

MCOA News

MCOA 116 Pleasant Street, Room 306, Easthampton, MA 01027 tel: 413.527.6425 email: Janiece@mcoonline.com

Notes from the Executive Director: *LATE* June 2008

Please Circulate to Your Staff

Enclosed in This Mailing:

- **FY09 Budget Process- \$7/elder/YEAR “likely” but other EOEA items need our help!**
- **Details on the MCOA ByLaw Change to Article III: Membership**
- **Details on the MCOA Dues Increase Beginning July 1, 2008.**
- **Important Information on Food Stamps, Heat Advisory, Hurricanes**
- **MCOA Staff Certification Process for FY09 including timelines/deadlines**
- **MCOA Fall Conference Update**
- **Out of Darkness- an article on depression from the Worcester Telegram**

Correction: The late May edition of MCOANews incorrectly stated that East Longmeadow was celebrating their 60th Anniversary- Actually it is only their 50th. CONGRATs. That led to a conversation with Emmett trying to establish/verify a list of all senior centers that are 50+. If yours is one, please let us know. Thanks David P. Stevens david@mcoonline.com

SAVE OUR Senior Centers Task Force: Is actively tracking the impact the FY09 budget on senior centers and staffing. Please send updates and your concerns to Ruthann Dobek/Brookline Ruthann_Dobek@town.brookline.ma.us and Jayne Colino/ Newton jcolino@newtonma.gov

UpComing Events:

- July 17 MCOA Advisory Council, Milford COA (**Thursday Summer meeting**)
- August 21 MCOA Board, Worcester EOEA (**Thursday Summer meeting**)
- Sept 4-6 Life@50+/ AARP National Event and Expo- Washington DC
- Sept 18 MCOA Outreach Summit, Milford COA
- Sept 19 MCOA Membership, Milford COA
- Sept 25 Mass Home Care Annual Conference, Hogan Center/Holy Cross
- Sept 28 Mass ALFA Fall Conference and Trade Show DCU, Worcester
- Sept 28-Oct 1st NAUSA/ Boston
- Oct 15-17 MCOA Fall Conference, Sea Crest Resort, Falmouth
- Oct 24 MA Aging and Mental Health Coalition Annual Meeting, Holy Cross, Worcester

MCOA Legislative Update: - Vote No on Repeal of Income Tax

MCOA strongly opposes the Ballot Initiative that would **ELIMINATE** the state income tax. This ill conceived and dangerous ballot question, if passed, would cut almost in half the state's revenue base. Local Aid, human services, and education would take the biggest hits and our bond rating would be in jeopardy as well as federal grants that rely on matching state funds like Older Americans Act, No Child Left Behind, Homeland Security and monies needed to repair our bridges and highways. It is incumbent on every citizen of our Commonwealth to actively defeat this protest measure. It was only a handful of years ago that a similar measure got 45% protest vote. MCOA's Board, Advisory Council and MCOA Membership have all endorsed supporting the leadership coalition listed below. Get involved VOTE NO!

Dear Endorsers of the Coalition for Our Communities:

Please **take the following steps RIGHT AWAY – and have your members and allies do so as well** – to help us jump-start our New Media campaign to defeat the ballot initiative to eliminate the state income tax:

- **Go to the website** – www.VoteNoMA.com – and sign up on the email list and take the pledge
- Have your Webmaster **grab a site badge/sticker to place on their website**. They are at: <http://votenoma.com/stamps.html>.
If you do, and you would like us to track who signs up for our list coming from your sticker, have your webmaster call Alipes at 617-303-1045 (NB: put the sticker on first and then call.)
- **Send people to the website** for information and talking points. Have them watch the video. Ask them to ask their friends and family to go to the site.
- **Download "The Fact Sheet"** at: <http://votenoma.com/files.php?name=votenoma-facts.pdf>
You can then print it and hand it out at meetings, put it in mailers, etc. THANKS!

Harris Gruman, Political Director, SEIU Massachusetts State Council Service Employees International Union, CLC 145 Tremont Street, Suite 202 Boston, MA 02111 tel: 617-316-0443 fax: 617-482-6521
email: harris.gruman@seiu.org

MCOA Legislative Update: FY09 Budget Process-Conference Committee

The Conference Committee has begun work to reconcile the difference in the FY09 budget proposals. We received an 8.2% increase from the House and the Senate added another 7.6%. Both versions would allow for \$7/elder with the Senate adding the extra money for Technology. Obviously, we favor the Senate version. In addition, we have made that known to individual members of the Conference Committee.

However since most elder affairs line items were level funded and two were eliminated we have chosen not to actively campaign for the Senate version for our line item #9110-9002. We do encourage all members to help with other EOEAs line items and the easiest way to accomplish this is to go to Mass Home Care's web site.

There, Al Norman does a good job of delineating the budget differences and makes it easy to send an email to your Rep/Senator or directly to a member of the Conference Committee- go to www.masshomecare.org and **click on the mailbag graphics** and go to the one **dated 5/30/08**- He makes it easy to send email

Addresses for legislators can also be found at: <http://www.mass.gov/legis/> for House Speaker Sal DiMasi & Senate President Therese Murray

Conference Committee members:

House Ways & Means Chairman Robert DeLeo

House Ways and Means Vice Chairman Marie St. Fleur Senate Ways & Means

Representative Viriato Manuel deMacedo

Chairman Steven Panagiotakos Senate Ways & Means

Vice Chairman Stephen Brewer

Senator Mike Knapik

MCOA Legislative Update: continued

Final Senate Version FY09 Budget:

Posted June 4, 2008- originally passed on May 22, 2008

<http://www.mass.gov/legis/bills/senate/185/st02pdf/st02714.pdf> p241-244 Elder Affairs

9110-9002 For the local services program for grants to the councils on aging and for grants to or contracts with non-public entities which are consortia or associations of councils on aging; provided, that notwithstanding the foregoing, all monies appropriated in this item shall be expended in accordance with the distribution schedules for formula and incentive grants established by the secretary; provided further, that not less than \$80,000 shall be provided to the LGBT Aging Project; and provided further, that such distribution schedules shall be submitted to the house and senate committees on ways and means.....\$9,115,068

Final House Version FY09 Budget:

Posted on the House budget site: Consolidate Amendment p.3

<http://www.mass.gov/legis/09budget/house/amendments/consold.pdf>

9110-9002 For the local services program for grants to the councils on aging and for grants to or contracts with non-public entities which are consortia or associations of councils on aging; provided, that notwithstanding the foregoing of all monies appropriated in this item shall be expended in accordance with the distribution schedules for formula and incentive grants established by the secretary; and provided further, that not less than \$80,000 shall be provided to the LGBT Aging Project\$8,537,068

Final FY08 Budget:

9110-9002.. For the local services program for grants to the councils on aging and for grants to or contracts with non-public entities which are consortia or associations of councils on aging; provided, that notwithstanding the foregoing, all monies appropriated in this item shall be expended in accordance with the distribution schedules for formula and incentive grants established by the secretary; provided further, that not less than \$60,000 shall be provided to the LGBT Aging; and provided further, that such distribution schedules shall be submitted to the house and senate committees on ways and means..... \$7,885,000

Our primary request was for an additional \$650,000 to achieve \$7/elder/year with a secondary request for \$600,000 for Technology. LGBT Aging Project Earmark =\$80,000 both versions which is an increase of \$20,000 over FY08.

Version	Total Amount	- LGBT earmark	Allows for	FY09 Outcome
Final FY08	\$7,885,000	\$60k	\$6.50/elder	
House FY09	\$8,537,068	\$80k	\$7/elder	\$17,932 short of primary request
Senate FY09	\$9,115,068	\$80k	\$7/elder	Allows for \$7/elder with an additional \$560,068 for Incentive

MCOA Legislative Update: continued From Mass Home Care

Re: Supporters Urged to Contact Reps and Senators- SAMPLE LETTER

We do encourage all members to help with other EOEAs line items and the easiest way to accomplish this is to use this sample letter or it is even easier you can go to Mass Home Care's web site and click a few buttons.

