

Mia R. Oberlink

PROFESSIONAL EXPERIENCE

SENIOR RESEARCH ASSOCIATE

June, 1999—present

Center for Home Care Policy and Research (www.vnsny.org/research)
Visiting Nurse Service of New York (VNSNY)

Manage large-scale, multi-foundation, and government supported projects, including the AdvantAge Initiative, the U.S. Administration on Aging's Community Innovations for Aging in Place (CIAIP) projects, and Health Indicators in Naturally Occurring Retirement Communities (NORCs). Responsibilities include:

- Designing and coordinating all project activities
- Providing technical assistance to communities and other project participants
- Developing evaluation plans and protocols
- Developing and monitoring budgets
- Writing proposals, reports, and other documents
- Developing and implementing communications plans
- Building partnerships and supervising a staff of professionals and a variety of outside consultants

Selected Accomplishments

- Wrote proposals that raised over \$7 million to support project activities
- Created the AdvantAge Initiative, a method to help organizations develop "lifelong communities." Over 50 communities across the country have participated in this initiative.
- Organized conferences, webinars, and meetings for project participants
- Produced communications materials, including peer-reviewed articles, brochures, websites, newsletters, manuals, chart books, fact sheets, and powerpoint presentations; made dozens of presentations at national conventions and local meetings
- Worked with the American Planning Association and ICMA to implement a competition for communities wishing to be designated as livable communities for older adults

Related Accomplishments

- Serve as a technical assistance consultant for the Robert Wood Johnson Foundation's ten year, multimillion dollar Community Partnerships for Older Adults program, which helps communities build capacity to meet the long-term care needs of older residents
- Authored two reports for the National Council on Disability, *Livable Communities for People with Disabilities* and *Federal and State Policy and Program Realignment: Options to Achieve More Livable Communities* as well as a report for AARP entitled *Opportunities for Creating Livable Communities*
- Developed indicators of health and well being for the AdvantAge Initiative (www.advantageinitiative.org), to measure the elder-friendliness of communities, and indicators and a database for the Health Indicators in NORCs project to measure and track the health of older residents living in NYC's 32 Naturally Occurring Retirement Communities (NORC's). Co-authored *Best Practices: Lessons for Communities in Supporting the Health, Well Being and Independence of Older People*, and other publications
- Served as Deputy Director of the Home Care Research Initiative, a Robert Wood Johnson Foundation program focused on long-term care policy development, and produced and disseminated a series of policy briefs on long-term care (www.vnsny.org/research/publications)

DIRECTOR OF COMMUNICATIONS

1995-1999

International Longevity Center—USA, Ltd.
60 East 86th Street, NYC

Responsible for creating a communications department and developing a strategic communications plan for a new not-for-profit organization focusing on a broad range of issues in the areas of health, longevity, and population aging. Responsibilities included:

- Establishing an identity/image for the Center
- Marketing the Center to potential funders and the media
- Working closely with the Executive Director to integrate communications into the Center's established and proposed research and education programs and supporting the Development Director in fundraising efforts
- Establishing a publications program
- Designing and launching a website
- Supervising a media specialist and outside research, communications, and design consultants

Selected Accomplishments

- “Branded” the Center by creating a logo, design theme and guidelines, and numerous outreach materials for a variety of audiences
- Wrote a successful proposal to underwrite an educational program about health and aging for journalists in local communities; selected journalists to participate in the program; prepared background materials; and organized intensive workshops for them in the Mid-West and South
- Edited an anthology of essays on aging published by the Century Foundation that was favorably reviewed and raised the profile of the Center (*Life in an Older America*, 1999)
- Worked with researchers on translating their research into lay language; wrote and disseminated press releases on research results and conference proceedings; received wide coverage by newspapers, radio, and television
- Obtained funding for and produced a video featuring the Center’s work to be used for marketing purposes

SPECIAL ASSISTANT TO THE CHAIRMAN

1986-1995

Department of Geriatrics & Adult Development
The Mount Sinai Medical Center
One Gustave Levy Place, NYC

Responsible for representing the Chairman within the institution and without; maintaining media relations, researching and writing a wide range of documents on biomedical, psychosocial, and policy issues in aging for professional and lay audiences; organizing conferences; and leading tours for dignitaries and international visitors

