



Massachusetts  
Councils On Aging



# Fall Conference 2019

*40 Years of Making a Difference*

October 2-4  
DoubleTree by Hilton  
Danvers, MA



# **2019 Conference at a Glance**

## **DoubleTree by Hilton, Danvers, MA October 2, 3 and 4, 2019**

### **Wednesday Activities: October 2<sup>nd</sup>**

|                 |   |
|-----------------|---|
| 7:00am-9:00am   | Continental Breakfast - North Shore Ballroom/Exhibit Hall |
| 8:00am-5:00pm   | Registration Desk & Resolution Desk Open                  |
| 8:00am-5:00pm   | Exhibitors Hall Open - North Shore Ballroom               |
| 9:00am-10:15am  | Workshop Session I  |
| 10:15am-10:45am | Break - North Shore Ballroom/Exhibit Hall                 |
| 10:45am-12:00pm | Workshop Session II                                       |
| 12:00pm-12:45pm | Lunch - Grand Ballroom                                    |
| 1:00pm-2:30pm   | Plenary Session - Grand Ballroom                          |
| 2:45pm-3:45pm   | Workshop Session III                                      |
| 3:45pm-4:15pm   | Break - North Shore Ballroom/Exhibit Hall                 |
| 4:15pm-5:15pm   | Workshop Session IV                                       |
| 6:30pm-9:00pm   | Dinner - Grand Ballroom                                   |

### **Thursday Activities: October 3<sup>rd</sup>**

|                 |   |
|-----------------|---|
| 7:00am-9:00am   | Breakfast - Grand Ballroom                  |
| 8:00am-5:00pm   | Registration Desk & Resolution Desk Open    |
| 8:00am-5:00pm   | Exhibitors Hall Open - North Shore Ballroom |
| 8:00am-8:45am   | Morning Plenary - Marblehead                |
| 9:00am-10:15am  | Workshop Session I                          |
| 10:15am-10:45am | Break - North Shore Ballroom/Exhibit Hall   |
| 10:45am-12:00pm | Workshop Session II                         |
| 12:00pm-12:45pm | Lunch - Grand Ballroom                      |
| 1:00pm-2:30pm   | Plenary Session - Grand Ballroom            |
| 2:45pm-3:45pm   | Workshop Session III                        |
| 3:45pm-4:15pm   | Break - North Shore Ballroom/Exhibit Hall   |
| 4:15pm-5:15pm   | Workshop Session IV                         |
| 6:00pm-8:00pm   | Networking Reception - Living Room          |

### **Friday Activities: October 4<sup>th</sup>**

|                 |  |
|-----------------|--|
| 7:00am-9:00am   | Breakfast - Grand Ballroom                 |
| 8:00am-12:00pm  | Registration Desk and Resolution Desk Open |
| 9:00am-12:00pm  | Morning Intensive Session                  |
| 12:00pm-12:45pm | Lunch - Grand Ballroom                     |



*The Commonwealth of Massachusetts  
Executive Office of Health  
and Human Services*

600 Washington Street  
Boston, MA 02111

**Charles D. Baker**  
Governor

Karyn E. Polito  
Lieutenant Governor

Marylou Sudders  
Secretary

Steven A. Florio  
Commissioner

*Massachusetts Commission  
for the  
Deaf and Hard of Hearing*

<http://www.mass.gov/mcdhh>

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(617) 326-7546 VP  
(617) 740-1700 TTY  
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(617) 740-1810 Fax

October 2, 2019

Dear Colleagues,

On behalf of the Massachusetts Commission for the Deaf and Hard of Hearing (MCDHH), we are pleased to welcome you to the 2019 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 *40 Years of Making a Difference*. 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 independently and well while managing hearing loss.

Hearing loss has become one of the most prevalent and disruptive disabilities to affect the global population. 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,

Steven A. Florio  
Commissioner



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

CHARLIE BAKER  
Governor

KARYN POLITO  
Lieutenant Governor

MARYLOU SUDDERS  
Secretary

DAVID D'ARCANGELO  
Commissioner

Tel.: 617-727-5550  
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October 1, 2019

Dear Colleagues,

On behalf of the entire Massachusetts Commission for the Blind (MCB) team, we are pleased to partner with and support the 2019 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. MCB continues to add new Low Vision Support Groups at MCOA locations where they are needed. Beginning in September, MCB will have one established at the Norwell Senior Center, at the North Attleboro Senior Center and at the Kit Clark Senior Center in Dorchester.

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

October 2019

Dear Friends,

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

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.

This past year we were fortunate that a number of Councils on Aging and Senior Centers hosted our innovative workshop “Building Bridges: Creating Connections with Lesbian, Gay, Bisexual and Transgender Older Adults and Communities” that offered non LGBT older adults an opportunity to listen, learn and ask questions about LGBT issues. These conversations were inspiring and what better way to ensure that 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

The LGBT Aging Project  
A program of The  
Fenway Institute

Lisa Krinsky, LICSW  
Director

Bob Linscott, MTS  
Assistant Director



October 2019

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.

We sincerely value our partnership with MCOA, which has been improving the lives of older adults in Massachusetts for 40 years. That is an incredible achievement worth celebrating. Congratulations!