Al Norman does a good job of delineating the budget differences and makes it easy to send an email to your Rep/Senator or directly to a member of the Conference Committee- go to www.masshomecare.org and click on the **mailbag graphics** and go to the one **dated 5/30/08**- He makes it easy to send email

Dear Representative/Senator _____,

You helped us get the Equal Choice law passed in August of 2006. It's time to put our money where our law is.

Now that the FY 2009 budget is in Joint Conference Committee, I wanted to share with you our list of line item preferences between the two versions which affect the elderly and individuals with disabilities.

Please let the Conferees know that the following positions are important to your constituents:

1. 4000-0650 Community First Waiver: SENATE appropriation at \$20 million
2. 4000-0600 Senior Care Plans: HOUSE appropriation, and HOUSE language on Aging & Disability Resource Centers (ADRCs), but include SENATE language on \$5 M for Personal Needs Allowance, and SENATE "compromise" language at end on leftover funds for nursing home rates. (We do not support the House version of the \$45 M unfunded nursing home earmark.)
3. 9110-1500 Enhanced Community Option: SENATE version.
4. 9110-1636 Protective Services: SENATE version
5. 9110-1640 Geriatric Mental Health Restored: HOUSE version
6. 9110-1650 Family Caregivers Restored: HOUSE version
7. 9110-1900 Meals on Wheels: HOUSE version
8. 9110-1630 Home Care Services: SENATE version.
9. 9110-1600 Congregate: HOUSE appropriation but compromise language including all earmarks from both versions.
10. 9110-9002 Councils on Aging: SENATE version

I am closely watching the Conference Committee deliberations, and I hope the results will show that Massachusetts is truly moving towards becoming an "Equal Choice" state, with community services becoming the first resort!

Thank you for your ongoing support for the civil right to be cared for in the 'least restrictive setting.'

Yours,

PUT YOUR NAME, ADDRESS AND PHONE NUMBER HERE

MCOA Legislative Alert: Federal – We Need Other MA Co-Sponsors Call Your U.S. Representative Today and ask him/her to support H.R. 5484

Cong. Barney Frank filed this bill on behalf of MCOA through our Property Tax Relief Task Force. H.R. 5484 was introduced 2/25/08 and referred to House Ways and Means, but, to date, still has no cosponsors. It is **essential** that directors/others contact their US Reps to ask them to cosponsor this bill **NOW!** More information on this legislation is available at <http://thomas.loc.gov/cgi-bin/thomas>

110th CONGRESS 2d Session **H. R. 5484** To amend the Internal Revenue Code of 1986 to exclude from income and employment taxes real property tax abatements for seniors and disabled individuals in exchange for services.

IN THE HOUSE OF REPRESENTATIVES February 25, 2008

Mr. FRANK of Massachusetts introduced the following bill; which was referred to the Committee on Ways and Means **A BILL**

To amend the Internal Revenue Code of 1986 to exclude from income and employment taxes real property tax abatements for seniors and disabled individuals in exchange for services.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. EXCLUSION FROM INCOME AND EMPLOYMENT TAXES FOR REAL PROPERTY TAX ABATEMENTS IN EXCHANGE FOR SERVICES.

(a) Income Taxes-

(1) IN GENERAL- Part III of subchapter B of chapter 1 of the Internal Revenue Code of 1986 (relating to items specifically excluded from gross income) is amended by inserting after section 139B the following new section:

SEC. 139C. REAL PROPERTY TAX ABATEMENTS IN EXCHANGE FOR SERVICES.

(a) In General- In the case of a qualified individual, gross income shall not include any real property tax abatement received under a State program, or a local program under specific authority of State law, in which the taxpayer receives such abatement in exchange for services.

(b) Qualified Individual- For purposes of subsection (a), the term 'qualified individual' means any individual who--

(1) has attained age 60, or

(2) is disabled (within the meaning of section 72(m)(7)).'

(2) CLERICAL AMENDMENT- The table of sections for part III of subchapter B of chapter 1 of such Code is amended by inserting after the item relating to section 139B the following new item:

'Sec. 139C. Real property tax abatements in exchange for services.'

(b) Employment Taxes-

(1) IN GENERAL- Paragraph (7) of section 3121(b) of such Code is amended by striking 'or' at the end of subparagraph (E), by inserting 'or' at the end of subparagraph (F), and by inserting after subparagraph (F) the following:

(G) service under a State program in which the taxpayer in exchange for services receives an abatement of real property taxes which is excluded from income under section 139C;'

(2) CONFORMING AMENDMENTS TO SOCIAL SECURITY ACT- Section 210(a)(7) of the Social Security Act (42 U.S.C. 410(a)(7)) is amended by striking 'or' at the end of subparagraph (E), by striking the period at the end of subparagraph (F) and inserting ', or', and by inserting after subparagraph (F) the following:

(G) service under a State program in which the taxpayer in exchange for services receives an abatement of real property taxes which is excluded from income under section 139C of the Internal Revenue Code of 1986.'

(c) Effective Dates-

(1) The amendments made by subsection (a) shall apply to taxable years beginning after December 31, 2007.

(2) The amendments made by subsection (b) shall apply to service performed after December 31, 2007.

Committee's recommendation to restructure

MCOA Membership voted on June 20th to Approve the proposed changes to Article III of our ByLaws (new version listed below)

Motion II: The Governance Committee has reviewed Article III of our Bylaws and is proposing changes to Article III: Membership. *“We concur with the Governance Committee’s recommendation to restructure Article III- Membership of MCOA’s Bylaws as presented.”* (See below). This recommendation has been under review for two years and the proposal better reflects the governance structure of MCOA.

Massachusetts Association of Council on Aging and Senior Center Directors, Inc.

Recommended By Board Vote April 18th & Advisory Council Vote May 16th & Membership endorsed on June 20, 2008

ARTICLE III MEMBERSHIP Section 3.1 FULL MEMBER

Qualifications: Municipally designated Council on Aging (including municipally-funded Senior Center).

Membership privileges:

1. Full Members are able to vote on items before the membership- 1 vote per community.
2. Full Members will receive all MCOA mailings
3. Full Members are able to attend conferences/trainings & receive technical assistance at member rates.
4. Full Members are able to serve on Standing Committees, Task Forces and Work Groups
5. Full Members are able to serve on the Board of Directors, the Advisory Council, and/or as a Regional Representative.
6. Only Full Members can be a representative on the state level to EOEa.
7. Only Full Members can be a representative on the National level to NCOA/NISC.

Dues: To be established by a membership vote.

Section 3.2 ASSOCIATE MEMBER

Qualifications: To include private, non-profit senior centers, partnership organizations, non-profit elder agencies, & for-profit elder agencies.

Membership privileges:

1. Associate members will receive all MCOA mailings
2. Associate members are able to attend conferences/trainings & receive technical assistance at member rates.
3. Associate members are able to serve on MCOA Task Forces and Work Groups

Dues: To be established by a membership vote.

Section 3.3 FOR-PROFIT VENDOR/SPONSOR

Qualifications: - To include conference vendors and sponsors and other for profit business.

Membership Privileges

1. For Profit Vendor/Sponsor will receive all MCOA mailings
2. For Profit Vendor/Sponsor are able to attend conferences/trainings & receive technical assistance at member rates.
3. For Profit Vendor/Sponsor are able to serve on MCOA Task Forces and Work Groups

Dues: For-Profit Vendor/Sponsor businesses dues will be set by the Board of Directors

Section 3.4 INDIVIDUAL MEMBER

Qualifications: Any individual wishing to join MCOA willing to abide by the Privileges and Dues.

Membership Privileges:

1. Individual Members will receive all MCOA mailings
2. Individual Members are able to attend conferences/trainings & receive technical assistance at member rates.
3. Individual Members are able to serve on MCOA Task Forces and Work Groups

Dues: To be established by a membership vote.

