**Keynote**

**Aging Authentically: Insights from Existentialism**

**Kevin Aho, PhD**  
Professor and Chair, Dept. of Communication & Philosophy,  
Florida Gulf Coast University

In our ageist society, we tend to recoil from the hard realities of aging as if it represents a kind of wasting malady or affliction. Drawing on the insights of existentialism, I challenge this view and suggest that life is not diminished but enhanced when we are honest and accepting of ourselves as beings who are aging and dying. The point is to show that the evening of life is more than a time of physical decline and loss; it is an opportunity for existential growth, renewal, and transformation.

**Molecular Me: Exploring the Social Implications of the Genomics Revolution**

**Jason Fletcher, PhD**  
Director, Center for Demography of Health and Aging; Professor, Robert M. La Follette School of Public Affairs and Dept. of Sociology, UW-Madison

The presentation will describe some of the recent major advances in genomics and their implications for health, aging, policy, and society. One focus will be on how statistical methods applied to “big data” in human genetics, often within private companies, offer new avenues for discrimination as well as targeted interventions and how new policies may be needed to address these rapid changes.

**Identifying Equitable Biomarkers of Cardiovascular Disease Using Mass Spectrometry Lipidomics**

**Judith Simcox, PhD**  
Assoc. Director, WDRC Integrative Omics Core;  
Assistant Professor, Dept. of Biochemistry;  
Co-mentor, UW-Madison AISES Chapter

Elevated lipids in our blood, such as triglycerides and free fatty acids, are used as predictive markers to diagnose cardiovascular disease, although currently used markers have failed to predict cardiovascular disease in African American populations. Using mass spectrometry to observe 1000+ lipids, it was found that arachidonic acid containing lipids were elevated with poor vascular function in both African Americans and Caucasians. Arachidonic acid containing lipids are known to regulate insulin sensitivity, inflammation, and vascular function. We aim to leverage these discoveries for novel therapeutics and disease diagnostics.

**Research Impacting Change: The UW Neighborhood Atlas and Brain Health Disparities**

**Amy Kind, MD, PhD**  
Assoc. Dean for Social Health Sciences & Programs; Exec. Dir., Wisconsin Partnership Program; Director, UW Center for Health Disparities Research;  
Professor, Dept. of Medicine, Division of Geriatrics, SMPH, UW-Madison

Health disparities, including brain health disparities, abound within and outside the United States (US). These are challenges that require immediate action and new approaches towards solution. The University of Wisconsin Center for Health Disparities Research’s (UW CHDR) innovative data democratization tool, the Neighborhood Atlas (www.neighborhoodatlas.medicine.wisc.edu), has formed a cornerstone of wide-spread policy efforts and real world interventions to mitigate health disparities across the US. In this talk, the linkage of Neighborhood Atlas metrics with brain health, as well as the Atlas’ role in ongoing state and national policy initiatives, will be briefly reviewed.

**Thursday**  
**Sept. 22, 2022**  
8am to 1:30pm on the UW-Madison campus

**Includes speakers, a Health & Resource Fair with local aging organizations, and a Poster Session showcasing recent aging research.**

**FREE & OPEN to the PUBLIC**

Registration opens the first Monday in August and usually fills up quickly.

Sign up to receive event details at:  
aging.wisc.edu

or contact:  
(608) 262-1818  
aging@ssc.wisc.edu

Hosted by the University of Wisconsin-Madison Institute on Aging

**Space is Limited** • **Registration Opens the First Monday in August: 8/1/22**