MCOA shares NCOA's belief that every person deserves to age with their best possible health and economic security. At NCOA, we're working to achieve that vision by talking about and measuring aging well; innovating and curating proven solutions; and scaling our work via partners like you, policy, and social enterprise.

In 2010, we set a goal to improve the lives of 10 million older adults by 2020, and we achieved it one year early—thanks to your support. Now we're thinking bigger because the demographics simply demand it. Our new goal is to improve the lives of 40 million by 2030. NCOA looks forward to collaborating with MCOA and its members to achieve this new goal.

For years, many MCOA sites have strengthened their community by incorporating NCOA's initiatives. We encourage you to do the same. Become a member of our **National Institute of Senior Centers**, sign up to offer our popular **Aging Mastery Program**, use and share our tools for older adults like **BenefitsCheckUp.org**. And sign up today at [ncoa.org/Signup](https://www.ncoa.org/signup) to stay informed and engaged.

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

Sincerely,

A handwritten signature in black ink that reads "James Firman". The signature is written in a cursive, flowing style.

James Firman, EdD  
President & CEO  
National Council on Aging

# ***Beginning at the End: Portraits of Dementia***

***by Joe Wallace***

The exhibit will be shown for the duration of the conference in the Living Room Area

## **About the project**

In 2018, 50 million people are living with dementia globally. In the United States, one in three seniors suffers with Alzheimer's or dementia at the time of their death. And yet despite the millions of individuals and families affected, dementia is often a taboo subject with limited public awareness or discourse. A diagnosis can become a mechanism for segregating those affected from society, making it easy to see only the label instead of the individuals. Dementia however does not discriminate. These portraits reflect the cross-section of races and ethnicities affected. This work honors their legacy by highlighting a lifetime of experience while simultaneously exploring how care partners and families cope with the challenges of the disease while providing support for the people they love.



## **A work in progress**

Presented here are portraits and stories that Joe Wallace has developed over the last two years.

Subjects were photographed and interviewed individually or with a care partner. Depending on the subject's circumstances, portraits were made in an institutional setting or in their home.

Each portrait is paired with a second photograph from the subject's youth and presented with anecdotes or a story. Each interview has offered important life lessons through stories of love, change, hardship or perseverance. Joe's goal is to interview and photograph another 30 individuals over the next 18 months.

## **Artist Statement**

I have always loved a good story, whether devouring books and films or listening to my grandfather's amazing adventures. I trained as a writer and spent ten years selling stories in advertising. The last fifteen years I've been telling stories through photographs. My approach to photography applies a fine art sensibility to the journalist's eye for storytelling. I love crafting an arresting visual narrative and feed off the spark of collaboration. Whether with subject, client, or other artists—projects are richer and more rewarding when each person can express their own unique viewpoint.

When not behind the camera, you can find me running in the woods, wrestling with my kids, or spinning a ridiculous yarn for anyone who will listen.

My clients include The Andy Roddick Foundation, Archstone, Callaway Golf, Club Car, Ernie Els, Gary Player Group, GlaxoSmithKlein, Jean Michele Cousteau, The Ritz Carlton, Tribeca Film Festival and SAP.

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| 4:15pm-5:15pm   | Workshop Session IV                                       |
| 6:30pm-9:00pm   | Dinner - Grand Ballroom                                   |

**Continental Breakfast 7:00am to 9:00am**

**North Shore Ballroom/Exhibit Hall**

## **Wednesday, October 2**

### **Session I 9:00am-10:15am**

#### **W1-1 Making a Significant Impact in Reducing Risk of Type 2 Diabetes in Our Seniors**

**1 Nursing CEU, 1 SW CEU, 1 LMHC CE**

According to the CDC, there are 84.1 MILLION adults living in the US with prediabetes, that's 1 out of 3 and 90% are unaware. The sad news is approximately 50% are OUR SENIORS! Prediabetes significantly increases risks of developing Type 2 Diabetes. Type 2 Diabetes is a serious, life threatening epidemic associated with multiple health conditions to include all types of dementia, eye, kidney, nerve and cardiovascular disease. The good news is Diabetes is PREVENTABLE! Attend this session, learn the scientific evidence behind Diabetes prevention and why screening, testing and acting today can help your seniors reduce their risks of developing Type 2 Diabetes by more than half. Together we can make a difference in the lives of many!

**Scherrie Keating RN, BSN, CDE, CDP, Founder, Diabetes Kare Consulting, LLC**

#### **W1-2 How to Create and Show Your True Value**

This workshop will help you define and identify your value to your participants and also to your community. The group will discuss how to create value, boost your current value and how to market you to your participants and local community.

**Mary Jo Riley, Senior Center Supervisor, Groton Senior Center, Connecticut**

# Wednesday, October 2

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

### W1-3 New Trends in Encouraging Brain Wellness Behaviors

1 Nursing CEU. 1 SW CEU

There is so much talk and information about better brain health. Yet, putting all that good 'brain-fitness-lifestyle' advice into practice, is not so easy. Individuals need community and social support, especially when coping with the effects of aging and early dementia symptoms. This panel explores effective, motivational outreach methods and practical approaches to a healthy brain lifestyle for seniors.

