



2021 Healthy Aging Summit

# Healthy Aging

*in the* **Age of COVID**

**Redefining. Reimaging.  
Responding.**

**June 3-4, 2021**

The Summit is a **virtual conference** designed to inform and inspire, engage and empower. Join us as we explore the ways the pandemic has challenged our priorities and approaches to healthy aging. Then, consider how we respond as we look to the future and work to improve health and wellness for people as they age.

Hosted by the  
Wisconsin Institute for  
Healthy Aging

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Wisconsin Institute  
for Healthy Aging

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### ABOUT WIHA:

The Wisconsin Institute for Healthy Aging (WIHA) is a not-for-profit organization that helps people take steps to improve their health and quality of life through evidence-based programs and practices.

In short, we help people help themselves to better health.

### ABOUT THE SUMMIT:

The Healthy Aging Summit is a fun, inspiring educational event for professionals and people with an interest in improving the health of their communities. This year's Summit is **virtual** — a big change from our traditional, in-person event — but we'll continue to bring you the speakers and topics that impact the health and wellness of people as they age. We'll also explore the ways we're redefining, reimagining and responding in the wake of the pandemic.

#### Who comes to the Summit?

The Summit draws program providers, leaders and volunteers, researchers, and professionals from local, state and national organizations including:

- Aging Offices & Aging & Disability Resource Centers (ADRCs)
- Public health departments
- Health care organizations (providers, insurers, and others)
- Independent living centers & disability service organizations
- Senior centers and senior housing facilities
- Fitness centers

Anyone with an interest in engaging in and/or promoting healthy aging programs and practices.



Louise Aronson

Generously  
sponsored by:



**When:**

Friday June 4  
11:00 am

# Keynote SPEAKER

## **The Future of Elderhood: Integrative Aging, Better Health**

Presenter: Louise Aronson, MD - University of California - San Francisco

For decades, "old" has been defined as beginning between the ages of 60 and 70. That means most people alive today will spend more years in elderhood than in childhood, and many will be elders for 40 years or more. Yet, at the very moment humans are living longer than ever before, we've made old age into a disease, a condition to be dreaded, disparaged, neglected, and denied. Likewise, in health care and medical research, when old people have bad outcomes, a common response is to say, "Well of course, they were old and sick," — inferring that "old" inevitably leads to "sick."

Drawing from both conventional and complementary medicine, integrative aging helps older adults live well throughout the decades and stages of old age. It begins with the assumption that elderhood should be approached medically in the same ways we approach childhood and adulthood, recognizing that bodies, lives and priorities change as we move through the sub-stages of each major part of life. It also focuses on health and well-being in addition to disease and illness, pays attention to prevention, nutrition, activity, goals, and purpose, and recognizes both the benefits and challenges of growing older.

The Covid-19 pandemic has put a spotlight on aging in ways both good and bad. In this presentation, we explore the way we look at aging, the way we think and feel about medicine, and what it means to be a human being across the lifespan.

*Louise Aronson, MD MFA, is a leading geriatrician, writer, educator, professor of medicine at UCSF and the author of the New York Times bestseller and Pulitzer Prize finalist Elderhood: Redefining Aging, Transforming Medicine, and Reimagining Life. A graduate of Harvard Medical School, Dr. Aronson has received the Gold Professorship in Humanism in Medicine, the California Homecare Physician of the Year award, and the American Geriatrics Society Clinician-Teacher of the Year award.*

*In addition to her clinical practice and teaching, she currently leads the AGE SELF CARE program, UCSF Medical Humanities, is the clinical lead for the Senior Hub of the San Francisco Department of Public Health COVID-19 response. She also serves on the California state covid vaccine allocation workgroup and the memory care and assisted living task forces. Her writing credits include the New York Times, Atlantic, Washington Post, Discover, Vox, JAMA, Lancet, and the New England Journal of Medicine, and she has been featured on NPR's Fresh Air, TODAY, CBS This Morning, NBC News, Morning Edition, Politico, Kaiser Health News, Tech Nation and the New Yorker.*



