



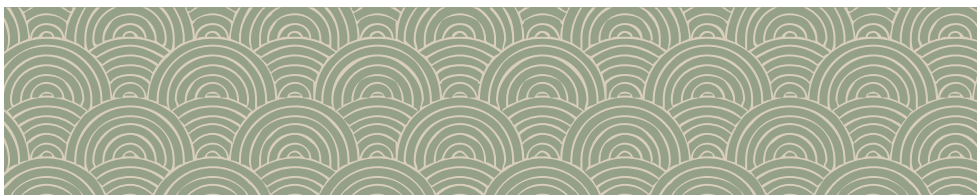
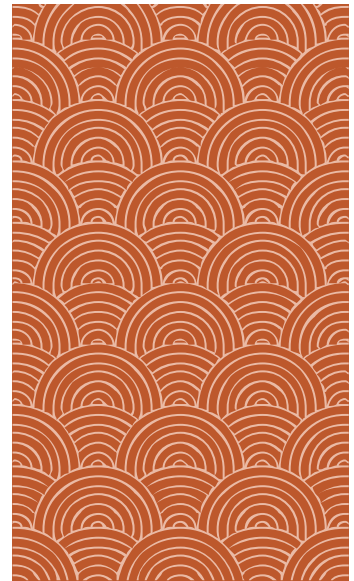
Massachusetts
Councils On Aging

Fall Conference

Reframing Aging

October 24-26, 2018

Sea Crest Hotel, Falmouth, MA



2018 Conference at a Glance

Sea Crest Hotel, Falmouth, MA

October 24, 25 and 26, 2018

Wednesday Activities: October 24th

7:00am-9:00am	Continental Breakfast – Nauset Exhibit Hall
8:00am-5:00pm	Registration Desk & Resolution Desk Open
8:00am-5:00pm	Exhibitors Hall Open – Nauset Exhibit Hall
9:00am-10:15am	Workshop Session I
10:15am-10:45am	Break – Nauset Exhibit Hall
10:45am-12:00pm	Workshop Session II
12:00pm-12:45pm	Lunch – Ocean View Dining Room
12:45pm-2:15pm	Plenary Session – Ballroom I
2:30pm-3:45pm	Workshop Session III
3:45pm-4:15pm	Break – Nauset Exhibit Hall
4:15pm-5:30pm	Workshop Session IV
5:30pm-5:45pm	Stretch and Smile with Emmett – Ballroom I
6:30pm-9:00pm	Dinner – Ocean View Dining Room

Thursday Activities: October 25th

6:30am-7:00am	Morning Walk – Meet in Lobby
7:00am-9:00am	Breakfast – Ocean View Dining Room
8:00am-5:00pm	Registration Desk & Resolution Desk Open
8:00am-5:00pm	Exhibitors Hall Open – Nauset Exhibit Hall
8:00am-8:45am	Morning Plenary – Ballroom I
9:00am-10:15am	Workshop Session I
10:15am-10:45am	Break – Nauset Exhibit Hall
10:45am-12:00pm	Workshop Session II
12:00pm-12:45pm	Lunch – Ocean View Dining Room
12:45pm-2:15pm	Plenary Session – Ballroom I
2:30pm-3:45pm	Workshop Session III
3:45pm-4:15pm	Break – Nauset Exhibit Hall
4:15pm-5:30pm	Workshop Session IV
5:30pm-5:45pm	Stretch and Smile with Emmett – Ballroom I
6:00pm-8:00pm	Networking Reception – Ocean View Dining Room

Friday Activities: October 26th

6:30am-7:00am	Morning Walk – Meet in Lobby
7:00am-9:00am	Breakfast – Ocean View Dining Room
8:00am-12:00pm	Registration Desk and Resolution Desk Open
9:00am-12:00pm	Morning Intensive Session
12:00pm-12:45pm	Lunch – Ocean View Dining Room
12:45pm-2:15pm	Wrap Up Session

“ReFraming Aging”

MCOA Fall Conference: October 24-26 2018



Massachusetts
Councils On Aging

Dear Participant:

Welcome to the Massachusetts Association of Councils on Aging & Senior Center Directors annual fall conference at the Sea Crest Hotel in North Falmouth, MA. This 3-day event is jointly offered with the Commonwealth of Massachusetts; represented here by the Executive Office of Health and Human Services, the Executive Office of Elder Affairs, the MA Department of Public Health, the MA Department of Mental Health, the Department of Transitional Assistance, the Executive Office of Labor and Workforce Development, the MA Commission for the Blind, the MA Commission for the Deaf and Hard of Hearing, the Registry of Motor Vehicles, and the MA Office of Consumer Affairs and Business Regulation. The partnerships we have forged together over the last four years have made our Commonwealth a better place to age.

Several major themes will be featured during this event. In 2018, Massachusetts was designated the second most Age Friendly State in the country, as cities and towns were encouraged to embrace the WHO/AARP movement, to review their infrastructure and available services from the viewpoint of an older adult. MCOA volunteered to take the lead with adding and integrating Dementia Friendly into this exercise. At this conference we will explore the Frameworks proposition that ageism may hinder our progress with both. *“Words are powerful. How we talk about aging shapes how we think about aging—and that influences how our society addresses issues like ageism and demographic change. Recent research conducted by the FrameWorks Institute in collaboration with the Leaders of Aging Organizations demonstrates how telling a different, more strategic story about aging can lead to more effective conversations about, and greater public support for, policies and programs that can help all of us as we grow older.”* We await the final report of the Governor’s Council to Address Aging in Massachusetts which will further enhance our understanding of the challenges we face and set us on a course to finding solutions. Our active involvement with all of these movements puts your local COA and MCOA at the heart of a transformative time in our state’s history; as we prepare to see the most significant increase in the Age 60+ cohort ever recorded, just 18 months from the 2020 U.S. Census. Early projections indicate that up to an additional half million older adults will be counted, increasing the age 60+ cohort to 25% of the state’s population.

During the Plenary Sessions of this conference you will hear thoughts from leaders from around our country. Secretary of Elder Affairs Alice Bonner, the CEO of the National Council on Aging (NCOA) James Firman, and Nancy LeaMond, AARP’s Chief Advocacy and Engagement Officer will be sharing their viewpoints on how all of the aforementioned initiatives should be seen as cornerstones to the foundation we need to build to be fully prepared for the coming Aging of America.

At last year’s event Governor Charlie Baker pledged to help us achieve our goal of a COA Formula Grant of \$12/year/elder by 2020. With the full support of the bipartisan leadership of the House and the Senate we achieved that goal – a year early. Congratulations to all of you who took your time to make the case to your Representatives and Senators; please don’t forget to thank them publicly and often.

In addition, with our coalition partners, legislation was passed and signed into law by our Governor to increase training for front line staff serving the LGBT Communities and to formalize training for medical professionals that come into contact with person showing signs of dementia. Both of these landmark bills will improve the quality of life for these targeted populations. Also, the Caregiver Advise, Record, Enable (CARE) Act went into effect as state law on Wednesday, Nov. 8, 2017 which will support family caregivers when their loved ones go into the hospital and as they transition home. Congratulations to the Alzheimer's Association, the LGBT Aging Commission, and AARP Massachusetts for their leadership getting these bills passed.

As we begin to focus on the 2019-2020 legislative session, the 191th General Court, we plan to double down on our recommendations to update the state's portfolio of property tax relief programs for older people. We also plan to propose adding a \$2million allocation to our line item #9110-9002, specifically targeting the local need to renovate or help build senior centers. Our modest proposal will provide an alternative competitive structure to the earmarks that have existed over the last few years. Six decades ago, communities were forced to build new schools and hire new teachers to meet the demand as the Boomers entered our world. Now that this population is aging, our local and state governments need to step up once again to make sure the support services exist to meet the growing needs we are facing. All of us in the field know that these needs will overwhelm our Commonwealth if immediate action is not taken. The increase in the COA formula grant and this capital funding set aside proposal will provide further assistance as local communities address needs identified through the age and dementia friendly initiatives.

We, as a Commonwealth, may not be able to fully respond to all of the needs this Council and the local Age Friendly campaigns will identify, but our state has never walked away from a challenge. We are the home of the best and brightest, and through collaboration between academia, the business community, and state and local governments including gerontologists, elder advocates, consumers, and municipally based COAs, we can begin to put in place, and then expand, programs and services to meet the demands of 2 million older adults by 2030.

This conference is a collaboration of brilliant minds from our Commonwealth, and from around New England. We do solve problems on a daily basis and can develop long term solutions. That is why this year's planning committee chose "Reframing Aging" as the theme to signify the dedication and commitment of our local COAs to provide the best services and programs, even in these uncertain times. Thus, this conference is an opportunity to join in helping shape the future, learn of new initiatives and programs that have a proven track record, network with your peers, and examine our current path and priorities. MCOA needs help on our Leadership Team with many of these projects. Join us! Details on all of this can be found in your conference folder, down in Nauset Exhibit Hall (look for "MCOA Showcase" banner), or on our website: www.mcoaonline.com . Enjoy this experience!



Rebecca C. Moriarty
Conference Chair & MCOA President
and Director of the Hampden COA



David P. Stevens
MCOA's Executive Director



Kathleen Bowler
Director of Member Services



Massachusetts Councils On Aging

Welcome to the Conference!

Conference Highlights: At “Reframing Aging 2018” we offer:

Workshops: Ranging from Ageism to Virtual Programming, the workshops this year cover a broad range of topics reflecting the breadth of programs and services offered by Councils on Aging. The workshops give participants the opportunity to develop skills and learn about new program/service opportunities.

Plenaries: The three plenaries scheduled offer unique insights into where we are as elder service providers. On Wednesday, we are pleased to welcome Nancy LeaMond, AARP’s Chief Advocacy and Engagement Officer addressing “The New Realities of Aging in America: Implications for Aging Advocates & Volunteers.” Greetings will be given by Executive Office of Elder Affairs Secretary Alice Bonner and Office of Consumer Affairs and Business Regulation Undersecretary John Chapman. We will also be honoring Emmett Schmarsow and Commissioner Heidi Reed with Lifetime Achievement Awards. On Thursday morning, Jim Firman, President and CEO of NCOA, will share “A Vision for the Future of the Aging Network”. And on Thursday afternoon, Jennifer Nichols, Assistant Director of Research, Frameworks Institute, will be presenting a keynote on “Reframing Aging,” addressing the pervasiveness of Ageism and will explore evidence-based strategies for communicating more effectively about aging related issues.

MCOA Showcase: Visit MCOA Informational Tables in the Nauset Exhibit Hall on Wednesday and Thursday where attendees will have the opportunity to see the results of the database project developed for membership and other resources of interest to members. Come visit us and learn what your Trade Association is doing for you.

Evening Events: On Wednesday, it’s Viva Las Vegas as MCOA hosts a dinner featuring Elvis impersonator Mike Slater. On Thursday, join us for a casual networking reception to give attendees an opportunity to reconnect with old friends and make new ones – with a fun photo booth to record the memories.

Taking Care of Yourself: On Thursday morning, join us for a walk to try out Nordixx pole walking, great for navigating around the hotel – we will meet in the hotel lobby. Emmett Schmarsow will be leading a “Stretch and Smile” group at the close of workshops on Wednesday and Thursday in Ballroom I. Shari Cox will be leading a walk on Friday morning and will meet in the Hotel Lobby.

In addition, MCOA will also offer:

- **CEUs:** We will offer CEUs for Social Workers and RNs on select courses as well as CEs for Licensed Mental Health Counselors, and Certificates of Attendance for Activities Personnel and for MCOA Certified Staff. Go to the Resolution Desk for details.
- **Exhibitors/Vendors:** We will have vendor tables on Wednesday and Thursday set up in the Nauset Exhibit Hall. A Get-Away Weekend Raffle is available to those who collect enough signatures from these exhibitors.

May we suggest that you first read "Conference Housekeeping" located inside your two-pocket folder for tips and vital information to make this conference more enjoyable. For a quick orientation to this event, check out the inside back cover for a map of this facility and inside front cover for the conference timeline.

Support and Gratitude: The content of this three-day conference "Reframing Aging" is truly outstanding. We are grateful to the Massachusetts Executive Office of Health and Human Services and in particular the Executive Office of Elder Affairs and Secretary Alice Bonner for support.

Attendees should also note the generosity of our sponsors, who help offset the cost of this conference. This year our sponsors include: the Executive Office of Elder Affairs, AARP Massachusetts, Blue Cross Blue Shield of Massachusetts, *myseniorcenter*, Alzheimer's Association of MA and NH, Tufts Health Plan Medicare Preferred, Senior Living Residences, and Boston Medical Center HealthNet. In addition, there will be many other exhibitors and non-profit vendors in attendance. MCOA encourages everyone to explore, linger and make connections in the Nauset Exhibit Hall — **each day there will be different vendors onsite.**

More Thank You's: MCOA wants to single out Emmett Schmarsow and Carole Malone from EOEA for their tireless efforts on behalf of COAs throughout our Commonwealth who have also contributed to make this event a success. In addition, we want to thank members of the Workshop Committee who reviewed over 110 proposals: Chair Terri Marciello, with Emmett Schmarsow, Carole Malone, Sheila Ronkin, Lissa Fontaine, Leslie Hennessey, Ginger Quarles, Donna Popkin, Judy Tanner, Kathy Bowler, Lynn Wolf, and Becky Moriarty. We are also appreciative of Judy Ramirez who assisted with the Nursing CEUs; the members of the Local Arrangements Committee coordinated by Madeline Noonan; and our conference chair Jodi Zepke for holding all this together.

Additionally, recognition is due to the extraordinary efforts and flexibility of MCOA's staff: Shari Cox, Lynn Wolf, Joanne Sheehan, Donna Popkin, Mary Kay Browne, Kathy Bowler, Elizabeth Connell, Patty Sullivan, Tom Gagnon, and Alan Dornan. Their hard work and dedication is appreciated. Inviting more than 600 of your closest friends for a three-day event can be a roller coaster. As you pass any of these individuals at this event, give them a hug and say thanks for a job well done.

MCOA hopes you enjoy this extraordinary event. There will be a time to learn, to find resources, and to make connections; but let us not forget that, as a trade association, we should not only be about advocacy and training, but we should also be about support and friendship. Reach out to your peers to vent and to listen. Enjoy this three-day conference: take in some workshops, take time to relax, and connect with old friends and new.



The Commonwealth of Massachusetts
Executive Office of Elder Affairs
One Ashburton Place, 5th Floor
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CHARLES D. BAKER
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ALICE F. BONNER
Secretary

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Dear Colleagues,

As you gather for the MCOA annual conference please accept my warm regards and sincere thanks for another year of partnership and service to the residents of the Commonwealth.

Councils on Aging (COA) are such an important part of why Massachusetts is regarded as a national leader in supporting older adults to age in the communities where they live, work and volunteer.

In the three years I have had the privilege of being your secretary, rarely a week goes by when I'm not visiting a council on aging. I always come away from those visits inspired by the energy, spirit and support for older residents that are the hallmarks of COAs. As I look back over the past year, there are so many areas where your work has made a positive difference in the lives of older residents.

Whether it is the volunteers, many of whom are older, preparing and delivering meals to seniors, or SHINE volunteers who help people navigate their health insurance options, or the countless workshops and activities that offer enrichment and prevent isolation. Example after example – just imagine our cities and towns without welcoming places like this. I can't and I suspect you can't either.

As we work towards an Age-Friendly future, ensuring that all of our communities remain great places to grow up and grow old together, we must continue to support councils on aging so that they remain hubs of activity and support for our older residents and their families.