**Holly Kouvo, Functional Aging Specialist, Fitting Fitness In**

**David Bergeron & Judi Bergeron, owners, Beauport Hearing Care, Gloucester, MA, and volunteer Brain Fitness Rally organizer for the Gloucester Council on Aging**

**Gail Arpin-Finck, CDATA-I, CBIS, Cognitive Rehabilitation Specialist / Artist, Brain2Gain - Cognitive Fitness for Healthy Aging**

### W1-4 Art Therapy and its Importance to the Mental Health and Wellness of our Elders.

Learn how art can be a catalyst of self-empowerment through choice, how art can foster self-expression and promotes improved communication and how art cultivates relationship and connection and reduces social isolation and loneliness.

**Martha Shanahan, LMHC, ATR**

### W1-5 Malnutrition Awareness

1 Nursing CEU

In recognition of the serious health consequences that can arise from malnutrition, in 2018 Massachusetts established a Commission on Malnutrition Prevention Among Older Adults. This session will provide a brief update of the Commission's work to date. Practical information on malnutrition - what it is, consequences, causes, screening and resources for prevention and treatment will be reviewed. Partnerships and collaborations to help identify and address malnutrition will be discussed.

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

**Amy Sheeley, PhD, RD, LDN, Nutrition Specialist, MA Executive Office of Elder Affairs**

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# Wednesday, October 2

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

### W1-6 New Directors Training

Seasoned Council on Aging Directors Carolyn Brennan and Marge McDonald will present an intensive two-part workshop covering important tools to assist new Directors be a successful Manager, Supervisor and Department Head. Topics include networking and resources, working with COA and "Friends of" Boards, policies, procedures, presenting a budget to appointed committees and governing bodies with a crash course in managing staff and succession planning for staff.

**Carolyn Brennan, Director, East Longmeadow Council on Aging**  
**Marge McDonald, Director, Burlington Council on Aging**

### W1-7 Wellness and Weight Loss Secrets from Around the World for Active Agers

1 SW CEU, 1 LMHC CE

Enjoy a glimpse of what other cultures are doing to enhance their wellness, and manage their weight across the world. Learn about a variety of foods and meal strategies will enhance your wellness. Discover spices and teas that can impact your appetite and health. Hear about global lifestyle strategies that support optimal health and longevity.

**Tricia Silverman, Registered Dietitian and Active Aging Nutrition Expert, Tricia Silverman Wellness**

### W1-8 Changes Impacting 2020 Medicare Supplement Plans

A new federal mandate under the Medicare Access and CHIP Reauthorization Act (MACRA) of 2015 affects all private insurers nationwide. This mandate states that Medicare Supplement plans can no longer cover the cost of the Medicare Part B deductible for those who first become eligible for Medicare on or after January 1, 2020. Therefore, as of that date, BCBSMA will no longer offer our Medex<sup>®</sup> Bronze plan to people who are newly eligible for Medicare.

The MACRA law doesn't interfere with or change benefits for Supplemental 1 such as Medex Bronze. Members already on these plans don't need to take any action and can continue their coverage as is. In the presentation, we'll discuss MACRA and its impact to Supplemental Plan offerings for 2020, and answer questions like:

- Can I keep my Supplemental plan?
- Does my Supplemental plan change?
- Can I still change between plans?

We will also look at additional coverage Medicare Beneficiaries can buy that Supplemental plans do not cover, such as vision, hearing, dental and travel Insurance.

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

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

# Wednesday, October 2

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

### W1-9 Understanding the Complexities of Hoarding and What Can Be Done to Help

1 Nursing CEU, 1 SW CEU, 1 LMHC CE

How to identify seniors within the community that may be struggling with the complexities of hoarding. An in-depth discussion of the various psychological triggers that cause hoarding and the challenges this behavior presents. We will review the resources available to best support a senior in this position and discuss ways to engage these services to best support the senior, both short and long term.

**Erin DiCarlo, Founder Dovetail Companies**

**Lauren Watts, Vice President Dovetail Companies**

**Betsy Ross, Senior Care Consultant**

**Susan Weinstein, HouseWorks**

### W1-10 Alzheimer's Family Support Center of Cape Cod: A Model of Integrated Community Alzheimer's/Dementia Support

This program examines the Alzheimer's Family Support Center of Cape Cod as one model of Alzheimer's/dementia support for communities throughout the Commonwealth.

**Dr. Molly Perdue, MS, PhD, Co-founder, Executive Director, Alzheimer's Family Support Center of Cape Cod**

**Melanie Braverman, Co-founder, Cultural Director, Alzheimer's Family Support Center of Cape Cod**

### W1-11 A Conversation Between Two Kinds of Dementia Experts: Understanding the Issues Facing People with a Diagnosis of an Early-Onset Dementia

1 Nursing CEU

Come listen to a conversation between Mike Bellville, a Dementia Advocate living with Lewy Body Dementia and a technology expert and Dr. Jonathan Jackson. Dr. Jackson is a cognitive neuroscientist investigating behavioral and brain changes as people get older as well as in individuals with Alzheimer's disease, with a focus on attentional control and executive function. The conversation will explore the impact of an early onset diagnosis in the workplace, transition issues and Mike's work as a volunteer technology expert at the Bellingham Senior Center.