**When:**

Thursday, June 3  
1:00 pm

## Featured SPEAKERS

### **The Promise – In the Age of Covid**

Presenter: Vivian Nava-Schellinger - National Council on Aging

Aging is a resource – not a challenge that we must spend our resources and energy to overcome. Aging allows us to learn from each and every challenge by creating real pathways to opportunities that can make life better for all of us as we grow older. The pandemic has laid bare the inequities in our nation's systems that have left entire communities outside of conversations around their own health and financial security as they age. The demand for equity in aging is not only a movement unto itself, but is also a promise rooted in the learnings from a racial reckoning this past year.

What will aging look like as we navigate a new normal? What are the opportunities and what are the risks we must take? How can we age well in the age of Covid knowing that the future is uncertain and the past reminds us of the collective power of healing? Join Vivian Nava-Schellinger, Director of Partnerships and Network Activation with the National Council on Aging, as we explore the ways the pandemic has impacted communities and the well-being of older adults.

*Vivian Nava-Schellinger is a graduate of the University of Texas at El Paso, with a Bachelor of Arts in Political Science and Legal Reasoning, a Master's of Science in National Security Studies, and a Juris Doctorate from the Sandra Day O'Connor College of Law at Arizona State University, in Phoenix, Arizona. A proud Tejana, originally from the U.S.-Mexico border community of El Paso, Texas, Nava-Schellinger is an organizer at heart. At NCOA, she leads the organization's engagement with national and community partners, to include senior centers focusing on low-income older adults, with a commitment to connecting the organization to diverse groups and coalitions working towards achieving greater economic and health equity for all older adults.*

Panelists:

**Sam Wilson**  
AARP Wisconsin

**Ellen Rozek**  
Dept of Psychology  
UW-La Crosse

**Kris Krasnowski**  
Wisconsin Institute for  
Healthy Aging

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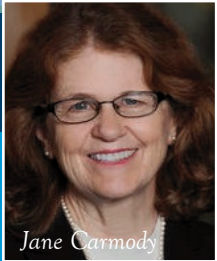
**When:**  
Thursday, June 3  
3:30 p.m.

### **Panel Discussion - Alone and Lonely: The Science, Health Impact and Movement to Support Older Adults Who are Lonely and Socially Isolated**

Loneliness and social isolation are on the rise in the U.S. and are responsible for very real physical, emotional and psychological impacts — especially in older adults and people with disabilities. While the pandemic has both exacerbated the issue and heightened awareness, it has long been recognized as a serious public health problem.

In this panel discussion, learn more about the issue, the challenges in supporting people who are lonely and socially isolated, and community responses that range from national efforts to a new state initiative that uses a collective impact approach to deploy meaningful responses to the negative health impacts of social isolation and loneliness. You'll also learn more about opportunities to join the effort in Wisconsin.

## Featured SPEAKERS



Jane Carmody



Carrie Molke

### When:

Friday, June 4  
8:00 a.m.

### Advancing Age-Friendly Health Systems & Public Health Agencies

Presenters: Jane Carmody, DNP, MBA, RN - Program Officer, John A. Hartford Foundation & Carrie Molke, Director, Bureau of Aging & Disability Resources, WI-DHS

The movement toward age-friendly health systems and public health agencies is gaining steam as the population of older adults grows along with a recognition that systemic change is necessary to improve health outcomes in individuals and communities over the lifespan. What are the principles and actions that can make these systems age-friendly to realize better programs and services, enhanced experience for older adults and staff, and gain improved efficiencies. Recognizing now, more than ever, older adults face greater hazards in any national emergency, learn the importance of advocating and instigating age-friendly transformation in your own organization.

