



Wider Opportunities for Women



WISCONSIN
women's
network



University of
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Boston.

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MEDIA ADVISORY

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**State and National Organizations Release County-by-County Data
Showing How Much Elders Need to Make Ends Meet**

Elder Economic Security Initiative Offers a Realistic Measure
of What it Takes to Age with Dignity in Wisconsin

WHAT:

The Wisconsin Women's Network, in partnership with Wider Opportunities for Women, is hosting a press conference to launch the Wisconsin Elder Economic Security Initiative™ Program (the Initiative), a multi-year advocacy project to promote the economic well-being of elders. Underpinning the Initiative is the Elder Economic Security Standard™ Index (the Index), a realistic, geographically based measure of the income older Americans need to age with dignity.

WHEN:

Tuesday, July 8, 10:00 AM

WHERE:

Wisconsin State Capitol, Room 225 NW, Madison, WI

WHO:

Representative John Townsend

Senator Jon Erpenbach

Representatives from the Coalition of Wisconsin Aging Groups, Dane County Area Agency on Aging, Alzheimer's Association and other aging organizations

Ramsey Alwin, Program Director, Wider Opportunities for Women (WOW)

Alison Gottlieb, Ph.D., Gerontology Institute, University of Massachusetts Boston

WHY:

The data to be presented is a rude awakening--large numbers of older Wisconsin residents, mostly women, cannot make ends meet, despite reports to the contrary. Older people in communities all over the state--affluent ones too--are dealing with a rise in the cost of living that far exceeds their income. Data from all 72 counties in the state reveal a persistent pattern of people who are "coming up short" between what they need and the income they have. For most, this discrepancy is no fault of their own. Inflation is making it worse daily.

The Elder Economic Security Standard™ Index is a realistic measure of what it takes for seniors to make ends meet and live with dignity in their own communities.

What do the numbers show? Why has this happened? What does it mean to be coming up short? What can we do about it?