**Michael Belleville, Dementia Advocate**

**Jonathan Jackson, PhD, Director, CARE Research Center, Massachusetts General Hospital, Harvard Medical School**

This program has been approved for Social Work Continuing Education hours for relicensure, in accordance with 258 CMR. NASW-MA Chapter CE Approval Program Authorization Number D80936.

**Refreshment Break 10:15 to 10:45**  
**North Shore Ballroom/Exhibit Hall**

# Wednesday, October 2

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

### W2-1 Aging in Place with Community: Shared Housing Options

1 Nursing CEU

Our society is aging at an unprecedented rate. Relatedly, the number of spare bedrooms in the homes of older adults is increasing. While 90% of adults today say they want to age in their current homes, many common barriers exist to doing so, including fixed and limited incomes, and declining social networks. Shared housing is a realistic option for seniors, if they are able to imagine it. This session will explore barriers to homesharing of ageism, fear, and deeply-held expectations of independence. You will learn about Nesterly, an online platform for intergenerational homesharing and hear stories of individuals who have found connection and community through sharing their home. Through an interactive exercise, you will take away the many benefits of homesharing and leave with concrete steps to promote this solution in your community, practice and organization.

**Sara Faxon, Nesterly, Boston Community Manager**  
**Annamarie Pluhar, M.Div. Executive Director, Sharing Housing**  
**Janet F. Cramer LICSW, Director, Sharing Housing**

### W2-2 Creating a Multi-Cultural Senior Center - It's Worth the Effort!

Learn how multi-cultural outreach enriches the Senior Center experience for all, while providing valuable assistance to seniors of diverse backgrounds. The Worcester Senior Center embraces the rewards and challenges of meeting the varied needs and interests of thousands of participants. Our majority - Caucasian, English-speaking, life-long residents of Worcester - benefit from the mutually shared worlds of seniors new to our community from other cultures and countries such as Albania, Caribbean Islands, Central & South America, China, Iraq, Syria, and Vietnam, as well as from African American seniors well established in Worcester, and more. We will share the best of our 19+ years' experience in creating a welcoming, vibrant center, and hope to inspire further insights and action from the audience.

**Yung Phan, Multicultural & Senior Services Coordinator, Worcester Senior Center**  
**Amy Vogel Waters, Director, Worcester Senior Center**

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# Wednesday, October 2

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

### W2-3 A Conversation with an Elder Law Attorney

Join Estate Planning and Elder Law expert, Michelle Beneski, for this enlightening overview. Michelle co-owns Surprenant & Beneski, PC with her brother, Dan Surprenant and they are both Certified Elder Law Attorneys by the Nation Elder Law Foundation (CELAs). They are 2 of only 24 CELAs in the state of Massachusetts.

During this break-out, Michelle will cover the topic of incapacity and the things you should know in your role in order to make your residents aware of the steps they should take before the unexpected occurs. She'll share important insights on the important legal documents that *everyone should have* and what happens if an incapacitated person doesn't have them.

Michelle will also cover why it is important to build a relationship with your local Elder Law Attorney and how it can be beneficial in helping your residents. She will share how an Elder Law Attorney is different than an Estate Planning Attorney or general practitioner and why it matters. She will suggest how to find a strong Elder Law Attorney in your area and offer some ideas on how to partner with them to provide important education, resources and support for your center. This program will be interactive and you will have opportunity to ask Michelle questions.

**Michelle Beneski, Esq., CELA, LLM Taxation, Managing Partner, Surprenant & Beneski P.C.**

### W2-4 Innovating COA Transportation: Examples From an Urban, Suburban, and Rural COA

**1 SW CEU, 1 LMHC CE**

Access to transportation is critical to reducing isolation and helping older adults age in community, and COAs provide important transportation services. Hear how three COAs are creatively working to offer enhanced transportation service. Newton is piloting an on-demand, shared-ride microtransit service to replace their taxi voucher program, Carlisle recently began partnering with Lyft, and Ware has been active in a coordinated regional transportation initiative that serves older adults along with other community members.

**Rachel Fichtenbaum, EOHHS Mobility Manager, MassMobility**

**David Klein, Director, Carlisle Council on Aging**

**John Zienowicz, Director, Ware Council on Aging**

**Jayne Colino, Director, Newton Council on Aging**

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

This program has been approved for Social Work Continuing Education hours for relicensure, in accordance with 258 CMR. NASW-MA Chapter CE Approval Program Authorization Number D80936.

# Wednesday, October 2

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

### W2-5 Identity Theft and Scams Prevention and Victim Assistance

1 SW CEU, 1 LMHC CE

Presentation: Identity Theft and Scams Prevention and Victim Assistance

- The advocate's role in assisting elders with prevention of identity theft and scams
- How to educate elders to be proactive in protecting their identity
- Signs that your identity may have been stolen
- How to assist elders who have become victims of identity theft
- Resources on identity theft available in Massachusetts

**Liudmila Mignosa, Program Coordinator, Elder Identity Theft Coalition, Massachusetts Office of the Attorney General**  
**Janice Fahey, Legal Analyst, Elder Identity Theft Coalition, Massachusetts Office of the Attorney General**

### W2-6 Bring Falls Prevention Programming That Works to Your Center!

Learn about a new opportunities for compensating leaders in the Matter of Balance or Walk with Ease programs, both effective, evidence-based programs for increasing walking routines for older adults. Also, learn about MCOA's programs for increasing walking in groups and individually and HLCE's developing new ways to show the impact of evidence based health promotion programs upon older adults time! We know that walking can work as a 'wonder drug' for those who walk daily. However, too many adults don't partake of this fun and healthy activity! In fact, many adults purposely avoid walking due to their fear of falling or to avoid pain while walking! The HLCE and MCOA are partnering to bring MOB and Walk with Ease to more older adults. You will learn the details of their pilot implementation plans in this workshop.