MCOA Dues Increase Approved By Membership on June 20th

Two Step Increase begins July 1st, 2008 with 2nd Step July 1, 2009

MCOA would have preferred to give more notice about this increase but after careful deliberations by the Advisory Council, the Membership voted on June 20th to accept the Advisory Council Motion for as two-stage dues increase beginning July 1, 2008. Individual invoices will be mailed in early July. The Board and staff of MCOA would like to thank everyone for their support. This much-needed additional revenue (one penny/elder now and an additional penny on July 1, 2009) will help balance our FY09 budget. Membership should remember that also beginning July 1st the formula grant is slated to rise from \$6.50 to \$7/elder/elder with the minimum rising from \$3300 to \$3500/council. See the chart below for details and additional information.

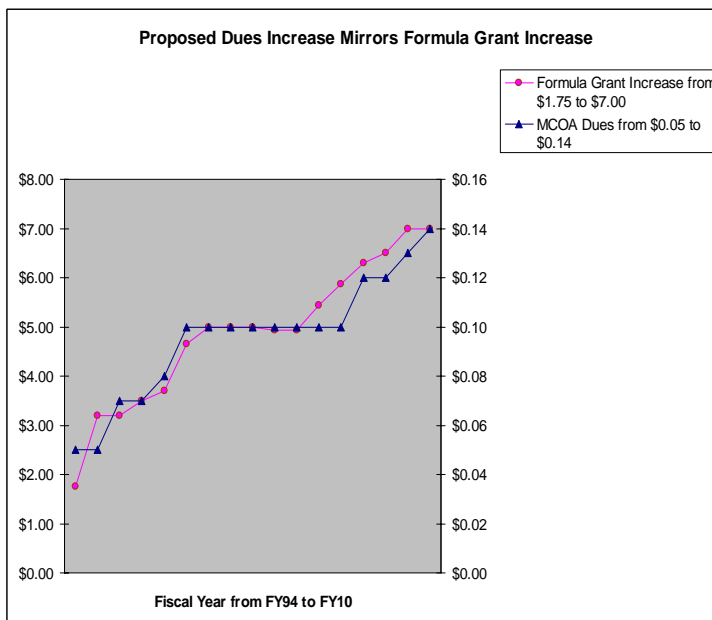
Size of Town's Elder Population	Total # COAs	FY99	FY07 thru Current	Approved FY09	Maximum Increase For COAs In this row in FY09	Approved FY10	Maximum Increase For COAs In this row in FY10	Total Increase over 2 years <i>Approved</i>	Formula Grant Projected \$0.50/elder Increase Beginning July 1, 2008
0-500	76	\$80/year	\$100/year	\$110	\$10	\$125	\$15	\$25	\$200
500-1000	51	\$90/year	\$110/year	\$120	\$10	\$135	\$15	\$25	Range \$250-500
1001-10999	203	0.10/elder	0.12/elder	0.13/elder	Range \$10-110	0.14/elder	Range \$10-110	Range \$20-220	Range \$500-5050
11,000-13,999	Framingham Chicopee Medford Barnstable Cambridge	1125/year	1350/	1475	125	1600	125	\$250	F=5593.50 C=5942.50 M=5964.50 B=5976.50 C=6067.50
14,000-14,999	Lynn Brockton Lowell	1225/year	1475	1600	125	1725	125	\$250	Ly=7203.5 B=7233 Lo=7243
15,000-19,999	Newton Quincy Fall River New Bedford	1325/year	1590	1725	135	1900	125	\$260	N=7960.50 Q=8969 FR=9439.50 NB=9581
20,000-35,999	Springfield & Worcester	1400/year	1680	1800	120	2000	200	\$320	Spfld \$11,823.50 Worcester \$15,026
36,000+	Boston	1500/year	1800	2000	200	2500	500	\$700	\$39,812

MCOA Dues Increase p.2- Membership Vote June 20, 2008 Milford COA

Examples of Impact of Increase:

- A Small COA with 500 elders or less will see an increase of \$200 from the Formula Grant and an increase of \$25 in dues.
- A COA with around 1000 seniors will see an increase of \$500 in Formula and we are asking for an additional \$25 dues from them.
- The Median COA with 3250 elders will realize a \$1625 increase in Formula and a \$65 increase in dues.
- A COA with 10,000 elders will receive an additional \$5000 in Formula and will be asked to pay an additional \$200 in dues.

Fiscal Year	MCOA Dues	Formula Grant	Minimum for Small COAs
FY99	\$0.10	\$4.65/elder/YEAR	\$2400
FY07	\$0.12	\$6.30/elder/YEAR	\$3200
FY09	\$0.13 <i>proposed</i>	\$7.00/elder/year projected	\$3500
FY10	\$0.14 <i>proposed</i>	\$7.00/elder/year projected	\$3500



Dues Recommendation for FY09 to concur with new Bylaws: Article III

Approved by membership June 20, 2008

Full Membership Rate established by separate vote.

Associate Member Rate

Agency Elder Designated Budget under \$200,000 Dues = \$100

Agency Elder Designated Budget under \$1,000,000 Dues = \$250

Agency Elder Designated Budget over \$1,000,001 Dues = \$500

For-Profit Vendor/Sponsor

Dues Begin at \$500 and Range up to \$7500 depending on what other services business willing to sponsor

Individual Dues

Students & Older Adults age 60 and over = \$25

Others= \$50

MCOA Briefs: Transitions

Resignation Announced:

- Ann Marie Heiser, Westfield Human Services I wanted to inform you that I will be leaving the City of Westfield effective April 25. I have accepted a position in Herndon, VA. Please forward information to Tina Gorman. .
- Sheila Fields the Director of the Topsfield COA left her position on May 1
- Pat Sicard of the Granby COA left her job June 24 and took a position with the RSVP of Hampshire and Franklin Counties as their Volunteer Coordinator.

MCOA Briefs: Job Opportunities

TOWN OF NATICK: CLINICAL SOCIAL WORKER

One 15 hour/week position. Responsibilities include social service and administrative work dealing with residents in various areas of crisis, counseling, referrals and consultation services. Licensed Independent Clinical Social Worker (LICSW) minimum of three years of professional experience in social service delivery and accessing resources in the human services field. Compensation starts at \$19,945 annually; no benefits.

TOWN OF NATICK: OUTREACH COORDINATOR

One 30 hour/week position. Responsibilities include social service and administrative work in maintaining/initiating contact with citizens to assess their needs, provide a wide variety of information, and make referrals as necessary. Bachelor's degree in human services, gerontology, social work or related field and three to five years of professional experience in community volunteerism and/or social services with elder resources or equivalent combination. Compensation starts at \$24,962 annually with excellent benefits.

TOWN OF NATICK: VOLUNTEER COORDINATOR

One part-time (19 hours /week) position in Volunteer Resources. Recruitment, orientation, training, placement and supervision of over 200 volunteers. Bachelor's degree or equivalent and two to three years experience managing volunteers; database, spreadsheet and word experience a must; public relations and presentation experience a plus. Pay starts at \$12.36 per hour, flexible schedule, does not include benefits.

FOR ALL TOWN OF NATICK JOBS.

Position descriptions available at Town Administrator's office, Human Services/COA office, and online at www.natickma.gov. Resume and/or Town of Natick application to Personnel Director, Town Hall, 13 East Central Street, Natick, MA 01760 by July 11, 2008 or e-mail at Bdennis@natickma.org or fax to 508-647-6401. Applications will be accepted until a suitable candidate is found. Equal Opportunity Employer.

TOWN OF DENNIS COUNCIL ON AGING DIRECTOR

The Town of Dennis seeks qualified applicants for the full time (40 HR) position of Council on Aging Director for the Council on Aging. Duties include oversight of the daily operations of the Senior Center and department activities, services, and the recruitment and scheduling of volunteers. Other duties include grant writing, capital and operational budget preparation, short and long range plans and coordinating of the monthly newsletter. Serves as a liaison to the Council on Aging Board, MCOA and Disability Advisory Committee. Bachelor's Degree in Human Services Administration & Gerontology or related Field Preferred. At least 3-5 years related work experience. Knowledge and general appreciation of the aging process, grant writing, excellent computer skills and public relation skills. Starting salary commensurate with experience. Forward resume and employment application (available on website www.town.dennis.ma.us) with at least 3 references and letter of interest to Office of Assistant Town Administrator, Dennis Town Hall, P.O. Box 2060, South Dennis, MA 02660 no later than July 15, 2008. Dennis is an AA/EOE.

