

To: Councils on Aging, Social Services Providers, and Interested Parties

Fr: Mary Kay Browne, MCOA Director, Special Projects

Date: March 9, 2018

Re: Request for Proposals to Operate a Pilot Showcasing Caregiver Respite and Support Services that Help Caregivers of People Living with Dementia

**Funding Opportunity:**

MCOA seeks bids from community agencies who want to build up multiple caregiver respite and support services within their community. MCOA is committed to protecting the health and well-being of the caregivers of people living with dementia. Also, we are committed to ensuring that equitable access to caregiver respite and support services are provided to diverse socio-economic, minority and cultural groups in Massachusetts.

**Project Goal:**

Using project funding MCOA received from the United States Administration for Community Living, our goal is to demonstrate over a 27-month period, through the work of 10 pilots, that local municipal, social and civic organizations, their staff and members, can join forces to offer greater access to a robust, regular array of respite services to help caregivers of people living with dementia maintain their mental and physical health.

Also, these pilot programs will seek to reverse social patterns of friends and acquaintances withdrawing socially from caregivers and people living with dementia as dementia advances. To do so, pilot partners will offer encouragement to people within the caregivers ‘social circles and membership organizations to offer help via respite to their friends and acquaintances who are caregivers of someone living with dementia. In addition, pilot partners will agree to promote and publicize information about myriad social outings and welcoming venues so caregivers will more easily be able to identify social activities for themselves and their family member or friend living with dementia.

**Why Do We Need To Build New Norms for Socialization?**

A leading expert in dementia working in MA is Beth Soltzberg, MSW, the Director of Jewish Family & Children’s Service’s Alzheimer’s/Related Disorders Family Support Services in Waltham, MA. She has spoken about the common, international experience of social isolation suffered by caregivers and people living with dementia. In the Massachusetts Memory Café Toolkit (2016), she wrote (emphasis added):

*“People living with dementia, and their caregivers, often become socially isolated. This is due to the increasing difficulty of engaging in everyday activities,* ***compounded by the stigma that makes people feel unwelcome or embarrassed when symptoms occur in public situations****. For example, someone who was a devoted member of a faith community may stop participating for fear of not being able to remember the names of people they’ve known for decades, or* ***because friends at the congregation talk to their spouse rather than to them. It’s not that people don’t care. In most cases, they lack information about Alzheimer’s and related disorders, and feel ill-equipped to interact with people living with these conditions…***

*In a survey of 2,500 people living with dementia in 54 countries, the 2012 World Alzheimer’s Report found that* ***60% of respondents have “been avoided or treated differently” because of their diagnosis, 40% have been excluded from everyday activities, almost 25% concealed their diagnosis from family or friends, due to fear of being stigmatized***.*[[1]](#footnote-1)*

The outreach and education elements of this project, to be provided by lead agencies, coalition partners and Family Support Volunteers, alongside of the work undertaken in the Dementia Friendly Massachusetts Initiative, seeks to change the general public’s awareness of the need for socialization and inclusion in social activities for both the caregiver and the person living with dementia. Through the process of recruiting Respite Companions, everyone in earshot of the participating organizations’ discussion will come to understand how to help people living with dementia and their caregivers to still feel welcome as participants in their friendship circles and social organizations. In time, through community wide educational campaigns of Dementia Friendly Massachusetts community teams, they will also feel welcome and understood in banks, shops, restaurants, hospitals, and municipal offices.

**Services to be funded during the Pilot Period:**

There are 4 types of caregiver respite/social supports we seek to fund under this project. We seek organizational bidders who have the experience and capacity to successfully ***establish and grow all 4 services***. **The 4 types of caregiver respite and social supports include:**

1. A **new Memory Café** that meets bi weekly or monthly. Note: If a bidder is already operating a memory café, they may still bid; however, they must agree to set up a second café for a distinctly different population and in different venue from the first café.
2. A **new Respite Companions** Program. The Respite Companions will spend time with a person living with dementia on a regular, weekly basis. The visit may take place in the home of the person living with dementia or take form of a social outing – perhaps to lunch in a diner, to see a ball game at the park, to walk for 30 minutes at the high school track and then get a cup of coffee, to do simple errands for the caregiver – the actual activities will take on shape according to the shared interests of the Respite Companion and person living with dementia.
3. A **new corps of Family Support Volunteers** (FSVs). The FSVs will be recruited, trained and supervised by the Alzheimer’s Association. The Alzheimer’s Association and local leaders will recruit at least 2 FSVs to work in each service area, contingent upon size of the population; also, one of the FSVs should be assigned to focus specifically upon reaching out to both Latino family caregivers. The FSVs will lead caregiver support groups, conduct caregiver training classes, provide information and referral, and arrange the new “Alz Meet Ups” social outings The FSVs will help caregivers learn what their long term needs and issues may be, including but not limited to how to plan for their future, understand the need for regular respite, and know where they may enroll in caregiver skills training classes or respite programs. The pilot’s lead agency and partners must be able to host the FSVs by being able to allocate room space for their activities and agree to promote the FSV’s activities via their media and communications tools.
4. Facilitating **a Social Outings Club listing** of social events in an easy to access format via multiple locations so that caregivers and people living with dementia can easily locate dementia-friendly activities they will enjoy. The listed events and venues may be those designed for general audiences and/or events led by and/or arranged for by hosts who specifically want to welcome people with dementia and their caregivers. For example, plays, concerts, yoga outdoors, tours, group walks/rides, purple table restaurants, dementia friendly temples and congregations, and much more.

A fuller description for each service is provided below.

**Key Details:**

1. Successful bidders will receive funding to compensate a Project Coordinator to manage all 4 of the services described here this RFP over the 27-month project period (June 2018 – August 2020). See **Appendix B** – **Budget Form**, for budget details.