I also want to take this opportunity to thank you for honoring a member of our EOEa family, Emmett Schmarsow. Emmett exemplifies what public service is all about – someone who pours himself into his job, and is passionate about assisting COAs in their mission to serve older residents. Over the course of his 40-year career, through changes in several administrations, in good economic times and bad, Emmett Schmarsow has been, and continues to be, a rock for our agency and our entire aging network.

During his long tenure Emmett has become a mentor to many COA directors, offering wise counsel and good humor to everyone he works with. We are lucky to have him, and I am so pleased that MCOA is recognizing his extraordinary contributions with a lifetime achievement award.

Again, thank you for all the work that you do to improve the lives of older adults and my best wishes for a successful conference.

Sincerely,

A handwritten signature in blue ink that reads "Alice Bonner".

Alice Bonner, Secretary
Executive Office of Elder Affairs



The Commonwealth of Massachusetts
Executive Office of Health and Human Services
One Ashburton Place, 11th Floor
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MARYLOU SUDDERS
Secretary

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Dear Friends,

It is my pleasure to welcome you all to the 2018 Massachusetts Councils on Aging (MCOA) Annual Conference. As Secretary of Health and Human Services, I know firsthand how important the MCOA partnership is in improving the lives of older adults in the Commonwealth.

Today there are more people over the age of 60 than under the age of 20 living in the Bay State. Older adults are the largest and fastest growing part of the population in the United States and it is estimated that we will make up 23 percent of the state population by 2035. I am happy to be a member of the "over the age of 60" cohort and the oldest member of Governor Baker's cabinet.

Governor Baker's Administration supports a strong network of Councils on Aging in Massachusetts. As the Governor promised last year at your conference, the Governor's FY19 budget increased the local Councils on Aging grants from \$9.70 to \$12 per elder—the highest level of state funding ever for our Councils.

Councils on Aging are vital to the health of our 351 municipalities across the Commonwealth. Whether providing a ride to a doctor's appointment, building one's computer skills, or creating volunteer opportunities, Councils on Aging are welcoming places of lifelong learning, community connection, and companionship.

Together, we are developing a healthier environment for older adults to thrive.

A little more than a year ago, Governor Baker launched the first gubernatorial Council to Address Aging. A year later, Massachusetts became the second state in the nation to join AARP's Network of Age-Friendly States representing a major milestone towards our goal to become the most age-friendly state in the nation. In August, I had the honor of standing alongside Governor Baker when he signed a landmark law aimed at improving Alzheimer's care in the Commonwealth.

Older adults are essential to the vibrancy of our communities, to the strength of our economy, and to the social fabric of our great state. We look forward to our continued strong collaboration and progress in the year ahead. Thank you again for your work and commitment to make our Commonwealth the best place to live for all of our residents.

Sincerely,

A handwritten signature in black ink that reads "Marylou Sudders".

Marylou Sudders, Secretary
Executive Office of Health and Human Services



The Commonwealth of Massachusetts

Executive Office of Health and Human Services
Department of Public Health
250 Washington Street, Boston, MA 02108-4619

CHARLES D. BAKER
Governor

KARYN E. POLITO
Lieutenant Governor

MARYLOU SUDDERS
Secretary

MONICA BHAREL, MD, MPH
Commissioner

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Dear Colleagues:

On behalf of everyone at the Department of Public Health, I'd like to welcome you to your annual conference and wish you the very best for a productive and enriching discussion.

We've all seen the life-changing impact of services and support provided by Councils on Aging in cities and towns across Massachusetts. The work that you do plays an invaluable role in helping our older adults to continue to enjoy active, connected lives in the community.

The Department has long enjoyed a productive partnership with Massachusetts Council on Aging (MCOA), collaborating on lifespan health promotion programs that address issues such as chronic disease, falls prevention, and behavioral health. Working together, our two organizations have endeavored to integrate healthy aging concerns into the built environment, and demonstrated an enduring commitment to advancing the age-friendly movement.

More recently, we are grateful for the participation of MCOA as an advisory committee member of the DPH Healthy Aging Fund. This is a new initiative funded through our Determination of Need program which will be making investments in communities across the state in the coming years.

In other efforts, the Department is also enabling local EMS to work with hospitals and clinics to provide preventive and treatment services to individuals at home. The Community EMS program is preventive in nature, and could for example conduct in-home assessments to identify and remedy conditions which may lead to falls. And our Mobile Integrated Health initiative would allow for a clinician, hospital, and EMS partnership to provide home-based monitoring for chronic diseases, such as COPD or CHF, and provide post-hospital discharge home visits to reduce the chances for near term readmission.

As you gather for another successful annual conference, I would like to thank you again for everything that you do to promote the health and well-being of older adults.

Sincerely,

A handwritten signature in black ink, appearing to read "mBharel".

Monica Bharel, MD, MPH
Public Health Commissioner



CHARLES D. BAKER
GOVERNOR

KARYN E. POLITO
LIEUTENANT GOVERNOR

COMMONWEALTH OF MASSACHUSETTS
Office of Consumer Affairs and Business Regulation

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JAY ASH
SECRETARY OF HOUSING AND
ECONOMIC DEVELOPMENT

JOHN C. CHAPMAN
· UNDERSECRETARY

Dear Colleagues,

The Councils on Aging and the Massachusetts Association of Councils on Aging are vital and necessary fixtures in Massachusetts. Your relentless hard work provides invaluable information and resources to the elders in our communities and allows them to live confident and independent lives. Your efforts do not go unnoticed and I thank you for all you do.

As Undersecretary of the Office of Consumer Affairs and Business Regulation, I take my Office's responsibility to educate and protect all Massachusetts consumers seriously and strive to ensure that our residents know their rights. My Office, along with its five agencies—the Division of Banks, Division of Insurance, Division of Professional Licensure, Division of Standards, and the Department of Telecommunications and Cable—reach hundreds of seniors each year through in-person presentations on a wide range of topics, including elder financial abuse, identifying scams, shopping rights, identity theft, and personal finances. Each agency also has a Consumer Services Unit dedicated to answering questions and assisting in resolving complaints about Massachusetts businesses.

Through continued collaboration, we can improve our efforts to educate consumers about protecting themselves, their families, their finances and their personal information. I am grateful to have you as partners in accomplishing this goal and I look forward to all the good work we have and will continue to achieve together on behalf of Commonwealth residents.

Please do not hesitate to contact our consumer information hotline at (617) 973-8787 or visit us online at www.mass.gov/consumer and I encourage those in your community to do the same with any questions or concerns.

Sincerely,

John C. Chapman
Undersecretary



The Commonwealth of Massachusetts

Executive Office of Health and Human Services

Department of Mental Health

25 Staniford Street

Boston, Massachusetts 02114-2575

CHARLES D. BAKER

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MARYLOU SUDDERS

Secretary

JOAN MIKULA

Commissioner

(617) 626-8000

www.mass.gov/dmh

Dear Colleagues,

On behalf of the Department of Mental Health (DMH), I am pleased to welcome you to the 2018 Massachusetts Councils on Aging Conference.

DMH is excited to be collaborating with our partners at the Executive Office of Elder Affairs, and with the Massachusetts Councils on Aging (MCOA). Through the efforts of advocates from MCOA and other organizations, the Legislature has included money in the DMH budget to fund five Elder Mental Health Outreach Teams through Elder Affairs and MCOA.

Behavioral health issues occur in about 1 in 4 individuals, and have no age limits. Mental illnesses such as depression or anxiety are not a normal part of aging, and should not be ignored. Behavioral health is essential to health, and we know treatment works at any age.

Through the Elder Mental Health Collaborative between Executive Office of Health and Human Services (EOHHS) agencies, hosted by DMH, which also includes the Department of Public Health (DPH), Bureau of Substance Abuse Services, DPH Suicide Prevention Services, and the Executive Office of Elder Affairs, as well as community stakeholders, including the Massachusetts Association of Councils on Aging, creative solutions for older adult behavioral health needs have emerged.

It takes an entire community; a community of providers, state agencies, caretakers, families, and friends, to help all of us age with dignity and to support older adults with behavioral health conditions in the community of their choice.

Thank you for gathering with us for this creative and informative program.

Sincerely,

A handwritten signature in black ink that reads "Joan Mikula".

Joan Mikula
Commissioner



Charles D. Baker
Governor

Karyn E. Polito
Lieutenant Governor

Marylou Sudders
Secretary

Heidi L. Reed
Commissioner

The Commonwealth of Massachusetts
Executive Office of Health
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Massachusetts Commission
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October 24, 2018

Dear Colleagues,

On behalf of the Massachusetts Commission for the Deaf and Hard of Hearing (MCDHH), we are pleased to welcome you to the 2018 Massachusetts Association of Councils on Aging conference.

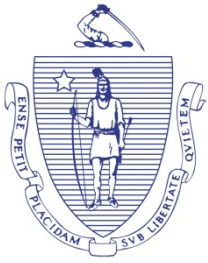
By statute, Mass General Law, c.6 § 191-199, MCDHH provides the Commonwealth with progressive, protective, and innovative resources to serve Deaf, Hard of Hearing, and Late-deafened people in an extensive range of human service, healthcare, safety, legal, education, and economic settings and with accommodations required under the Americans with Disabilities Act. Our services include educating consumers and private and public entities about programs, services, and opportunities to assist our constituency. We recognize MCOA as a vital partner in our mission of providing accessible communication, education and advocacy to consumers and private and public entities so that individuals who are Deaf and Hard of Hearing can access and contribute to programs, services, and opportunities throughout Massachusetts.

We are committed to bringing awareness of hearing loss and coping strategies as vital components of *Reframing Aging*. MCDHH's Assistive Technology Training Specialist is available at our exhibit to share resources and strategies. And, we invite you to come to our workshop on evaluating your home to make optimum use of technology and communication strategies for living safely and well while managing hearing loss.

Hearing loss has become one of the most prevalent and disruptive disabilities to affect the global population. To quote statistics from Johns Hopkins research, one of every five of us is living with deafness or hearing loss. And, the National Institute on Deafness and Other Communication Disorders (NIDCD) tells us that "approximately one in three people between the ages of 65 and 74 has a hearing loss and nearly half of those older than 75 have difficulty hearing." *In our work with community members and service providers throughout the Commonwealth, we are acutely aware that while hearing loss affects everyone, it is especially hard among older people who are already at risk from social isolation and cognitive decline.*

From all of us at MCDHH, thank you for joining us; warmest wishes for a conference filled with vital connections and invaluable resources.

Very sincerely,
Heidi L. Reed
Commissioner



*The Commonwealth of Massachusetts
Executive Office of Health and Human Services
Commission for the Blind
600 Washington Street, Boston, MA 02111*

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Governor

KARYN POLITO
Lieutenant Governor

MARYLOU SUDDERS
Secretary

DAVID D'ARCANGELO
Commissioner

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October 24, 2018

Dear Colleagues,

On behalf of the entire Massachusetts Commission for the Blind (MCB) team, we are pleased to partner with and support the 2018 Massachusetts Association of Councils on Aging (MCOA) Conference.

MCB's mission is to provide the highest quality rehabilitation and social services leading to independence and full community participation for those registered as legally blind. Some of our services include case management, orientation and mobility, rehabilitation teaching, as well as provision of low vision evaluation and devices. The primary goal of MCB's services is to assist individuals who are blind to live as independently as possible in the community. Forming partnerships with organizations like the MCOA, allows us to achieve our mission. We look forward to sharing our resources both at this conference and in the years to come.

MCB would like to thank the MCOA for providing a grant which afforded the opportunity for regional Assistive Technology (AT) training centers in Brookline, Worcester, Franklin and Natick. These AT centers, which are free community resources, enable a visually impaired person to read printed matter, use a computer for composing and storing personal documents, use email or texting for correspondence, and use the internet to access information and services.

As a partner, MCB is committed to working with our colleagues in the aging and health care networks to provide the very best rehabilitation services. We welcome this opportunity to further the partnership and look forward to successful collaborative work that will improve the quality of life for the increasing number of seniors we collectively serve.

Thank you for the opportunity to be part of the largest conference of Elder Care professionals in Massachusetts.

Dave D'Arcangelo

A handwritten signature in black ink, appearing to read "Dave D'Arcangelo".

Commissioner



*Commonwealth of Massachusetts
Executive Office of Health and Human Services
Department of Transitional Assistance*

CHARLES D. BAKER
Governor

KARYN POLITO
Lieutenant Governor

Dear Colleagues,

MARYLOU SUDDERS
Secretary

JEFF McCUE
Commissioner

On behalf of the Massachusetts Department of Transitional Assistance (DTA), I am pleased to welcome you to the Massachusetts Councils on Aging (MCOA) Annual Conference.

Over the past couple of years, DTA has been fortunate to closely collaborate with several organizations, including the Massachusetts Councils on Aging, to implement a robust offering of supports to reduce food insecurity in the senior population.

In 2016, DTA began working with the Executive Office of Elder Affairs (EOEA) and various community based organizations, including the Massachusetts Councils on Aging Association, to brainstorm operational changes to better support Massachusetts seniors. This led to the new initiatives including a simplified Supplemental Nutrition Assistance Program (SNAP) application for seniors, targeted partnership with Councils on Aging as DTA Outreach Partners, collaboration with EOEA to assist SNAP clients who have high benefit balances, and collaboration with MassHealth to reduce the discrepancy between individuals receiving Medicaid and SNAP.

In the last year, DTA also launched the Senior Assistance Office, staffed by specialized DTA workers in the Holyoke DTA Office. Staff there focus on assisting SNAP seniors, processing simplified SNAP elder applications and helping individuals calling the new SNAP Senior Assistance Line, which is tailored to provide a better experience for SNAP seniors.

DTA has also made policy changes making it easier for seniors to apply for and maintain their SNAP benefits. Massachusetts is the first state to implement an innovative policy approach to reduce the burden of claiming medical expenses, ensuring seniors are receiving the highest benefit for which they are eligible. Additionally, Massachusetts received approval to proceed with the Elderly Simplified Application Project (ESAP), which will allow elder and disabled households with no income to have a longer certification period, reducing barriers that may impede access to benefits.

We could not have made this progress without the helpful insight from our partners, particularly those at MCOA. Best wishes to all participating in the conference, and thank you to the partners who have worked with us along the way to better support our senior population.

A handwritten signature in black ink, appearing to read 'Jeff McCue'.

Jeff McCue

600 Washington Street • Boston MA 02111
www.mass.gov/dta • @DTA_Listens



October 2018

Dear Colleagues,

On behalf of the National Council on Aging, I want to welcome you to this year's Massachusetts Association of Councils on Aging conference.

It's always inspiring to gather and celebrate the aging network in Massachusetts. This year's theme, Reframing Aging, speaks to your leadership in changing the conversation about aging in the communities you serve.

We value our partnership with MCOA as we seek to enable every person and every community to age with their best possible health and economic security. NCOA has been a champion of senior centers since 1970 when we formed the National Institute of Senior Centers. Like you, we're always looking to the future to see how we can help senior centers grow, improve, and evolve.

Every day, your centers are helping to reframe what it means to age well. To us, that means staying healthy, making ends meet, finding joy and meaning in life, and remaining connected to others in the community.

We are especially excited to participate in this year's conference as we begin to share NCOA's emerging strategies for having a much greater social impact and to enable our community partners like you to thrive.

If you haven't already, I encourage you to visit us at www.ncoa.org and sign up to be part of NCOA's goal to improve the lives of million older adults..