TOWN OF WELLESLEY CUSTOMER SERVICE SPECIALIST

Reporting to the Director of Senior Services, the Customer Service Specialist's primary responsibility is to serve as the receptionist for the Council on Aging (COA). The incumbent performs a variety of clerical, secretarial and data entry tasks to assist the COA staff in carrying out their responsibilities and to ensure the smooth operation of the COA. The work requires attention to detail, organizational skills, and knowledge of departmental practices and procedures. The incumbent interacts with other Town departments, state and local agencies, seniors and their families and the general public, requiring strong interpersonal and communication skills. Requirements: High School diploma or equivalent; one year of office experience; experience in operating a multi-line telephone system; demonstrated oral communication, interpersonal and organizational skills; the ability to do accurate and detailed work; and basic computer skills, including familiarity with word processing, spreadsheets, and databases. Experience working with seniors is a plus. Anticipated starting rate range is \$15.93 - \$17.41. To apply, send a resume to the Human Resources Department, 525 Washington Street, Wellesley, MA 02482 or e-mail as a Word document to hr@wellesleyma.gov by July 2, 2008. AA/EOE Any questions? Gayle (Barker) Thieme, LSW Director of Senior Services, Wellesley Council on Aging, 781-235-3961 781-263-1529 (direct line)

MCOA Briefs: Member Request

STAR Program Users: We have found that the miscellaneous reports are not reflecting all of the names that have been input in the various categories, leaving us with less than the total number of individuals served and incorrectly reporting the numbers of individuals for each of the services. Has anyone encountered this or is anyone familiar enough with the STAR program to assist us in troubleshooting? Needless to say, we would be very grateful since it is so important to our annual report to EOEA and for our own assessment of our activities and services. A sincere thank you for any assistance. Cheryl Grenier, Truro COA coadirector@truro-ma.gov

Alternative Fuels: Are COAs w/ vans considering alternative fuels? We are presently using gasoline/diesel. Any information from COAs or towns would be greatly appreciated. Thank you. Barb St.Pierre, Adams COA bstpierr@town.adams.ma.us 413-743-8333

Questions about Friends to the Council on Aging

Who is a supervisory sense is responsible for a Friends of the Council on Aging organization? I am on the Norfolk Council of Aging and we are wondering how the two groups meld. The Friends have many members but never enough show at meetings to conduct any, according to their bylaws, official business. Yet, they are responsible for providing money for projects of the council. Please call or email if you questions that will. Thanks for your suggestions. William M. Atwater, Legislative Liaison, Council on Aging
Norfolk, MA wmatwater@comcast.net

My Senior Center: Could you ask: those who have the "My Senior Center" program: how do like the program, is it working well for your needs? Christine Clish, Director
Townsend chrisc@townsend.ma.us

Exercise Instructors Job Description:

I am looking for a job description for both a Tai Chi instructor and a Yoga Instructor. Any help will be appreciated Pam Woodbury Spencer COA spencercoa@charter.net

Open Granby House: You are cordially invited to attend the Second Annual "Celebrating Seniors" Open House. A catered buffet will be served from 4pm to 7 pm on July 9, 2008 At the Granby Council on Aging Senior Center, 257 State Street, Granby, MA Join us for a tour of the Center, and visits with staff, volunteers, Community leaders, local service providers and Friends. Receive information about the services, programs and volunteer opportunities available to our seniors and their families. Please RSVP to 413-467-3239 by July 1, 2008 so we may have an attendance figure for the caterer. The event is again sponsored by Waste Management's Granby

MCOA Briefs: Fall Conference

Planning has already begun for MCOA's 2008 Fall Conference to be held October 15th-17th at the Sea Crest Resort in Falmouth.

- We have already scheduled 85 Workshop Proposals and we plan to have the registration forms posted online and mailed to members around the middle of July.
- MCOA is also asking our members to review the Sponsors, Exhibitors and Vendors forms in this mailing and on our website and to pass the info onto appropriate parties. Sponsors and Exhibitors help keep our costs down. Your assistance is greatly appreciated
- We have posted the reservation form for the Sea Crest Resort for those who would like to make Advanced Reservations to this oceanfront resort and included a copy in this mailing.
- Interested parties who would like to pay conference fees early are encouraged to contact Janiece Leach at 413.527.6425 or Janiece@mcoaonline.com
- As we begin to plan the various events and ceremonies at our Fall Conference please refer to MCOA's Awards 2008 form to nominate someone or some agency for recognition.

Please forward all material that you want published in MCOANews to
Janiece@mcoaonline.com

Attn: **For Profits and Non Profits**

Does connecting with 750 eldercare professionals

From Massachusetts and around New England interest you?

Then you may be interested in this event...

Massachusetts Association of Councils on Aging and Senior Center Directors

presents



At the Center of it All.

“Transforming Senior Centers into Wellness Centers”

*Our Annual Conference at the Sea Crest Resort in Falmouth on
October 15, 16, and 17, 2008*

Opportunities exist for

Sponsors (\$2500- 7500) Exhibitors (\$500-750) Non Profit Vendors (\$100) Advertisers (\$125-400)

The Massachusetts Association of Councils on Aging and Senior Center Directors (MCOA) invites your organization to be a sponsor, exhibitor, non profit vendors, or advertiser to our annual convention to be held at the Sea Crest Resort in Falmouth, Massachusetts on October 15, 16, and 17th.

The Massachusetts statewide network includes the most visible eldercare professionals in the cities and towns providing a range of services and programs for older adults. **Council on Aging Directors, their staff and board members will be in attendance, as well as members of the Mass Home Care, AARP, Massachusetts Senior Action Council (MSAC), the Massachusetts Gerontology Association (MGA), Mass ALFA, the Massachusetts Association of Older Americans (MAOA), and the Local Officials Human Service Council (LOHSC).** To promote interstate learning and sharing of best practices, our counterparts from around New England have been invited to join us again this year; making this one of the largest gathering of eldercare professionals in our region.

MCOA is a 501c3 Non Profit organization that specializes in linking our members with services and programs that target individuals age 60 and older. We sincerely appreciate your attendance and support!

Featured Improvements from 2007: Increased Time and an Expanded Invitation List

- All Exhibitor and Vendor Space will be located in the Nauset Exhibit Hall.
- We have increased ‘break time’ between sessions for participants to leisurely stroll thru the vendor area.
- **A Great Chance:** By collecting signatures from vendors a lucky attendee wins a weekend at the Sea Crest Resort.
- Senior Center Directors and other eldercare professionals from Connecticut, Rhode Island and around new England will be invited to join us again this year.

Can't attend but still want to communicate your message or distribute your product...

Contact us about merchandise distribution, advertising opportunities or
other MCOA events scheduled during 2008.

Your opportunities include:

Sponsoring:

- 8 Events are available during these three days ranging in cost from \$2500- \$7500.
- Sponsors can choose the location of their display table(s).
- See the enclosed chart for details on the special perks sponsor will receive.