2. The pilot period will start on June 8, 2018 and end on August 31, 2020. The first 3 months (June– August 2018) will include a lot of “ramping up” activities in terms of training local project coordinators and recruiting volunteers. See **Appendix C: Schedule for Starting Local Pilot Services** for a schedule of milestones for the first quarter.

3. Eligible entities to bid: The lead agency must be either a Council on Aging or a nonprofit social services organization with extensive experience serving older adults and managing volunteers.

4. We seek bids from a Lead Agency that has both past experience and current capacity to work collaboratively to promote and deliver services with partners from a myriad of social services agencies, civic organizations, faith communities, housing, and other entities. These coalition members will be vital for conducting community outreach, hosting caregiver education events, recruiting volunteers from their membership ranks, and contributing resources (in cash, time, publicity, etc.). The strongest coalitions will include leaders from social, civic and religious membership groups from across the service area, some referral sources such as local police and EMS personnel, as well as people who are members from within service organizations, social clubs, and retiree organizations.

5. Eligible bids must propose a service area having at least 5,000 older adults age 60+ residing in their service area. A service area may be defined by 1 town’s borders or by the borders of several towns. The bidder’s organizational partners (who collaborate on outreach, education and recruitment efforts) may hail from within or outside the proposed service area.

6. Bidders must have systems for advertising social services and reaching out to consumers. We need coalition partners to empower many people to be spokespersons for their efforts in encouraging caregivers to enroll in and use regular respite services like attending memory cafés and/or inviting friends or Respite Companions to provide regular weekly respite periods.

7. We seek Bidders with strong track records for resource development so they can sustain these services after the 27-month pilot period ends. This may entail volunteer labor, commercial sponsorships, small client fees, and private donations, social club dues from the new social outing club members or other forms of revenue to retain the Coordinator and Respite Companion Program and Memory Café.

8. Preferences:

1. Black and Latino adults have the highest risks for developing Alzheimer’s and Related Dementias (ADRDs). Bidders must show us how their coalition composition, staffing, advertising and other efforts will emphasize reaching out to and serving Black and Latino families. We will extend a preference (additional points) to bids from communities whose total community Hispanic and Latino population is 10% or more of their total population.
2. We will extend a preference to any lead agency whose proposed Project Coordinator is bilingual in Spanish and English.
3. We will extend a preference to bids from entities that have a strong current relationship and demonstrated history of effectively working with religious organizations and service groups.

Through the course of the pilots, pilot staff will have the opportunity to learn from and collaborate with dementia experts and related services providers from Massachusetts and across the nation. These providers include: the Alzheimer’s Association, MA/NH Chapter’s Community Engagement Outreach Managers and Family Support Specialists , Jewish Family and Children’s’ Services Alzheimer’s Disease/Related Disorders Expert, Memory Café Coordinators from across MA, the Respite Education and Skills Training (REST) curriculum developers from Illinois the developer of the *TimeSlips* toolkit from Wisconsin, and the U.S Administration on Community Living dementia experts in Washington, DC, and MA Executive Office of Elder Affairs’ Long Term Services and Supports and family caregiver support staffs.

MCOA’s Project Director will be a strong collaborator with each pilot as the pilots learn about and adapt to service delivery issues. The Project Director has extensive experience in managing community services and staff training. In addition, the Project Director shall:

* provide technical assistance in respite companion program operations
* convene pilot project coordinators in regular group sessions
* organize pilot staff trainings as well as train the trainer sessions
* support local pilot leaders in local coalition building and service program development
* oversee the program evaluation protocols, and much more.

**Details for 4 Types of Caregiver Respite and Support Services**

**1) New Volunteer Respite Companion Program**

The stress burden of caring for someone with dementia can be intense; regular breaks are essential for sustaining a caregiver’s sense of self and well-being. Regular, reliable respite, scheduled for each week gives caregivers time to take care of themselves, attend to important business, and take part in restorative friendships or activities.

MCOA seeks bids from entities that can form and operate a volunteer Respite Companion Program composed of volunteers recruited from multiple social organizations in the service area. **The Respite Companions, by offering “friendship, caring in action”, will be giving the gift of attention to an individual living with dementia and the gift of respite to a caregiver.**

In the 10 pilots, the lead agency and its project partners will recruit at least 18 volunteers to serve as Respite Companions. Bidders must show they know how to build volunteer service teams with members hailing from multiple social organizations (e.g. 2 churches, 1 temple, a senior center, and a bowling club) (broadly defined) from within their proposed service area. They will be recruited to visit for 2-3 hours/week with a person living with dementia. The visits will take place in the home of the person living with dementia or may take the form of a social outing – perhaps to go out to lunch, shopping, to see a ball game, to walk together in a park or on a high school track, and then get a cup of coffee, or to do simple errands for themselves or the caregiver. The actual activities will take on shape according to the shared interests of the Respite Companion and person living with dementia.

Respite Companions will be recruited to provide respite to at least 1 caregiver per week for 2-3 hours; they will be welcome to assist another caregiver if they have the time to do so. The lead agency’s project coordinator job will be to recruit the volunteer Respite Companions, screen them for criminal offender and safe driving records, train them in the REST Curriculum, and then pair them with a person living with dementia.

To operationalize the Respite Companion service, lead agencies will need a coalition of local several organizations who will partner with them to recruit volunteers (members of their respective groups (to become Respite Companions. For many volunteers, the caregivers they will assist may also be a member of the same social organization. : In fact, we anticipate that caregivers will be more receptive to accepting respite when the Respite Companions are people they know, or are part of the same social organization.