Enjoy the conference, and I look forward to your continued good work.

Sincerely,

A handwritten signature in black ink that reads "James Firman". The signature is fluid and cursive, with the first name "James" being more prominent than the last name "Firman".

James Firman, EdD
President & CEO
National Council on Aging



October 2018

Dear Senior Center Professionals,

Welcome to the Massachusetts Association of Councils on Aging Annual Conference!

MCOA is committed to supporting and strengthening senior centers through advocacy, education, and providing senior center professionals the resources to succeed. This conference is one example of their outstanding effort and provides one of the best senior center training opportunities in the country. MCOA brings members together to face the issues, develop strategies, and improve the situation. This year's theme of ***Reframing Aging*** is a call to action from your association. The training offered from the FrameWorks Institute will guide you in your communications and help shift how people think about aging.

MCOA is also building momentum with the MCOA Certification Program. It's alignment with the National Senior Center Standards and Accreditation program is a best practice. Your completed certification will get you on the road to national accreditation if you so choose. The ingenuity that is found when Massachusetts senior centers connect at the national level is impressive. Last year, NCOA's National Institute of Senior Center (NISC) members worked with MCOA and Barrie Atkins to contribute to the handbook, *Marketing Tools for Any Senior Center*. This collaboration benefited both state and national audiences. The senior center field is interconnected. Consider sharing the theories, tips, and training you learn at this conference with others at the national level through NISC.

NISC is the only national organization solely focused on the needs of senior center professionals like you. We are setting the standard for the future of senior centers. NISC supports a network of over 2,500 senior center professionals through:

- **Professional Development & Networking**
Seven NISC Teams (Best Practices, Improving Health, Economic Security, Public Policy, Standards and Accreditation, State Associations, and Diversity) allow professionals to advance the senior center field, share ideas, and grow in their careers.
- **Promising Practices**
The annual NISC Programs of Excellence Awards recognize outstanding senior center programs that others can replicate and, and it comes with a cash prize. NCOA offers innovative programs like the Aging Mastery Program® allowing centers to provide a comprehensive and fun approach to positive aging.
- **Standards & Accreditation**
NISC offers the country's only National Senior Center Accreditation Program, which provides official recognition that a senior center meets nine established standards of operations. More than 250 centers nationwide have been accredited.
- **Advocacy**
With NCOA policy staff, NISC members give voice to the older adults they serve to strengthen and protect important public programs.

Join us! We invite you to become a NISC member today. Visit us at ncoa.org/NISC to see all the possibilities.

I hope you have a fantastic conference experience!

Sincerely,

A handwritten signature in cursive script that reads "Maureen O'Leary".

Maureen O'Leary
Program Manager
NCOA's National Institute of Senior Centers



October 2018

Dear Colleagues,

Welcome!

I hope you continue to use NCOA's online tools designed to help older adults stay healthy and economically secure.

Massachusetts senior centers have access to two unique versions of BenefitsCheckUp®—the nation's most comprehensive online screening service for benefits programs. BenefitsCheckUp® connects older adults to more than 2,500 benefits programs that can help them pay for food, medicine, utilities, and other daily expenses.

- **BenefitsCheckUp® Massachusetts** (www.BenefitsCheckUp.org/MCOA) is designed for professionals and consumers here in Massachusetts to connect older adults to local, state, and federal programs.
- **BenefitsCheckUp® NISC** (www.BenefitsCheckUp.org/NISC) is designed specifically for senior center professionals and volunteers to screen their participants for benefits.

Since 2001, BenefitsCheckUp® has helped more than 7.2 million people find over \$27 billion worth of benefits. Use it to help the seniors you serve!

The continually enhanced and mobile ready BenefitsCheckUp consumer site is available for use at any time. You can visit it at www.BenefitsCheckUp.org. Be on the lookout for the new and improved BenefitsCheckUp Private Label sites, including mobile ready technology and enhanced enrollment tools.

Have a great conference.

Sincerely,

Marlene Schneider

Marlene Schneider
Vice President of Decision Support Services
National Council on Aging

October 2018

Dear Friends,

The LGBT Aging Project is so pleased to be part of yet another terrific MCOA Conference celebrating “Reframing Aging.” I hope you’ll have a wonderful time connecting with your colleagues and learning from each other.

In collaboration with MCOA we have developed two trainings, “The Rainbow Room” which focuses on inclusion of lesbian, gay, bisexual and transgender older adults and caregivers, and more recently “Understanding and Welcoming Transgender Older Adults.” Both of these can help you reframe aging for LGBT older adults in your communities.

The LGBT Aging Project
A program of The Fenway Institute

Lisa Krinsky, LICSW
Director

Bob Linscott, MTS
Assistant Director

We continue to work with many Councils on Aging and Senior Centers and see your successful efforts in training your staff and creating programming that is inclusive of lesbian, gay, bisexual and transgender older adults and caregivers. What better way to ensure that the older adults in your communities feel welcome in your COA?

Have a wonderful time at this conference – your time away with colleagues and the new possibilities to expand the work you do!

Enjoy!



Lisa Krinsky, LICSW
Director

MASSACHUSETTS MUNICIPAL ASSOCIATION
HUMAN SERVICES COUNCIL
Helping Local Government Improve the Quality of Life for All

October 2018

Dear MCOA Colleagues:

Welcome to MCOA's Annual Conference: *Reframing Aging*

The focus of this year's Conference is reframing aging and how that will look in today's society. MCOA is on the frontline of this effort ensuring that the Councils on Aging in our Commonwealth receive the necessary funding to support seniors in a variety of ways. Today we are here to celebrate those efforts as we continue down the road of collaboration, innovation and advocacy to best meet the needs of seniors in our communities.

On behalf of **MMAHSC**, the human services affiliate of the Massachusetts Municipal Association -- I invite you to join us by becoming a member. Our partnership with MCOA continues to grow; our members always welcome the opportunity to co-sponsor events designed to help COA and municipal Human Services staff provide vital services to their communities. Please visit the Massachusetts Municipal Association website to learn more about us and membership opportunities.

Thanks to MCOA President **Becky Moriarty**, MCOA Executive Director **David Stevens** and the entire **MCOA staff** for their terrific work putting together this year's conference!

Best regards,



Laura Ducharme
President

One Winthrop Square Boston, MA 02111 (617) 426-7272



Charles D. Baker, Governor
Karyn E. Polito, Lieutenant Governor
Stephanie Pollack, Secretary & CEO
Erin C. Deveney, Registrar



Dear Colleagues,

The Registry of Motor Vehicles (RMV) is proud to welcome you to the 2018 Massachusetts Association of Councils on Aging Annual Conference. This year marks the 20th year of the RMV's partnership with MCOA. As a result of this important partnership, councils on aging (COA) across the state have provided support and guidance to thousands of older adults. COA staff provide assistance to older adults in their communities by teaching residents how to navigate the RMV's website. From renewing a vehicle registration, applying for a disability placard, to performing online transactions and determining whether or not a resident may need a Real ID, COAs provide an extraordinary level of commitment and service to their communities.

This year's conference theme, *Reframing Aging*, exemplifies the mission and dedication of MCOA. Local COAs help to shape the future as they encourage older adults to live healthy, productive, and meaningful lives through valuable programs and services. The RMV recognizes the importance of having state issued identification cards or driver's licenses, safe mobility, and quality of life. These touchstones drive the work that we do at the RMV to ensure safety for all road users, be they pedestrians, cyclists, or motorists.

We are proud to participate in the MCOA Annual Conference and are excited to join with you as we learn about new research and initiatives. We look forward to meeting you at our Older Driver Safety workshop or at our booth in the Exhibition Hall. Please stop by to gather resources, ask a question, complete an online transaction, or say hello.

We wish you a successful and productive conference.

Sincerely,

Erin Deveney

Registrar

Massachusetts Registry of Motor Vehicles



MASSACHUSETTS

October 2018

Dear Friends,

Welcome to the Massachusetts Councils on Aging 2018 Fall Conference!

At Blue Cross Blue Shield of Massachusetts, we believe that staying active and engaged are key to healthy aging. That's why we offer sessions throughout the Commonwealth to help older people navigate Medicare and make their own informed health care decisions. We provide fitness benefits and access to a wide range of health and wellness deals exclusive to our members. In addition, we're a longstanding sponsor of the Massachusetts Senior Games.

As people live longer, changing the views of life during aging is paramount. We're committed to joining the Massachusetts Councils on Aging to be a strong voice for older people and combat the perception of aging as simply a time of decline. Together, we can all make a difference in enhancing the health and supporting integral roles for older residents in our communities.

On behalf of all of us at Blue Cross, we hope that you enjoy this year's conference!

Sincerely,

A handwritten signature in black ink that reads "Debra J. Williams".

Debra J. Williams
Senior Vice President, Sales and Account Service

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Debra.Williams@bcbsma.com

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facebook.com/AARPMMA

Dear MCOA Conference Attendees,

AARP Massachusetts welcomes you to the 2018 MCOA Annual Fall Conference in Falmouth. We are a proud sponsor and look forward to continuing our collaborative work with you to support the 50+ population in Massachusetts.

This year, AARP Massachusetts worked alongside MCOA and other advocates to secure funding for Councils on Aging, home and community based care programs, long term services and supports, and elder protective services, as well as being critical partners in the Age-Friendly and Dementia-Friendly movement across the Commonwealth.

We hope you will especially enjoy the Wednesday afternoon plenary session “The New Realities of Aging in America: Implications for Aging Advocates & Volunteers,” by Nancy LeaMond, AARP’s Chief Advocacy and Engagement Officer.

The conference theme, “Reframing Aging” aligns well with AARP’s “Disrupt Aging” program, which challenges outdated beliefs and sparks new solutions, so more people can choose how to live as they age. Disrupt Aging is about the following principles:

- We are all aging, every day.
- The good news is the way we are aging is changing, mostly for the better. Our ability to live longer, healthier, more productive lives is one of mankind’s greatest accomplishments.
- But the bad news is we don’t see it that way. Attitudes and stereotypes about aging haven’t changed. And many ideas and solutions available to us as we age are out of date.
- We need to change the conversation about age and aging in this country. Aging is about growth, not decline. It creates new opportunities, not just challenges. Older people are contributors, not burdens. And each and every one of us should be valued for who we are, not by how old we are.

Thank you. We look forward to our continued partnership as advocates for all 50+ residents of the Commonwealth.

Sincerely,



Sandra Albright
State President, AARP Massachusetts



Michael E. Festa
State Director, AARP Massachusetts

Welcome!

At MySeniorCenter, we've had the great pleasure of coming to the MCOA conference for each of the past 13 years. MCOA is the gold standard for COA/Senior Center conferences across the country and we're sure that this year will be no different.

At MySeniorCenter, we consider ourselves a lucky group of people. We get to visit hundreds of Senior Centers around the country every year. While no two Centers are alike, you all have something in common - you do great work for your communities. We're grateful for all that you do and it inspires us at MySeniorCenter to do what we do – make your jobs easier!

The Fun Facts newsletter is now eight years old and we've had a blast bringing our take on data journalism to the Senior Center world. Earlier this month we published our 4th annual ***State of the Network*** report which summarizes the key trends from all of the Fun Facts newsletters from the previous year. **If you're interested in a printed copy, please stop by our booth in the Exhibit Hall on Wednesday or Thursday.**

We also have some really cool things to demonstrate at the booth; including an updated version of Voice Connect, new MyActiveCenter features, updated credit card processing options AND a **NEW MOBILE APP!!**

Dear Friends,

The Alzheimer's Association is pleased to partner once again with the Massachusetts Council on Aging for your annual conference.

MCOA and the Alzheimer's Association have been diligently working together to best serve those living with dementia and their families. We are grateful for our partnership and our ability to support your work. We want to ensure that your constituents know they can rely on the Alzheimer's Association's 24/7 Helpline, education & support programs. Our constituents are your constituents, and our increased collaboration will only offer more support to those facing a diagnosis of dementia.

We are very excited to be a part of MCOA's Administration on Community Living grant over 3 years. We want to thank MCOA for this opportunity to work collaboratively to engage volunteers across the Commonwealth. The Alzheimer's Association is ready to train your volunteers to deliver our evidence based programs and services in communities across our state. There are over 130,000 people living with Alzheimer's in this state, and we need your help to ensure families are educated and supported in every city and town.

Finally, we would like to thank you for helping us to pass historic legislation in the Commonwealth. Not only did we have MCOA's support throughout the process, but staff, volunteers, and residents from local communities were relentless in making calls, writing letters and showing up when we needed you most. The impact of this legislation will improve the care for those who live with dementia in Massachusetts, until we find a cure.

For more information about becoming a volunteer or to learn how our programs and services can support your community, please stop by our exhibitor table here or call us at 800.272.3900. We hope that you enjoy the conference!

James Wessler
CEO
Alzheimer's Association MA/NH Chapter

For more information on Alzheimer's disease or for referrals to service providers please contact our 24/7 Helpline at 800.272.3900 or visit our website at alz.org/MANH

October 25, 2018

Dear Friends & Colleagues,

Here's a story that will sound familiar to you: A young girl in the school lunchroom carries her tray over to a table with two other girls and several empty seats. As she approaches, one of the two seated girls puts her foot on the closest empty seat, looks sternly at the approaching young lady and loudly states, "This seat is taken, you can't sit here!"

While we'd like to believe that this sort of behavior is confined to elementary school, we all know it isn't. As elder care professionals, we see scenarios like this replay regularly within the senior population, in a variety of settings: nursing homes, hospitals, senior centers, assisted living communities, retirement villages and more.

The subject of bullying among seniors is an important one to tackle, and one that affects more seniors than are willing to admit. More than 50% of people living in retirement communities have experienced some sort of bullying as have roughly 10-20% of seniors in assisted living. These statistics are staggering and the solution is complicated.

And so I introduce Senior Living Residences' newest professional education and public awareness program: "Get out of my seat, you can't sit there!: Changing the Paradigm and Creating People-Friendly Communities." We are excited to present this conversation-provoking workshop at this year's MCOA Fall Conference. We hope you will join us.



Robert F. Larkin
President, Senior Living Residences





705 Mount Auburn Street
Watertown, MA 02472-1508
617.972.9400
tuftshealthplan.com

Dear Colleagues,

On behalf of Tufts Health Plan, welcome to the 2018 Annual Massachusetts Association of Councils on Aging (MCOA) and Senior Center Directors conference. Tufts Health Plan is honored to be part of this year's Annual Fall Conference.

As an invaluable community resource, the MCOA continues to be at the forefront of promoting healthy aging for the Massachusetts senior population. The MCOA's extensive services and programs provide seniors in Massachusetts with the opportunity to take an active role in their well-being, lifestyle choices and healthcare decisions.

Along with the MCOA, Tufts Health Plan is proud to be a part of the Massachusetts healthcare community, and we extend our best wishes for a successful conference.

Sincerely,

A handwritten signature in black ink that reads "Patty Blake".