Exhibiting Opportunities for For Profits and Non Profits:

- **For Profit Exhibit space will be available on Thursday, October 16th** at a cost of \$500.
If you would like to stay for two days, a few spaces will be available on Friday for an additional charge of \$250 or a total of \$750 for both days.
- **Non Profit Vendors and Government Agencies are welcome to set up display booths on Friday, October 17th.** A \$100 fee is required to cover costs.
- **Exhibit/Vendors hours are Thursday 8-5pm and Friday 8-2pm.**
- **Each Exhibitor/Vendor will receive one All Day Meal Ticket for the day they are scheduled. Additional All Day Meal Tickets may be purchased @\$50/each but must be reserved by October 6, 2008. All Day Meal Tickets allow the bearer to enter breakfast and lunch buffet lines. Refreshments for morning and afternoon breaks will also be provided.**
- **All Exhibitor and Non Profit Vendor tables will be co-located in the Nauset Exhibit Hall.**

Approval Notification: Exhibitor's space is limited and must be reserved on a **first come, first served basis.**

Vendors and non profits are required to submit a contract to participate, and MCOA reserves the right to refuse any sponsor, vendor, exhibitor or advertiser to this event. Contracts are located at the web site: www.mcoaonline.com. Look under 2008 Fall Conference and the tab: "Sponsor, Exhibitor, Advertiser and Vendor information."

Advertising: MCOA Publishes a detailed Program Book in which companies may advertise. Other Advertisement Opportunities also exist throughout the year in MCOA's Newsletter and our newly revamped web site – www.mcoaonline.com.

Preliminary Registration: Interested Parties should contact MCOA for a complete *Vendor Registration Package (including contracts)* immediately and submit the required material no later than **October 2, 2008**. Remember space is limited, and we have sold out of Vendor space at past conferences. Contact us as soon as possible if you are interested in participating.

The registration deadline for the discounted hotel rooms is **September 15th**. MCOA and the Sea Crest Resort in Falmouth cannot guarantee overnight hotel rooms beyond this date. Ask for the MCOA rate or contact MCOA for the reservation form. If you would like a participant's Conference Planning Packet which lists the various workshops and special event activities, and also includes the hotel registration form, contact MCOA at (413)527-6425.

Final Registration: Final signed agreements, ads, and payments for Sponsors, Exhibitors, and Advertisers will be accepted no later than **October 2, 2008**.

*Don't miss out on this important opportunity to reach these professionals with your product or service.
Please join us on October 15-17, 2008 at the Sea Crest Resort in Falmouth.*

**If you are interested in any of these options contact us immediately to receive the necessary contract forms. Call us at (413)527-6425.
Space is limited and we have sold out in previous conferences.**

Sincerely,

David P. Stevens

Executive Director

Janiece Leach

Office Manager

SPONSORSHIP, EXHIBITING, AND ADVERTISING OPPORTUNITIES

**MCOA's Annual Fall Conference
October 15, 16, and 17, 2008 at the Sea Crest Resort in Falmouth**

Sponsorships:

There are a select number of Conference Sponsorship Opportunities that will provide a very visible presence during this three day event. MCOA is a 501c3 Non Profit Organization and counts on this income to sustain operations throughout the year. MCOA invites feedback and suggestions on how we can better serve your needs.

MCOA EVENT	COST	AD SIZE in Program Book	BANNER PLACEMENT	DISPLAY TABLE(S) ON SPECIFIED DATES	FOR PROFIT MEMBERSHIP TO MCOA & Current Mailing List Included	# OF CONFERENCE REGISTRATIONS
Wednesday Luncheon	\$4000	full page	Location of your choice	Two on Wednesday, Thursday & Friday	yes	Two on Wednesday, Thursday & Friday
Wednesday Welcome Social	\$2500	half page	Location of your choice	One on Wednesday & Thursday	yes	One on Wednesday & Thursday
Thursday's Breakfast	\$2500	half page	Location of your choice	One on Thursday & Friday	yes	One on Thursday Friday
Thursday's Luncheon	\$5000	full page	Location of your choice	Two on Wednesday, Thursday & Friday	yes	Two on Wednesday, Thursday & Friday
Annual Meeting Dinner on Thursday	\$4000	full page	Location of your choice	Two on Wednesday, Thursday & Friday	yes	Two on Wednesday, Thursday & Friday
Friday's Breakfast	\$2500	half page	Location of your choice	One on Thursday & Friday	yes	One on Thursday Friday
Friday's Lunch	\$4000	full page	Location of your choice	Two on Wednesday, Thursday & Friday	yes	Two on Wednesday, Thursday & Friday
National Sponsor*	\$7500	Full page	Location of your choice	Two on Wednesday, Thursday & Friday	yes	Two on Wednesday, Thursday & Friday

* In addition the **National Sponsor** can choose up to 6 additional events including spring conferences, membership meetings and working group summits. Ask for more details

Additional Opportunities at MCOA's 2008 Conference at the Sea Crest Resort in Falmouth

For Profit Exhibitors:

For Profit Exhibitors are invited to display their products and service on October 15 and 16th. The cost for Thursday is \$500 and for Thursday and Friday it will be \$750.

Exhibitors will receive:

- 6' Display Table all day Thursday in Nauset Exhibitor Hall (8AM-5PM).
Set up time will be announced later.
- Business Card Size Ad in the Program Book.
- One all day meal ticket (additional tickets are **required for additional vendors** at \$50 each- Reservations due no later than October 2nd).
- **MCOA 'For Profit' membership for one year; includes mailings and a current membership list (disk, labels and/or updated hard copy available throughout the year).**

Public Information Tables for Non Profits and Government Agencies:

On Friday, October 17th, a limited number of Public Information Booths will be made available to a select group of non-profit and government agencies that wish to distribute information to conference participants. A six foot table will be available from 8 am until 2pm. To offset our costs we require a fee of \$100. This includes a six-foot table and one all-day meal ticket. Additional meal tickets are available at \$50 each.

Advertisers in the Conference Program Book:

Companies may wish to advertise in the Conference Program Book. MCOA requires camera ready advertisements at the following rates: Full Page (8 x 10 ½") \$400 Half Page (4 ¾ x 7 ½") \$300
Quarter Page (3 ½ x 4 ¾") \$200 Business Card (2 x 3") \$125

Companies Exhibiting or Sponsoring Events can pro-rate Ad Costs if larger sizes are desired. All camera ready materials must be received by October 2nd for inclusion in the Program Book.

Merchandising:

Exhibitors & Vendors wishing to distribute merchandise and information at their designated booths may do so at their pleasure. MCOA will distribute items in our Conference Welcome Bags for a slight handling fee. Contact MCOA for details.

Conference Guidelines:

- MCOA reserves the right to select or refuse all sponsors, exhibitors, public service vendors & advertisers.
- **Deadline for completed application is October 2nd.** This includes a signed agreement, camera ready material and full payment.
- Prospective businesses are encouraged to contact MCOA early to reserve their space.

Note: Most options were sold out in 2007.

Conference Planning Packet:

The Conference Planning Packet, which includes information detailing each days events, a registration form, & a discounted hotel reservation form, can be mailed to you upon request - contact Janiece Leach at (413)527-6425.

2008 MCOA Fall Conference At A Glance (tentative)

Sea Crest Resort in Falmouth

Wednesday Activities, October 15, 2008

8am - 5:00pm Registration & Resolution Desk
8am - 10:00am Continental Breakfast: Oceanfront Dining Room
9:30 - 12:00pm Intensives: Morning Session
12:00 - 1:00pm Crossroads Luncheon: Oceanfront Dining Room
1:00- 2:15pm Plenary Session
2:30 - 5:00pm Intensives: Afternoon Session
5:00- 7:00pm Welcome to the Conference Social

Thursday's Activities, October 16, 2008

7:00 - 8:00am Exercise walk
8:00 - 5:00pm Registration & Resolution Desk
8:00 - 5:00pm Exhibitor's Hall Open: Nauset Center
7:30 - 9:00am Breakfast: Oceanfront Dining Room
9:00 - 10:15am Workshop Session I
10:15 - 10:45am Break: Nauset Center
10:45 - 12:00pm Workshop Session II
12:00 - 1:00pm Minuteman Luncheon: Oceanfront Dining Room
1:00- 2:15pm Plenary Session
2:30 - 3:30pm Workshop Session III
3:30 - 4:00pm Break: Nauset Center
4:00 - 5:00pm Workshop Session IV
5:00 - 7:00pm Cocktail Reception
5:15pm - MCOA Annual Meeting:
Annual Report and Election of Officers
7:00pm MCOA Annual Dinner:

Friday's Activities, October 17, 2008

7:00 - 8:00am Exercise walk:
8:00 - 12:30pm Registration
7:30 - 9:00am Breakfast: Oceanfront Dining Room
8:00 - 2:00pm Non Profit Exhibitor's Hall will be open: Nauset Center
9:00 - 9:50am Workshop Session I
10:00 - 10:50am Workshop Session II
11:00 - 11:50am Workshop Session III
12:00 - 1:00pm President's Luncheon: Oceanfront Dining Room
1:00 - 2:30pm Workshop Session VI
2:30pm Conference Adjournment until.....