**Training for the 10 Local Project Coordinators and then the Respite Companions**

MCOA has selected a training to prepare the volunteer Respite Companions; it is titled “*Respite Education and Support Tools” (REST) Training*. It is an evidence-supported tool widely used by Area Agencies on Aging and State Lifespan Respite Coalitions throughout the country. It was designed to help volunteers learn how to organize their socialization sessions. The curriculum was originally designed for Respite Companions who volunteered to visit with children with intellectual and developmental disabilities (I/DD); it has been subsequently modified to also support caregivers of people living with dementia.

MCOA will work with the REST Curriculum team to train the MCOA Project Director alongside the 10 local Project Coordinators during July 2018 and then to develop 2 Master Trainers in 2019. As a result, we can ensure the bidders staff will be ready so that new Respite Companions can be trained in a timely manner during August (e.g. as soon as the pilot has at least 6 recruits).

MCOA will convene a program training for all Project Coordinators to review best practices in how to run this program, including but not limited to how to interview volunteers for this role, train Respite Companions, connect Respite Companions with a family, support the Respite Companions with ongoing training and coaching, and communicate changes in status or any other issues to a caregiver.

**2)** **A New Memory Café**

We seek agencies proficient in hosting social events that have staff skilled in event planning to start up new memory cafés.

A memory café, sometimes called an Alzheimer’s café, is a social program that provided “light respite” for caregivers. Typically, the café is ‘open’ on a bi weekly or monthly schedule for a 1.5 - 2 hour social gathering. Attendees are individuals living with dementia and their caregivers. Cafés offer an atmosphere similar to a casual neighborhood party; they can include spouses, children, and friends – anyone who wishes to come enjoy a fun, welcoming environment with their friend or family member living with dementia. Sometimes, crafts or storytelling or musical interludes are woven in.

Cafés have been held in many locations: museums, restaurants or coffee shops, historical societies, senior centers, community centers, outdoor gardens, houses of worship and many other locations. The only requirement is that the café location must be in accessible building (both entryways and restrooms) with sufficient parking spaces nearby.

**There are many benefits derived from memory cafés – some include**[[2]](#footnote-2)**:**

* Cafés are designed to support both the person living with dementia and their caregivers, such as a spouse, children, grandchildren, friends, professional caregivers, etc. For caregivers, ***cafés provide an opportunity to have fun together***, not just to focus on problems and losses.
* For those who have not yet been diagnosed, going to a café can be one way to “dip a toe in the water.” People need to see that ***life goes on with dementia***. When they do, they start to open up to learning more about the disease and considering more services such as respite for themselves.
* Cafés help people form ***new friendships.*** Many people meet at cafés, enjoy seeing each other at each café session, and then exchange contact information and ***get together outside of the café***. See details about the Social Outings Club, below.
* ***Café staff and trained volunteers can model effective ways to communicate*** with those who live with dementia, and therefore offer a natural, low-key teaching opportunity to caregivers. By August 30, 2018, all 10 new memory café coordinators will be trained in *TimeSlips*, evidence based program. See below for more details. Memory Café staffs will encourage caregivers to use these techniques at home.

**Special Training to be Provided for Café Staff**

Memory café staffs can meet with and learn from each other by attending a quarterly technical assistance meeting named the “Percolator Group” hosted by Jewish Family & Children’s Services in Waltham, MA. Café staff may attend the quarterly Percolator Group meetings in person or via a conference line.

In addition, MCOA has arranged for formal training to all Memory Café staff in MA (in 2018) and senior center staff and others (in 2019) in how to use the ***TimeSlips – Reminiscence Storytelling***program*.* During July of 2018, all of the 10 new memory café coordinators plus the current 70+ Memory Café coordinators in MA will attend a training in how to use *TimeSlips,* an evidence-based arts intervention that uses creative story telling as a tool to promote socialization, reduce isolation and improve interactions between persons with dementia and caregivers, and address difficult behavior through meaningful activity. Subsequently, the staff will be able to use *TimeSlips during* memory cafés or Councils on Aging activities and equip caregivers to also use the *TimeSlips* approach at home. The program teaches communication techniques and uses creative arts based activities that result in reducing a caregiver’s stress levels. Evaluation tools to obtain the impact upon caregiver’s utilization of *TimeSlips* will be provided by MCOA.

For more information, please refer to the Massachusetts Memory Café Toolkit (2016), published by Jewish Family & Children’s Services, (English), available at <http://www.jfcsboston.org/Portals/0/Uploads/Documents/Memory%20Caf%C3%A9%20Toolkit/Massachusetts%20Memory%20Caf%C3%A9%20Toolkit.pdf>. (Note: Under this project, MCOA will fund translating the Massachusetts Memory Café Toolkit into Spanish.)

**3)** **Family Support Volunteers**

A new corps of Family Support Volunteersis going to be established across MA during this pilot. MCOA is partnering with tee Alzheimer’s Association, MA/NH Chapter to provide access to this promising new local resource. Structured like the SHINE Health Benefits Program, the Family Support Volunteers (FSVs) will be trained by the Alzheimer’s Association staff to serve caregivers in many ways. The Family Support Volunteerswill provide general information and referral, lead support groups, lead caregiver skills workshops, and facilitate monthly Alz Meet Ups. Through these services, caregivers will learn about long term needs, including but not limited to a need to set up a regular caregiver respite routines, learn new caregiver skills in communication and behavior management, strategies for stress reduction, and more. Note: See the full job description, provided in the **Appendix A**

For this pilot program, the lead agency’s responsibilities to the Family Support Volunteers(FSVs) will include the following:

1. Provide private office area for the FSVs to meet 1:1 with caregivers up to 2 hours per week.
2. Offer or help locate ample spaces in which the FSV may host monthly Caregiver Support Groups.
3. Publicize all the Alz Meet Ups outings planned by the FSV.
4. Host some of the Caregiver classes the FSV will conduct in the service area; help the FSV secure space in additional venues for classes.
5. Publicize all of the Caregiver classes and other services of the FSV in media across the service area.
6. Support the survey process by which the FSV captures both activity metrics and consumer outcome data required under the pilot project.