Patty Blake
President, Senior Products
Tufts Health Plan

Wednesday Activities: October 24th

7:00am-9:00am	Continental Breakfast – Nauset Exhibit Hall
8:00am-5:00pm	Registration Desk & Resolution Desk Open
8:00am-5:00pm	Exhibitors Hall Open – Nauset Exhibit Hall
9:00am-10:15am	Workshop Session I
10:15am-10:45am	Break – Nauset Exhibit Hall
10:45am-12:00pm	Workshop Session II
12:00pm-12:45pm	Lunch – Ocean View Dining Room
12:45pm-2:15pm	Plenary Session – Ballroom I
2:30pm-3:45pm	Workshop Session III
3:45pm-4:15pm	Break – Nauset Exhibit Hall
4:15pm-5:30pm	Workshop Session IV
5:30pm-5:45pm	Stretch and Smile with Emmett
6:30pm-9:00pm	Dinner – Ocean View Dining Room

**Continental Breakfast 7:00am to 9:00am
Nauset Exhibit Hall**

Wednesday, October 24 Session I 9:00am-10:15am

W1-1 100 Cups of Coffee: Expanding Your Community Network

Ballroom I

Building networks is a key to success in any community. It helps us identify needs, develop relationships, gain new perspectives, and discover opportunities for partnership and collaboration. Learn how the Norwell Council on Aging's "100 Cups of Coffee" campaign helped broaden their outreach and networking efforts.

Susan Curtin, M.S., Gerontologist, Director, Norwell Council on Aging

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control.

Application for social work continuing education credits has been submitted. Please see www.mcoaonline.com for the status of social work CE accreditation.

Wednesday, October 24

Session I 9:00am-10:15am continued

W1-2 Practical Solutions: What I Learned About Home Safety While Recovering from Major Surgery **Chatham**

1 Nursing CEU, 1 SW CEU, 1 LMHC CE

For those facing physical challenges, just getting out of bed can be a major hurdle. Common daily activities such as dressing, bathing, toileting, and getting a meal can seem draining and all-consuming. When the thought of getting out of the house and into a vehicle seems to be an insurmountable challenge, special care must be taken by the helping professions. This workshop will provide a first-hand point of view along with practical solutions to common daily challenges. Special attention to fall prevention will be included along with a discussion of how technology and scientific advances are paving the way for successful independent living.

Judy Tanner, Programs/Volunteers, Woburn Council on Aging

Lisa Rogalin, RN, Woburn Council on Aging

Joan Byington, Volunteer, Woburn Council on Aging

W1-3 Social Purpose and Civic Engagement – Panel Event **Nauset V**

Healthy aging is a multidimensional concept which requires, amongst a number of contributing factors, having a meaningful social role and a sense of self-worth and purpose. For many, that comes from some form of employment and engagement, either paid or volunteerism. ESC and MCOA are joining forces to provide an easier, more comprehensive way for older adults to access information about volunteer opportunities with social services groups and civic boards. MCOA also manages a regional networking group program designed to provide materials, strategies and support for job seekers in the 50+ demographic. And, ReServe is a national organization which matches professionals in the 50+ cohort who want to use their experience, knowledge and skills to give back to their community and receive who a modest stipend for their work. Come learn about how these various programs will inspire, enable and support greater civic engagement and connection into your community.

Mary Kay Browne, MCOA, Special Projects Director

Susan Drevitch Kelly, Career/Life Coach; Program Manager, 50+ Job Seekers Networking Groups

David Guydan, Director, ESC Discovery

Lisa Jacobson, Placement Coordinator, ReServe New England

W1-4 Understanding Senior Living Options **Race Point**

2Sisters Senior Living Advisors will present about the increasing number of options families have among independent living, assisted living, memory care, adult day health programs, home health care and companion services, as well as rest homes and nursing homes. With all of the new communities being built and companies starting up, families today have more choices than ever before which is wonderful, but can also make the decision that much more difficult. We will break down the differences between these types of options, the costs associated, subsidy programs available, and what families need to know before making any decisions. We will discuss the primary criteria used to help guide families towards understanding what care options best fit their needs: care requirements, budget, location, and culture and demographics.

Michelle Woodbrey, CDP, (CSA)®, Chief Executive Officer, 2Sisters Senior Living Advisors

Wednesday, October 24

Session I 9:00am-10:15am continued

W1-5 New Issues Facing Elder Law Including Blended Families, How Substance Abuse and the Opioid Crisis Affects Us All, and Kids Moved Back Out and Now Back In! Ballroom II

1 SW CEU, 1 LMHC CE

In 2018, seniors and their families are facing different issues in retirement than their predecessors. Blended families and late-in-life divorces are increasingly common; adult children are moving back in with their parents; the Opioid Crisis has left no family untouched. Learn and discuss how elder law attorneys are assisting seniors with facing these issues head on.

Stephen Spano, MBA, JD, CELA, Spano & Dawicki, LLC

Andrea A.J. Witt, JD, Partner, Spano & Dawicki, LLC

W1-6 Community Food Pantry and COA Collaboration: Lessons Learned

Nobska

This will be a discussion of a grassroots effort to provide fresh, healthful options to food insecure seniors. Collaboration between the service provider; the Community Food Pantry, through a partnership with the Greater Boston Food Bank, and the beneficiary; The Walpole Council on Aging who shares the common goal of getting food to the people who need it most.

Kerri McManama, LCSW, Director, Walpole Council on Aging

Mariko Sugimori, Greater Boston Food Bank

Bill Willloth, Walpole Community Food Pantry

W1-7 The Vision Loss Example: Models for Effectively Serving Older Adults with Disabilities

Shutters

1 Nursing CEU

The aging of the population has led to a dramatic increase in the number of individuals who are blind or visually impaired. Vision rehabilitation and assistive technology can have a major impact on independence, but few providers know about it. And while the vision loss crisis is real, it is also part of a larger conversation about healthy aging for those with disabilities and chronic conditions. Learn how one organization has taken up the call to design programs that leverage community resources and respond to multiple needs. We'll share our expertise about serving people with vision loss, while also discussing what we've learned about effective program design that may be replicable for other aging populations.

Sassy Outwater-Wright, Director, Massachusetts Association for the Blind and Visually Impaired (MABVI)

Megan Briggs, Director of Rehab Therapy Services, MABVI

Kyle Robidoux, Director of Volunteer and Support Group Services, MABVI

Erin Fragola, Outreach Coordinator for the Perkins Library at the Perkins School for the Blind

Wednesday, October 24

Session I 9:00am-10:15am continued

W1-8 I Just Started my Dream Job...Now What?? Part 1

Nauset II

Training/Seminar for newer directors in the network. We will spend time going over some of the basics you need to know to be successful at running a senior center/council on aging. We will also allow plenty of time for discussion so we can address individual questions and concerns.

Jim Leyden, Director, Longmeadow Council on Aging

Carolyn Brennan, Director, East Longmeadow Council on Aging

W1-9 Support Services, Outreach, Dollars and Sense

Highland

This presentation concerns the financial accountability of COA's outreach departments in term of dollars saved by seniors in the programs offered. We all know that the outreach program saves seniors hundreds of dollars every month and this is how the accounting is done.

Claudia Borden, Support Services, Outreach, Barnstable Senior Services

W1-Roundtable: Fundraising

Nauset Exhibit Hall

Let's talk about fundraising! Learn about tips, strategies, successes and challenges at this roundtable led by an experienced director who worked closely with her Friends group to conduct a successful capital campaign. Bring your questions and ideas to discuss with your colleagues.

Tina Gorman, Executive Director, Westfield Senior Center

Refreshment Break 10:15 to 10:45
Nauset Exhibit Hall

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control.

Application for social work continuing education credits has been submitted. Please see www.mcoaonline.com for the status of social work CE accreditation.

Wednesday, October 24

Session II 10:45am-12:00pm

W2-1 SNAP 101: Maximizing Federal Nutrition Benefits for Older Adults

Shutters

The Supplemental Nutrition Assistance Program (SNAP) is a critical 100% federally-funded nutrition benefit for low-income households, including older adults. National research confirms that ensuring older adults have access to nutrition programs reduces health care costs and hospitalizations. Staff from the Department of Transitional Assistance (DTA) and the Mass Law Reform Institute (Legal Services) will be co-training this workshop. The workshop will cover the basics of the SNAP application process, required proofs and interview, how to boost SNAP with deductions, how SNAP is issued through an EBT card, how SNAP leverages utility deductions, and tips for effective advocacy to fix erroneously denied or terminated SNAP cases. It will also include introductory information on how community partners can become SNAP Outreach partners and qualify for federal reimbursement for SNAP application assistance.

Patricia Baker, Senior Policy Analyst, Mass Law Reform Institute

Lorraine Ward, Assistant Director SNAP Outreach, Department of Transitional Assistance

W2-2 Beyond Community Workshops: Using 1:1 Programs to Serve Homebound Populations

Ballroom I

1 SW CEU, 1 LMHC CE

Many homebound older adults cannot take advantage of community-based healthy living workshops. Elder Services of the Merrimack Valley offers three, 1:1 in-home evidence-based programs to serve a population that otherwise may not have access to a workshop or education. By bringing these programs to the older adults, 1:1 in their homes, we are able to eliminate barriers they may have such as transportation or mobility issues. Healthy IDEAS, EnhanceWellness, and the Falls Prevention and Intervention Program are the three programs that will be presented.

Melissa Donegan, Assistant Director, Healthy Living Center of Excellence at Elder Services of the Merrimack Valley

Susan Poludniak, Healthy Living Program Manager, Healthy Living Center of Excellence at Elder Services of the Merrimack Valley

Molly Gerbutavich, Healthy Living Program Coordinator, Healthy Living Center of Excellence at Elder Services of the Merrimack Valley

W2-3 Affordable Housing in Your Community and How to Access It

Ballroom II

Come learn about the affordable housing world and demystify the maze of housing programs for seniors. Hear more about the housing players and resources in your community and learn how to use fair housing laws to increase access to housing by elders with disabilities.

Emily Cooper, Chief Housing Officer, Executive Office of Elder Affairs

Wednesday, October 24

Session II 10:45am-12:00pm continued

W2-4 I'll Have What They're Having: Comprehensive Sexuality Education for Older Adults

Race Point

1 SW CEU, 1 LMHC CE

According to research, people are still having sex well into their 60s, 70s, and 80s (DeLamater, 2012) yet many of us feel squeamish talking about sex with older adults. Questions and dilemmas are bound to come up in your COA. How you handle sensitive issues can make a difference in the lives of the adults in your center. This interactive workshop offers an opportunity to receive resources and tips using the most up-to-date research. Facilitated by a social worker based in a COA and a human sexuality educator well-versed in older adults' sexuality, this session also provides professionals with CEs.

MaryAnne Ryan, MSW, Social Services Coordinator, Council on Aging, Orleans, MA

Jane Fleishman, PhD, MEd, Certified Sexuality Educator and Consultant, Northampton, MA

W2-5 Senior Tax Relief Tips (non-estate planning): Updates to Programs You May Know & a Few New Things

Highland

Come catch a Department of Revenue review of the Senior Circuit Breaker Tax Credit and get updates on related tax law changes. Also, learn about how the 'Qualified Charitable Distribution' (or QCD) can also help reduce taxable income for those eligible. Because of the new federal tax law, the QCD has suddenly become a more interesting tax tool for those that take 70 ½ Required Retirement Distributions (on both the federal and state level).

Brian Lynch, Employee Training & Development, Massachusetts Department of Revenue

David Klein, Director, Carlisle Council on Aging

Application for LMHC continuing education credits has been submitted. Please see www.mcoaonline.com for the status of LMHC CE accreditation.

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control.

Application for social work continuing education credits has been submitted. Please see www.mcoaonline.com for the status of social work CE accreditation.



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Wednesday, October 24

Session II 10:45am-12:00pm continued

W2-6 Council on Aging and Senior Center Leadership Training on Identity Theft Prevention and Victim Assistance

Nauset V

1 SW CEU, 1 LMHC CE

The workshop developed by Massachusetts Elder Identity Theft Coalition will provide a coordinated response to improving the outreach and capacity of victim service programs to better address the rights and needs of victims of identity theft and cybercrime.

Our workshop will (1) train advocates to assist elders who have been victims of identity theft, including detailed trainings related to helping victims create an identity theft recovery plan, and (2) train advocates to educate elders on scam and identity theft prevention.

The primary goal of the workshop will be to provide a better and tighter safety net for elders who become victims of identity theft and to assist them in efficiently recovering from it. By identifying best practices for identity theft "first responders" and training advocates at the most likely points of contact with elders, Massachusetts Elder Identity Theft Coalition would help enhance local assistance to victims of identity theft and cybercrime.

Janice Fahey, Legal Analyst, Massachusetts Office of the Attorney General Maura Healey

Liudmila Mignosa, Program Coordinator for Massachusetts Elder Identity Theft Coalition, Massachusetts

Office of the Attorney General Maura Healey

W2-7 EARN (Employment After Retirement Network)

Chatham

In Massachusetts as well as across the nation, seniors are looking for employment in ever greater numbers. They want to find jobs to achieve better economic security and maintain an adequate quality of life. To address this growing phenomenon, a small group of seniors looking for employment developed the Employment After Retirement Network (EARN) initiative under the umbrella of the Northampton Senior Center and in partnership with the Franklin Hampshire Career Center, RSVP and the Northampton Chamber of Commerce. The senior panelists of this workshop will share their challenges and key successes as they continue to expand and develop EARN. Their goal is to provide a win-win situation for seniors seeking additional income and employers looking for experienced, skilled workers. In the process, they hope to "reframe" the aging experience and help reduce discrimination against older workers.

Heather Johnson, Co-Chair, EARN Leadership Team

Mary Lou Meddough, Co-Chair, EARN Leadership Team

Joyce Mastroianni

Linda Desmond

W2-8 I Just Started my Dream Job...Now What?? Part 2

Nauset II

Training/Seminar for newer directors in the network. We will spend time going over some of the basics you need to know to be successful as a running a senior center/council on aging. We will also allow plenty of time for discussion so we can address individual questions and concerns.

Jim Leyden, Director, Longmeadow Council on Aging

Carolyn Brennan, Director, East Longmeadow Council on Aging

Wednesday, October 24

Session II 10:45am-12:00pm continued

W2-9 Mapping the Emerging Landscape of Aging: A Conversation with Clint Wilkins, Co-Founder, The Resilient Aging Lab **Nobska**

Drawing on The Resilient Aging Lab's "Sustaining Your Resilience" model (to be presented on Thursday), Clint Wilkins shares his perspective as a social entrepreneur on Dr. Gene Cohen's "liberation" and "summing up" stages of maturity. In particular, he explores such key elements of healthy aging as positive emotions, social connectivity and the emergence of wisdom—all in the context of Cohen's "inner push." He also highlights the most promising initiatives in the emerging movement to help the baby boomer generation transition into a more meaningful and socially relevant stage in life.

In brief, by mapping a few of the many contours of the inner, the social and organizational landscape of aging he sets the stage for the second half of the session—a conversation on how to best realize the promise of this emerging movement.

Clint Wilkins, Co-Founder, The Resilient Aging Lab

W2-Roundtable: MCOA Certification

Nauset Exhibit Hall

Learn about the retooled certification for directors/assistant directors. Committee members will discuss the new portfolio requirements and outline the process and training available to successfully complete certification. Learn how certification will align with the national NISC accreditation. Bring your questions to discuss the process with your colleagues.

Joanne Moore, MCOA Co-Chair Certification Chair, and Director, Duxbury Senior Center

Annmmary Connor, MCOA Co-Chair Certification Chair, and Director, Andover Senior Center

Luncheon 12:00pm to 12:45pm

Sponsored by AARP

Ocean View Dining Room



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Wednesday Afternoon Plenary

12:45 to 2:15 in Ballroom I

Sponsored by Senior Living Residences



The New Realities of Aging in America: Implications for Aging Advocates & Volunteers

Nancy LeaMond

AARP's Chief Advocacy and Engagement Officer

America as a whole and every state – including Massachusetts – is getting older, and being 65+ today is not the same as it was thirty, twenty or even ten years ago. These are big changes that demand new ideas and innovative solutions. As we think about “reframing aging,” we also need to rethink our approach as advocates, educators, and service providers so we can be agents of change in our communities.