MCOA Awards 2008

A Call for Nominations

Submit your nomination and any supplemental material by September 5, 2008

- Nominate someone from a COA/Senior Center

MCOA Director of the Year,

whom you feel achieves, articulates, brings together, exemplifies by leadership in the field of aging as well in senior center development, operations, and marketing

- Nominate an individual or group for

MCOA Advocate of the Year,

whom you feel by the way of message, achievement, legislation, coalition building, speaking up for seniors, helping seniors to speak up, courage patience, and persistence has helped seniors find empowerment, enrichment and fulfillment. P.S. When appropriate this award can be referred to as the MCOA Legislative Advocate of the Year Award.

- Nominate an individual or group for

MCOA Innovator of the Year Award,

whom you feel has come up with an idea or design, invention or variation, a program or service or a model that might help senior centers serve senior and their families according to need, compatible with dreams and adaptable in other communities.

Submit by September 5, 2008

Be sure to include this basic information below and augment as you see necessary.

MCOA 2008 Awards Nomination Form

I, _____ from _____

nominate _____ from _____ for the MCOA 's

_____ of the year Award. I believe he/she/they deserve(s) this award because:

Supplement this application with any appropriate materials you deem necessary including a one-page summary of why this individual or organization should be considered for this award you have specified...

Mail nomination to: MCOA 116 Pleasant Street, Room 306, Easthampton, MA 01027
or Fax to 413.527.7138 Thank you for you time with this matter.

MCOA Briefs: Message from Elder Affairs- Please Know that:

The SHINE Program and Elder Affairs receives many calls from Medicare beneficiaries who have purchased health plans that do not meet their needs. These elders are often confused and do not understand what the plan covers. They are being subjected to high pressure sales from a few unscrupulous agents selling Medicare Advantage plans such as Special Needs Plans and Private Fee For Service plans. Once a beneficiary has joined one of these plans, they are generally locked into the plan for a year. It can be very difficult and time consuming to dis-enroll. If you know of an elder who has been pressured into enrolling into one of these plans please have them call the SHINE Program (1-800-AGE-INFO -- or --

1-800-243-4636).

TIPS

If the COA has presentations by the plans have a SHINE counselor available

Seniors should have a family member or trusted friend present during a home sales presentation

Seniors should not sign up at the initial meeting but take some time to think about it or consult someone they trust

Don't be swayed by low prices, it may not be the best value

Seniors should be sure that their providers will accept the plan

With thanks to Marion Aspinall, Director SHINE Program & Emmett Schmarsow

As you are well aware: The IRS does not go door-to-door or make outbound phone calls and does not ask for credit card info.

Please be aware that identity thieves are currently pushing telephone and e-mail scams involving the stimulus payments. The IRS has confirmed and documented a number of the scams -- the rebate phone call, refund e-mail, audit e-mail, changes to the Tax Law e-mail and the paper check phone call -- in articles that describe who these scams work, steps for protecting identify, and helping the IRS track and trace potential scams.

Consumers are advised to initiate direct contact by typing **IRS.gov** rather than clicking on a link in an e-mail or opening an attachment. A special mailbox has been established by the IRS, phighinh@irs.gov, to receive questionable e-mails and telephone calls.

Log onto the Internal Revenue Service, U.S. Department of the Treasury's Economic Stimulus Payment Information Center, <http://www.irs.gov/irs/article/0,,id=177937,00.html> for fact sheets and scam alerts.

Thank you.

[As you know, starting in May 2008, the U.S. Treasury began sending economic stimulus payments to more than 130 million U.S. households. To receive a payment, taxpayers must have a valid Social Security number, \$3,000 of income and file a 2007 federal tax return. The Internal Revenue Service (IRS) is responsible for processing and disbursing payment. Eligible people will receive up to \$600 (\$1,200 for married couples), and parents will receive an additional \$300 for each eligible child younger than 17. Millions of retirees, disabled veterans and low-wage workers who usually are exempt from filing a tax return must do so this year in order to receive a stimulus payment. There are still many older adults and persons with disabilities who have not filed returns to obtain the stimulus payments. Returns must be filed no later than October 15, 2008.]

s/

Emmett Schmarsow, Prog. Mgr. COAs & Senior Centers, ELD



The Commonwealth of Massachusetts
Executive Office of Elder Affairs
One Ashburton Place, Boston, MA 02108

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**Tips for Seniors:
Stay Cool During Hot, Humid Weather**

The Executive Office of Elder Affairs advises elders to enjoy the summer weather but take careful precautions during extremely hot weather. High temperatures can take a toll on health. Seniors especially should take extra care to keep cool and hydrated during hot, humid days. Here are a few tips for enjoying the summer weather while keeping comfortable and safe:

Keeping Cool

A. Clothes

- a. Wear light colors and light materials such as linen and cotton. Materials such as rayon and polyester tend to trap heat close to the skin.
- b. Wear loose fitting clothing;
- c. Wear a hat with a wide brim to protect the face;

B. Home

- a. Stay indoors during extremely hot weather;
- b. Lower shades, blinds, or close drapes on the east side of your home during the morning hours and the west side during the afternoon in order to keep your home or apartment as cool as possible. Use a fan in the rooms where the windows are covered;
- c. If you do not have air conditioning in your home, go to your local Council on Aging/senior center, Aging Service Access Point, mall, movie theater or library in order to stay cool.

C. Outdoors

- a. Wear sunscreen SPF (Sun Protection Factor) of 30 or higher;
- b. Wear a wide-brimmed hat or take an umbrella to block the sun;
- c. Schedule outdoor activities before 10am or after 6pm when the temperature is lower;
- d. Avoid strenuous activity;
- e. If you are outside, take frequent breaks in shaded area;
- f. Avoid crowded places.
- g. If possible, go to a place where you can get relief from heat, such as air conditioned libraries, theaters, and other community facilities that may offer refuge during the warmest times of the day.

EOEA Tips for Seniors: Stay Cool During Hot, Humid Weather (continued)

Keeping Hydrated

A. Fluids

- a. The best liquid to drink during hot, humid days is water. Drink plenty of water, even if you are not thirsty, in order to stay hydrated;
- b. Avoid drinks with caffeine;
- c. Avoid alcoholic beverages which will dehydrate your body;
- d. Drink sports drinks that have the added minerals that your body loses when it sweats.

B. Food

- a. Keep frozen treats such as ice cream and popsicles in the freezer that can help you keep cool during hot weather;
- b. Eat cold foods such as sandwiches and salads;
- c. Fresh fruits and vegetables are also another way to keep hydrated.

Keeping Safe

A. Buddy System

- a. Make sure that you have someone to check on you to make sure that you are well.

B. Using Common Sense

- a. Avoid long walks, particularly during noon-3pm, when the sun is at its peak;
- b. Slow down, avoid strenuous activity. Do not try to do too much on a hot day;
- c. Pay attention to weather reports;
- d. Contact your doctor if you are taking several drugs for a number of health problems because these may make it harder for your body to keep cool through perspiration. A few examples would be diuretics, sedatives, tranquilizers, and also some heart and blood pressure medicines.

For further tips on staying cool please visit the Massachusetts Emergency Management Agency's website at:

www.mass.gov/mema

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More on Heat from Mass Home: Preparing for and Responding to Excessive Heat Events

According to the Center for Disease Control and Prevention, more people die from heat waves each year than from hurricanes, lightning, tornadoes, floods and earthquakes combined.