*Jane Carmody, DNP, MBA, RN, is a Program Officer at The John A. Hartford Foundation, a national private foundation dedicated to improving the care of older adults. She held significant leadership positions with health care systems to include executive director of a large regional health system's home health care and hospice services, hospital chief nursing officer (CNO), system CNO for a health care system and chief clinical leader for a large national home health care and hospice company.*

*Carrie Molke is the Director of the Bureau of Aging and Disability Resources in the Wisconsin Department of Health Services (DHS). In this role, Carrie provides statewide aging and disability policy leadership, and administers a wide-array of state and federal programs that aim to support older adults and people with disabilities in their journey towards living well over the life course. Programs administered by the Bureau help people access food, employment, financial stability, housing, community living, social connections, caregiver support, accommodations, safety, transportation and lifelong independence.*

### Panel Discussion - Emerging from the Pandemic: What We've Learned & Where We Go From Here

As we emerge from the pandemic, we're looking to the future with new perspective and hard-won experience. We're looking at our responses to the challenges we faced. What lessons have we learned? How will we respond in both the short- and long-term?

As we close the 2021 Healthy Aging Summit, hear from those at the center of the pandemic response who will describe their experiences, share their insights, and discuss the implications of responses as we look to the future and work to improve the health and wellness of people as they age.

### Panelists:

**Chuck Warzecha**  
Division of Public Health, Wisconsin Department of Health Services

**Dave Nelson**  
Wisconsin Institute for Healthy Aging

### When:

Friday, June 4  
2:30 pm

# Summit AGENDA

Thursday, June 3, 2021

1:00 pm – 4:30 pm

1:00 pm

## Welcome & Opening Session

### The Promise - In the Age of COVID

Presenters: Vivian Nava-Schellinger - Director, Partnerships & Network Activation, National Council on Aging; Dave Nelson - Exec. Director, Wisconsin Institute for Healthy Aging

2:00

## Stretch Break

2:15

## Breakout Sessions

A1. Matching Needs to Support: Diabetes Prevention, Self-Management & Clinical Interventions

A2. Developing Age-Friendly Communities — The Wisconsin Experience

A3. Using Data and Evidence about Health Aging to Promote Health Equity in Wisconsin

A4. The Unique Role of Rehabilitative Therapy in Older Adult Health & How to Develop Partnerships that Promote Community Wellness

A5. Bon Voyage! Safe Travel Tips in the Age of COVID-19

3:15

## Stretch Break

3:30

## General Session:

Alone and Lonely: The Science, Health Impact and Movement to Support Older Adults Who Are Lonely and Socially Isolated

Panel: Sam Wilson - State Director, AARP Wisconsin; Ellen Rozek - Associate Professor of Psychology, University of Wisconsin-La Crosse; Kris Krasnowski - Director of Communications, WIHA

4:30

## Closing & "Screen" Prizes



# Summit AGENDA

Friday, June 4, 2021

8:00 am – 3:30 pm

8:00 am

## **Open & General Session:**

### **Advancing Age-Friendly Health & Public Health Systems**

Presenters: Jane Carmody, DNP, MBS, RN - Program Offices, John A. Hartford Foundation;  
Carrie Molke, Director, WI Bureau of Aging & Disability Resources

9:30

## **Stretch Break**

9:45

## **Breakout Sessions**

B1. Moving Past COVID: Evidence-Based Programs to Reduce Sedentary Lifestyles

B2. Still Standing Wisconsin - The Wisconsin Falls Prevention Initiative

B3. Meditation: Training the Mind for Performance and Well-Being

B4. Barbershop Health Clinic – Health Equity Outside the Hospital

B5. Vaccination Hesitancy & Older Adults: Lessons Learned from Outreach Efforts

10:45

## **Stretch Break**

11:00

## **Keynote Address:** The Future of Elderhood: Integrative Aging, Better Health

Presenter: Dr. Louise Aronson - University of California-San Francisco

Noon

## **Stretch Break**

12:15 pm

## **Healthy Aging Star Award Presentations**

Grab your lunch and help us honor this year's Healthy Aging Stars!

