



# Healthy at Any Age Coalition | NPWH

## Prospectus

We are innovative leaders in women's health and the aging community – from the nonprofit, public and private sectors – who launched an audacious plan: organize a national coalition that can work together to define, create and promote a cohesive health agenda for America's older women.

### **Developing the Coalition & Healthy At Any Age/Older Women's Health Agenda**

After two initial organizing sessions with dozens of organizations and sector leaders in which we scoped the broad parameters of the coalition and its focus, we will gather together in November 2018 to develop a more formal roadmap for our work.

Our broad plan currently includes four key pillars:

- Advocating for federal legislative and regulatory policies – including federal funding for health research and services -- that benefit older women.
- Promoting greater public education about the holistic needs of older women – particularly in physical and mental health care and breakdown stigmas and stereotypes
- Strengthening the knowledge of the clinical community about how to treat and engage with older women patients and their families/caregivers
- Promoting additional research into medical therapies that will improve older women's health and wellness

### **The Need is Great & Growing: Our Coalition's Rationale**

As increased longevity meets "baby boom" demographics, the population of aging women is soaring:

- Women age 65 and older tripled between 2005-2015
- Women age 65 and older will double by 2030 and continue to rise

This generation of women approaches aging differently than their mothers and grandmothers did. At every stage of life, these trailblazers disrupted societal expectations around education, marriage, childbearing and employment.

Older American women are now leaving an indelible impact on aging – with more women in the workforce after 65 and higher expectations for how to live well in retirement.

And they face many challenges.

More older women are also facing poverty, as social and economic shifts leave many without resources for comfort and dignity in their “golden years”. Older women also bear heavy caregiving burdens for aging spouses and their own parents. And older women face stigma around sexuality, mental health, addiction, disability and gender-specific disorders that impede care and increase suffering.

As women live longer, they face changing and chronic health needs, some of which can be met through better patient and provider education. Others require more gender-specific research and investment in improving access to preventive care, health services and medication and other treatments.

### **Uniting Diverse Sectors to Leverage Resources & Create New Focus**

Older women’s interconnected set of challenges for improving health and wellness demands a comprehensive, integrated approach that will better prepare public policymakers, health providers, researchers, corporations and nonprofit service providers and advocates to better serve this growing population.

Our coalition partners will embark on an important journey to unite diverse sectors, share resources and create strategies that advance the health and well-being of older American women for decades to come.

### **Priorities and Functions**

Over the course of the first year, the coalition’s initial focus will be on:

- Developing and releasing a national agenda that defines key priorities in policy, public education, clinical practice and research.
- Sharing information and resources among member organizations
- Identifying opportunities for inter-group collaborations
- Identify policy, legislative and regulatory priorities and develop/execute necessary advocacy strategies
- Network with government, corporate and nonprofit allies and partners to access and integrate our collective wisdom

- Seek resources to help coalition groups and their constituents leverage and create assets -- knowledge tools, social media channels, conferences/thought leader gatherings other platforms, expertise, etc.

## How it Will Work

We will create committees for each of our interconnected pillars:

1. Public policy advocacy
  - a. Federal legislative and regulatory policies
  - b. Federal funding for health research and services that benefit older women.
2. Public education
  - a. Educate older women, their families, caregivers and allies on issues relevant to them. Cover topics usually forgotten – such as sexual health, brain health and mental health
  - b. Breakdown stigmas and stereotypes
  - c. Provide education and support for patients on a variety of issues
3. Clinical practices
  - a. Work with the clinical community and medical educators to help improve treatment of older women patients by strengthening understanding of gender differences and elder issues.
  - b. Address dearth of geriatric specialists in the clinical community
4. Research
  - a. Advocate for funding more research into disabilities that are common with aging and that affect wide swaths of older women such as continence, STD's, brain health, osteoporosis, etc.
  - b. Advocate for more women subjects in clinical trials.

Process:

- Coalition member organizations will select committees they would like to participate in.
- Committees will drill down into core challenges and priorities and make recommendations to the broader coalition (or coalition governance body) about priority issues to include in the national agenda and suggested action steps for the coalition to undertake such as:
  - Advocacy and lobbying,
  - Use social media, earned media, conferences, thought leader gatherings to spotlight issues
  - Do direct outreach to key audiences
  - Provide training to healthcare providers and others
- The coalition will create a governance mechanism to prioritize issues and activities, and develop broad strategies

- We will agree on a mission statement and a set of operating documents that codify rules for operation, membership, dues, and other organizational issues.

**Mission Statement:**

*Preamble: Aging women face a myriad of complex and often interconnected issues relating to their health, independence, and quality of life. For too long, those issues have been ignored or accepted as normal and dismissed. This rising generation of older women will redefine what it means to live a fulfilling and healthy life after 50, and our organizations support them. We will work together to catalyze a new cultural awareness of the needs of older women and break down stereotypes.*

*Mission: By coordinating advocacy and policy efforts, sharing resources, supporting appropriate research, and creating a universal Older Women's Health Agenda, we can better serve aging women and the clinicians, advocates, and organizations that care for them.*

- Prior to the committee's formal launch, NPWH will look to coalition organizations for subject matter expertise as it build an Older Women's Health Agenda report that reflects the perspectives and priorities of participating organizations.
- Coalition organizations will be convened once by phone and possible once in person in advance of the report's May release.

## Potential Issues as identified at April 2018 summit

### Whole wellness

- Heart health
- Bone health
- Skeletal health
- Hearing and vision
- Fall Prevention
- Cognitive Health
- Nutrition
- Dental
- Exercise
- Muscular health
- Vaccines

### Key Conditions

- Cancer
- Heart Disease
- Pelvic Health/Incontinence
- Sexual health
- STD's
- Alzheimer's and Dementia
- Addiction
- Diabetes
- Depression and Loneliness
- Pain Management

### Access to care

- Affordable medication
- Lack of geriatric drugs
- Proximity of providers (telehealth)
- Reimbursement (Medicare, Medicaid, Private)

### Quality of care

- Patient self advocacy
- Provider education
- Continuity of care
- Cultural competency of care
- Medication management
- Diversity in clinical trials

### Equity

- Women of color
- LGBTQ

#### Caregiving

- Caregivers' Physical and Mental Health/Respite care
- Paid caregivers and financial stress
- Elder orphans

#### Social and Economic Health

- Poverty
- Elder abuse
- Fraud
- Aging in place
- Ageism
- Housing – assisted living, etc.
- Elder orphans
- End-of-life planning
- Loneliness

### Organizations That Have Participated in Coalition Planning Conversations

#### **Aging**

AARP

Alliance for Aging Research

Leading Age

National Council on Aging

#### **Health**

Altarum Institute

American Geriatrics Society

National Council on Patient Information and Education

Patient-centered Outcomes Research Institute

#### **Women**

American College of Obstetricians and Gynecologists

Audrey Sheppard Women's Health Consulting

Black Women's Health Imperative

Hadassah

Healthy Women

Society for Women's Health Research

#### **Disease**

American Heart Association

American Sexual Health Association  
National Osteoporosis Foundation  
Prevent Cancer Foundation  
Women Against Alzheimer's

**Providers**

American Medical Women's Association  
Gay and Lesbian Medical Association  
North American Menopause Society

**Industry**

Mylan  
TherapeuticsMD

**Government**

US Food and Drug Administration  
Health Resources and Services Administration  
Office on Women's Health

**Other**

National Consumers League  
Gray Matters Consulting