them through policies that include paid leave, Social Security adjustments and respite and training for unpaid family caregivers.

**David A. Rochefort and
Roger W. Cobb**

UNIVERSITY PRESS OF KANSAS
SEPTEMBER 1994



The Politics of Problem Definition: Shaping the Policy Agenda

This book explains “problem definition,” how and why social issues come to be defined in different ways, how these definitions are expressed in politics and their consequences for government action and agendas. With theoretical chapters and case studies, the authors discuss how problem definition affects policymaking and the unique impact of beliefs, values and language on policymaking.

Anne Tergesen

THE WALL STREET JOURNAL
OCTOBER 2015



To Age Well, Change How You Feel About Aging: Negative Stereotypes About Getting Older Can Become a Self- Fulfilling Prophecy

Healthy aging is linked to how we feel about getting old, science shows. Thinking of it in terms of decline or disability is bad for our health, but viewing it as a chance for opportunity and growth leads to the opposite result. Anne Tergesen discusses how people can improve their prospects for healthier senior years by fending off pervasive negative stereotypes about aging.

Anne Tergesen

THE WALL STREET JOURNAL
NOVEMBER 2014



Why Everything You Think About Aging May Be Wrong

Anne Tergesen writes about research that dispels the stereotype of later life as a time of loneliness, depression and decline. She discusses ways that life improves with age. She notes a growing body of evidence that as older adults prioritize what matters most to them, their sense of well-being improves, and friendships grow more intimate. She provides research to dispel six prevalent myths about aging.

Resources

AARP

AARP Foundation Experience Corps

AARP Public Policy Institute

Age Wave

American Society on Aging

America's Promise Alliance

Caring Across Generations

The Center on Aging & Work at Boston College

Columbia University Age Boom Academy

Columbia University Mailman School of Public Health

Corporation for National & Community Service

The Eisner Foundation

Encore.org

Generations: Journal of the American Society on Aging

The Gerontological Society of America

Global Coalition on Aging

Grantmakers In Aging

The Center on Aging, Health & Humanities, The George Washington University

HelpAge USA

Institute for Aging Research

John Templeton Foundation

Journalists in Aging Fellows Program

The Leading Change Network

Life Reimagined Institute

Milken Institute Center for the Future of Aging

Milken Institute School of Public Health, George Washington University

MIT AgeLab

RESOURCES

National Association of Area Agencies on Aging

National Domestic Workers Alliance

National Institute on Aging

Next Avenue

NPR

The Oxford Institute of Population Ageing

Participant Media

A Path Appears

PBS

Pfizer Get Old

Program on the Global Demography of Aging at Harvard University

Project Renewment

ReServe

The Robert N. Butler Columbia Aging Center

Robert Wood Johnson Foundation

The Saguaro Seminar: Civic Engagement in America

Stanford Center on Longevity

Stanford Social Innovation Review

TakePart

Transamerica Center for Retirement Studies

The Yale Claude D. Pepper Older Americans Independence Center

UCLA Center for Health Policy Research

USC Center for Religion and Civic Culture

USC Leonard Davis School of Gerontology

Yale School of Public Health



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