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New Nonprofit Seeks to Raise People's Happiness

The American Happiness Association has a big name and a bold mission: to significantly increase the level of enduring happiness worldwide. It provides science-based education and resources to help people learn and practice intentional and sustainable happiness.

“There’s actually a *science* of happiness now. This is different from traditional self-help. You can learn happiness just like you can learn math,” says Dr. Aymee Coget, CEO of the organization. With one in six Americans susceptible to depression in their lifetime, happiness interventions may offer some preventive measures.

One of Harvard University’s most popular classes is its happiness class. *Time* magazine wrote the first cover piece on the science of happiness in January 2005, and the University of Pennsylvania now has an entire degree in happiness that students are flocking to.



There are so many myths about happiness that permeate our society. These need to be dispelled because they are causing so many individuals to suffer unnecessarily. The American Happiness Association, or AHA, as we affectionately call it, is dedicated to disseminating high-quality research about happiness that can transform individuals’ lives.

“Happiness is one of the most sought-after, and yet misunderstood, experiences in the world. Millions of people haven’t figured out how to be truly, deeply happy,” says Bob Nozick, MD and VP of Senior Programs, and one of the few rare people who has figured it out.

“AHA translates discoveries from half a dozen fields of science into daily happiness actions and tools that everyone can practice. A lot of this information has just been stuck in the science labs until now,” says Sandi Smith, COO.

The organization offers three levels of membership for the general public. It conducts workshops, produces publications, and answers questions about the science of happiness. It also conducts outreach programs for seniors, juveniles at risk, veterans, the unemployed, and others.

AHA encourages everyone to visit <http://www.AmericanHappiness.org>. ☺

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