**FYI:** During years 2-3 of the pilot, MCOA and the Alzheimer’s Association will be recruiting 80+ FSVs to work in additional communities, beyond the 10 pilot service areas. MCOA is thrilled to be partnering with the Alzheimer’s Association to bring timely, convenient access to the FSVs to scores of communities in MA.

**4) Facilitating a Social Outings Club Listing**

We seek bidders who will be committed to creating a timely social outings listing (a “virtual “club”) of social events in local communities. The work will entail identifying events wherein members of the “club” (caregivers) can easily learn about outings that match their interests and the person living with dementia. The listing should identify a wide variety of activities (physical/artistic/social) and be updated in a timely manner.

The listing should be distributed in a frequent, assertive, multi modal way (e.g. via announcements from the alter during a religious service, in a flyer pinned to a coffee shop bulletin board, in a newsletter sent out via email, on COA web sites, on community cable, etc.).

The creation of the listing will serve many purposes:

* Connections: It will provide an easy way for people to meet with other families who include a person living with dementia.
* Intergenerational Support: Events will be open to caregivers of any age.
* Increase Visibility of Dementia in Community Life - the Listing will awaken an awareness in community members about people living with dementia
* Enrich Social Lives: The ideas in the listing will help caregivers by broadening their awareness of local opportunities and making it easier to stay socially engaged in hobbies and with people who share their interests. For example, events may include community dances, short trips to a place of interest, group walks at the beach, game nights, pot luck luncheons or dinners, concerts on the common, religious ceremonies, community suppers, yoga in the park, hikes in the woods, picnics at a local schools’ baseball game, weekly HS basketball or hockey games, choral and instrumental concerts, plays, visits to a museum or historic home, and so much more!!
* Increase Inclusiveness: The listing / community calendar will be a combination of events from other aggregators and likely a few events organized by the lead agency and their partners.

The bidder must provide a brief description of the system they will use to raise public awareness of events, encourage the scheduling of additional social outings that caregivers and people living with dementia may enjoy, and how they shall distribute the listing, and how frequently they will release a new listing or refresh the listing.

A core message of the Social Outings Listing must be stressing the underlying friendship needs we all have -- even when changes occur that may alter our cognitive abilities and how we enjoy our time together as friends. For example:

* Two couples, friends for years, each have a person living with dementia. The challenge: one loves watching basketball games but their care partner does not. In the other, the care giver likes to bake but cannot do so and watch over their spouse. What if they could schedule time each week for the two sports fans to get together and go out (to a local pub or high school) to watch a game while the other two bakers stay at home happily baking?
* A men’s group meets every morning at a local coffee shop. When one member develops cognitive impairments that cause him to stop driving (and stop coming), the group doesn’t consider any options for helping him to attend. A member of the pilot would encourage the men to sustain the friendship by giving him a lift so he may enjoy coffee talk for a long time into the future. And his spouse gets some free time too.

The main thread that unites all of these interventions is the intention to change our social norms – from one where we step away from engaging as dementia appears to one where and step forward to be part of the “caring circle” for a person living with dementia and the primary caregiver who carries the joys and burdens of being a caregiver.

**Project Evaluation**

The selected bidders will receive evaluation tools from MCOA for implementing an evaluation. The tools will accord with methodologies laid out by MCOA and the U.S. Administration for Community Living. The tools will evaluate the impact the respite and support services have upon the caregivers, as well as the effectiveness of training programs in preparing respite companions to deliver respite services.

**Pilot Funding**

Bidders must complete **Appendix B** **– Budget Form**. The proposed budget is structured as follows:

1. MCOA will provide **one-time funding** of up to $900 to help the lead agency / social host of the new memory café to purchase supplies they may need to open the new café.

* Funds may be used for marketing (e.g. flyers or signs) and/or purchasing special equipment that will be needed in the café, such as musical instruments, a portable PA, arts and crafts supplies, table top décor pieces to spruce up an otherwise bland space, etc.
* The first memory café must be held in August 2018. See the *Massachusetts Memory Café Toolkit* for activities ideas.

2. **During months 1-3**, lead agencies will receive $2,700 in funding to **pay** **a Project Coordinator to work 10 hours/week** to ramp up the Volunteer Respite Companion program.

In these first 3 months, staff will have to:

* Organize how they and their partners will jointly work to recruit volunteers and outreach to caregivers.
* Attend the REST training to become a certified REST Trainer and be able to train their pilot volunteers.
* Arrange for the training for the Respite Companions.
* Advertise the pending respite service to caregivers.
* Start to match volunteer Respite Companions with to people who need respite relief from within their respective social circles clubs if possible as well as from within the larger community.
* Purchase supplies for a new memory café.
* Prepare and distribute advertising for the memory café.
* Recruit volunteers to assist the coordinator in hosting the cafe.
* Open the memory café in August 2018.

3. **Subsequently, during months 4-27 of the pilot,** MCOA will provide funding of up to $23,751 for 104 weeks to pay a Project Coordinator to **work 10 hours/week** (assuming a $18/hour wage plus 25% fringe) to coordinate the Respite Companions and organize the monthly memory café. The lion share of the weekly staff time will go into managing the Respite Companion Program. From our experience funding other memory cafés, staff can spread the work (approximately 6-8 hours/month) of arranging for an established café across their other monthly activities. Once the café is launched, ongoing monthly work includes publicity, sending out guest reminders of upcoming dates, answering questions from new caregivers, confirming volunteers, and surveying guests about the impact the café is having.