Greetings by:



Alice Bonner
Secretary, Executive
Office of Elder Affairs



John Chapman
Undersecretary, Office of Consumer
Affairs and Business Regulations

To Be Honored:



Emmett Schmarsow

Program Manager for Councils on Aging
and Senior Centers, Executive Office of Elder Affairs



Heidi Reid

Commissioner, Massachusetts Commission
for the Deaf and Hard of Hearing

Wednesday, October 24

Session III 2:30pm-3:45pm

W3-1 Creating a Checklist for Home Safety for Deaf and Hard of Hearing Elders **Nobska**

1 Nursing CE

Making your COA a welcoming space for elders with hearing loss is just part of the bigger picture. It is equally important to help elders return to a home that is free of barriers and safe to live in if you cannot hear anything that is going on around you. This workshop will present you with a checklist and explain how to go through the process of evaluating someone's home for invisible barriers.

Jonathan O'Dell, Assistive Technology Training Specialist, Massachusetts Commission for the Deaf and Hard of Hearing

W3-2 No Senior Left Indoors: Activities for the Adventurers **Nauset V**

Looking to add excitement and adventure to your Senior Center programming? Kayaking? Hiking? Snow Shoeing? Whitewater Rafting? Look no further, you can do it all! Our proven Outdoor Adventure ideas have brought in new people unfamiliar with Senior Centers, added adventures for regular attendees, promoted active aging and shown that Senior Centers are more than just Bingo!

Andrea CoFrancesco, Director of Human Services, South Windsor Senior Center, CT

Ronda Guberman, Assistant Director, Plainville Senior Center, CT

W3-3 The Stonewall Generation: Building a Culture of LGBTQIA Inclusivity in Your COA

Ballroom II

1 SW CEU, 1 LMHC CE

The Stonewall Rebellion in June, 1969, an event that helped to spark the modern gay rights movement, has had a great impact on LGBTQIA (lesbian, gay, bisexual, transgender, queer/questioning, intersex, asexual) elders' sexuality. How the 'Stonewall Generation' responds to sexual and gender discrimination, their resilience, and the types of relationships they choose, all affect their sexual satisfaction at a later age. According to a 2010 national study, LGBTQIA elders deal with social isolation, poverty, and reduced economic security in addition to discrimination based on their sexual orientation. As a member of a local COA, you can play a significant role in welcoming LGBTQIA elders with programming and services designed to ease some of these concerns. This highly-interactive workshop draws on research and decades of experience working with this population. Facilitated by a COA social worker and a certified human sexuality educator with a research focus on LGBTQIA elders.

MaryAnne Ryan, MSW, Social Services Coordinator, Orleans Council on Aging, and Coordinator of Lower Cape LGBT Seniors

Jane Fleishman, PhD, MEd, Certified Sexuality Educator and Consultant, Northampton, MA

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control.

Wednesday, October 24

Session III 2:30pm-3:45pm continued

W3-4 Tools for Supporting Adult Children of Aging Parents

Shutters

Many adult children of aging parents at some point feel overwhelmed and fearful about what the future holds as their parent becomes increasingly dependent. It is during this time that family relationships may become strained, as the roles between parent and child become reversed. During this session, we will discuss key themes that occur with family dynamics and some basic coaching tools that COA directors and staff can use to empower and support families reaching out for help.

James Ashton, CPC, Life Coach

W3-5 Where are you on the Path? Next Steps to Becoming a Dementia Friendly Community

Nauset II

More than 140 communities across the Commonwealth are moving along the path to becoming a dementia friendly community. As the backbone organization for Dementia Friendly Massachusetts, MCOA is here to support your work, provide access to trainings and guide you through the steps ahead where ever you are in the process. Whether you are just starting out or culminating your DF work, come find and share best practices, learn about the many free resources available to you and leave with a clear direction for your next steps.

Patty Sullivan, Project Manager, Dementia Friendly Massachusetts, MCOA

W3-6 Virtual Programming

Ballroom I

Are you looking to shake up your senior programming? Getting tired of offering the same art, music, lecture classes? Look no further and join us for this workshop where we will discuss how to offer "Virtual Programming" and other technology based programs. Virtual programming uses technology that allows us to connect to organizations around the country and the world. We can tour museums or connect with school children in Ghana, Africa while sitting comfortably in our local Senior Center. In addition, we will also discuss other creative ways to use technology to further enhance your programs.

Hemali Shah, Senior Services Coordinator, Town of Lexington

Melissa Interest, Assistant Director of Senior Services, Town of Lexington

W3-7 Innovative Programing for Adults with Alzheimer's Disease and their Care Partners

Race Point

1 Nursing CEU, 1 SW CEU, 1 LMHC CE

MCOA Video "A Welcoming Place for All: Older Adults with Dementia." Followed by a presentation incorporating various complimentary programming for adults with early stage Alzheimer's and their care partners.

Lisa A. Ushkurnis, MSW, LICSW, CDP, Social Work Supervisor, Callahan Center

**Jamie Jensen, LICSW, Program Coordinator, Continuing Connections (Callahan Center) and Brookline COA
HELP Coordinator**

Wednesday, October 24

Session III 2:30pm-3:45pm continued

W3-8 Home Care 101

Chatham

This workshop will provide an overview of the Long Term Support Services available through the Massachusetts Home Care System, including the home care service delivery systems, regulatory oversight, workforce demographics, and more.

Sydney Axelrod, MA, Training Facilitator, Home Care Aide Council

Lisa Gurgone, MS, Executive Director, Mass Home Care

W3-9 Walking Our Way to Age-Friendly Communities

Highland

Walkability is a key to ensuring that seniors can age in community, maintain good physical, cognitive and mental health, access important goods and services, remain socially and civically active, and maintain physical and economic mobility. Join WalkBoston staff for a workshop on the elements of a walkable community and ways to implement built environment improvements that improve walking safety, access and comfort for seniors. This session will draw upon WalkBoston's experience working on Age-Friendly Walking in Boston and other Massachusetts communities. Age-Friendly Walking is grounded in the principle that safe and comfortable walking for seniors means safe and comfortable walking for everyone.

Adi Nochur, MCP, Project Manager, WalkBoston

W3-Roundtable: Advocating for More & Better Public Transportation Across Massachusetts

Nauset Exhibit Hall

Regardless of where you live, transportation is a key ingredient for independence, a rewarding social life, and it's a social determinant of health. As we age and often tend to drive less—for any number of reasons—access to public transportation, car-pooling, ride-sharing, taxis, and e-hailing becomes increasingly important. Given that there is no “silver bullet” to solve transportation problems, we will share and discuss current, community-based pilot projects as well as initiatives in the pipeline to better meet the transportation needs of older adults. The roundtable facilitators will briefly provide a few examples and then invite others to share what's happening (or brewing) in their regions. We'll also discuss how senior centers, COAs, nonprofits, and individuals can advocate for more and better transportation options in their cities and towns.

Andrea Freeman, Field Director, MA Public Health Association

Joshua Ostroff, Transportation for Massachusetts

Refreshment Break 3:45pm to 4:15pm
Nauset Exhibit Hall

Wednesday, October 24

Session IV 4:15pm-5:30pm

W4-1 Reaching Everyone: Ensuring That Your Programs and Services are Inclusive and Accessible **Ballroom II**

Learn how you can make your programs and services accessible and welcoming to everyone, whether or not they identify as a person with a disability. If you have been working with older adults, you have been working with people with disabilities all along. Many older adults don't see, hear, or walk as well as they used to, but resist identifying with a "disability" label. They still want to be included in your programs and services, and you still want to reach them! Find out how to improve the health and well-being of all of your consumers through inclusion and thoughtful planning. This session will focus on working comfortably in a culturally respectful manner with consumers with disabilities and functional needs. The session will build awareness of health disparities between people with and without disabilities in Massachusetts, and provide opportunities for participants to share their experiences.

Kimberley Warsett, MSW, Program Coordinator, Health and Disability Program, Office of Health Equity, MA DPH

Nassira Nicola, Program Coordinator, Health and Disability Program, Office of Health Equity, MA DPH

W4-2 Training Guardians: Help for Family, Friends and Volunteers Who Want to Help but Don't Know How **Ballroom I**

1 Nursing CEU, 1 SW CEU, 1 LMHC CE

As the numbers of elders increases, and elders are able to live longer, many families, and other helpers, desire to know more about how to help a loved on with diminished capacity. Ultimately, this may require going to court to take on legal responsibility as guardian. This can be challenging, with many questions - How to become guardian? What is the law and the legal process? Do I need a lawyer? Are there resources and support for guardians? What are the legal responsibilities of a guardian? How to make decisions as guardian? How to best honor the rights of the person under guardianship? What are the alternatives to guardianship?

Wynn Gerhard, Senior Attorney, Greater Boston Legal Services

Heather Connors, PH.D, Director of Research, Guardian Community Trust

Traci Cucinotta, MSW, MBE, LICSW, Training and Education Specialist, Guardian Community Trust

W4-3 Preparing for the 2020 Census **Race Point**

The 2020 Census is quickly approaching and the Secretary of the Commonwealth's office has partnered with the U.S. Census Bureau to deliver a presentation on key issues affecting local communities within Massachusetts. Following this presentation, a group discussion and panel will ensue in order to find best strategies to ensure a complete count of the state.

John Barr, Program Manager, Census Division, Secretary of the Commonwealth's Office

Bill Palmer, Geographic Information Manager, Census Division, Secretary of the Commonwealth's Office

Uri Molina, Census Specialist, Census Division, Secretary of the Commonwealth's Office

Lida Harkins, Census Specialist, Census Division, Secretary of the Commonwealth's Office

Georgia Lowe, Partnership Specialist, Field Division, New York Region, U.S. Census Bureau

Wednesday, October 24

Session IV 4:15pm-5:30pm continued

W4-4 Confronting Elder Substance Misuse through Home Care

Chatham

1 Nursing CEU

This session will present the efforts behind the creation of a cross-sector collaborative of stakeholders to consider the opportunity of better utilizing home care aides to intervene with home care clients that are experiencing substance misuse. The process of identifying stakeholders, convening meetings to gain buy-in and provide education, and thoughtfully considering options for interventions will be shared with attendees.

Hayley Gleason, MSW, MS, PhD Candidate, Assistant Director, Home Care Aide Council

Sydney Axelrod, MA, Training Facilitator, Home Care Aide Council

W4-5 Senior Civic Academy: Evaluation and Replication in Age-Friendly Communities

Nauset II

This session will introduce attendees to the City of Boston's Senior Civic Academy, a program that was created under the Age-Friendly Boston initiative. The session will cover what was learned through the evaluation of the program as well as the process for creating a replication guide. This session will include videos and images from Boston's Senior Civic Academy and open up for discussion about replication in other communities.

Alison Freeman, MSW, Director of the Area Agency on Aging, Commission on Affairs of the Elderly

Cindy N. Bui, PhD Student, University of Massachusetts Boston

Caitlin Coyle, PhD, Research Fellow, University of Massachusetts Boston

W4-6 Caring for Ourselves while Caring for Others: Developing Insight and Avoiding Burn Out

Nauset V

1 Nursing CEU

Explores factors related to caregiver fatigue. Caregivers and clinicians can become victims of the cumulated stress of meeting the overwhelming needs of patients and their families. Compassion fatigue not only affects the clinician or caregiver and the patient's experience of care but also the caregiver's view of job satisfaction and work place environment. This presentation will assist to identify stress related behaviors linked to compassion fatigue and burnout and self-strategies to prevent it. It involves mind/body interventions and strategies.

Ellen McCabe, RN, CHPN, Director of Professional Education, HopeHealth

W4-7 New Directors Meet the Secretary

Shutters

A conversation with new Directors. Join EOEI Secretary Alice Bonner to share her perspective on the opportunities and challenges facing elder services in the state and the role of COAs to meet the needs of older adults.

Alice Bonner, Secretary, Massachusetts Executive Office of Elder Affairs

Wednesday, October 24

Session IV 4:15pm-5:30pm continued

W4-8 The Intersection of Substance Misuse and Mental Health in Older Adults Highland

People with mental health conditions are more likely than people without mental health conditions to be at risk for an alcohol or substance use condition. Co-occurring substance misuse and mental health conditions can be particularly difficult to diagnose among older adults due to the complexity of physical, neurological and psychological symptoms they may experience associated with the normal course of the aging process.

Please join the Massachusetts Association for Mental Health (MAMH) in a discussion about these co-occurring conditions including prevalence data, risk factors, identifying signs and symptoms, intervention strategies, and available treatments options. Tools and techniques for navigating the mental health and substance use treatment systems will also be discussed to help older adults access appropriate treatment.

Danna Mauch, PhD, President and CEO, MAMH

Louise Povall, MPA, Director for Administration and Finance, MAMH

W4-Roundtable: Activity Idea Relay

Nauset Exhibit Hall

Looking for new and exciting activities and events for your senior center? Want to brainstorm with other COA professionals in a fun and interactive way? Join us for a relay of ideas in this team challenge environment.

Bethany Loveless, Director, Dracut Senior Center



Viva Las Vegas!

**Enjoy your dinner while
listening to Elvis
impersonator, Mike Slater**

6:30 to 9:00pm

Ocean View Dining Room

Early Morning Plenary – Thursday



8:00-8:45am in Ballroom I

Jim Firman

CEO and President
National Council on Aging

Presents

ion for the Future of the Aging Network

Join Jim Firman, president and CEO of the National Council on Aging (NCOA), to think forward and think big for the future of aging services. Discover how your organization can be part of NCOA's goal to define what it means to age well in America, deliver proven programs and services, measure results, test and learn, and bring what works to scale. See how together, we can improve the lives of millions.

Thursday Activities: October 25th

6:30am-7:00am	Morning Walk – Meet in Lobby
7:00am-9:00am	Breakfast – Ocean View Dining Room
8:00am-5:00pm	Registration Desk & Resolution Desk Open
8:00am-5:00pm	Exhibitors Hall Open – Nauset Exhibit Hall
9:00am-10:15am	Workshop Session I
10:15am-10:45am	Break – Nauset Exhibit Hall
10:45am-12:00pm	Workshop Session II
12:00pm-12:45pm	Lunch – Ocean View Dining Room
12:45pm-2:15pm	Plenary Session – Ballroom I
2:30pm-3:45pm	Workshop Session III
3:45pm-4:15pm	Break – Nauset Exhibit Hall
4:15pm-5:30pm	Workshop Session IV
5:30pm-5:45pm	Stretch and Smile with Emmett
6:00pm-8:00pm	Networking Reception – Ocean View Dining Room

Breakfast 7:00am to 9:00am

Sponsored by Boston Medical Center HealthNet Plan

Senior Care Options

Ocean View Dining Room

Thursday, October 25

Session I 9:00am-10:15am

T1-1 You Can Help Save A Life! Suicide Prevention for Older Adults

Chatham

1 SW CEU, 1 LMHC CE

Suicide can be uncomfortable to think about, talk about, and deal with; so often suicide is simply not acknowledged. You may think you do not know any older adults who are at risk for suicide, but have you ever heard an older adult say something like "I'm just no use to anyone anymore" or "I wish I would go to sleep and never wake up?" This training workshop will provide information on the risk factors and warning signs of suicide that may be unique to older adults, introduce available resources and more importantly, teach participants how to respond to prevent a suicide if these risks factors and warning signs are identified. Anyone can help to save a life!