1:00

## **Stretch Break**

1:15

## **Breakout Sessions**

C1. Promoting YOUR Program: Leveraging Science & Experience to Boost Engagement

C2. Developing Partnerships to Maximize Impact: Practical Advice for Community Collaboration

C3. Brain Health & Aging: Lost Cause or Lost Opportunity

C4. From Research, to Practice, to People:  
Bringing New WIHA Programs to Your Community

C5. Home-Grown Solutions for Healthy Aging in Rural Towns

2:15

## **Stretch Break**

2:30

## **Closing Session:**

### **Emerging from the Pandemic: What We've Learned & Where We Go From Here**

Presenters: Chuck Warzecha - Wisconsin DHS; Dave Nelson - Wisconsin Institute for Healthy Aging

3:20

## **Closing & "Screen" Prizes**

## A1

### Matching Needs to Support: Diabetes Prevention, Self-Management & Clinical Interventions

**Presenters:** Pam Geis - Health Promotion Spec., WI Division of Public Health; Marilyn Hodgson - Diabetes Quality Initiative Coord., WI Division of Public Health; Kris Krasnowski - Communications Dir., WIHA

Diabetes and prediabetes are on the rise which in turn raises the risks and impacts of the pandemic for those with these conditions. Finding interventions to support prevention and self-management has taken on a whole new sense of urgency.

Learn about evidence-based community programs and clinical interventions, how to offer and/or promote them, and be introduced to a referral portal allowing clinicians, community-based organizations, and individuals to connect with diabetes supports.

## A2

### Developing Liveable Communities - The Wisconsin Experience

**Presenters:** Amber Miller - Assoc. State Director for Community Outreach, AARP WI; Darrin Wasniewski - Assoc. State Director for Community Outreach, AARP WI

What makes a community an "age-friendly" community? In this session, you'll be introduced to the AARP Livability Index and learn what factors make a place more hospitable to people as they age. Then, hear from one of the Wisconsin communities that has taken up the challenge by joining Wisconsin's Network of Age-Friendly Communities.

Learn what's on the horizon in the development of this community project and find out what it takes to launch this age-friendly movement in your area.

## A3

### Using Data and Evidence About Healthy Aging to Promote Health Equity in Wisconsin

**Presenters:** Michael Stevenson - Evidence and Policy Analysis Team Leader & Jessica Solcz - Evidence Analyst on What Works for Health, County Health Rankings & Roadmaps, University of Wisconsin-Madison

Data and evidence drive good decisions. But how do you access and analyze data and evidence to improve health equity locally?

In this session, you will learn how to access, understand, and use data about your county's health. Participants will learn how to use evidence to identify interventions that recognize and address aging-related health challenges in their counties.

## A4

### The Unique Role of Therapy in Older Adult Health & How to Develop Partnerships that Promote Community Wellness

**Presenters:** Jon Weiss, PT - Bellin Health; Barb Michaels, Prevention Coordinator - ADRC of Brown Co; Bringa Johnson PT - APTA Geriatrics WI; AmyJo Verbeten, OT - Concordia University

For older people, recovering from injury, surgery or other health problems can be dramatically improved with therapeutic supports. Rehab often includes both physical and occupational therapies designed for the individual's specific needs and abilities. How can community-based health promotion program providers and others partner with therapists to improve the health of older adults in their communities?

Hear from the experts who will discuss the ways therapists support older adult wellness, and successful approaches for engaging and working with therapists for good health outcomes.

**Age** is no barrier. It's a limitation you place on your mind.

- Jackie Joyner-Kersey



## A5

### Bon Voyage! Safe Travel Tips in the Age of COVID-19

**Presenter:** Nick Jarmusz - Midwest Director of Public Affairs, AAA-The Auto Group

As pandemic restrictions ease, many are anxious to hit the road and travel to see friends and family or simply to find a change of scenery. However, health and safety remain a concern and will well into the future.

In this session, you'll hear from experts who will share travel tips and advice to make your upcoming trips both safer and less stressful and to help you guide others who may be concerned about safe travel.



