

**Contact: Sue Brooks**  
**FOR IMMEDIATE RELEASE**  
*(digital photos available)*

**“Assistive Technology in NJ – so much more than you imagined”**

***Aging Insights TV episode #118 marks the debut of host Dr. Cathy Rowe, NJAAW's new Executive Director***



**Host, Dr. Cathy Rowe**



**Guest, Mike Marotta**

**Trenton, NJ (July 27, 2021)** – Because of the pandemic, older adults have turned to electronic devices to remain in touch with their families and friends.

However, “If learning how to use a new cell phone, tablet or computer isn't easy or intuitive for older adults, they tend to give up on technology,” says Mike Marotta, Director of Richard West Assistive Technology Advocacy Center (ATAC) of Disability Rights New Jersey in Trenton ([at4nj.org/](http://at4nj.org/)).

How can this be overcome?

Marotta dives into that topic on “Assistive Technology in NJ – so much more than you imagined,” the 118<sup>th</sup> and most recent episode of the half-hour Aging Insights TV program, produced by NJ Advocates for Aging Well (NJAAW) in conjunction with Piscataway Community Television (PCTV). This episode marks the debut of host Dr. Cathy Rowe, NJAAW's new Executive Director.

Aging Insights, now in its 10<sup>th</sup> year, can be viewed on NJAAW's YouTube channel at [youtube.com/c/njadvocatesforagingwell](https://youtube.com/c/njadvocatesforagingwell), website at [njaaw.org](http://njaaw.org) and more than 70 public-access TV stations across NJ (check local listings for channels and times).

On the show, Marotta explains that ATAC offers – for free – an assortment of resources and services to help NJ's older (and other) residents become more independent and live and age well. This includes support with low- and high-tech tools, device demonstrations and loans, and much more.

“People are getting things and then not using them right,” Marotta explains. “Ultimately, people don't use them because the technology they got wasn't aligned with their needs. That's typically why. So, when we start looking at helping people identify tools that work for them, that's where we start, with questions. ‘What do you need, what are you having difficulty with now and what would you like to be able to do?’

“I could tell you every ridiculously obscure feature of your smartphone, but ultimately, do you want to know all that? No, you might just want to know how to make a call – that's it. Great, well then let's do that,” he says.

Marotta has more than three decades of experience as a RESNA (Rehabilitation Engineering and Assistive Technology Society of North America)-certified assistive technology professional. Previously a trainer for California State University at Northridge (CSUN), he is a nationally and internationally recognized presenter. Marotta also teaches Assistive Technology and Universal Design for Learning courses for masters-level educators at Ramapo College of New Jersey in Mahwah. He serves on advisory boards of CAST Accessible Educational Materials and Center on Inclusive Technology and Education Systems (CITES). He is a co-author of the ISTE book *Inclusive Learning 365: Edtech Strategies for Every Day of the Year*.

**About NJAAW**

*NJ Advocates for Aging Well (NJAAW, [njaaw.org](http://njaaw.org)), formerly NJ Foundation for Aging, has been at the forefront of revolutionizing the aging experience since 1998. It is the only statewide nonprofit focused solely on providing leadership in public policy and education to enable older adults to live with independence and dignity in their communities. NJAAW's social action issues include senior housing and hunger, elder economic security, older workers and transportation. The award-winning Aging Insights, a monthly topical TV program produced by NJAAW, connects caregivers, seniors and their families to community-based services and resources. The show is available on NJAAW's YouTube channel at [youtube.com/c/njadvocatesforagingwell](https://youtube.com/c/njadvocatesforagingwell), at [njaaw.org](http://njaaw.org) and more than 70 public-access stations across NJ (check local listings for channels and times). NJAAW also presents educational forums and an Annual Conference offering development opportunities and best practices for professionals entrusted with caring for seniors.*