
WORKING TOGETHER

FOR A STRONGER GOLDEN AMERICA



JOIN NHCOA AND WORK FOR A STRONGER GOLDEN AMERICA AT THE 2012 NATIONAL SUMMIT

2012 is a decisive year for the United States, and a unique opportunity for the Latino community to be influencers and power players, especially Hispanic older adults, their families, and caregivers.



As the demographic landscape of the country evolves, Latino seniors and older Americans are poised to be key influencers in America's present and future through civic engagement efforts and community advocacy.

Hispanic older adults, the fastest growing segment of the country's aging population, represent 7% of the nation's older adults, and by 2050, is projected to grow to 20%. In terms of significance and power, the growth of the Latino community and its aging population has an important role to play in the prosperity of our country.

Over the last few years, NHCOA has focused on leadership development and empowerment trainings at the regional level, providing the tools and resources to activate and empower community-driven advocacy campaigns. NHCOA uses these trainings to harness the power of advocacy during the annual National Summit. The moment to build and live in a strong, golden America is now, and NHCOA is answering that call.

Day 1 & 2 – NHCOA Empowerment & Civic Engagement Training

NHCOA enhanced its signature Empowerment and Civic Engagement Training around the concept of “training the trainer” so the knowledge participants acquire, which includes grassroots leaders, lay educators (promotores) and other advocacy-oriented individuals who work in the aging field, has a ripple effect within their respective communities. ECET participants also obtain 1.3 CEUs (continuing education credits) for the two-day training through the University of Texas, San Antonio.

SAVE THE DATE: OCTOBER 1-3, 2012

National Press Club Building - Washington, DC

734 15th St. NW #1050 Washington, DC 20005 202-347-9733 (o) 202-347-9733 (f) events@nhcoa.org



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The two-day training on October 1-2, 2012 at the Churchill Hotel in Washington, DC is designed to help grassroots leaders empower their respective communities as they advocate on Hispanic aging issues, as well as provide them with the tools and resources to improve services and outreach within the communities they serve. Topics include understanding advocacy, how to identify the problems, and how to build the basis for a strong community-focused advocacy campaign.

Day 3 – NHCOA National Summit

The 2012 NHCOA National Summit is the leading information sharing and networking event, which convenes professionals, advocates, policy makers, and Hispanic community leaders to better understand the needs and concerns of Latino seniors and Hispanic families.

The purpose of the NHCOA National Summit is to ensure Hispanic older adults are fairly represented in U.S. policies, and encourage a multicultural dialogue to build a stronger, golden America. The 2012 NHCOA National Summit will take place October 3, 2012 at the National Press Club in Washington, DC.



For more information, please e-mail Nataly Arce at events@nhcoa.org or call 202-347-9733.

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