## WORKSHOP DESCRIPTIONS | Friday, June 4: 9:45 – 10:45 am

### B1

#### **Moving Past COVID: Evidence-Based Programs to Reduce Sedentary Lifestyles**

**Presenters:** Erin Eggert - Community Research Associate, WIHA; Amanda Kutcher - Health Promotions Coord., ADRC of Adams, Green Lake, and Waushara Counties

With sedentary behavior as a risk factor for many health problems, it's imperative to identify strategies to reduce inactivity and get older adults standing up and moving more. In this session we'll explore five evidence-based programs available to communities in Wisconsin. Learn about the health benefits of the Stand Up and Move More, Physical Activity for Lifelong Success (PALS), Tai Chi Prime, Walk with Ease, and StrongBodies programs, and learn how you can bring them to your community.

### B2

#### **Still Standing Wisconsin - The Wisconsin Falls Prevention Coalition**

**Presenters:** Dave Nelson - Executive Director, WIHA; Shannon Myers - Director of Program Implementation, WIHA

Wisconsin has the nation's highest rate of deadly falls among older adults and the problem is worsening. It's time for this crisis to end.

In this session, you'll learn about a new statewide initiative to reduce falls in Wisconsin and how you can join the effort. Still Standing Wisconsin takes a multifaceted approach to falls prevention by supporting local efforts, sharing best practices (including, but not limited to evidence-based practices), conducting public education campaigns, and recommending necessary changes in practice and policy. Together, we will take a stand against deadly falls.

### B3

#### **Meditation: Training the Mind for Performance and Well-Being**

**Presenter:** Chad McGehee, MA - McGehee Meditation Consulting

With all the stresses of daily living, taking time to quiet your mind can benefit you both personally and professionally.

In this session, you will learn strategies for applying mindfulness and meditation to your unique performance and well-being goals. Explore how to use the science, frameworks and practice of meditation both in your professional and personal life and gain an understanding of how the mind supports greater well-being and performance including long term recovery and resiliency, mitigating burnout and finding joy in the journey.

### B4

#### **Barbershop Health Clinic - Thinking Outside the Hospital**

**Presenter:** Aaron Perry - Founder & CEO, Rebalanced-Life Wellness Association

Improving access to health care means breaking down the barriers at the root of health disparities. In this session, you'll meet Aaron Perry, founder of the nonprofit Rebalanced-Life Wellness Association.

Perry launched the Men's Health & Education Center in JP's Hair Designs, a barber shop in Madison, and will discuss his experience and lessons learned in developing a meaningful response to health disparities in his community.



**Aging** is not lost youth, but a **new stage** of opportunity and strength.

- Betty Friedan

### B5

#### **Vaccine Hesitancy & Older Adults: Lessons Learned from Outreach Efforts in Diverse Communities**

**Presenters:** Mary Wolf - Tribal Aging & Disability Services Director, Great Lakes Inter-Tribal Council; Kris Krasnowski - Director of Communications, WIHA

As many people are racing to get their COVID vaccination, still others are hesitant to make the appointment even as public health authorities encourage it. What are some of the common barriers to immunization and how can we break them down?

Join this session and learn more about efforts to promote vaccination in older adults in Wisconsin. We'll discuss organizing and messaging strategies and show examples of materials used to break down sometimes deeply held resistance to vaccination.

## C1

### Promoting YOUR Program: Leveraging Science and Experience to Boost Engagement

**Presenters:** Corey Huck, PhD, CSCS - Associate Dean, College of Professional Studies; Head, School of Health Promotion and Human Development, University of Wisconsin-Stevens Point

How do you connect the goals of your wellness program(s) and the needs, wants, and perceptions of your target population? In this session, discover how to integrate the science of communication, promotion, and persuasion with practical lessons from local providers offering home-grown programs.

Then, construct a plan to effectively engage with your target audience, so that they register, attend, engage, adopt healthy lifestyles, and sustain action.

