



2024 Winter Think Tank

Brain Health and the Aging Workforce

February 26 & 27, 2024 | A Members-Only Event

Meharry Medical College, Nashville, TN

Program Directors: Paul Terry, PhD, HERO Senior Fellow & Ariane Mistral, HERO Director of Education & Events

Monday, February 26th

11:00 AM CT Welcome

Karen Moseley, President and CEO, HERO

Welcome from Meharry Medical College

Kevin Billups, MD, Executive Director of the Men's Health Program and Professor of Internal Medicine & Urology, Meharry Medical College

11:15 AM CT What is Brain Health and Why it Matters for Employers and the Economy

Kelly O'Brien, MPA, Vice President, Prevention, UsAgainstAlzheimer's; Executive Director, Brain Health Partnership

11:45 AM CT Think Tank Group Work

12:15 PM CT Lunch

1:15 PM CT Healthy Aging Policies and Programs/Breaking the Stigma

Sarah Lenz Lock, JD, Senior Vice President for Policy, AARP; Executive Director, Global Council on Brain Health

1:45 PM CT Learning and Communicating about Aging and Brain Health

Cathy Maxwell, PhD, RN, FAAN, Professor, Vanderbilt University School of Nursing
Deborah Lee, PhD, RN, NBC-HWC, NHC Chair of Excellence in Nursing and Director of the Positive Aging Consortium, Middle Tennessee State University

2:45 PM CT Break

3:00 PM CT Brain Health, Physical Activity, and Nutrition

Nico Pronk, PhD, MA, FACS, FAWHP, President, HealthPartners Institute; Chief Science Officer, HealthPartners
Jamie Pope, MS, RDN, LDN, FAND, Assistant Professor, Nutritional Sciences, Vanderbilt University School of Nursing

- 4:00 PM CT** **Think Tank Group Work**
- 4:45 PM CT** **HERO Board of Directors**
Karen Moseley, President and CEO, HERO
- 5:00 PM CT** **Adjourn**
Board Bus to Return to Hotels

Tuesday, February 27th

- 8:30 AM CT** **Welcome**
Paul Terry, PhD, Senior Fellow, HERO
- 8:40 AM CT** **Are Health Coaches Equipped to Support Brain Health?**
[Ruth Q Wolever, PhD, NBC-HWC](#), Professor and Director of Vanderbilt Health Coaching, Osher Center for Integrative Health, Vanderbilt University Medical Center; Scientific Advisor, Wondr Health
- 9:30 AM CT** **Think Tank Group Work**
- 10:15 AM CT** **Break**
- 10:30 AM CT** **HERO Research Updates**
Sara Johnson, PhD, Senior Research Fellow, HERO
Karen Moseley, President and CEO, HERO
- 11:00 AM CT** **Resources for Employers and Brain Health Assessment**
[Krystal Culler, DBH, MA](#), Founder and Creative Director, Virtual Brain Health Center
- 11:30 AM CT** **Employer Reactor Panel**
[Marc Watkins, MD, MPH](#), Chief Medical Officer, Kroger Health
[Jaime Gatford](#), Vice President Health and Wellbeing Delivery Excellence, bp
[Tonya Vyhlidal, MEd](#), National Director, Pfizer
[Roshi Fisher, MPH, CPH](#), Senior Vice President, Director of Employee Experience Consulting & Business Operations, Blue Communications, Inc.
- 12:15 PM CT** **Closing Comments**
Karen Moseley, President and CEO, HERO
- 12:30 PM CT** **Think Tank Luncheon**
- 1:30 PM CT** **Adjourn**
Board Bus to Return to Hotels

Brain Health and the Aging Workforce

The Baby Boomer generation makes up nearly thirty percent of the U.S. labor market, and a major transformation is afoot with about 10,000 people turning 65 each day for the next two decades. Long life spans, the need to keep socially active, and financial considerations are personal reasons for staying at work. What's more, most employers covet the expertise and experience of older workers and the benefits of age-diverse teams in fostering innovation. With an aging workforce comes greater sensitivity to the role of brain health in employee performance. Debates about the mental acuity of our aged national political leaders are a prime example of the concerns attendant to brain vibrancy. Related to this, two out of three workers over the age of 45 say they have seen or experienced age discrimination, and the perception of age discrimination is much higher for women.

Brain health relates to our abilities to contribute productively at work and in our communities. This includes mental health, coping, and resiliency, as well as brain health practices that reduce cognitive decline and prevent neurodegenerative diseases such as Alzheimer's disease and dementia. HERO Senior Fellow Paul Terry has designed this Think Tank to explore the role of employers in supporting the lifestyle factors like sleep, diet, stress management, social connections, and physical activity that impact emotional well-being and cognitive functioning. We will review the evidence on the impact of mental health support, cognitive training programs such as memory games and problem-solving tasks, and the role of mindfulness exercises and flexible work arrangements that empower employees to improve self-care of brain health.

The most common type of age discrimination is simply that of hearing negative comments about a worker's age. We will examine this and other common forms of ageism experienced by workers. In our usual Think Tank fashion, we will plan structured times for HERO members to share their stories about their efforts to organize health and well-being initiatives responsive to the needs of their older associates.

Learning Objectives

After attending this Think Tank, participants will be able to:

1. Explain the demographic shift in the U.S. labor market with the aging Baby Boomer generation and the implications for workplace health and well-being initiatives.
2. Identify the professional, personal, and societal factors that contribute to delaying retirement among older workers.
3. Describe case examples of organizations that have improved their organizational effectiveness in adapting to the needs of an aging workforce.
4. Discuss common forms of ageism experienced by older workers and develop strategies to diminish age discrimination in the workplace.
5. Evaluate the role of lifestyle factors, including sleep, diet, stress management, social connections, and physical activity, as they affect brain health and cognitive functioning in older employees.
6. Assess the evidence and effectiveness of mental health support and cognitive training programs for improving the well-being and enhancing the cognitive abilities of aging workers.

8 CHES/MCHES Credits Available (attendance required at both days)

Sponsored by Health Enhancement Research Organization (HERO), a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) to receive up to 8 total Category I contact education contact hours. Maximum advanced-level continuing education contact hours available are 8. Provider ID#101039