Selected Accomplishments

- Wrote and published numerous textbook chapters, monthly editorials for *Geriatrics* magazine, the Department’s annual report, proposals, and articles, including one published in the *New England Journal of Medicine*
- Helped raise the profile of the department throughout the Medical Center, the field of geriatrics, and media outlets

COMMUNICATIONS CONSULTANT

1986-present

Wide-ranging experience. Assignments have included:

- Conceptualizing and producing *Lifelong*, a newsletter series on aging research for the American Federation of Aging Research
- Research and writing on psychological issues for a monthly column in *New Choices*, a magazine for people 50+ published by *Reader’s Digest*
- Editorial coordinator for the *Textbook of Women’s Health* (Lippincott)
- Produced consumer information booklets on heart attack, breast cancer, stroke, and osteoporosis for the Pharmaceutical Manufacturer’s of America
- Researched and wrote a white paper on geriatrics for the Alliance for Aging Research; researched and wrote a white paper on blood supply for the Alliance for Aging Research and the American Red Cross
- Produced two 16-page advertorials for the *New York Times* on aging

EDUCATIONAL CONSULTANT/WRITING INSTRUCTOR

1981-1986

- Developed materials to train high school and college English faculty to integrate the teaching of writing into their curricula. Led seminars and workshops around the country.
- Taught writing at New York University, Hunter College, and Baruch College.

EDUCATION

- Coursework completed for Ph.D. in Applied Linguistics, School of Education, New York University
- Certificate, Careers in Business Program, Graduate School of Business Administration, New York University
- M.A. English as a Second Language, New York University
- M.A. French Literature, New York University
- B.A. French Literature, New York University

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Selected Publications

Greenfield, E.A., **Oberlink, M.**, Scharlach, A.E., Neal, M.B., Stafford, P.B. 2015. Age-friendly community initiatives: Conceptual issues and key questions. *The Gerontologist* 55 (2), 191-198.

Vladeck, F., Segel, R., **Oberlink, M.**, Gursen, M.D., & Rudin, D. 2010. Health indicators: A proactive and systematic approach to healthy aging. *Cityscape*. 12(2): 67-84.

Oberlink, M.R., & Stafford, P.B. 2009. The Indiana AdvantAge Initiative: Measuring community elder-friendliness and planning for the future. *Generations*. 33(2): 91-94.

Roane D., Danis, K., & **Oberlink, M.** 2009. Evaluation of a community-based geriatric mental health program. *World Psychiatry*. 8: Supplement 1: 275.

Oberlink, M.R. 2008. Opportunities for creating livable communities. AARP Public Policy Institute. Accessible: http://www.aarp.org/home-garden/housing/info-04-2008/2008_02_communities.html.

National Council on Disability. 2007. Issues in creating livable communities for people with disabilities. Proceedings of the panel. Washington, DC. (A report prepared by **M. Oberlink** for the National Council on Disability.) Accessible: http://www.ncd.gov/newsroom/publications/2007/livable_communities_10-01-07.htm

Oberlink, M. 2007. Active living for older adults: Using survey information to make neighborhoods walkable and safe. Washington, DC: International City/County Management Association (ICMA).

Oberlink, M. 2006. Livable communities for adults with disabilities (Policy Brief No. 29). New York, NY: Center for Home Care Policy and Research, Visiting Nurse Service of New York. *Accessible:* http://www.vnsny.org/research/publications/pdf/no29_oberlink.pdf

Center for Home Care Policy and Research. 2005. Livable communities for all ages competition: Case studies. New York. (A report prepared by **M. Oberlink**, M. Gursen, N. Mishkovsky, & M. Morris). Accessible: <http://www.vnsny.org/research/aoacompetition/>.

Feldman, P.H., **Oberlink, M.R.**, Simantov, E., & Gursen, M.D. 2004. A tale of two older Americas: Community opportunities and challenges. AdvantAge Initiative 2003 National Survey of Adults Aged 65 and Older. New York, NY: Center for Home Care Policy and Research, Visiting Nurse Service of New York. Accessible: http://www.vnsny.org/advantage/ai_nationalsurveyreport.pdf.

National Council on Disability. 2004. Livable communities for adults with disabilities. Washington, DC. (A report prepared by **M. Oberlink**, M. Gursen, E. Simantov, & P.H. Feldman for the National Council on Disability.) Accessible: <http://www.ncd.gov/newsroom/publications/2004/pdf/livablecommunities.pdf>.

