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FOR IMMEDIATE RELEASE

February Episode of Aging Insights, “Money Matters When Memory Fades,” Begins Airing 2/3

February programming explores how the banking industry is addressing cognitive decline in clients.



TRENTON, NJ (January 28, 2020) – What if an aging loved one showed signs of mishandling his/her finances, and mental decline was suspected? Personnel at financial institutions are being trained to spot these types of challenges in their clients and customers, and provide the right kind of response and help.

In “Money Matters When Memory Fades,” episode 101 of the New Jersey Foundation for Aging’s monthly TV program *Aging Insights*, host Melissa Chalker (pictured, left) talks with Bank of America’s Director of Financial Gerontology, Cynthia Hutchins. Chalker, who also produces the show, is Executive Director of the nonprofit NJFA, founded in 1998.

Aging Insights is an award-winning half-hour show, launched in 2011, that promotes dialogue and provides resources on critical issues for older adults and caregivers. “Money Matters When Memory Fades” will be available beginning Monday, Feb. 3, on more than 70 public-access stations across NJ as well as on NJFA’s website at www.njfoundationforaging.org/aging-insights and YouTube channel at www.youtube.com/njfoundationforaging.

Hutchins explains that after 20 years as a financial adviser, she realized that she wanted to specialize in retirement. She decided to pursue a master’s in gerontology so she could understand how longevity had forced a change in the types of questions clients had been asking her. When Merrill Lynch named Hutchins Director of Financial Gerontology, it became the first firm on Wall Street to employ a gerontologist, she notes.

Among the areas Hutchins discusses is how she trains bank personnel to identify clients and customers who may be experiencing changes in their thought processes, and the types of programs they have set in place to assist them. “It’s interesting how the banking industry is responding to, and is interested in promoting, safety and planning in older adults, from retirement to financial planning,” Chalker says.

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*The New Jersey Foundation for Aging (www.njfoundationforaging.org) is the only statewide organization focused solely on providing leadership in public policy and education to enable older adults to live with independence and dignity in their communities. In addition to its policy leadership role, the NJFA produces the award-winning **Aging Insights**, a monthly half-hour TV program promoting dialogue on critical issues for older adults and caregivers. The show is available on more than 70 public-access stations, www.njfoundationforaging.org/aging-insights and www.youtube.com/njfoundationforaging. The NJFA also presents an annual conference offering development opportunities and best practices for professionals entrusted with caring for seniors.*