



Press Kit

ncoe
national council on aging

Our Story

The National Council on Aging (NCOA) is the national voice for every person's right to age well. We believe that how we age should not be determined by gender, color, sexuality, income, or zip code. Working with thousands of national and local partners, we provide resources, tools, best practices, and advocacy to ensure every person can age with health and financial security. Founded in 1950, we are the oldest national non profit organization focused on older adults. Learn more at www.ncoa.org and @NCOAging.



We Believe...

HOW WE AGE SHOULD NOT BE DETERMINED BY GENDER, COLOR, SEXUALITY, INCOME OR ZIP CODE.

The Leadership:

MEET RAMSEY ALWIN, NCOA PRESIDENT & CHIEF EXECUTIVE OFFICER



Alwin is a thought leader and policy advocate who challenges outdated beliefs and sparks new solutions to address financial resilience as we age. Through her work, she has changed the way people think about older adult poverty and economic security.

Alwin designed a new measure of economic security for older adults that better accounts for out-of-pocket health costs and busts myths surrounding senior poverty. She

worked to introduce the Measuring American Poverty Act in Congress to redefine the federal poverty measure to better account for older adults' costs of living.

Thanks to Alwin's efforts, the U.S. Census Bureau formally implemented the Supplemental Poverty Measure nationwide, virtually doubling the elder poverty count and better demonstrating true needs among this population. Alwin also has led and organized efforts to enact state and local legislation and regulations using the new measure of economic security for income/asset eligibility for means tested programs. Ramsey Alwin's connection to her late father drives view of aging as a social justice issue.





Media Topics:

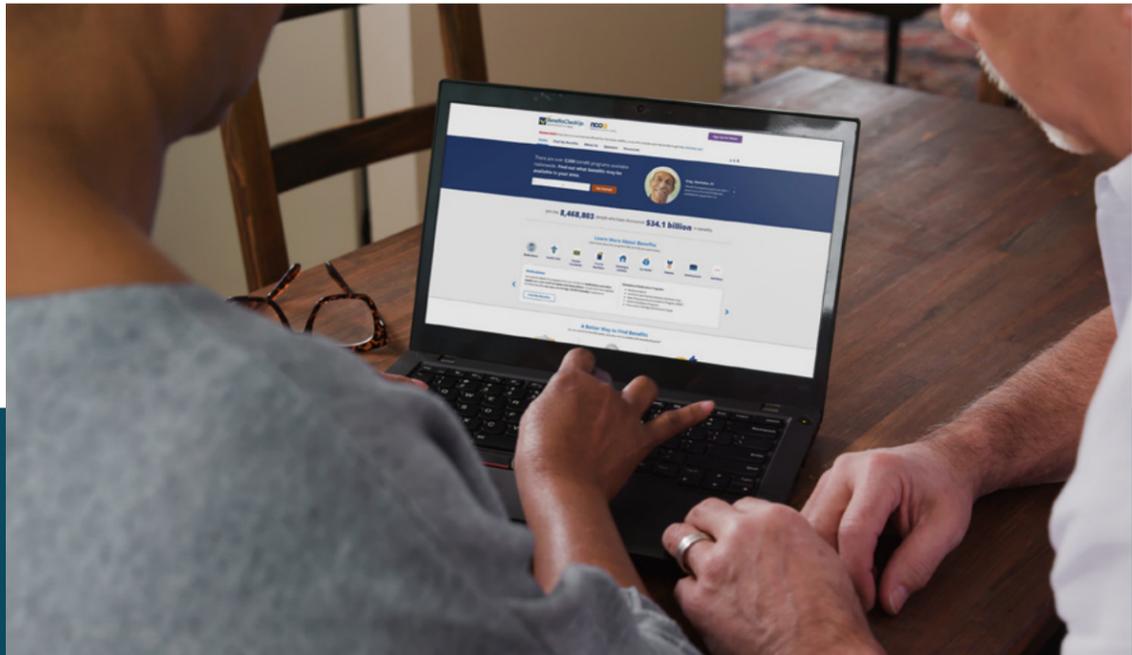
AREA OF EXPERTISE/EDITORIAL TOPICS/ EXPERT COMMENTARY

Below are some of the aging-related topics where NCOA has expertise for editorial stories. NCOA's experts can speak on everything from falls prevention and benefits access to healthy aging and economic security for vulnerable seniors.

- Information and statistics about aging issues and future trends
- Federal legislation and policy related to older Americans
- Economic security and retirement
- Healthy living, including falls prevention and chronic conditions
- Older adults and COVID-19
- Women, minorities, and disparities in aging
- Medicare and benefit programs
- Aging as a social justice issue

Company Facts

FOUNDED: In 1950
LOCATION: Arlington, VA (outside Washington, D.C.)
NCOA # OF EMPLOYEES: 77
ENTITY TYPE: Non-Profit



NCOA In The News

SAMPLE MEDIA HIGHLIGHTS



ABC 7 WASHINGTON
Fall Prevention for Older Adults
[Watch Here ▶](#)



MCKNIGHTS SENIOR LIVING
Pandemic Pushes 1.7 Million Older Adults Into Unplanned Retirement
[Read Here ▶](#)



YAHOO! FINANCE
Social Security: Myths vs. Facts
[Read Here ▶](#)



CAPITAL CARING HEALTH
What Boomers Want Steroid Master
[Watch Here ▶](#)



THE NEW YORK TIMES
Rising Debt, Falling Income: How to Dig Out
[Read Here ▶](#)



NEXT AVENUE
How the Biggest Groups on Aging Are Tackling Diversity, Equity and Inclusion
[Read Here ▶](#)



YAHOO! FINANCE
How Biden's 'momentous' Rescue Plan Helps Older Americans
[Read Here ▶](#)



NPR
Pandemic Voting Safety
[Read Here ▶](#)

YAHOO! FINANCE
Tips for Saving for Retirement
[Read Here ▶](#)

AGING RESEARCH
This is Growing Old
[Read Here ▶](#)

GOOD MORNING WASHINGTON
Helping Older Adults Vote Safely
[Watch Here ▶](#)

FOX 5
Choosing the Right Medicare Plan
[Watch Here ▶](#)

NORTHERN VIRGINIA MAGAZINE
Here's How To Cope As A Caregiver During COVID
[Read Here ▶](#)

KOGO-AM SAN DIEGO
Fall Prevention Awareness and Check-up
[Listen Here ▶](#)

WVXU (NPR) CINCINNATI
BYB Week
[Listen Here ▶](#)

KFI AM LOS ANGELES
BYB Week
[Listen Here ▶](#)

THE HILL
How a Lottery Can Bring Equity to the Covid Vaccination Process
[Read Here ▶](#)



NCOA Thought Leaders

+ TOPIC EXPERTS FOR MEDIA

Thought Leadership	Topic Areas
Ramsey Alwin , <i>President & CEO</i>	Aging as a Social Justice Issue, Women & Aging, Financial Security for Older Adults
Josh Hodges , <i>Chief Customer Officer</i>	Health & Economic Security Programs for Older Adults
Kristen Kiefer , <i>Chief Advocacy & Engagement Officer</i>	Federal Legislation, Policy for Older Americans
Kathleen Cameron , <i>Senior Director, Healthy Aging Subject Expert</i>	Falls Prevention, Chronic Conditions, Health Promotion & Prevention, Vaccines



Social Media



@NCOAging

Website

www.ncoa.org

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