4. In addition, **during months 4-27 of the pilot,** MCOA may provide additional funding up to $6,075 for 104 weeks to reimburse lead agencies when they hire 1 bilingual adult, fluent in Spanish and English, to work as a paid Family Support Volunteer for 15 hours/month (assuming a $15/hour wage). These individuals will perform the same duties as the other FSVs; they will receive training and support from the Alzheimer’s Association staff. Local pilots need to hire culturally competent bilingual staff to ensure they have the time and skills needed for reaching out to, educating and counseling Latino caregivers and people living with dementia. This wage is important for ensuring pilot projects will succeed in serving Latino families who have high risks for developing dementia.

**In-Kind and/or Cash Contributions to Be Provided by Pilot Sites**

Bidders will be responsible for all other incidental program costs. Local cash and all in-kind support for the program must be shown on the budget form for the 27 month pilot period.

1. One important in-kind contribution is the value of the office and room space provided to the FSV by the lead agency and coalition partners. The FSVs will use rooms for caregiver support groups and caregiver skills training classes. The Alz Meet Ups social outings will occur in various public spaces (not included in the in-kind contribution of local pilots). They may also have the need to talk in a private space to provide information and referral to individual caregivers.
2. The directors of the lead agency and the project partners will all share the responsibility for promoting the 4 pilot services and referring caregivers to meet with the FSVs and/or Respite Companion Program Coordinator. The in-kind value of partners’ time and media-related resources for publicizing services should also be shown on the Budget Form.
3. Please identify all additional in-kind contributions you will receive to support program operations.

**Additional Details for the Caregiver Respite Pilots:**

1. **Pilot Sites and Duration:** MCOA will award funding to 10 pilot projects. See **Appendix B** for funding details. Successful bidders will receive funding to compensate a Project Coordinator to manage the Respite Companion and Memory Café services over the 27-month project period (June 2018 – August 2020).
2. **Lead Agency:** The “lead agency” is the agency responsible for hiring the Project Coordinator for 27 months who shall supervise the Respite Companion volunteers, deliver the direct services described herein, coordinate memory cafes, arrange for timely publicity and social outing listings, purchase supplies and other pilot work. If necessary, a second agency may serve as a fiscal agent for the lead agency; if so, they must co-sign the proposal and subsequent contract (if chosen for funding).
3. **Eligible Entities**: The lead agency must be either a Council on Aging or a nonprofit social services organization with extensive experience serving older adults.
4. **Service Coalition Members:** We seek bids from a Lead Agency that has both past experience and current capacity to form a strong service coalition with people from social services agencies, civic organizations, faith communities, housing, and other entities. These coalition members will collaborate on community outreach, caregiver education events, volunteer recruitment and contributing resources (in cash or in-kind). The strongest coalitions will include leaders from social, civic and religious membership groups from across the service area, as well as members from within service organizations, social clubs, retiree organizations, and hobby groups.
5. **Service Area Size:** Eligible bids must propose to serve communities having at least 5,000 older adults age 60+ residing in their service area.
   1. A service area may be defined by a town’s borders or by the borders of several towns.
   2. The bidder’s organizational partners (who collaborate on outreach, education and recruitment efforts) may hail from within or outside the proposed service area.
6. **Preferences for Bids:**

Project efforts must place a special emphasis upon serving Black and Latino families as well as White families, as Blacks and Latinos they have the highest risks of developing Alzheimer’s and Related Dementias (ADRDs).

1. We will extend a preference (additional points) to bids from communities where over 10% of its residents are Hispanic and Latino.[[3]](#footnote-3)
2. We will extend a preference to a bidder who will employ a Project Coordinator who is bilingual in Spanish and English.
3. We will extend a preference (extra points) to bids from entities that have strong relationships and demonstrated history of effectively working with religious organizations and service groups.

**Post Grant Sustainability**

MCOA aims to build effective blueprints for how a community can radically increase caregiver respite and supports by engaging the support and personal commitments of social leaders as well as friends, acquaintances and service volunteers of all ages. At the end of the project period, the participating communities will have developed a very different culture of “friendship in action” between its residents that will be the envy of every community in our state. The lessons learned by your Project Coordinator will be aggregated with others into a Caregiver Respite and Supports Community Toolkit so communities across Massachusetts and the United States may follow your lead. The toolkit will be disseminated nationally by MCOA and the U.S. Administration for Community Living at the end of the pilot.

Sustaining these interventions, once established, will NOT be costly – but they will rely upon 3 things: the contributions of time and service by volunteer Respite Companions, the social capital of organizational leaders who will teach their members how to put caring into action, and modest financial support from local funders to cover the annual costs of training materials, marketing collateral, venues to host social gatherings and the Project Coordinator’s time. We seek bidders with successful track records for raising funds from private businesses, foundations, donors or past recipients of services.

**In What Ways Will Your Community Benefit?**

* Your community will become dementia friendly, with a robust array of inclusive social outings and respite options that will make your town more desirable to aging boomers.
* Caregivers will have much better access to regular respite.
* Social isolation for people living with dementia and their caregivers will decrease significantly.
* Caregivers will achieve better health resulting from being empowered with information and skills training, more frequent socialization with others, and having regular reliable access to weekly respite.
* People living with dementia will feel they have a better quality of life by having a slightly larger array of friends with whom they interact with regularly and more varied social activities.
* Community organizations will be strengthened as they build up awareness of, financial support for, and personal commitment to the needs of caregivers and people living with dementia.
* The entire community will have an improved understanding of how dementia slowly affects people, their caregivers, and the resulting need for steadfast friendship and community support as the disease progresses.
* Community organizations within a city or town will come together in a new way to support families who cope with long term care challenges of having a member of their family living with dementia.