Robin Krawczyk, MSW, LICSW, Community Education and Training Specialist, Services for Older Adults, Jewish Family & Children's Service

Debbie DiMasi, Director of Grief Support Services, Samaritans, Boston

T1-2 Keeping People in their Homes and Communities: Partnering to Improve Diabetes, Cardiac Health, and Sepsis

Nobska

1 Nursing CEU

In this session, participants will learn how to use our No-Cost Diabetes Toolkit, interactive Diabetes Self-Management Workshops, and Sepsis Toolkit to inform and empower their communities, improve outcomes, and help reduce hospital visits. All relevant educational materials, including patient/family handouts, will be shared electronically.

Pat Donovan McLeod, BSN, RN, BSOE, CPHQ, Program Administrator, State Lead for Everyone with Diabetes Counts (EDC), Healthcentric Advisors

Kelsey Baker, MPH, PCMH CCE, Program Coordinator, Quality Payment Program (QPP), Everybody with Diabetes Counts (EDC), Healthcentric Advisors

Karen J. Evans, RN, BSN, CLNC, PCMH CCE, Senior Program Administrator, State Lead for Cardiac Health, Healthcentric Advisors

Alyssa DaCunha, MPH, PMP, Senior Program Coordinator, State Lead for Antibiotic Stewardship, Healthcentric Advisors

T1-3 Age & Dementia Friendly Communities: A Tale of Two Capes

Shutters

Cape Ann and Cape Cod are each undertaking regional approaches combining Age Friendly and Dementia Friendly concepts with the overall goal to create supportive communities for people of all ages and abilities. This session will provide an overview of each group's organization, structure, work to-date, goals and challenges and offer an opportunity for interactive discussion of approaches, best practices and lessons learned.

Carrie Johnson, Coordinator Age & Dementia Friendly Cape Ann, SeniorCare Inc.

Linnea Hagberg, Director of Community Programs and Planner, SeniorCare Inc.

Vaira Harik, Senior Project Manager, Barnstable County Department of Human Services

Thursday, October 25

Session I 9:00am-10:15am continued

T1-4 Downsizing In Place: A Journey from Possessions to Peace

Race Point

1 SW CEU, 1 LMHC CE

For older adults, the accumulation of a lifetime of possessions can lead to a variety of safety issues as well as unhealthy physical, psychological, and emotional symptoms. A carefully planned strategic approach to downsizing, prior to an actual move or crisis, puts the older adult in control of the process.

Tina Gorman, CRC, LRC, Executive Director, Westfield Council On Aging

T1-5 “Get out of my seat, you can’t sit there!” Changing the Paradigm and Creating People-Friendly Communities

Ballroom I

1 SW CEU, 1 LMHC CE

This presentation will explore the psycho-social aspects of bullying with an in-depth look at the bullying of seniors. We will explore positive interventions that can be employed to transform a community into a bully-free environment through discussions, case studies and role playing. Participants will discuss the various losses seniors experience and understand why bullying could be conceived as a reaction to loss and a gain of control.

Beth Cardillo, Executive Director, Armbrook Village

Julie Waniewski, Director of Community Relations, Armbrook Village

T1-6 Food for Thought: Superfoods to Boost Memory, Mood, and Mental Functioning

Ballroom II

1 Nursing CEU, 1 SW CEU

Can't remember where you left the keys? Feeling tired and down? Learn the tools of nutritional success for enhancing brain power, increasing energy, and improving mood. Tricia will discuss an optimal balanced diet for older adults, with emphasis on specific foods that are associated with better memory and mental functioning. She will share nutrition, activity, and social factors that can improve mood and prevent against cognitive decline, depression, dementia, and Alzheimer's disease.

Tricia Silverman, RD, LDN, MBA, Registered Dietitian, Tricia Silverman Wellness

Application for LMHC continuing education credits has been submitted. Please see www.mcoaonline.com for the status of LMHC CE accreditation.

Application for social work continuing education credits has been submitted. Please see www.mcoaonline.com for the status of social work CE accreditation.

Thursday, October 25

Session I 9:00am-10:15am continued

T1-7 Collaborations with PACE

Highland

col·lab·o·ra·tion: the action of working with someone to produce or create something.

Massachusetts COAs are fortunate to have 8 PACE programs covering many of the cities and towns you serve. After this session you will gain a better understanding of the power of collaboration between PACE and COAs to bring important programming to your area. An example is the Brockton COA and Harbor Health Elder Service Plan collaborating to develop a Memory Café program to the Greater Brockton Area.

The session will include:

- Partnership development, defining roles and expectations
- Planning for communication and marketing, budgeting, roles and responsibilities
- Growth within the collaboration into other joint programming
- Resources

Julie Richer, Director of Marketing, Harbor Health Elder Service Plan

Janice Fitzgerald, Director, Brockton Council on Aging

Candy Kuebel, Executive Director, MassPACE Association

T1-8 Strategic Planning: A Road Map for the Future that Makes Sense for Your COA

Nauset V

Do you have a clear set of goals and plans for your COA for 3 to 5 years from now? If not, you may need to consider developing a strategic plan. Perhaps you've put off strategic planning because you're concerned about the time it takes; OR because it sounds intimidating; OR because you're not sure who to involve; OR you're not sure if you need to hire a consultant; OR you're concerned about the cost; OR you're afraid you won't get Board members to participate... IF ANY of these sound even a little bit familiar, then this session is for you.

The session will address the value of strategic planning, how to get started, who to include, how to get the information you need; and perhaps most important, how to adapt the strategic planning process to your specific COA. Each COA is unique and strategic planning should take that into account.

The presenter will provide examples of variations in strategic planning - from one day sessions to months-long processes, so you can decide what's appropriate for your COA.

Barrie J. Atkin, M.S. Ed, MBA, President, Atkin Associates Strategy-Marketing-Fundraising

Thursday, October 25

Session I 9:00am-10:15am continued

T1-9 "Living While Dying" Film Screening and Discussion with Filmmaker and Content Experts Nauset II

Death is a big mystery, and yet the outcome is 100 percent certain. *Living While Dying* tells the stories of four friends with terminal illness who choose to live out their final days at home with creativity, humor and courage. Despite cultural norms that death is depressing or morose *Living While Dying* transforms sorrow and fear into inspiration, beauty, even joy. It honors what BJ Miller says, that "dying is a human act, not just a medical one".

The film is an excellent conversation prompt – that councils on aging and senior centers can use to gently and comfortably help people talk about their critically important wishes for the end of life.

Screening the 45-minute film will be followed by facilitated discussion, Q&A with the filmmaker, and resource materials designed to support quality end-of-life care and services. DVD copies of the film will be available for purchase.

Cathy Zheutlin, Filmmaker, Peace Films Inc.

Heather Massey, End Of Life Consultant/Death Educator, Funeral Consumers Alliance of Eastern MA

Ellen McCabe, Hospice Social Worker, Hope Health

Dr. Roger Kligler, MD, retired Internist, advocate for medical aid in dying

T1-Roundtable: Gerotranscendence: How Can We Change the Thought of "A Place for the Old?" Nauset Exhibit Hall

In this session you learn what Gerotranscendence is and how it effects thoughts of aging and developing new perspectives. How can we use this to our advantage to provide a center that may need a makeover and how to do it.

Eileen Clarkson, HS-BCP, CDP, MS, MPA, Notary Public, MCOA Certified Director, ServSafe Certified, Director, Barre/Hardwick Council on Aging/Senior Center

Refreshment Break 10:15 to 10:45

Nauset Exhibit Hall



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[/company/mcoa](https://www.linkedin.com/company/mcoa)

Thursday, October 25

Session II 10:45am-12:00pm

T2-1 Social Security Benefits and Options in Service Delivery-What You Should Know

Ballroom II

This session will be an opportunity to learn the basic eligibility requirements for all of Social Security's programs including Retirement, Disability, Medicare and Supplemental Security Income. This information will allow you to identify potential eligibility and be able to make informed referrals to clients when appropriate. Additionally, an overview of the agency's newly enhanced online services and eligibility tools will be discussed during this workshop.
Delia De Mello, Metropolitan Public Affairs Specialist, Social Security Administration

T2-2 Home Safety & Fire Preparedness Program

Shutters

The Billerica Council on Aging and the Billerica Fire Department have partnered with the American Red Cross to conduct home visits to seniors to replace smoke and CO alarms in the home. These are home visits, not inspections to help them remain safely in their homes. The council on aging's part is to go over any tripping and fall hazards in the home. For example, eliminating non slip throw rugs. The COA may also make recommendations such as clearing things away from the stove area, smoking outside if possible, moving an electric space heater, and installing grab bars or railings. The fire department, and or the Red Cross, will help the senior establish exit drills, meeting places, and two ways out of each room. For those that are disabled to shelter in place and close the door, get to a window and to call for help and await the fire department. The fire department will then replace and install smoke alarms and CO alarms provided by the American Red Cross. During the home visits a house number will be provided, a File Of Life, and a bag full of goodies provided by the fire department and the COA. This is a free program with the help of the American Red Cross and grants the Billerica Fire Department has received. The Billerica COA has also received grants and donations to sustain this program.

Deb Duxbury, Disaster Program Manager for Northeast Massachusetts, American Red Cross

Mary Nathan, Disaster Program Manager for Northeast Massachusetts, American Red Cross

Captain William Paskiewicz, Billerica Fire Department

Jeanne Teehan, Outreach Supervisor, Billerica Council on Aging

Mike Higgins, Substance Abuse Coordinator, Town of Billerica

Application for LMHC continuing education credits has been submitted. Please see www.mcoaonline.com for the status of LMHC CE accreditation.

Thursday, October 25

Session II 10:45am-12:00pm continued

T2-3 Innovations in Senior Transportation: Professional Networking, Public Education, and Collaboration Among Massachusetts Communities

Nauset V
1 SW CEU

A number of organizations, websites, programs, listservs, conferences, and meetings contribute to the effort to improve access to transportation for Massachusetts seniors who do not drive. TRIPPS is pleased to announce the launch of ASSIST--a statewide network for "Area Specialists In Seniors Transportation." ASSIST aims to be a one stop shop for professionals, dedicated volunteers, and local senior transportation specialists, offering information, networking, resources, collaboration, education, support, and more. Membership in the ASSIST Network also includes access to the TRIPPS Toolkit. This session includes specific information on free programming products available for senior centers and COAs, including our popular "Ridesharing for Seniors" classes and workshops. Join us to learn more about these valuable resources for your community and how TRIPPS ASSIST can help you support seniors in your area in maintaining vital connections to your community.

Kerri Ann Tester, LICSW, Program Director, TRIPPS (Transportation Resources, Information, Planning and Partnership for Seniors)

Maria Foster, Community Outreach Specialist, TRIPPS of Brookline & Newton

Jeremy Romanul, Regional Outreach Specialist, TRIPPS of Massachusetts

Jane Gould, PhD, Volunteer Educator

T2-4 How Peer to Peer Support Groups Help Older Adults with the Challenges of Behavioral Health (isolation, bullying and "saving")

Highland
1 SW CEU

Please join the Aging and Disability Resource Consortia/ No Wrong Door (ADRC/NWD) and the Department of Mental Health (DMH) to learn about Certified Older Adult Peer Specialists (COAPS) and the Recovery Learning Communities (RLCs- Peer to Peer Support Groups). RLCs have a positive proven track record helping people who are struggling with behavioral health challenges. This session will provide information on COAPS and RLCs. Participants will learn the process developed by a host site to introduce peer support groups to their population. The COAPS leader will share how participants are introduced to the peer to peer support concept. A peer group participant will share how their involvement with the RLC has been beneficial to them. In addition, attendees will receive information about connecting with their local RLC.

Robert Walker, Consumer Engagement Liaison, Massachusetts Department of Mental Health, Office of Recovery and Empowerment

Carole L. Malone, Assistant Secretary, Executive Office of Elder Affairs

Annette V. Peele, MSW, CIRS-A/D, Director Of Community Programs, Executive Office of Elder Affairs

Rachel Weiner, Director, Options Counseling Program, Executive Office of Elder Affairs

Marylouise Gamache, Records Access Officer, Community Care Ombudsman, Aging and Disabilities Resource Consortia (ADRC) Project Manager, Executive Office of Elder Affairs

Thursday, October 25

Session II 10:45am-12:00pm continued

T2-5 "What You Need to Know About Funerals : Options and Choices"

Race Point

The Funeral Consumers Alliance (FCA) is a national consumer advocacy organization with two local affiliates in Massachusetts, providing consumer information, referrals, and legislative monitoring of the funeral industry, as well as funeral, burial and cremation cost surveys and comparisons. Additionally, these FCA affiliates provide information on your rights, the law, less expensive and eco-friendly options and choices such as home and family deathcare, green burial, memorial and commemorative arts services, and DIY options. This FCA panel will explore these options and others, and demonstrate the range of information that can be covered in a COA/senior center presentation.

Sandy Ward, President, Funeral Consumers Alliance of Western Massachusetts (FCAWM)

Heather Massey, Cape Cod Representative and Family/Home Deathcare Consultant, Funeral Consumers Alliance of Eastern Massachusetts (FCAEM)

Eva Moseley, Green Burial MA, and FCAEM Green Burial speaker

Jasmine Tanguay, A Sustainable Legacy, and memorial/ commemorative arts speaker, FCAEM

T2-6 A Movable Feast: Veggies on Vehicles

Nauset II

This session will highlight how bringing healthy food to food deserts is making a difference in the health and living conditions of low-income people, including where older adults live.

Mike Devlin, Director of Grants + Initiatives, Harvard Pilgrim Health Care Foundation

Ashley Carter, Farmers Market Coordinator, Regional Environmental Council (Worcester)

Dai Kim, Market Manager, Mill City Grows (Lowell)

Henny Multare, Harvard Pilgrim Health Care Foundation

T2-7 Building Community Around the Senior Center

Ballroom I

According to AARP, "well-designed, livable communities help sustain economic growth and make for happier, healthier residents — of all age." Rallying a community around change through collaborative initiatives can have a positive impact on achieving "smart" growth and service expansion goals. Working with town department heads, administration, residents, patrons, local non-profits, businesses and donors, one local gerontologist sees her vision for a livable, all age-friendly community becoming a reality. Learn how one town is building community through built environment and development projects that address the tenets of the World Health Organization's Age Friendly community designation, including outdoor spaces and buildings, transportation, housing, social participation, respect and social inclusion, work and civic engagement, communication and information, and community and health services.

Brenda M. Vazquez, M.A. Gerontology, Director, Dennis COA

Samatha Kossow, B.S., Office Manager, Dennis Council on Aging and Senior Center

Thursday, October 25

Session II 10:45am-12:00pm continued

T2-8 Dual Presentation: Medicare, Health Insurance, and Medical Travel Insurance Coverage

Nobska

1 Nursing CEU

Planning for Medicare-Countdown to 65 is a presentation that helps people approaching Medicare eligibility to understand their health insurance options outside of employer-sponsored coverage. Many people need help understanding the coverage options available to them. This is especially true for people that plan to retire and are leaving employer sponsored coverage. For these individuals retirement may be the first time they do not have a Human Resource representative coordinating, explaining, and negotiating a rate for their health plan premium. The presentation will explain: Medicare Parts A and B, Medicare enrollment timeline, Medigap Plans that supplement Medicare coverage, Medicare Advantage Plans, such as HMO and PPO's, Medicare Part D prescription drug plans, and plans and programs available to early retirees, such as COBRA.