**Melissa Donegan, LSW, Assistant Director, Healthy Living Center of Excellence**  
**Mary Kay Browne, Director of Special Projects, MCOA**

### W2-7 New Directors Training

Seasoned Council on Aging Directors Carolyn Brennan and Marge McDonald will present an intensive two-part workshop covering important tools to assist new Directors be a successful Manager, Supervisor and Department Head. Topics include networking and resources, working with COA and "Friends of" Boards, policies, procedures, presenting a budget to appointed committees and governing bodies with a crash course in managing staff and succession planning for staff.

**Carolyn Brennan, Director, East Longmeadow Council on Aging**  
**Marge McDonald, Director, Burlington Council on Aging**

# Wednesday, October 2

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

### **W2-8 The Accessible Senior Center: Practical Solutions for Inclusion of People who are Blind or Low Vision**

As the population ages, the number of people experiencing age-onset vision loss is growing. Low vision and blindness are leading causes of social isolation, falls, and loss of functional independence. But Senior Centers can be models for a welcoming and inclusive experience. This workshop will cover topics such as:

- Environmental barriers
- Information access
- Adaptation of center-based services and evidence-based programs
- Isolation and mental health
- Vision Rehabilitation and Assistive Technology as tools for healthy aging

We'll offer practical solutions and examples of changes that other centers have implemented, with plenty of time for questions.

**Amy Ruell, LICSW, Director of Low Vision Adjustment Services. Massachusetts Association for the Blind and Visually Impaired**

**Karina Thompson, M.Ed., OTR/L, COMS, Occupational Therapist/Certified Orientation and Mobility, Specialist, Massachusetts Association for the Blind and Visually Impaired**

### **W2-9 LGBT Friendly Programming: Learning from Your Peers: What Works, What Doesn't!**

**1 SW CEU, 1 LMHC CE**

There isn't one cookie cutter mold for developing LGBT friendly programming in Senior Centers and Councils on Aging. The style, size and scope depends on various factors such as your community and your capacity. This engaging workshop will begin with an overview on Best Practices for LGBT Programming at Senior Centers and Councils on Aging led by Bob Linscott, Assistant Director of the LGBT Aging Project. Then a panel of speakers from different COAs across the state will share their experiences with the type of LGBT programs and events they offer. Topics will include outreach strategies, programs for small, rural communities, staffing and funding opportunities, increasing your volunteer base to support LGBT programs, and bringing together LGBT and non LGBT participants at your center. There will be time in the program for the panelists to answer specific questions about any challenges you might be facing in your area.

**Bob Linscott, Assistant Director of the LGBT Aging Project, The Fenway Institute**

**Susan Ramsey, Director, Natick Council on Aging**

**Carolyn Bottum, Director, Lincoln Council on Aging**

**Ruthann Dobek, Director, Brookline Council on Aging**

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# Wednesday, October 2

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

### **W2-10 Boundaries: Establishing and Maintaining Healthy Relationships with the Older Adults We Serve**

All relationships have boundaries that provide limits to what we say and do, and to what we give, share and receive.

This workshop will underscore the value of maintaining clear boundaries between participants and staff in our COA's. We will engage in discussions about the dilemmas and pitfalls of crossing boundaries and highlight the purpose and value of striking a balance in the zone of helpfulness to create a safe environment for all. We will review common scenarios that occur, and together, come up with suggestions for how to respond that align with our helpful intentions.

**Kathy Burnes, Med, Director, Services for Older Adults, Director, Aging Well at Home, Jewish Family & Children's Service**

### **W2-11 Building Momentum - How to Successfully Engage Your Community in Rebranding Your Senior Center!**

The Barnstable Senior Center recently completed a multi-year rebranding campaign, culminating in the renaming of our facility in June of this year. We learned a lot along the way; most of all that board support is critical and patience is essential for a successful outcome! During this presentation, we will share with you the strategies we utilized to engage our community and build excitement around our rebranding effort.

**Madeline Noonan, Director, Barnstable Council on Aging**

**Cassandra Baptista, Communications Director, Boston Age Strong Commission**

**Emily Shea, Commissioner, Boston Age Strong Commission**

**Luncheon 12:00pm to 12:45pm**

**Sponsored by AARP**

**Grand Ballroom**



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# Wednesday Afternoon Plenary

1:00pm to 2:30pm

Grand Ballroom

Sponsored by Senior Living Residences



**Mary Lou Sudders**

Secretary of Executive Office of  
Health & Human Services



**Elizabeth Chen**

Secretary of Executive Office of  
Elder Affairs

# Wednesday, October 2

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

### W3-1 Social Security for Seniors

1 Nursing CEU

In 1935, Social Security was created to promote economic security for the nation's people. Since then, we've integrated programs and services to support millions of people. Chances are, you either receive Social Security benefits or know someone who does. We provide financial protection for nearly 64 million individuals and families, including veterans, the chronically ill, widows and widowers, the children of deceased parents, retirees, and people with disabilities.