**RFP Schedule**

1. RFP release on March 9, 2018.
2. To be fair to all bidders, **questions about the RFP may be raised in 2 ways *only*.**
   1. Questions can be raised at the **Bidders' Conference** *(attendance optional)* which will be held on Tuesday, **March 27** from 10 AM to 12 PM at the offices of the Alzheimer’s Association, at 309 Waverly Oaks Road, Floor 3, Waltham, MA 02452. Doors will open at 9:30 AM.
   2. **Please register to attend the Bidders Conference; the registration form is located on the** [**www.MCOAonline.com**](http://www.MCOAonline.com) **website.**
   3. In addition, bidders may submit **written questions** via MCOA’s Grant Opportunities website up **through Friday, March 30**, 2018.
3. Answers to questions posed at the Bidders Conference or submitted in writing via the MCOA website on time will be posted after the closing date for each event. Please check the webpage for this information.
4. **Bidders must complete the *Intent to Bid Form*** no later than Friday, April 13, 2018. The form is located on MCOA’s Grant Opportunities website.
5. Complete applications must be submitted to MCOA no later than 4 PM on Friday, May 4, 2018.
6. Award notification to successful bidders shall occur by May 28, 2018
7. Contracts must be signed and returned to MCOA by June 8, 2018.
8. The initial project period will begin promptly on June 8, 2018 and shall continue through August 30, 2020, contingent upon receipt of from the Administration for Community Living.

**Application Instructions and Award Process**

To be considered for funding, all bidders must complete a responsive proposal and submit it timely to MCOA in accordance with the instructions provided below.

**We request all interested bidders** **complete intent to bid form** (non-binding) no later than Friday, April 13, 2018. The form is on the MCOA Application Web Site.

* The **Intent to Bid Form** asks for agency name, address, phone, and the name of the agency’s primary contact person (typically the director), and the primary contact person’s email address. In addition, it asks you to declare the service area (communities) you intend to serve.

**Please abide by these format and submission instructions:**

* Use 12-font on 8"x11” paper size only.
* Save the document as follows: FY18 Caregiver Respite Application from *Name of Agency*
* Upload your application and all required attachments on the MCOA application website, under the “Grants” section. **In addition**, to ensure your uploading was successful, please email your Proposal Narrative *only* to Shari Cox, MCOA Fiscal Manager, at [Shari@mcoaonline.com](mailto:Shari@mcoaonline.com).

During MCOA’s application review period, please reply promptly should we contact you (the primary contact) with any questions via email or telephone.

MCOA will notify the primary contact of the outcome via email.

A formal contract will be emailed to the primary contact identified in your application. The contract must be signed and returned promptly to MCOA, prior to incurring any program costs.

**Questions**

If you have any questions about these programs, application requirements or the permissible use of funding, you should attend the Bidders Conference or submit your questions in writing. **See the RFP Schedule for the due dates** **for those two actions**.

Any questions that require modifying and/or clarifying the RFP will be posted under the MCOA grants opportunity web page for all interested parties to read.

For questions of a technical nature regarding uploading letters of intent or registering for the bidder’s conference, please contact Lynn Wolf at [Lynn@mcoaonline.com](mailto:Lynn@mcoaonline.com) or 413-527-6425.

**RFP Questions:**

Bidders must respond to every question below. The maximum page limit for your response narratives is **25 pages**. Some required documents (where noted) will not count towards the total page limit.

1. Lead Agency name, address, phone number.
2. Name of lead agency director, direct phone number and email address.
3. What is your proposed service area, as defined by communities? How many people (age 60+) reside in your proposed service area?
4. What are the racial and ethnic demographics for your proposed service area?
5. List at least 8 coalition partners who will share responsibility for personal outreach to caregivers and recruitment of volunteer Respite Companions. As each is listed, indicate if you’ve partnered with them in the past 2 years on any other service projects and indicate how many years in total you’ve had a relationship with each one.
   1. At least 3 of the 6 must be religious organizations and
   2. 2 of the 6 must represent civic organizations.
6. Are any of the communities in the proposed service area already actively pursuing either an Age Friendly designation from AARP or the Dementia Friendly status under the DF Massachusetts Initiative?[[4]](#footnote-4) If so, please identify.
7. Which of your coalition partners have members and/or serve Latino or Black families directly and thus may already have a direct and strong connection for engaging caregivers in respite and other support services?
8. Tell us about who you will employ as the local Project Coordinator for setting up and managing the respite companion program.
   1. Does she/he have any expertise in launching a totally new service?
   2. Does she/he have experience recruiting and supervising volunteers in formal jobs over a long period of time?
   3. Can she/he speak Spanish fluently?
   4. Will they also coordinate the memory café? If not, who will?
   5. Please provide MCOA with a copy of their resume (Upload on the Application Website; resume will not be counted toward the maximum page limit)
9. Will the Project Coordinator be employed by the lead agency for any additional hours beyond what can be offered under this pilot project? If so, please describe that work role, the number of additional hours, the source of funding, and the reliability for said funding to continue throughout the 27-month pilot period.
10. What experience does your agency have in hosting social events?
11. Is there a memory café in operation anywhere in your proposed service area?
12. Do you, as the lead agency, currently operate another memory café?
    1. **If your answer to Q12 is “Yes”:** 
       1. Describe the social demographics of the attendees and its location.
       2. Then, describe how your new memory café would be **significantly different** (.e.g. in the social composition of the attendees, location, languages spoken, etc.).
       3. Confirm the new site is accessible for people with mobility or vision impairments.
    2. **If your answer to Q12 was “No**”:
       1. Please describe the nature of the Memory Café you propose starting; include the location, types of activities, social characteristics of the attendees you will strive to draw in, etc.
       2. Confirm in writing that the site you’ve selected is accessible for people with mobility or vision impairments.
13. What media will you and your coalition partners routinely use to advertise these new services across your service area?
    1. In a chart with 3 columns, list 1) all your partners, 2) the media each will use to educate the public and reach out to caregivers (including newsletters, posters, radio, TV, newspapers), and 3) the frequency each type of media is updated/issued.
14. How often will you lend support to your partners (with talking points) and also ensure they use some time during their respective community gatherings to talk about dementia, caregivers needs for respite relief, and these pilots services? Please describe.
15. How would you spend the funding offered to stock up your memory café and/or implement some of your memory café’s marketing plan? *Explain in full narrative here and provide a list of the main purchases and costs on the Budget Form justification column.*
16. Where will you be able to provide use of a space (about 2 hours/week per FSV) on a weekly basis for the 2 FSVs to hold support groups and talk with caregivers? We will prefer proposals that can host support groups in many settings (e.g. housing centers, church basements, libraries, COAs, etc.) so that the FSVs can meet with more caregivers in the service area.
    * 1. Describe the locations; provide address for each.
17. How will you cover volunteer drivers (e.g. secondary insurance) when they use their personal vehicles to drive a person during service hours? Please describe the arrangement you will offer in terms of secondary drivers’ insurance for your volunteers.
18. Do you or any of your partners have experience engaging high school or college students as service interns/volunteers for a yearlong period?
    1. If yes, will you consider doing so to serve as Respite Companions or as staff of the memory café?
    2. If not, why not?
19. What is your experience successfully raising financial support from local businesses to support programs and services?
    1. Please describe the 2 current business sponsors from which you receive the largest financial support, the annual amount received, and for what programs.
    2. Identify 2 businesses, foundations, or other private donors from which you will solicit financial support for the new memory café.
20. We want to see your creative skills in action. Please create a 1-2 page sample “Community Listing of Things to Do” (of real events in your area) designed to inform caregivers and people living with dementia about local events. We are looking for the variety of events, eye-catching qualities, tone, etc. (This document will not be counted toward the page limit).
21. Prepare a 27 month project budget. Identify all local funding or in-kind support that will be provided by local coalition partners. **Use the form / format provided in Appendix B.** Insert additional lines, as needed, to capture all kinds of in-kind or local cash contributions. (This will not be counted toward the page limit).

