

BOLDER Women's Health Coalition

This generation of aging women deserves nothing less than our most innovative vision and actions to address their healthcare needs as they grow older, advance their quality of life, and enable their ongoing contributions to a better society.

NPWH is developing the **BOLDER Women's Health Coalition** - organizing cross-sector leaders in healthcare, public policy, research, business, and nonprofit service. We are rethinking the needs of aging women, identifying unique challenges, innovating solutions and, like the Baby Boomers we so admire, reimagining aging to unleash new opportunities for all.

**BOLDER Women's
HEALTH COALITION**

The Turning Point for a Generation

The number of American women age 65 and older tripled between 2005 and 2015 and will double again by 2030. This trailblazing group changed and advanced society throughout every phase of their adult lives: integrating higher education, entering and altering the workforce, and redefining sexuality, marriage, childbearing, and parenting.

This unprecedented number of women presents our nation with monumental challenges and sweeping opportunities. Their needs and priorities differ significantly from older men, as women live longer, have different chronic conditions, endure more functional impairments, and have different economic needs and challenges.

The Opportunity

While this generation of mavericks is redefining "old age," our coalition will be filling a gap by rethinking these challenges and how to mitigate them. Answering key questions: What are the needs of this group, and solutions to meet them? Who is focused on elevating quality of life for older women while reducing the economic burdens of these stubborn problems on medicine, families, and society?

No one organization or network is yet devoted to identifying and addressing the comprehensive medical, economic, and social challenges facing older women.

NPWH is dedicated to changing that.

The Coalition

We convened three meetings between 2015 and 2018 with the community of women's health advocates, clinical associations and government agencies in which we identified the need for this coalition and NPWH's leadership in developing it. In 2018, we established this framework:

Our work focuses on four pillars.

- **Policy:** Advocating for federal legislative and regulatory policies, based on current science, that benefit older women
- **Clinical Education:** Strengthening the knowledge of health care providers on prevention, diagnostics, and holistic treatments of older women
- **Public Education:** Developing greater cultural awareness of older women's physical and mental health needs and undermining stigma and stereotypes
- **Research:** Promoting new medical research and approaches to research that will improve older women's health and wellness

The Facts

Women over 50 in the U.S. are the healthiest, wealthiest, and most active generation of women in history. They have high and active expectations for their golden years, and their quality of life is dependent on good health, independence and social and financial well-being.

Women earn less than men throughout their lives, and outlive them, resulting in huge retirement income gaps. Low-income women, women of color, LGBTQ individuals, and women with disabilities endure harsher impacts on quality of life as they age, but all women are affected in significant ways.

Women make 90% of household healthcare decisions and account for 93% of over-the-counter pharmaceutical purchases.

Women face unique health issues as they age, including heart, bone, pelvic, and brain disorders. And their physical and mental health are impacted by caregiving responsibilities, housing instability, and social isolation.

The Participants

The following organizations have participated in coalition planning conversations:

Aging

AARP
Alliance for Aging Research
American Geriatrics Society
LeadingAge
National Council on Aging

Health

Altarum Institute
National Council on Patient Information and Education
Patient-centered Outcomes Research Institute

Women

American Sexual Health Association
Black Women's Health Imperative
Hadassah
HealthyWomen
Society for Women's Health Research

Disease Prevention

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

Providers

American College of Obstetricians and Gynecologists
American Medical Women's Association
Gay and Lesbian Medical Association
North American Menopause Society

Government

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

Consumer Advocate

National Consumers League