According to the Economic Policy Institute, Social Security is the most effective anti-poverty program in the United States. We take considerable pride in administering benefits and providing financial protection for millions. We work tirelessly to deliver on our promise to maintain the basic well-being and protection of those we serve.

The two Social Security Trust Funds — Old-Age and Survivors Insurance (OASI) and Disability Insurance (DI) — will be able to pay all benefits in full and on time until 2034. Even if legislative changes are not made before 2034, we'll still be able to pay 79 percent of each benefit due. Social Security has always changed to meet the needs of the people we serve and will continue to help support you and your family. Whether you are about to retire, become a full time grandparent, or start a new chapter, Social Security can help you secure today and tomorrow.

**Kristen Alberino, Public Affairs Specialist, Social Security Administration**

### W3-2 Give Me Five! 5 Principles of a Successful IG Program

Combining nearly 4 decades of IG award-winning experience, Andrea and Patti will share the principles of success with you. You'll learn about the 5 steps to creating a successful structure: 1) convening a leadership team; 2) planning the program; 3) running the program; 4) evaluating the program; 5) reconvening the leadership team to assess the work and decide on next steps. What creates an impactful program? Incorporating the art and science behind IG engagement, Patti and Andrea will show you how to plan an impactful 60-minute program using a theme to tie together ice breakers, lifelong learning opportunities, life-review questions, and hands-on projects with a final summary. Real-life examples will make each step come to life! Time will be allotted for you to ask questions and identify areas for you to begin or strengthen your own program.

Andrea and Patti have used these 5 principles to create multiple award-winning programs – in community settings, in PreK-12 schools, at libraries and more. The principles remain the same while the specifics change – like making a good pizza – there's always a crust but the toppings change. Over the years, they have collected data that shows their programs positively affect the perception that young people have toward older adults. Patti and Andrea are happy to share their expertise.

**Patti Russo, Certified Poetry Therapist, Between the Lines Poetry**

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

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

# Wednesday, October 2

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

### **W3-3 Finding the Joy in Retirement**

Find out how to assist recent and soon to be retirees in your community to find the joy in retirement. This workshop will include a step by step guide to address the psychological impact of retiring and how to help people find their joy, skills, strengths and passions.

**Kate Fennyery , MA LSW, Medway Senior Center**

**Marcia Lombardo, Outreach Worker, Medway Senior Center**

**Lenore Martin, MEd, Medway Senior Center**

### **W3-4 LGBTQ+ Outreach: Connecting an Underserved Community to Needed Services and Resources While Making Connections Across Generations**

**1 Nursing CEU**

In 2017, BayPath Elder Services, Inc. launched its LGBTQ+ Initiative to provide outreach to LGBTQ+ older adults, families and caregivers, community agencies, allies, businesses and individuals in order to establish BayPath as an LGBTQ+ informed and inclusive place to find support, information and resources for health and well-being. LGBTQ+ seniors face the typical challenges of aging. However, because of their sexual orientation and/or gender identity, they are at higher risk for abuse, isolation, discrimination and exploitation. This presentation will cover the need for increased outreach to the LGBTQ+ community, the programs we have implemented through this initiative and the lessons learned over the course of our efforts. The presentation will focus specifically on the success of intergenerational events, the importance of collaboration with other community organizations, and the challenges of funding and sustainability, while also offering a brief introduction to LGBTQ+ terminology as a sample of the LGBTQ+ Elders Cultural Competency Training that the program developed as part of this initiative.

**Douglas Flynn, Community Programs Manager, BayPath Elder Services, Inc.**

**Julie Nowak, LGBTQ+ Initiative Coordinator, BayPath Elder Services, Inc.**

### **W3-5 Creating Connections Through Collaboration**

Learn how the Town of Longmeadow built public-private, interfaith partnerships to create a grant-funded, direct support program for isolated seniors. Neighbor to Neighbor (N2N) capitalizes on community expertise to train and mentor volunteers to be friendly visitors. One year since the program's inception, collaborators continue to solve new problems and establish best practices. Join us to discuss the collaboration, our successes, and how we have overcome obstacles as a team to decrease isolation in our community.

**Stephen Crane, Town Manager, Town of Concord**

**Erin Koebler, Outreach Coordinator, Longmeadow Council on Aging**

**Anne Thomas, President and CEO, Glenmeadow**

# Wednesday, October 2

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

### **W3-6 Taking Charge Before You Go : Your Choice / Your Control / Your Options**

Learn how to take control of your own final arrangements and to help others do the same. The workshop presents 5 steps to creating a custom plan for funeral and body disposition. First, you will go through these steps for yourself. Then you will get tools to aid you in giving this workshop to help others design their own plans. Planning documents and online resources will be presented.

