



**LIFELONG
STRONG**
NEW JERSEY

Who we are – Steering Committee




Mission Statement:

Lifelong Strong New Jersey is an advocacy campaign to prioritize policies that ensure New Jerseyans can thrive in the Garden State as we age. Like all age groups, older New Jerseyans are important contributors to the state's economy, infrastructure, and communities. As demographics rapidly change, we ask that the next Governor recognize our increasingly older population and include aging as an important consideration in all policy discussions, so that New Jersey can become an even better place to age well.



Overview of Lifelong Strong

- Prioritize aging in this year's governor's race
 - Ask all candidates to pledge to bring a lens related to aging in all policy considerations
 - Pledge to develop a Multisector Plan on Aging
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Ultimate goal: A Multisector Plan in Aging/MPA

“America’s older-adult population is growing, and in many parts of the country, current infrastructure is not equipped to provide the range of services needed for the increasingly diverse population of older adults and people with disabilities, along with the caregivers that support them.”


<https://multisectorplanforaging.org/>



What is a Multisector Plan on Aging?

- An MPA is a 10+ year blueprint for restructuring state and local policies and convening a wide range of cross-sector stakeholders to collaboratively address the needs of older-adult populations.
 - MPAs are designed to create a coordinated system of high-quality care and support services that promote healthy aging, independent living, and social engagement, while also addressing issues related to healthcare, housing, transportation, and other social determinants of health.
 - Every state develops its own MPA based on its unique characteristics, history, politics, and existing aging and disability initiatives.
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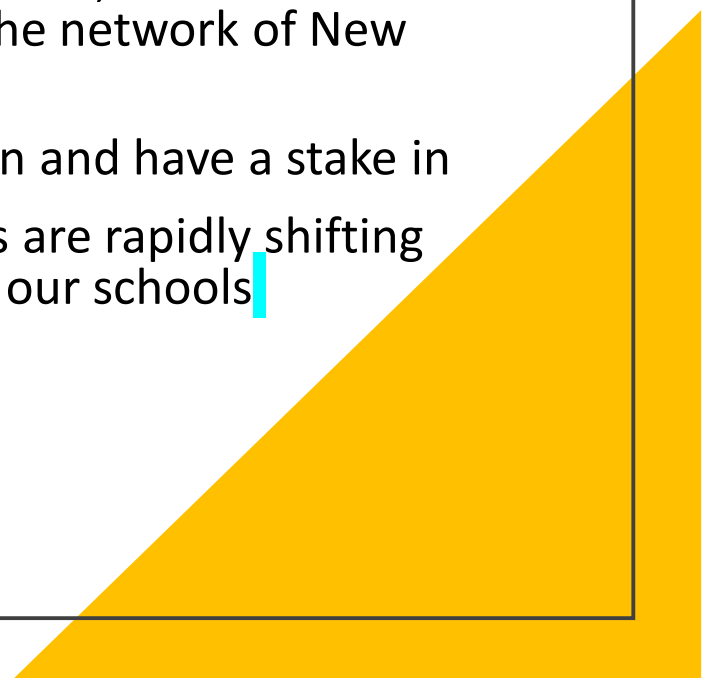
What separates an MPA from other plans related to aging?

- Need for Governor-designated, high-level leadership to oversee it (e.g., Governor's Office)
 - Need for MPA project budget to support the work (e.g., communications, events)
 - Intentional diversity of experience, voices, and thoughts
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Opportunity for public-private partnerships

- Public-private partnerships
- An active engagement process – not a state developed initiative or report that is “released onto us”

Why now?

1. The 2025 Gubernatorial race provides a unique opportunity to prioritize aging and ask the next administration to commit to an MPA.
 2. What we do to prepare for an older NJ affects not just the older individual, but the entire community -an older NJ impacts their adult children, their families – the network of New Jerseyans connected to them.
 3. Aging is apolitical – its one of the few things we all do, have in common and have a stake in
 4. Like most of the country – and the world – New Jersey's demographics are rapidly shifting and within 10 years, residents over age 60 will outnumber students in our schools
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The current situation

- From 2010-2021, NJ's population of older adults increased by 31% - the total population increased by only 5%
 - In 2034, our over 60 population reaches 20% and outnumbers the students sitting in our classrooms.
 - We know the challenges facing older adults that can be addressed by effective policy:
 - Affordable, appropriate housing
 - Transportation
 - Economic security
 - Property tax
 - Cost of living in NJ
 - What's good for older adults is good for everyone
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What we've done so far....

- Formed Steering Committee around core mission
- Meeting with candidates
- Established web presence
- Tracking NJ news related to aging
- Building partnerships



Join Us - Become Part of the Statewide Lifelong Strong NJ Movement

1. Sign up for our newsletter
2. Take our pledge to join us and ask for aging to be considered in all policies in New Jersey
3. Give us your input, share your ideas and priorities so we can support each others' goals
4. Cross promote Lifelong Strong New Jersey
5. Share how this benefits your organization
6. Consider signing group letters by Lifelong Strong to candidates and policy makers
7. Let us highlight your work - author or sign op-ed pieces or blogs on your area of expertise (we will help craft them!)

Next steps

Will you be a partner?

