

Live Well – Do Well – Age Well

Aging Mastery® aims to help millions of baby boomers and older adults take key steps to improve their well-being, add stability to their lives, and strengthen their ties to communities. When they participate in the Aging Mastery Program® (AMP), individuals create their own playbook for aging well via actionable goals, sustainable behaviors, peer support, and incentives.



What is AMP?

The Aging Mastery Program® is a comprehensive and fun approach to living that celebrates the gift of longevity. The 10-week program combines goal-setting, daily practices, and peer support to help participants make meaningful changes in their lives. Central to the AMP philosophy is the belief that modest lifestyle changes can produce big results and that people can be empowered to cultivate health and longevity.

Our goal is to change societal expectations about the roles and responsibilities of baby boomers and older adults and to create fun and easy-to-follow pathways for getting more out of life.

Equally important, the program encourages *mastery* — developing sustainable behaviors across many dimensions that will lead to improved health, stronger financial security, enhanced well-being, and increased connectedness to communities. Each level of mastery is based on consistency and duration, allowing participants to set individual goals. In addition, a reward system motivates and encourages ongoing behavior change.

We are living longer. Are we living better?

Why is AMP Important?

Life expectancy has increased dramatically over the past 50 years, yet societal expectations of older adults have changed little. Moreover, people are generally unprepared for this increased longevity. AMP offers an innovative approach to guide individuals through this phase of life. The program incorporates evidence-informed materials, expert speakers, group discussion, peer support, and small rewards to give participants the skills and tools they need to achieve measurable improvements in managing their health, remaining economically secure, and contributing actively in society. All program materials and resources align with the goal of helping people enjoy self-sufficient lives.

"This program was very uplifting. I learned that the aging process can be done gracefully. I am working on a plan for the future to share with my family."
- AMP Participant

NATIONAL COUNCIL ON AGING

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How Will AMP Grow?

NCOA believes that AMP has great potential for nationwide scaling because of the benefits it will produce for older adults, senior centers, and a wide array of community organizations.

Using a rapid-cycle innovation strategy, we are collaborating with community partners, academic institutions, private foundations, corporations, and government agencies to develop new aspects of the program.

Our primary goal in growing AMP is to build on the successful results thus far showing that older adults in the program significantly increased their:

- social connectedness
- physical activity levels
- healthy eating habits
- use of advanced planning
- participation in evidence-based programs
- adoption of several other healthy behaviors

"The class offering was actually profound for me. I am 70 years old and if I'm 'lucky' I may have 10 more 'good' years. The classes offered ways to make the years happier, healthier, and more worry free."

- AMP Participant

To date, 2,000+ older adults in over 100 communities have participated in the program and demand is growing. In 2016, AMP will reach an additional 4,000 participants in 140 communities. Participants will take the core program and have opportunities for continued engagement via elective classes.

Additional highlights include leveraging digital technology to help older adults age in place, reaching out to homebound older adults, and expanding the program in rural areas. Concurrently, we are designing digital tools and videos to keep participants engaged in Aging Mastery®. We would like to reach 1,000,000+ older adults by 2020 through a nationwide network of senior centers, retirement communities, and online materials.

"AMP is the best program we've ever done. Participants love it. At the end of the program, they say, 'What's next!' They want to learn more, stay engaged, and stay connected with friends they have made. I highly recommend AMP. It's a game changer."

-Senior Center Director

How Does AMP Add Value?

AMP encourages older adults to give time each day in service to themselves and others. As a result:

- People will be healthier, more productive, and have a better quality of life
- Overall health care costs will be lower
- Communities will be strengthened

Senior Centers/Retirement Communities/Religious Organizations/Comm. Colleges

AMP will attract new participants and position senior centers as vibrant community spaces that appeal to a broader demographic. AMP can also help retirement communities, religious groups, and community colleges attract and motivate older adults who want to make the most out of their later years.

Foundations/Nonprofits/Corporations

AMP can incorporate specific programs and/or interventions that help individuals and advance an organization's mission. AMP offers a nationwide network to reach and serve older adults.

Health Systems and Insurers

AMP can link hospitals with community-based programs to support people to take actions that improve their health and well-being.

We work with organizations to motivate and support people to change behaviors and make better decisions.

To explore AMP partnership opportunities, please contact us: AMP@ncoa.org.

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