**Sandy Ward, President, Funeral Consumers Alliance of Western Massachusetts**  
**Patti Muldoon, President, Funeral Consumers Alliance of Eastern Massachusetts**

### **W3-7 Supporting Working Caregivers: Innovative Approaches to Public, Private and Community Collaboration**

There are over 844,000 family caregivers living in the Commonwealth and two-thirds of caregivers also work a full or part-time job. For most people, the reality of today's world means that professional and personal responsibilities are no longer mutually exclusive. Balancing work and caregiving responsibilities, such as managing medical appointments and arranging meals or transportation, is part of the day-to-day norm for many employees. To support this vital and growing population of working caregivers, the state has developed a cross-sector approach that engages public, private and community resources to improve self-identification and provide supports in and out of the workplace. In this workshop, participants will learn more about the needs of working caregivers, as well as strategies, programs, and tools to better support caregivers living in their local community.

**Amanda Bernardo, Director of Policy, Executive Office of Elder Affairs**  
**Deb Dowd-Foley, Caregiver Specialist, Elder Services of Worcester Area, Inc.**  
**Jessica Costantino, Director of Advocacy, AARP Massachusetts**

### **W3-8 Exploring the Meaning of Death and Dying through Lens of Multiple Religions including Catholicism, Judaism & Christianity**

**1 Nursing CEU**

In caring for the physical needs of elderly patients coping with the process of dying and death, it's important to also create an environment which respects their spiritual needs. This session is designed to explore cultural beliefs from interviews with faith leaders and a book reading excerpt representing barriers and celebrations experiences between a family and hospital staff.

**Dr. Timberly Robinson, Ethnographer**

**This Conference Book was Generously Sponsored By**



# Wednesday, October 2

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

### W3-9 Joyful Connections - A Therapeutic Social Club for People with Dementia

1 SW CEU, 1 LMHC CE

Joyful Connections! provides life-enhancing connection to those on the memory loss spectrum as well as people with no cognitive impairment. This meaningful programming is based on the Habilitation Therapy Model and is designed to promote social connections, inspire creativity and imagination, reduce negative behaviors and cultivate a sense of purpose. Each two-hour session consists of three distinct components that are based on the Alzheimer's Association's recommendations for activity planning. Each activity is designed to promote a positive emotional experience. Participants will learn the rationale behind creating the Joyful Connections program and why each of the three distinct components: exercise, refreshments and a therapeutic activity are recommended. The details of each component will be covered and participants will be provided with the information in a free downloadable program replication guide.

**Caren Silverlieb, MMHS, Principal, Silverlieb Consulting and Training**

**Audrey Albert King, LMHC, BC-DMT**

### W3-10 Opening Minds, Reducing Stigma

There is a deep rooted stigma in our society attached to the diagnosis of dementia. Many people face the burden of feeling they need to hide their diagnosis from friends, family and community. This session will include an overview of Dementia Friendly Massachusetts, how to build communities to be more inclusive and how to help people living with dementia to remain engaged and connected.

**Maura Moxley, LSW, CDP, Alzheimer's Association**

**Pam MacLeod, MBA, PMP, Executive Office of Elder Affairs**

**Beth Soltzberg, MSW, MBA, Jewish Family & Children's Services**

**Patty Sullivan, MS, Program Manager, Dementia Friendly Massachusetts, MCOA**

**Michael Belleville, Dementia Advocate**

**Refreshment Break 3:45 to 4:15**  
**North Shore Ballroom/Exhibit Hall**

This program has been approved for Social Work Continuing Education hours for relicensure, in accordance with 258 CMR. NASW-MA Chapter CE Approval Program Authorization Number D80936.

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

# Wednesday, October 2

## Session IV 4:15pm-5:15pm

### **W4-1 Discovery Centers for Civic Engagement**

Hear the experience of the Executive Directors of the five COAs that piloted Discovery Centers for Civic Engagement in 2019. Supported by MCOA, the Discovery Center mission is: "With senior centers as conveners, reach people age 55 and older, helping them to find purpose and motivation to engage with nonprofits, governmental agencies and others in social purpose work and reaping the benefits of living purposeful, active lives.

At this interactive panel discussion, you'll learn about the impacts and outcomes of introducing Discovery Centers from the Executive Directors of Amesbury, Dartmouth, Duxbury, Framingham, and Wellesley and why Discovery Centers are a good "fit" in their senior centers.

New Discovery Centers will be opened in 2020. Come and find out how your senior center can be one of them!

**David Guydan, Director, Empower Success Corps Discovery**  
**Willia Cooper, Coordinator, Discovery Civic Engagements**  
**Grace O'Donnell, Executive Director, Framingham Senior Center**  
**Doreen Arnfield, Executive Director, Amesbury Senior Center**

### **W4-2 Everything You Need to Start Low Vision and Hearing Assistance Programs at Your Senior Center**

This program will provide attendees with the tools needed to start and maintain Low Vision and/or Low Hearing Assistance Programs at their senior centers. Our speakers will share copies of their Client Intake/Assessment Forms and IEPs for vision and hearing programs, so participants can re-use them at their Senior Centers. Additionally, speakers will provide multiple copies of educational-handouts from a variety of professional organizations that participants can also use. Participants will receive a listing of ideas for conducting Monthly Support Group Meetings, including suggested topics, non-profit agencies, contact names, and phone numbers. Additionally participants will receive a directory of resources, listing of agencies and/or websites where Senior Centers can obtain assistance or borrow assistive technology to start a low vision program at their Senior Center. Lastly, participants can ask questions and learn from the experiences of three professionals who have provided low vision assistive technology and hearing service programs for seniors at a Senior Center for three years.