Susan Flanagan, Senior Plan Consultant, Blue Cross Blue Shield of Massachusetts

Travel Insurance- GEO Blue

Blue Cross Blue Shield of Massachusetts has partnered with GeoBlue, a leader in international travel health insurance to offer medical, prescription drug, and evacuation coverage when traveling internationally. Medicare does not cover members worldwide, many insurance policies do, but it may not be the hassle free and claim free process members are accustomed to in the United States. This presentation will explain how travel insurance works to help people make an educated decision on whether to purchase or not. Many of these travel insurance policies are low cost and allow people to travel with confidence, knowing that they can schedule doctor appointments, guarantee payments for cashless access to care and arrange for any necessary follow up treatment. Additional coverage includes medical evacuation coverage and concierge-level member service 24/7, 365 days a year.

Jill Cappelli, Regional Sales Manager of Individual Products, East Coast

T2-9 Falls Prevention Exercise Class

Chatham

An interactive workshop covering the Falls Prevention program that North Attleboro was able to provide in conjunction with physical therapists Olivia Parsons and Erin Vecoli. Olivia and Erin will be on hand to show participants some of the movements participants were taught, as well as discuss the three balance systems that help to provide stability to the body. We will also discuss pre- and post-test measures for the program, and how we've been able to continue the program beyond the initial grant period.

Pamela Hunt, Executive Director, North Attleboro COA

Olivia Parsons, PT, DPT, Elliott Physical Therapy

Erin Vecoli, PT, DPT, Elliott Physical Therapy

Thursday, October 25

Session II 10:45am-12:00pm continued

T2-Roundtable: Spirituality in Senior Centers

Nauset Exhibit Hall

What? Can we do this? What can't we do? We're in a municipal building; what about the separation of church and state? Won't some people complain? We address our clients social, physical, emotional, and cognitive needs – why not their spiritual as well? Come and discuss the challenges and possibilities for this talked-about but little-addressed topic.

John Johe, Board Member, Barnstable COA and Retired COA Director

Luncheon 12:00pm to 12:45pm

Sponsored by Blue Cross Blue Shield of Massachusetts

Ocean View Dining Room

Thursday Afternoon Plenary

12:45-2:15pm in Ballroom I

Sponsored by *myseniorcenter*



Telling a New Story about Aging

Words are powerful. How we talk about aging shapes how we think about aging—and that influences how our society addresses issues like ageism and demographic change. Recent research conducted by the FrameWorks Institute in collaboration with the Leaders of Aging Organizations demonstrates how telling a different, more strategic story about aging can lead to more effective conversations about, and greater public support for, policies and programs that can help all of us as we grow older.



Opening Remarks by:
James Firman
President and CEO, NCOA



Presentation by:
Jennifer Nichols
Assistant Director of Research Interpretation and
Application, Frameworks Institute

Thursday, October 25

Session III 2:30pm-3:45pm continued

T3-1 Transitioning with Resilience

Nauset II

The Resilient Aging Lab has developed a three-part program designed to build the tools, confidence and social connections that individuals in our client organizations need to transition effectively into and through the retirement years. Workshop attendees will participate actively in one of our hands-on activities, "Sustaining Your Resilience."

Clint Wilkins, Co-Founder, The Resilient Aging Lab

T3-2 Recharging the Aging Brain: Learning How to Take Control of Your Own Brain Fitness for Long-term Cognitive Health

Ballroom I

1 Nursing CEU

A growing body of research suggests that, for most people, mental decline isn't inevitable and may even be reversible. Studies have found that cognitive fitness can protect the brain against age-related, mild cognitive impairment. In this hands-on, interactive workshop, you will learn the natural changes that occur in the aging brain, and steps you can take to help keep your brain healthy and strong.

Gail Arpin-Finck, C-DATA-I, CBIS, Cognitive Rehabilitation Specialist/Artist, Brain2Gain

T3-3 Aging Mastery Program®: New Evidence, Delivery Modes, and Revenue Streams

Chatham

Developed by the National Council on Aging (NCOA), the Aging Mastery Program® (AMP) is a comprehensive, aspirational, and fun program based on the premise that modest changes can produce big results. The program encourages mastery—developing sustainable behaviors that lead to improved health, stronger financial security, and overall well-being. AMP is now in 250+ communities and growing rapidly. In May 2018, AMP officially qualified as an evidence-based program eligible for OAA Title III-D funding. In this session, NCOA and MCOA will provide a program overview and highlight developments that are spurring program growth across Massachusetts, including: evidence-based program status, a caregiver version of the program, and discuss early experiences with a promising new Aging Mastery® Starter Kit, a self-directed version of AMP. We will also share our vision and strategies for rapid statewide growth and sustainability and how participants can bring the program to their center.

James Firman, EdD, CEO and President, National Council on Aging

Mary Kay Browne, Director of Special Projects, Massachusetts Councils on Aging

Hayoung Kye, MSW, Program Specialist, Aging Mastery Program®, National Council on Aging

Application for LMHC continuing education credits has been submitted. Please see www.mcoaonline.com for the status of LMHC CE accreditation.

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control.

Thursday, October 25

Session III 2:30pm-3:45pm continued

T3-4 The Case For Active Aging: Senior Games is More Than Just Fun and Games

Ballroom II

Logic suggests that staying active improves a person's overall health and well being, and the National Senior Games Association has conducted surveys of thousands of aging athletes to prove it. In this workshop, NSGA will provide its stunning results, and will introduce a Massachusetts senior athlete for recognition through its ongoing "Personal Best" health and wellness initiative. Speakers from Massachusetts Senior Games will also share details about their state games, community outreach efforts, and ongoing advocacy. Q&A follows.

Marc T. Riker, CEO, National Senior Games Association (NSGA)

Davis Cox, President, Massachusetts Senior Games (MASG)

Greg Tooker, Vice President, Massachusetts Senior Games (MASG)

T3-5 Medicare D Matters!

Shutters

1 SW CEU, 1 LMHC CE

Medicare Part D, implemented after the Medicare Modernization Act of 2003, provides prescription drug coverage for people over the age of 65 and people with disabilities. However, many older adults find selecting and enrolling in these plans difficult. Come learn about Medicare Part D and medications covered under the program, state and federal programs that help with the cost of Medicare Part D, and how to utilize the Medicare Plan Finder Tool. Bring your laptop or iPad to this hands-on session. You will learn the skills needed to help Medicare beneficiaries at your center.

Colleen Massey, Director of Operations, Faculty Associate, MCPHS University Pharmacy Outreach Program

Ernest Onyinah, Fellow, MCPHS University Pharmacy Outreach Program

T3-6 Mitigating Ageism: Innovative Intergenerational Approaches

Nauset V

1 SW CEU, 1 LMHC CEU

What if every child grew up appreciating older people and looking forward to spending time with them? What if they became the managers who were eager to hire older workers and the designers who created housing and transportation solutions? Intergenerational programs are a vaccination against ageism and a prescription for longevity. Learn from your colleagues who have successfully implemented a wide-variety of programs with young people. We'll also do a quick review of some of the research and the best practices from the field. Ageism goes both ways – some seniors don't want to be around kids. Hear from senior center staff how they have responded to exclamations like this and used these programs to draw older people in. Intergenerational is a mindset – an approach that improves the lives of older adults for today and tomorrow.

Andrea J. Fonte Weaver, Founder & Executive Director, Bridges Together Inc.

Thursday, October 25

Session III 2:30pm-3:45pm continued

T3-7 Frameworks Institute - *Ask a Framer*

Race Point

Have a communications challenge you'd like to get framing advice about? Want to know why we recommend (or recommend avoiding) a particular framing strategy? Join Alrie McNiff Daniels from the Tufts Health Plan Foundation and Jennifer Nichols from the FrameWorks Institute for an informal conversation about strategic framing. We'll answer your questions and show you how to use a short framing checklist that will make it easier to apply FrameWorks' research findings to your own communications about aging-related issues.

Alrie McNiff Daniels, Communications Officer, Tufts Health Plan Foundation

Jennifer Nichols, Senior Associate and Assistant Director of Research Interpretation and Application, Frameworks Institute

T3-8 Taking the Taboo Out of End of Life Conversations: Having Culturally Sensitive Discussions with Chinese Americans

Nobska

This workshop focuses on Chinese Americans and the barriers to end of life conversations. The term death or discussions about death is taboo creating a barrier to discussing end of life care. This workshop will provide insight into culturally sensitive methods to successful conversations.

Alicia M. Gomez, Chief Strategy and Business Development Officer, Boston Senior Home Care

Shiyun Guan, Project Coordinator, Boston Senior Home Care

T3-9 The Village Movement, Village Formation, and the Role of Councils on Aging

Highland

Most seniors want to remain in their own homes as they age. "Villages" are grass roots organizations, run by seniors, and dedicated to keeping seniors in their homes and active in their communities as they age. Dr. Elkin will describe what Village do, the population that they serve, Village Formation, and relationships with councils on aging.

Dick Elkin, Founder, Nauset Neighbors and Director, Village to Village Network

T3-Roundtable: Outreach

Nauset Exhibit Hall

Outreach takes many forms. This presentation and discussion covers basics and numerous variations that expand and extend awareness of agency programs, activities and services. Expect an interactive exchange of ideas and practices.

Emmett Schmarsow, Program Manager, EOE

Experienced Outreach Workers

Refreshment Break 3:45pm to 4:15pm
Nauset Exhibit Hall

Thursday, October 25

Session IV 4:15pm-5:30pm

T4-1 Confronting Injustice: Framing Strategies for Conversations about Ageism

Race Point

Communicating about ageism can be difficult, and with good reason: research by the FrameWorks Institute has found that a majority of Americans are unfamiliar with ageism and how it affects the social policies that affect our lives. Participants in this short workshop will be introduced to evidence-based messaging tools and strategies designed to fill in holes in people's understanding of ageism and generate more productive conversations about what we can do to address it successfully.

Jennifer Nichols, Senior Associate and Assistant Director of Research Interpretation and Application, Frameworks Institute

T4-2 Coordinated Care Programs for Low Income Consumers

Shutters

1 SW CEU, 1 LMHC CE

This workshop will present eligibility and extensive benefits information in the Senior Care Organizations(SCO), PACE Program (Program for all-Inclusive Care) and One Care Programs. As escalating costs and recognition of the importance of social determinants of care drive development of coordinated care programs, it is important to understand the options available to help people function in the community.

Cynthia Phillips, Director, SHINE Program, EOE
Elizabeth Bradley, PACE Program Manager, EOE

T4-3 The Power & Benefits of Art Therapy with Older Adults

Ballroom I

Art therapy is not just for children! Join Erica Curcio as she navigates aging and all the complexities that come with it through art. This talk will provide you with information about how art therapy can increase connection, empower self-esteem and decrease depression in older adults. You will also learn some simple techniques you can take back to your community.

Erica Curcio LMHC, ATR, Inhome Art Therapist for Older Adults

T4-4 Do it Yourself or Financial Advisor? Capabilities, Fees, Conflicts of Interest... Nauset V

Understand the industry lexicon - ROBOs, brokers, RIAs, financial planners, money managers, wealth managers, family office, fee-only, fee-based... all in the context of successfully completing the 5 step investment process needed to accomplish your goals. Planning, emotions and taxes are integral to the process. How best to do this yourself or would one of these advisory models be worth paying for?

Understand that advisors must navigate numerous conflicts of interest from the subtle (deviating from the S&P 500) to the not so subtle (commissions). Best resources if on your own. If not, how to ensure the advisor is a "wise investment!"

Professor Glenn Frank, Bentley University, Lexington Wealth Management

Thursday, October 25

Session IV 4:15pm-5:30pm continued

T4-5 The Aging Well Hub of the 100 Million Healthier Lives Initiative – Imagineering How Massachusetts can Lead the Nation **Chatham**

NCOA has joined this bold and exciting initiative to transform health, well-being and equity, and is collaboratively leading the "Hub" of efforts to improve aging. Join Jim Firman and Martha Tecca in an engaging and interactive discussion to 1) learn about an important opportunity to demonstrate the value of aging services and programs by measuring and improving what matters most to older adults; and 2) co-create a vision for how senior centers, councils on aging and anyone at this conference can collaborate to help Massachusetts be the best place in the nation to age well.

James Firman, EdD, CEO and President, National Council on Aging
Martha Tecca, NCOA Consultant

T4-6 All Ages All Together **Ballroom II**

1 SW CEU, 1 LMHC CE

Active members of the community are invited to learn more about the benefits and best practices of intergenerational programming. This workshop will go over ageism in society via the role of media and social norms and transitions to active discussion and exercises of the age-friendly model as a way to challenge ageism in our current society. You will leave this workshop with tools and strategies to understand where you are most able to apply and support this work in your current and future organizations.

Amy Gothing, M. Ed.

T4-7 Operating a Volunteer Driver Program: Variations, Tools, and Resources **Nauset II**

1 SW CEU

Around Massachusetts, many COAs offer volunteer driver programs to help older adults get to medical appointments, shopping, or social engagements. These programs are a vital part of the community transportation network, especially in rural and suburban areas where other transportation options are limited. We will present on different formats and options for design and operations, and share tools available from the statewide MassMobility transportation initiative as well as other resources. During the discussion, participants will be encouraged to share their own successes, challenges, ideas, and questions related to volunteer driver programs.

Jennifer Henning, Mobility Coordinator, MassMobility/EOHHS
Rachel Fichtenbaum, EOHHS Mobility Manager, MassMobility/EOHHS

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control.

Thursday, October 25

Session IV 4:15pm-5:30pm continued

T4-8 Collaborating with Protective Services: from Report to Ongoing Services Highland

Discussion on the current reporting methods for elder abuse, the new Decisional Capacity tool and how collaboration is essential when dealing with elder abuse.

Bree Cunningham, Director of Protective Services, Executive Office of Elder Affairs

T4-9 Older Drivers and Registry of Motor Vehicles Requirements Nobska

Learn how the new rules and regulations impact your lives and the lives of older adults in Massachusetts. Interested in obtaining a Real ID? Learn how to apply for one as well as conduct simple online transactions.

Michele Ellicks, Community Outreach Coordinator, Mass Registry of Motor Vehicles (RMV)

T4-Roundtable: Nutrition Nauset Exhibit Hall

Talk about tips, strategies, successes and challenges at this roundtable led by an experienced director. Bring your questions about meals programs and brainstorm solutions with your colleagues.

Jodi Zepke, Director, Ludlow Senior Center



Join us for an Evening in Little Italy

with light music and an
Italian-inspired menu - and a
fun photo booth!

6:00pm – 8:00pm
Ocean View Dining Room

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Nationwide, more than 250 Senior Centers have gained Accreditation since 1999

Those Accredited in Massachusetts are:

Amesbury Senior Center	Amesbury	MA
Callahan Senior Center	Framingham	MA
Danvers Council on Aging	Danvers	MA
Duxbury Senior Community Center	Duxbury	MA
Groton Senior Center / Groton Council on Aging	Groton	MA
Hingham Senior Center - Hingham Department of Elder Services	Hingham	MA
Needham COA - Stephen Palmer Senior Center	Needham	MA
Plymouth Council on Aging	Plymouth	MA
Rochester Senior Center and Rochester Council on Aging	Rochester	MA

National Accreditation is the official recognition that a senior center is meeting its mission in a nationally accepted professional fashion. It is based on compliance with nine standards of senior center operations developed by National Institute of Senior Centers (NISC), a unit of the National Council on Aging (NCOA).

For more information, go to:

<https://www.ncoa.org/national-institute-of-senior-centers/>

Application for LMHC continuing education credits has been submitted. Please see www.mcoaonline.com for the status of LMHC CE accreditation.

