

njaaw highlights

NEW JERSEY ADVOCATES
FOR AGING WELL

annual conference

The NJAAW Conference is the only statewide conference on the full realm of issues facing older adults. Since 1998, our conference has provided a unique opportunity for professionals in aging, thought leaders, and government officials to interact and share best practices. With over 300 leaders and professionals representing senior housing, health care, recreation, transportation, philanthropy, education and policy, our annual conference is the meeting place for people making a difference in the lives of older adults.

LEARN MORE



advocacy



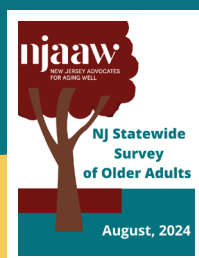
NJAAW is leading the Lifelong Strong NJ campaign, a call for our state to adopt a Multisector Plan for Aging (MPA).
lifelongstrongnj.org



NJAAW continues to support Age-Friendly New Jersey, a growing alliance of advocates and change-makers dedicated to making the communities where we live, work, and play better for longer, healthier, and more equitable lives.
agefriendlynj.org

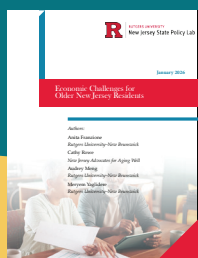
policy reports:

NJAAW continues to lead with policy reports



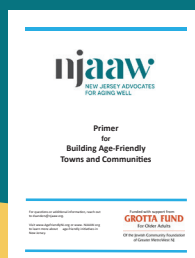
NJ Statewide
Survey of Older
Adults

READ REPORT



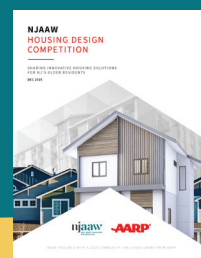
Economic Challenges
for Older New Jersey
Residents

READ REPORT



Primer for Building
Age-Friendly Towns
and Communities

READ REPORT



Building a Better
New Jersey for
Older Adults

READ REPORT





With support from the Friends Foundation for Aging, NJAAW helped to re-establish the New Jersey Association of Senior Centers (NJASC) to provide a comprehensive support network for Senior Center professionals across New Jersey.

njassociationofseniorcenters.com

aging insights

Join NJAAW's Executive Director for thought-provoking interviews with guests and experts from organizations across New Jersey and the nation in lively discussions that include information and resources on a wide-range of issues facing aging adults.

njaaw.org/aging-insights

education

NJAAW provides dozens of educational opportunities for professionals in aging as well as for NJ's older adults, their families and caregivers.



Preparing for Aging Series Part 1: Speak for Your Self

VIEW WEBINAR



Redesigning Work for Longevity

VIEW WEBINAR

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SUPPORT
US

in the news

Press Release: Senator Kim's State of the Union Guest Highlights Caregiving Crisis in America, Calls for National Movement to Support Caregivers

Senator Andy Kim (D-NJ) invited NJAAW Executive Director Cathy Rowe to be his guest at the 2026 State of the Union address. Dr. Rowe and the Senator connected over their shared personal experiences and professional goals to provide more resources for family caregivers.



READ PRESS RELEASE



VIEW VIDEO

Op-Ed: The next governor has 1.6 million reasons to prioritize aging

Op-Ed: The next governor has 1.6 million reasons to prioritize aging

When we strengthen systems for older adults, we strengthen systems for all of us

CATHY ROWE | OCTOBER 10, 2025 | OPINION



New Jersey is at a turning point. Nearly 1.6 million of our residents are aged 65 and older, making us home to one of the oldest populations in the country. In less than 10 years, there will be more residents over the age of 60 than there will be students sitting in our state's classrooms. Yet, despite this demographic reality, aging has too often been treated as a side issue, or a concern for social services or health care providers.

As New Jersey elects its next governor, now is the time to reframe the way we think about aging.

READ OP-ED

State of Affairs with Steve Aduboto

Cathy Rowe, Executive Director of NJAAW, was interviewed by Steve Aduboto from State of Affairs on PBS.



VIEW VIDEO

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