**Appendix A: FSV Job Description**

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**Position Description - Family Support Volunteer**

**Alzheimer’s Association Massachusetts / New Hampshire Chapter**

**Overview**

The mission of the Alzheimer’s Association, Massachusetts / New Hampshire Chapter is to eliminate Alzheimer’s disease through the advancement of research, to provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health. Founded in 1980, the Association operates out of its main office in Waltham, MA, with regional offices in Springfield, Worcester, and Raynham, MA, as well as Bedford, NH. The MA / NH Chapter are a founding chapter of the national Alzheimer’s Association.

**General Statement of Responsibilities**

The Family Support Volunteer is responsible for outreach and delivery of caregiver education, Alz Meet Ups, and 1:1 Peer Support programs for people living with dementia and caregivers and Support Groups. This volunteer will only use Alzheimer’s Association materials, PowerPoint presentations and other prepared training materials provided by the Association. All topics are related to Alzheimer’s disease and related dementias as well as the information that affected individuals and families need. This position is approximately a 16 hour per month Volunteer position.

The Family Support Volunteer will be assigned a specific community (community can be defined as town, region, organization). The Family Support Volunteer will be responsible for covering service opportunities (see list below) in their local community that are identified by the Alzheimer’s Association Regional staff or by the Family Support Volunteer themselves.

The Family Support Volunteer position will have **4 areas of focus**:

1. Caregiver Education Programs
2. Alz Meet Ups
3. Provide information and referral
4. Support Groups

**Caregiver Education Programs**

Each Family Support Volunteer will be trained to present, and should deliver at least six of the following Alzheimer’s Association Education Programs per year:

1. Effective Communication Strategies
2. Understanding and Responding to Dementia Related Behavior
3. Dementia Conversations

**Alz Meet Ups**

Each Family Support Volunteer will be responsible for hosting at least 4 Alz Meet Ups in their local community each year. Alz Meet Ups are small, organized group activities that are designed to connect individuals living with mild memory loss through enjoyable experiences.

**1:1 Peer Support**

Family Support Volunteer will provide support for people living with Alzheimer’s and caregivers delivered in peer-to-peer support conversations and by serving as a caregiver mentor. Peer-to-peer volunteers and caregiver mentors provide individual support to people living with Alzheimer’s and caregivers. Space will be provided in local Councils on Aging; also, some conversations may occur over the telephone.

**Support Groups**

Offer a monthly Support Group at a regular location.

**Responsibilities**

Volunteers are expected to:

* Successfully complete all training and orientation as well as individual preparation for each program
* Make themselves available to provide not less than six presentations per year based upon chapter need.
* Arrive on time and present all events, & programs for which they volunteer
* Complete all required program records and return them to the chapter program office within one week of the program
* Provide feedback to the chapter concerning any questions or suggestions to promote communication and continuous process improvement
* Participate in Alzheimer’s Association training, meetings, continuing education as related to volunteer program presenter requirements.
* Refer caregivers to the resources and programs of the Alzheimer’s Association as appropriate, including reporting any safety concerns to supervising staff or manager
* Act at all times as a trusted representative of the Alzheimer’s Association
* Adhere to policies and guidelines as related to presenter agreement, confidentiality and conflict of interest policies
* Education programs may be held at chapter offices or other locations as determined by needs of the chapter and connections of the Family Support Volunteer

**Required Skills**:

* Effective presentation skills and a strong knowledge of the subject matter to be taught, including familiarization with handout and resource materials
* Ability to present curriculum developed by the Association and commitment to remain faithful to the program content
* Effective verbal communication skills, reflecting an understanding of appropriate use of communication technologies & recognize that each audience requires its own approach.
* A period of co-presentation with another presenter may be required prior to utilization of a presenter for a particular program
* Demonstrated ability to competently answer the breadth of audience questions and refer to the appropriate Alzheimer’s Association resources
* Well versed in the programs and services provided by the Alzheimer’s Association
* Commitment to continuing education and training
* ***Transportation is necessary//Evening and weekend availability is required***