Application for social work continuing education credits has been submitted. Please see www.mcoaonline.com for the status of social work CE accreditation.

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control.

Friday Activities: October 26th

6:30am-7:00am	Morning Walk – Meet in Lobby
7:00am-9:00am	Breakfast – Ocean View Dining Room
8:00am-12:00pm	Registration Desk and Resolution Desk Open
9:00am-12:00pm	Morning Intensive Session
12:00pm-12:45pm	Lunch – Ocean View Dining Room
12:45pm-2:15pm	Wrap-Up Session

**Breakfast 7:00am to 9:00am
Sponsored by Tufts Health Plan
Ocean View Dining Room**

Friday, October 26 Session I 9:00am-12:00pm

F1-1 Reframing Aging: A Three-Hour FrameLab

Nauset V

Communications science offers evidence-based framing strategies that aging experts and advocates can use to tell a more effective story about their work: why it matters, what it accomplishes, and how. In this theory-to-practice session, we will explore evidence-based strategies for communicating more effectively about aging-related issues. Learn how to frame your messages—and what cues to avoid—to help people think more like experts do about aging, ageism, demographic change, and other policy issues. Participants will get hands-on practice and leave with resources and tools they can use in future communications.

**Jennifer Nichols, Senior Associate and Assistant Director of Research Interpretation and Application,
Frameworks Institute**

F1-2 The Making of a Successful Adult Center (AKA Senior Center)

Ballroom II

1 SW CEU

This is a “how to course” in programming, designing, building, and occupying an Adult Center.

The presentation will cover how to set up a committee, developing community support, what are the elements that make a successful center (programming), site selection, schematic design, final design, design issues that contribute to a successful center, some case studies and a brief review of the good and not so good elements of a center.

There will be a discussion on gaining community support for the center, town meeting challenges, and challenges to getting out the vote for funding a center. We will present a community case study (Town of Longmeadow).

John Catlin, AIA, Catlin + Petrovick Architects, PC

**Marybeth Bergeron, Member of the COA Board, Chair of the Longmeadow Permanent Building Committee
and President Charista Construction Services, Longmeadow, MA**

Friday, October 26

Session I 9:00am-12:00pm continued

F1-3 Shining a Light on Unconscious Bias

Ballroom I

1 SW CEU, 1 LMHC CE

Everyday unconscious bias slips into our work responsibilities, even when we are committed to inclusion. This affects our interactions with other employees and clients as well as who we hire, develop and promote. It can affect our body language and willingness to help, as well as whether we treat people equally, listen to their ideas and needs, and show respect. For elder services agencies to thrive, it is crucial to understand where this bias comes from, how it manifests itself and what we can do about it. We'll address that in this session as well as explore behavior strategies and systems that we can put into play immediately back at the workplace to help mitigate the unwanted effects of unconscious bias.

Janet Edmunson, M.Ed., President, JME Insights

F1-4 Intergenerational Model United Nations Simulation

Nauset II

The Intergenerational Model United Nations Simulation will be a hands on working experience for registered participants. A team of older and younger people from Dennis-Yarmouth area will conduct a working session as presented at the Edward M. Kennedy Institute and State House in Boston. By including new users in our work, participants will gain confidence to implement in their own communities while discovering their own ability to think global and act local. While topics developed to date include Aging, Women and Water, we will focus on AGING for this workshop.

Kathi Bailey, Director Senior Services, Yarmouth COA

Caitlin Moore, Facilitator and Collaborative Development Partner, United Nations of Greater Boston

Gerry Bedard, Intergenerational Liaison, ALL Age-Friendly Yarmouth Team

Toni Morrison, Principal, Dennis Yarmouth High School

Luncheon 12:00pm to 12:45pm

Ocean View Dining Room

Friday, October 26 Wrap-Up Session: 12:45pm to 2:15pm



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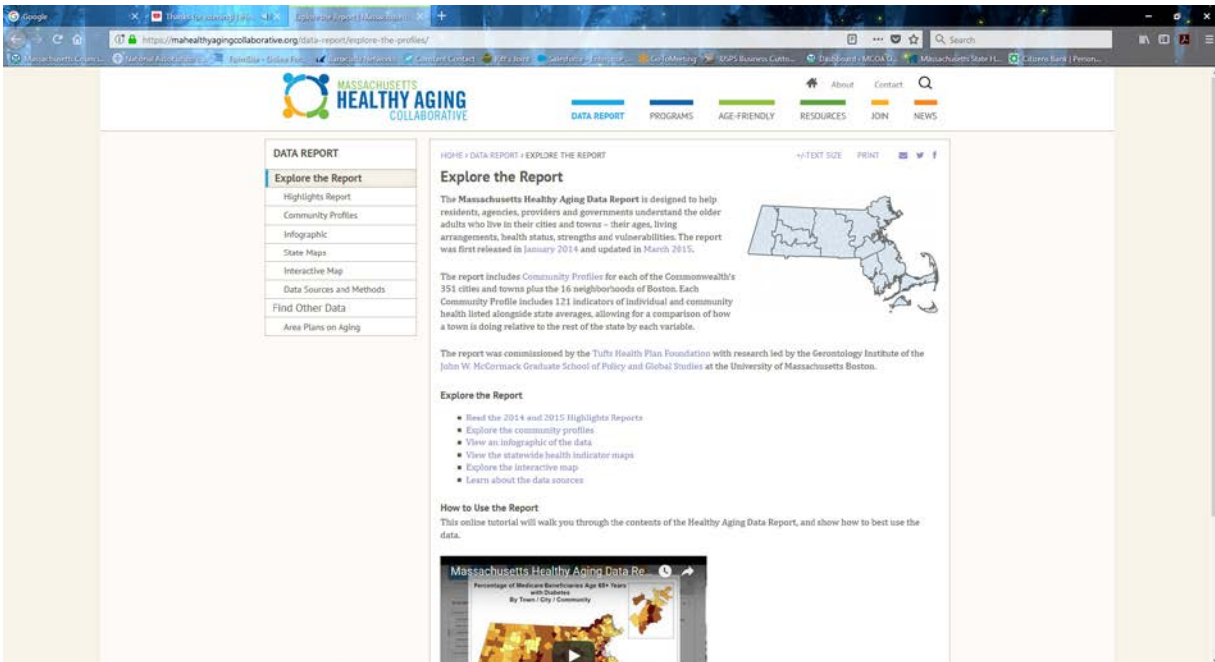
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<https://mahealthyagingcollaborative.org/data-report/explore-the-profiles/community-profiles/>

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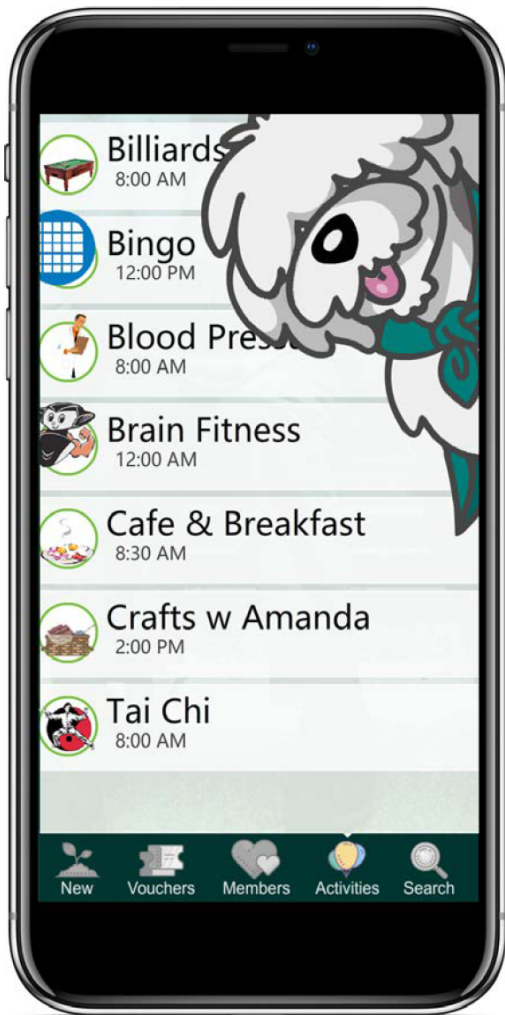
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The Rules of Aging are Changing.

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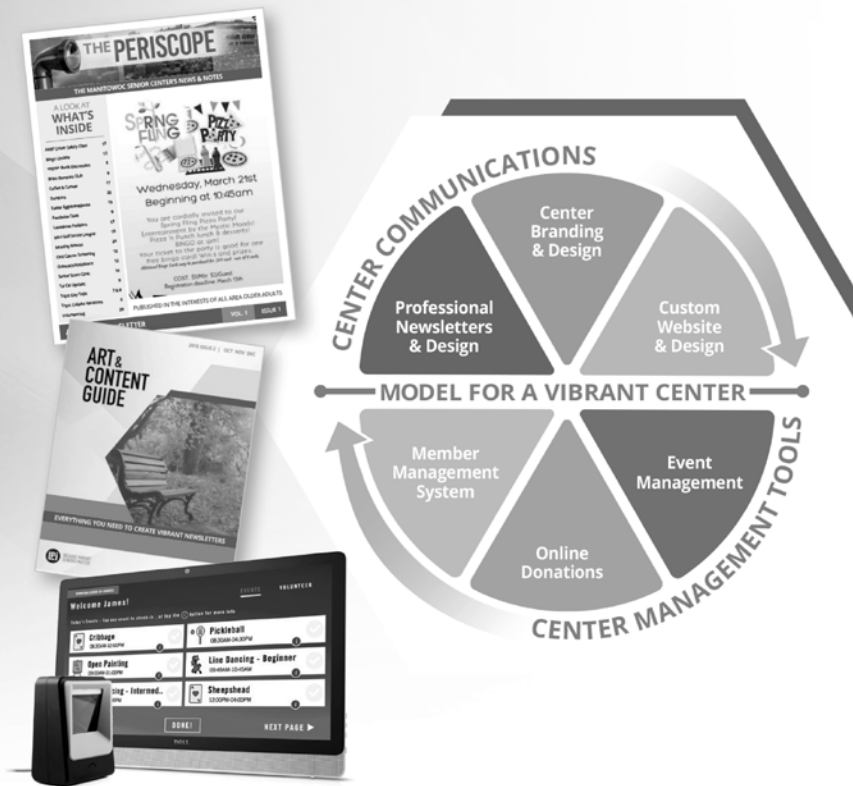


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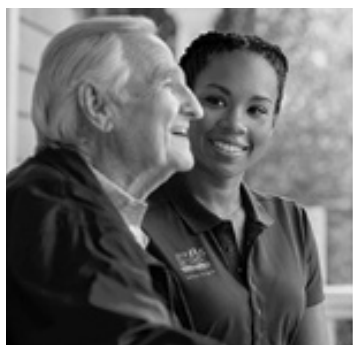
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MCOA Honor Roll

MCOA Certified Senior Center Directors

Karen Juhl, Sherborn 2016
Kathleen Bowler, Holyoke 2015
Bethany Loveless, Dracut 2015
Pamela Woodbury, Spencer 2014
Nancy Hammond, Manchester 2014
Eileen Clarkson, Barre 2014
Annmery I. Connor, Amesbury 2013
Jayne Colino, Newton 2013

Theresa Woodbury, West Newbury 2012
Karen Alves, Franklin 2011
Laura Dillingham-Mailman, Merrimac 2010
Colleen Ranshaw-Fiorello, Georgetown 2010
Elizabeth Pettis, Salisbury 2010
Rebecca C. Moriarty, Hampden 2007

Sharon Anne Mercurio, Pepperell 2007
Joanne Moore, Duxbury 2006
Barbara Farnsworth, Hingham 2006
Sharon Lally, Needham 2003
Joanne Collins, Woburn 2003
Carolyn Brennan, Hampden 2001
Diane Bertolino, Rockport 2001
Kelly Burke, Sterling 2001

MCOA Certified Program Managers

Susan Curtin, Norwell 2016
Jennifer Young, Plymouth 2015
Beth Hadfield, Plymouth 2015
Theresa Greer, Plymouth, 2015
Magdaly Martinez, Holyoke 2015
Laura Stewart, Nantucket 2015

Donna Ciappina, Duxbury 2012
Angela Smith, Carlisle 2011
Sheila Ronkin, Bellingham 2010
Violet Suska, Chicopee 2009
Christine (Tina) Gorman, Westfield 2007
Marlene Troupes, Hopkinton 2006

Dorothy Blain-Hamel, Holyoke 2005
Amy Wilson Kent, Hopkinton 2003
Lynne Waterman, Mashpee 2003
Judy Tanner, Woburn 2002

The intent of MCOA 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.

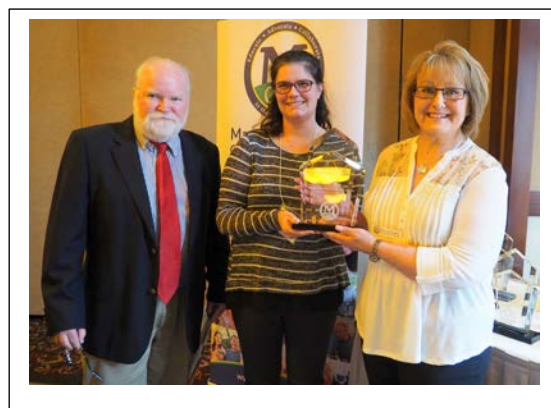
2018 Award Winners



MCOA Executive Director, David Stevens presents Lillian Glickman, UMass Boston, with a Lifetime Achievement Award



MCOA President Brian O'Grady presents Barbara Farnsworth, Hingham COA, with a Lifetime Achievement Award



Pam Woodbury, Spencer COA, receives the Director of the Year from MCOA President Brian O'Grady and last year's recipient Theresa Woodbury, West Newbury COA



Ruth Moy, Golden Age Chinese Club, receives an award for Advocate of the Year from Melissa Carlson, Boston Elderly Commission



Jeff McCue, Department of Transitional Assistance, receives an Advocate of the Year award from Amy Vogel Waters, Worcester COA



Judi O'Connor, Millbury COA received an Advocate of the Year award from Becky Moriarty, Hampden COA



Jayne Colino, Newton COA, presents Cindy Hickey, Somerville COA, with an Innovator of the Year award



Barbara Farnsworth awards Annmary Connor, Andover COA, and Jayne Colino, Newton COA, Director Re-Certification

2018 Award Winners



Amesbury COA received a NISC Program of Excellence Award. Pictured from left: Jayne Colino, Newton COA, Doreen Brothers, Amesbury COA, Vanessa Kahrman, Amesbury COA, Barbara Farnsworth, Hingham COA



Rockport COA received a NISC Program of Excellence Award. Pictured from left: Diane Bertolino, Rockport COA, Jayne Colino, Newton COA, Barbara Farnsworth, Hingham COA



Lexington Senior Services received a NISC Program of Excellence Award. Pictured from left: Jayne Colino, Newton COA, Charlotte Rodgers, Lexington Senior Services, Barbara Farnsworth, Hingham COA



Donna Popkin, MCOA Director of Member Services, receives the 1st Lauren Arms Ledwith 2018 Outstanding Community Partner Award for outstanding leadership and partnership in addressing food insecurity. Pictured from left: Lorraine Ward, DTA, Kristen Kunes Rodriguez, DTA, Brittany Mangini, DTA, Donna Popkin, and DTA Commissioner Jeff McCue

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