Older individuals are particularly vulnerable to the effects of heat stress. Because heat-related [deaths] are preventable, people and communities need to be aware of who is at greatest risk and what actions can be taken to prevent a heat-related illness or death. The following resources outline important steps that can be taken to respond to excessive heat events:

<http://www.hhs.gov/disasters/emergency/naturaldisasters/heat/index.html>

The following link brings up a fact sheet for older adults and family caregivers in 14 different languages.

<http://www.epa.gov/aging/resources/factsheets/index.htm#itdhpfehe>

Paul J. Lanzikos, President of Mass Home Care &

Executive Director, North Shore Elder Services 152 Sylvan Street Danvers, MA 01923-3568

978/624-2245(tel) 978/624-2244 (TTY)

Out of darkness

Senior center, health aides target elderly depression THE HUMAN CONDITION

By Kelly Glista CORRESPONDENT

A small crowd had gathered in the lunchroom of the Worcester Senior Center to hear a talk by Dr. Scott H. Gonzalez, a geriatric psychiatrist.

The sun was shining through the windows and in the corner of the room someone was playing “Take Me Out to the Ball Game” on a small organ. Some sat at tables and chatted with friends while others enjoyed the daily paper or a book of crossword puzzles. At the front of the room was a whiteboard with a list of common symptoms of diagnosable depression, the topic of Dr. Gonzalez’s lecture. Though it hardly seemed a prominent issue for the smiling crowd, depression among seniors is a common and serious problem. According to city’s Division of Elder Affairs, older adults have the highest suicide rate in the country and suicide attempts by people 65 or older are more likely to result in death — one in every four attempts results in fatality for seniors compared with one in every 20 for all other age groups.

. Dr. Gonzalez’s talk was one of several events coordinated by the senior center and the Division of Elder Affairs in May during National Older Americans Mental Health Week.

Elizabeth H. Connell, assistant director of the Division of Elder Affairs, said this particular topic was one she became keenly aware of four years ago when an elderly resident came to her office and expressed a desire to commit suicide. “We weren’t trained to handle that,” she said.

That first encounter with senior depression drove Ms. Connell to learn as much as possible about mental health among seniors and the quality of care available for them. She helped the Division of Elder Affairs form the Worcester Partnership for Quality Elder Mental Health Care, a joint venture of the senior center, local doctors and hospitals working toward encouraging help and finding services for seniors with mental health problems.

The current system of care is much too complex, Ms. Connell said. “You have to stop and think,” she said. “If I was an elder and I was depressed, where would I start?”

In August 2006, Ms. Connell’s knowledge of the mental health care system was put to the test when her 89-year-old father James exhibited symptoms of depression. After complications arose from his fifth hip replacement surgery, he suffered what doctors told Ms. Connell was a “cardiac event.” After that hospital stay his condition became readily apparent. “Something was missing from him when he came out of that,” she said.

Her father was placed in a rehabilitation program, but it was soon obvious that it was too difficult for him. Ms. Connell said her father would weep constantly while confined at the hospital. She knew enough about depression at that point to ask his doctors to conduct a psychiatric evaluation. Prescribed an antidepressant, her father was able to come home under 24-hour care, but Mrs. Connell and her children could see there still was something missing from him. For one thing, he no longer joked or bantered the way he used to.

“It was almost like watching someone melt,” she said. “Like a snowman.” After additional treatment for depression, the father Ms. Connell knew returned. “I remember at one point coming out of the nursing home and saying ‘He’s back,’ ” she said, before Mr. Connell died of a stroke in November. By helping educate seniors and their families on mental illness and the health care system, Ms. Connell hopes to help them avoid what she and her family experienced.

Out of darkness (continued)

That education begins by listening to experts such as Dr. Gonzalez, who, speaking at the senior center, outlined the symptoms of mental illness in seniors, as well as the diagnosable disorders and available treatments. The list on the whiteboard included nine symptoms of major depressive disorder, one of the most commonly diagnosed psychiatric disorders that cause depression. Among its symptoms are depressed mood, lack of interest, loss of energy and feelings of worthlessness or guilt. Other diagnosable conditions include dysthymia, a more chronic condition, and adjustment disorder, a reaction to some major change in the patient's life.

Dr. Gonzalez, who works for Community Healthlink, said bereavement over the loss of a friend or family member is often the catalyst for depression resulting from adjustment disorder. Aging itself, the psychiatrist stressed, is not a direct cause of depression. "As someone gets older, they're more likely to suffer the kinds of losses that lead to depression," he noted.

Ms. Connell said she has seen the problem of ageism in the treatment of mental illness as well as in commonly held opinion. "People would say 'Well, you know he's 89,' " she said, when talking to others about her father's depression. "I know! That's no reason not to treat someone."

Our society, Ms. Connell believes, has moved away from valuing its older generations. She noted that the seeming majority of volunteers at polling places, where much of their time is devoted to assisting seniors, and nearly all the volunteers at the senior center are seniors. "We're losing some of our greatest minds and hearts," she said.

The Division of Elder Affairs has prepared pamphlets on healthy aging and a resource guide listing places for treatment and therapy in Central Massachusetts. In Worcester, UMass Memorial Medical Center — University Campus has developed a pilot program to create a collaborative care network connecting primary care physicians for seniors to geriatric psychiatrists.

Dr. Gary S. Moak, a geriatric psychiatrist involved with the program, says it addresses "the pervasive problem of mental health disorders of the elderly and the failure of our system to meet the needs of these patients." He said that unlike in youth, depression is the No. 1 predictor of suicide in seniors. "We need to do a better job of finding these cases and intervening," Dr. Moak said.

William H. O'Brien, executive director of UMass Memorial Behavioral Health Services, said the program is a different way of supporting the primary care sector that involves many different aspects of the health care system. "It's really an exciting meld," he said. UMass Memorial hopes that the program will develop the confidence of primary care physicians in diagnosing mental health needs. Because of a national shortage of geriatric psychiatrists, primary care physicians often deal with these needs by default.

Mr. O'Brien said that the best use of resources is in short-term support of physicians.

For many seniors, the stigma of mental illness prevents them from getting the diagnosis or treatment needed.

"Their world and cultural understanding is very different," Dr. Gonzalez said. He pointed out that in the past, mental disorders were often considered personal flaws rather than medical issues.

Changing that stigma is one of the main goals of the educational programs put together by the Division of Elder Affairs. Mrs. Connell said that she hopes to see more and more seniors able to make the connection between mental and physical health.

"It's not a character flaw," she said. "It's not a personal fault. You can't wish it away, any more than you could wish cancer away."



THE COMMONWEALTH OF MASSACHUSETTS
EXECUTIVE OFFICE OF PUBLIC SAFETY AND SECURITY



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MASSACHUSETTS EMERGENCY MANAGEMENT AGENCY
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Tel: 508-820-2000 Fax: 508-820-2030

Don R. Boyce
Director

Website: www.mass.gov/mema

FOR IMMEDIATE RELEASE CONTACT: Peter Judge, MEMA PIO
June 15, 2008 (508) 820-2002

MEMA OFFERS HURRICANE PREPAREDNESS TIPS

What Families Need To Do To Prepare For The Hurricane Season

Framingham, MA - As we enter the 2008 Hurricane Season, which experts are predicting to be very active, the Massachusetts Emergency Management Agency (MEMA) is offering personal preparedness tips for the all of the citizens of the Commonwealth.

“Every home and business should have a basic supply kit that could be used for any emergency, regardless of the time of year,” states MEMA Director Don Boyce. “Everyone should keep certain items around the house in the event of a hurricane or other severe weather. A portable radio, flashlight, extra batteries extra non-perishable food, water and a first aid kit are all essential to help your family weather the storm.”

Each household should have a supply of canned goods and other non-perishable foods that do not need cooking, along with bottled water, extra prescription medication, and extra food and supplies for infants and pets. A manual can opener and a basic first aid kit are also essential.