**Additional Skills for Caregiver/Family Support Programs**

* Personal or professional experience with dementia
* Ability to be empathetic and separate personal needs from needs of those serving
* Strong listening skills and effective communication skills with groups and individuals

**Appendix B: Budget Form**

|  |  |  |  |
| --- | --- | --- | --- |
| **Cost Category** | **MCOA Funding** | **Local Funding** | **Description** |
| Staff: **Months 1-3 (June-Aug 2018)**  Respite Project Coordinator – for both the Respite Companion Corps and Memory Café. | $2700 |  | 10 hours/week for Project Coordinator responsible for both roles @ $18/hour plus 25% fringe from MCOA x 12 weeks. |
| Staff: **Months 4-27 (Sept 18 – Aug 2020)** Project Coordinator for Respite Companion Program and Memory Café. | $23,751 |  | 10 hours/week for 104 weeks @ $18/hour plus 25% fringe |
| Staff: 1 Bilingual adult, fluent in Spanish and English, to work as paid Family Support Counselor | $6075 |  | 15 hours/month for up to 27 months (at $15/hour). |
| Supplies  Memory Café  (up to $900 from MCOA) | $900 |  | List Items to be purchased for startup: |
| Volunteer Recruitment and Screening | $400 |  | CORI; driving safety record, etc. |
| Meetings with Respite Companions – Training, Supervision |  |  | Miscellaneous costs for refreshments, copies |
| Mileage for Project Coordinator |  |  | In service area Plus to attend 10 required project meetings in person in Waltham, MA over 27 month period.  (IRS rate x # miles X 10) |
| Office Space for 2 FSVs to meet 1:1 with Caregivers |  |  |  |
| Training Rooms for FSVs to educate caregivers (at least 4 times/month for 2 hours/event) |  |  |  |
| Posters, newsletters, listings on website, and all other pilot related communications ad media, including postage. |  |  |  |
| **TOTAL** | $33,826 |  |  |

**Appendix C: Schedule for Starting Local Pilot Services**

|  |  |
| --- | --- |
| **Local Schedule of Key Milestones** | **Month – Year** |
| 1. The Family Support Volunteers devise schedule for and start offering their portfolio of services. 2. Local pilot partners start advertising FSVs and other project services. | July 2018 |
| 1. Start outreach to caregivers about soon to be available Respite Companions and Memory Café. | July 2018 |
| 1. Project Coordinators attend REST train the trainer | July 17-18, 2018. |
| 1. Lead agency submits first of monthly (or quarterly) invoices for cost reimbursement to MCOA. | July for June 2018 services and monthly (or quarterly) thereafter |
| 1. Project Coordinator / Memory Café host staff attends a regional *TimeSlips* training | July 2018 |
| 1. The new Memory Café begins / opens its doors. | Not later than August 31, 2018 |
| 1. The first group of 6-10 Respite Companions is recruited and ready for training; | By July 30, 2018 |
| 1. Initial group of Respite Companions attend basic training and learn skills and program procedures. | Training (8-hours) should occur in August. |
| 1. Volunteer Respite Companions should be ready to work | As of September 1, 2018. |
| 1. Selected bidders will send 2-4 page summary reports to MCOA (activities and plans, etc.) on a quarterly basis.   In January, April, July, and October 2019 and 2020 | First one is due 9-7-18, 7 days after end of first quarter. |
| 1. A second set of 8-10 Respite Companions recruited and ready for training. Target number for each community is to have 18 Respite Companion Volunteers active as of March 1, 2018. | Should be ready for training by January 31, 2019. |
| 1. Conduct second training for Respite Companions. | February 2019 |
| 1. Second set of volunteer Respite Companions ready to work with families | March 1, 2018. |

1. Massachusetts Memory Café Toolkit (2016), pg. 3. <http://www.jfcsboston.org/Portals/0/Uploads/Documents/Memory%20Caf%C3%A9%20Toolkit/Massachusetts%20Memory%20Caf%C3%A9%20Toolkit.pdf> [↑](#footnote-ref-1)
2. Massachusetts Memory Café Toolkit (2016), pg. 3. <http://www.jfcsboston.org/Portals/0/Uploads/Documents/Memory%20Caf%C3%A9%20Toolkit/Massachusetts%20Memory%20Caf%C3%A9%20Toolkit.pdf> [↑](#footnote-ref-2)
3. As of the 2010 Census, [2010 Census](https://en.wikipedia.org/wiki/2010_United_States_Census), Hispanics and Latinos accounted for 9.6% of Massachusetts’ total population (that is; 627,654 residents of Hispanic or Latino ethnic origin).[[1]](https://en.wikipedia.org/wiki/Hispanics_and_Latinos_in_Massachusetts#cite_note-1) [↑](#footnote-ref-3)
4. *Under the Dementia Friendly Massachusetts Initiative funded by the Tufts Health Plan Foundation during 2018-2020, of which MCOA is the backbone organization for linking people, ideas, resources and activities and opportunities, an “active” dementia friendly community is defined as having the following 5 elements:*

   *1. They have participated in a formal consultation with the DFM Coordinator;*

   *2. They have a point person/community team leader and a Dementia Friendly Team;*

   *3. They have a commitment to setting goals and an ongoing process for arranging work until their goals are reached;*

   *4. They have the participation of leaders from at least 3 of the following sectors: businesses, faith communities, financial services, first responders, health care providers, human services providers, and municipal government; and,*

   *5. The voice of people living with dementia and caregivers is present on their community team.* [↑](#footnote-ref-4)