Simantov, E., & **Oberlink, M.R.** 2004. Housing cost burden casts a shadow over older people's future. Fact Sheet. New York, NY: Center for Home Care Policy and Research, Visiting Nurse Service of New York. Accessible: http://www.vnsny.org/advantage/fact/ai_fs_housing.pdf.

Simantov, E., & **Oberlink, M.R.** 2004. Staying healthy, living longer: Gaps in preventive care among older adults. Fact Sheet. New York, NY: Center for Home Care Policy and Research, Visiting Nurse Service of New York. Accessible: http://www.vnsny.org/advantage/fact/ai_fs_care.pdf.

Simantov, E., & **Oberlink, M.R.** 2004. The great information divide: Where do older adults turn for help? Fact Sheet. New York, NY: Center for Home Care Policy and Research, Visiting Nurse Service of New York. Accessible: http://www.vnsny.org/advantage/fact/ai_fs_services.pdf.

Simantov, E., & **Oberlink, M. R.** 2004. When older adults are involved in the community, the benefits are mutual. Fact Sheet. New York, NY: Center for Home Care Policy and Research, Visiting Nurse Service of New York. Accessible: http://www.vnsny.org/advantage/fact/ai_fs_involvement.pdf.

Feldman, P.H., & **Oberlink, M.** 2003. The AdvantAge Initiative: Developing community indicators to promote the health and well-being of older people. *Family and Community Health Journal*. 26(4): 268-274.

Feldman, P.H., **Oberlink, M.**, Rudin, D., Clay, J., Edwards, B., & Stafford, P.B. 2003. Best practices: Lessons for communities in supporting the health, well-being, and independence of older people. New York, NY: Center for Home Care Policy and Research, Visiting Nurse Service of New York. Accessible: www.vnsny.org/advantage/tools/advantage_best.pdf.

Oberlink, M., & Zuckerman, E., eds. April/May 2003. The AdvantAge Initiative Update. New York, NY: Center for Home Care Policy and Research, Visiting Nurse Service of New York. Accessible: http://www.vnsny.org/advantage/newsletter/advantage_apr-may.pdf

Oberlink, M., & Zuckerman, E., eds. Jul/Aug–Sep/Oct 2002. The AdvantAge Initiative Update. New York: Center for Home Care Policy and Research, Visiting Nurse Service of New York. Accessible: http://www.vnsny.org/advantage/newsletter/advantage_jul-oct.pdf

Oberlink, M., & Zuckerman, E., eds. May/June 2002. The AdvantAge Initiative Update. New York: Center for Home Care Policy and Research, Visiting Nurse Service of New York. Accessible: http://www.vnsny.org/advantage/newsletter/advantage_may-june.pdf

Oberlink, M., & Zuckerman, E., eds. Mar/Apr 2002. The AdvantAge Initiative Update. New York: Center for Home Care Policy and Research, Visiting Nurse Service of New York. Accessible: http://www.vnsny.org/advantage/newsletter/advantage_mar-apr.pdf

Oberlink, M., & Zuckerman, E., eds. Jan/Feb 2002. The AdvantAge Initiative Update. New York, NY: Center for Home Care Policy and Research, Visiting Nurse Service of New York. Accessible: http://www.vnsny.org/advantage/newsletter/advantage_jan-feb.pdf

Murtaugh, C., Stevenson, D., Feldman, P., & **Oberlink, M.** 2000. State expenditures on home and community-based care for disabled elders. (Fact Sheet No. 1). New York, NY: Center for Home Care Policy and Research, Visiting Nurse Service of New York. Accessible: http://www.vnsny.org/research/publications/pdf/no1_fact_sheet.pdf

Stevenson, D., Murtaugh, C., Feldman, P., & **Oberlink, M.** 2000. Expanding publicly financed assisted living and other residential alternatives for disabled older persons: Issues and options (Policy Brief No. 3) New York, NY: Center for Home Care Policy and Research, Visiting Nurse Service of New York. Accessible: http://www.vnsny.org/research/publications/pdf/no3_asstlivbrief.pdf

Stevenson, D., Murtaugh, C., Feldman, P., & **Oberlink, M.** 2000. Expanding publicly financed managed long-term care programs to provide greater access to home and community-based care. (Policy Brief No. 2). New York, NY: Center for Home Care Policy and Research, Visiting Nurse Service of New York. Accessible: http://www.vnsny.org/research/publications/pdf/no2_managed_care.pdf