“All families should develop a ‘Family Emergency Communication Plan’ to help ensure everyone is safe. You should contact your local authorities to learn about potential evacuation routes and the location of emergency shelters in your community,” said Boyce. “It is important to familiarize yourself with your Community’s Emergency Plans before an emergency situation occurs.”

The Massachusetts Emergency Management Agency (MEMA) is the state agency responsible for coordinating federal, state, local, voluntary and private resources during emergencies and disasters in the Commonwealth of Massachusetts. MEMA provides leadership to: develop plans for effective response to all hazards, disasters or threats; train emergency personnel to protect the public; provide information to the citizenry; and assist individuals, families, businesses and communities to mitigate against, prepare for, and respond to and recover from emergencies, both natural and man made. For additional information about MEMA and Hurricane Preparedness Month, go to www.mass.gov/mema.

-more-

Region I
P.O. Box 116
365 East Street
Tewksbury, MA 01876
Tel: 978-328-1500 Fax: 978-851-8218

Region II
P.O. Box 54
12-I Rear Administration Road
Bridgewater, MA 02324-0054
Tel: 508-697-3600 Fax: 508-697-8869

Region III / IV
1002 Suffield Street
Agawam, MA 01001
Tel: 413-821-1500 Fax: 413-821-1599

MEMA OFFERS HURRICANE PREPAREDNESS TIPS: continued

HURRICANE DISASTER SUPPLY KIT

- | | | |
|---|---|--|
| <ul style="list-style-type: none"><input type="checkbox"/> Canned goods and nonperishable foods that do not need cooking:<ul style="list-style-type: none">• Canned meats and fish• Canned fruits and vegetables• Canned soups and puddings• Canned fruit juices• Dried fruit and nuts• Bread, cookies and crackers• Peanut butter and jelly• Coffee and tea<input type="checkbox"/> Manual can opener<input type="checkbox"/> Bottled water (1 gallon per person/per day)<input type="checkbox"/> Prescription medication (2 week supply)<input type="checkbox"/> Extra eyeglasses<input type="checkbox"/> Pet food/supplies<input type="checkbox"/> Water purification tablets (halazone)<input type="checkbox"/> Disposable plates, cups, and utensils | <p>Infant care items:</p> <ul style="list-style-type: none">• Disposable diapers• Baby wipes• Baby food• Formula <ul style="list-style-type: none"><input type="checkbox"/> First aid supplies<input type="checkbox"/> Masking and duct tape<input type="checkbox"/> Flashlight or lantern, with extra batteries<input type="checkbox"/> Battery operated radio, with extra batteries<input type="checkbox"/> Watch or battery operated clock<input type="checkbox"/> Ice chest<input type="checkbox"/> Matches<input type="checkbox"/> Canned heat (sterno)<input type="checkbox"/> Portable outdoor camping stove or grill with fuel supply<input type="checkbox"/> A certain amount of cash<input type="checkbox"/> Important documents (Such as wills, deeds, prescriptions, passports, birth certificates, health record, proof of address, Social Security number)<input type="checkbox"/> Plastic trash bags<input type="checkbox"/> Plastic sheeting or tarp<input type="checkbox"/> Chlorinated bleach<input type="checkbox"/> Personal hygiene items | <ul style="list-style-type: none"><input type="checkbox"/> Other useful items:<ul style="list-style-type: none">• Work gloves• Sun lotion• Insect repellent• Hammer• Screwdriver• Pliers• Wrenches• Handsaw• Razor knife• Ax or chainsaw• Rope caulking• Nails and screws• Rope and wire• Broom, mop and bucket• All-purpose cleaner• Ladder• Sandbags• Portable generator• Tree pruner• Shovel, rake and wheelbarrow• Sheets of plywood |
|---|---|--|

FAMILY EMERGENCY COMMUNICATIONS PLAN

Develop a Family Emergency Communications Plan in case family members are separated from one another during an emergency (a real possibility during the day when adults are at work and children are at school, camp or at a friend's house). This plan should also address reunification after the immediate crisis passes.

- Ask an out-of-state relative or friend to serve as the Family Emergency Communications Plan contact person. During and immediately after a disaster occurs, it is often easier to access a long distance telephone number than a local one. Also, calling outside a disaster area is usually easier than calling into the same area.
- Make sure everyone knows the name, address and telephone number of the Family Emergency Communications Plan contact person.
- Designate two meeting areas for family members – one within your community (your primary location), and one outside of your community (your alternate location). Sometimes an emergency could impact your neighborhood or small section of the community, so a second location outside of your community would be more accessible to all family members.
- Be familiar with the Emergency Plans at your children's school and camp, as well as your place of business.

A Family Emergency Communications Plan can help reassure everyone's safety and minimize the stress associated with emergencies



To MCOA Members Interested in Certification:

The intent of certification is to provide a statewide standard that can be used as a measure of professionalism by interested agencies and individuals. It is further intended that certification will encourage the continuing professional growth and development of certified Council on Aging personnel.

The purpose of certification is threefold:

- a. to promote professional credibility and visibility
- b. to identify to the public, to colleagues, and to those Center Directors and Staff who have met specific professional standards as set by MCOA, and
- c. to encourage the continued professional growth and development of the MCOA membership.

The timeline for the next round of certification for COA Directors and Program Managers is:

October 16, 2008 – MCOA Fall Conference workshop*
December 5, 2008 – MCOA Membership meeting workshop*
January 5, 2009 – Letter of Intent due
January 16, 2009 – Mentors assigned
June 1, 2009 – Portfolios due
October 2009 – MCOA Fall Conference – Awarding of Certifications

Deadline for nominations for Aging Services Administrator is June 1, 2009.

* Applicants will be required to attend one (1) certification workshop either at the Fall Conference at Sea Crest or at the December 5th MCOA Membership meeting.

If you have questions, contact Joanne Moore, Certification Chair, Duxbury COA (781) 934-5774 x 102 or JoanneMoore@duxburycoa.com

PROGRAM MANAGER APPLICATION REQUIREMENTS

Description: The Program Manager is one who is responsible for the direct and active oversight of the core service outlined in the application. One core service must be cited.

Minimum Qualifications: High school diploma and 3 years as a program manager
OR
Associates (2-year) degree in a Human Services or related field and 2 years as a program manager
OR
Bachelors (4-year) degree in a Human Services or related field and 1 year as a program manager

Fee: A non-refundable application fee of **fifty dollars (\$50.00)** must accompany application submission.

COUNCIL ON AGING / SENIOR CENTER DIRECTOR APPLICATION REQUIREMENTS

Description: The Council on Aging / Senior Center Director is one who currently directs a Council on Aging or a multi-service Senior Center. Six core services must be cited.

Minimum Qualifications: High school diploma and 10 years as a Director
OR
Associates (2-year) degree in a Human Services or related field and 5 years as a Director
OR
Bachelors (4-year) degree in a Human Services or related field and 3 years as a Director
OR
Master's degree in a Human Services or related field and 2 years as a Director

Fee: A non-refundable application fee of **seventy-five dollars (\$75.00)** must accompany application submission.

MCOA AGING SERVICES ADMINISTRATOR REQUIREMENTS

Description: The Aging Services Administrator is one who has demonstrated a significant contribution or achievement in the field of elder services, at the local, regional, or state level, above and beyond normal expectations or job description and who demonstrates outstanding leadership and contributions in their community.

Qualifications: Must be currently certified by MCOA as a COA/Senior Center Director and must have served as a COA/Senior Center Director for a minimum of five years.

Application:

- consideration for this level of certification is upon application **or** upon recommendation of the Certification Committee
- demonstration of an outstanding project or effort (ex. Senior Center accreditation, building a new senior center, getting legislation passed, etc.)
- demonstration of leadership and commitment to aging services on a local, regional, or state level (ex. mentoring, elder advocacy, leadership role in MCOA or regional groups, etc)
- certification will be determined/reviewed by MCOA Board of Directors upon recommendation of the MCOA Certification Committee
- site visit will be made by certification committee representatives
- no fee required
- not renewable