## C2

### Developing Partnerships to Maximize Impact: Practical Advice for Community Collaboration

**Presenters:** Jill Renken - Director of Provider Partnerships, WIHA

In challenging times like these, with shifting priorities and changing responsibilities, finding the time and resources to meet your mission and support your community can be a struggle. How can organizations extend their reach and grow their capacity?

Developing partnerships can make all the difference! In this session, you will get practical tips for identifying, engaging and sustaining partnerships that create win-win situations designed to benefit your community.

## C3

### Brain Health and Aging: Lost Cause or Lost Opportunity

**Presenter:** Lisa Bratzke - Associate Professor, University of Wisconsin-Madison School of Nursing

Alzheimer's disease and related dementias represent a leading cause of death and disability. It is the only leading cause of death that has no known treatment, no cure and no effective prevention. But, is there really no way to prevent Alzheimer's disease and related dementias? This presentation provides insights into possible opportunities to maintain brain health as we grow older.

In this session, you'll learn to describe the common risk factors for cognitive decline and dementia and identify one to two opportunities to maintain or improve brain health as you age.

## C4

### From Research, to Practice, to People: Bringing New WIHA Programs to Your Community

**Presenters:** Erin Eggert - Community Research Associate, WIHA; Shannon Myers - Director of Program Implementation & Community Research Specialist, WIHA

Matching interventions to community health needs - that's the challenge. WIHA, community partners and the Community-Academic Aging Research Network (CAARN) collaborate to develop and bring researched and proven programs to scale in Wisconsin and nationwide.

In this session, learn how meeting a community need becomes an evidence-based program and how organizations can become program providers. Then, learn more about these new programs that are ready for distribution nationwide: Mind Over Matter: Healthy Bowels, Healthy Bladder (MOM), Physical Activity for Lifelong Success (PALS) and Stand Up & Move More (Stand Up).



Getting **old** is like climbing a mountain; you get a little out of breath, but **the view** is much better!"

- Ingrid Bergman

## C5

### Home-Grown Solutions for Healthy Aging in Rural Towns

**Presenters:** Barbara Bowers - Professor, UW-Madison School of Nursing; Sarah Van Buren - City of Waupun Community & Economic Development Coordinator, City of Waupun; Terri Johnson - Langlade County Healthy Community Health Aging Coordinator; Geana Shemak - Iowa County HeART Community Coordinator/Educator

It's a great time grow older in Waupun and Iowa and Langlade Counties! Each unique community is embracing what it means to be a place where older adults and their families can thrive.

In this session, learn how these communities partnered with UW-Madison to assess the needs of older adults and their families then worked with a coalition of stakeholders to design solutions to identified needs. Attendees will learn directly from these communities about needs assessment resources, tips for coalition building, and ways rural areas are addressing unmet needs that relate to social isolation, resource finding, health and safety.

2021 Healthy Aging Summit

## Healthy Aging in the Age of COVID

Redefining. Reimagining.  
Responding.

# Healthy Aging Summit REGISTRATION

**Registration  
deadline:  
June 1, 2021**

**Early Bird Registration Fee  
Now through May 10th!**

**\$149**

**Click here to register**

Upon registering, you will receive a confirmation by email and will be prompted to register in our conference app called Whova. Visit the WIHA Summit web page — <https://wihealthyaging.org/healthy-aging-summit> — for more information and instructions on accessing your conference app.

**CEHs:** Conference participants will receive 8.5 Continuing Education Hours (CEHs) for attending the full 2021 Summit. An electronic certificate will be sent to all participants 2 weeks following the Summit.

For other questions about the Summit, please contact Kris Krasnowski at [kris.krasnowski@wihealthyaging.org](mailto:kris.krasnowski@wihealthyaging.org) or call (608) 333-2860.

Visit the Wisconsin Institute for Healthy Aging —  
**[wihealthyaging.org](https://wihealthyaging.org)**