

FOR IMMEDIATE RELEASE

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Maine Council on Aging

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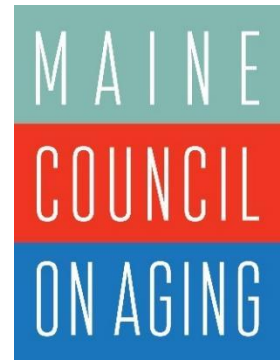
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Maine Leaders Launch Age-Positive Public Health Movement

BRUNSWICK, MAINE – October 8, 2026 — The Maine Council on Aging (MCOA) and Maine Public Health Association (MPHA) announced last week the launch of a new Age-Positive Public Health movement to help make Maine a place where longer lives are healthier lives.

Announced at the organizations' back-to-back annual conferences, the partnership brings aging and public health leaders together around a simple idea: Mainers are living longer, and we need to be much more intentional about helping people live these additional years in good health.

“Longer lives are an incredible opportunity, but only if we are as focused on healthspan as we are on lifespan,” said Jess Maurer, Executive Director of MCOA. “Ageism gets in the way. It limits what we believe is possible as we age and influences the systems we build. “We want Maine to plan for healthier, longer lives and build the systems and communities that make them possible.”

How we age is shaped over a lifetime—by access to health care, nutritious food and safe housing, opportunities for connection and purpose, where we live, how we work, and the advantages and disadvantages we experience along the way. It is also shaped by what we believe about aging.

Ageism, negative beliefs and stereotypes about getting old, can influence our own health and behavior as well as decisions made in health care, workplaces, communities, and public policies. Research also tells us that positive beliefs about aging are associated with better health and longer life.

“In listening sessions we held across the state, we heard from people who want to age well in their communities, stay connected with their neighbors and live safely in their homes. We are excited about this new partnership because it's about figuring out how to help more Mainers live long and healthful lives,” said Rebecca Boulos, Executive Director of Maine Public Health Association.

The Age-Positive Public Health movement will build on existing infrastructure and focus on three areas: using data to understand healthy aging and identify gaps; bringing an age-positive healthy aging lens to current public health priorities, policies and programs; and creating opportunities for public health professionals to learn about ageism, longevity, and healthy aging.

People and organizations interested in joining the Age-Positive Public Health movement can learn more and sign up through the Maine Council on Aging website at mainecouncilonaging.org/age-positive-public-health-movement.

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About MCOA

The Maine Council on Aging is a broad, multi-disciplinary network of more than 140 organizations, businesses, municipalities, and older Mainers working to ensure we can all live healthy, engaged, and secure lives in our homes and community settings. The MCOA is a unifying force across sectors that is creating a new narrative about aging and older people in Maine with the goal of building local, statewide, and national support for the systemic changes needed to support our new longevity. For more information: www.mainecouncilonaging.org.

About MPHA

Maine Public Health Association represents more than 1,000 individual and 80 organizational members across the state. MPHA works to advance health for all people and places in Maine through advocacy, cross-sector collaboration, and support for the public health workforce. For more information: www.mainepublichealth.org.