**Maggie Gundersen, Social Service Coordinator, Franklin Senior Center**  
**Kathy Kubit, Lead Volunteer, Low Vision Program, Franklin Senior Center**  
**Kathy Trafethen, Lead Volunteer, Deaf & Hard of Hearing Assistance Program, Franklin Senior Center**

### **W4-3 Women Growing Older: Our Bodies Ourselves**

**1 SW CEU, 1 LMHC CE**

With increased longevity women over 60 are facing new norms, needs, opportunities and challenges. This presentation will explore some of the aspects that affect women's health, sexual, social and emotional well being. Together we need to embrace aging and change the aging paradigm.

**Joan Ditzion, LICSW, Educator, Co-Founder and Co-Author of all editions of Our Bodies Ourselves**

# Wednesday, October 2

## Session IV 4:15pm-5:15pm

### **W4-4 Elder Victimization Intervention Best Practices**

**1 Nursing CEU**

The purpose of this presentation is to review the best practices that are being recommended to identify, treat and prevent elder victimization and self-neglect. Strategies will include the use of risk assessment screening tools, online assessment, forensic centers, financial interventions, and recommended training of law, social and health service providers who work with older adults. The effectiveness of these methods will be reviewed and future needs discussed.

**Dr. Beverly Dolinsky, Professor of Psychology, Endicott College**

**Dr. Robert Jerin, Professor of Criminal Justice and Victimology, Endicott College**

**Eric Giroux, U.S. Securities and Exchange Commission**

**Jennifer Brady, U.S. Securities and Exchange Commission**

### **W4-5 Retiring From Driving While Still Getting Around: Strategies and Tools for Supporting Older Adults**

**1 SW CEU**

When older adults retire from driving, they may experience isolation or loss of community. Apprehension of impending isolation can cause older adults stress around the decision to retire from driving, and some older adults continue driving under unsafe circumstances in order to maintain their lifestyle and connections. This session will cover a variety of resources and strategies available to COAs to help older adults make safe choices around driving and if appropriate, transition away from driving into community transportation options. The RMV will highlight tools and strategies for evaluating driving and raising the difficult conversations around safety and mobility. The Brookline COA will share support groups and other innovative techniques they are using to assist Brookline residents in comfortably transitioning from driving to other modes. MassMobility will share information on tools available to help identify options and resources to support older adults in trying new modes.

**Michele Ellicks, Community Outreach Coordinator, RMV**

**Maria Foster, Community Outreach Specialist, TRIPPS**

**Rachel Fichtenbaum, EOHHS Mobility Manager, MassMobility**

### **W4-6 Senior Living or In-Home Care? New research & discussion to help your residents choose the right option.**

Families have a myriad of options. Those options are constantly changing and expanding. What are the latest trends in the selection criteria for senior living communities? How has in-home care evolved in the last year? This session draws from fresh surveys of both professionals and individuals executed by the team at Waltham, MA-based Age Friendly Advisor.

**Tim Driver, Founder & CEO, Age Friendly Ventures, Inc.**

**Daniel McCullough, VP, Product Marketing, Age Friendly Ventures, Inc.**

# Wednesday, October 2

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

### W4-7 Impact of Nutrition Interventions

1 Nursing CEU

Meals On Wheels is a nutrition intervention that keeps high-risk, frail seniors who are homebound or isolated with chronic health conditions, safer, healthier, happier, and in their own homes and out of higher cost settings.

It is uniquely effective because it's more than a meal. It combines nutritional support with regular face to face visits by trained staff and volunteers. Over time they build strong, trusting relationships that reduce social isolation and reduce risk of depression.

Meals On Wheels drivers are the trained "eyes and ears" of an extended home and community-based care team. They're in the best position to do three important things:

- observe and report changes in condition that may threaten independence
- encourage & motivate them to accept help and take steps to reduce their risks
- when necessary, act as 1st responders to call in emergency help (ex. falls, heart and breathing problems).

Minuteman has partnered with a software analytics vendor, YPoint Analytics, to design a secure app that our drivers will use to formalize an expanded, standardized safety check for Meals on Wheels consumers. The data collection will provide a consistent and real time response to consumer's observable change of conditions in multiple areas: health, environment, mobility, etc. The goal is to improve homebound seniors' access to medical care and support services. Supporting Meals on Wheels consumers to improve health outcomes, avoid preventable hospitalizations, and maintain independence.

**Leslie May-Chibani, Assistant Director, Minuteman Senior Services**

**Jenn Stiff, Nutrition Program Director, Minuteman Senior Services**

### W4-8 2020 Changes to Medicare Savings Programs (MSPs) and Prescription Advantage

Medicare Savings Programs (MSPs), also known as Medicare Buy-In programs or Medicare Premium Payment Programs, help lower health care costs for Medicare beneficiaries with limited income and savings. Effective January 1, 2020, the income and asset limits for these programs are increasing which will open the door to thousands of more beneficiaries to help them save on Part A and B premiums, deductibles, coinsurance charges, and co-payments. Many of these beneficiaries are Prescription Advantage members who will now be eligible for the additional benefits the MSPs provide.

This workshop will review the new eligibility guidelines, benefits, application and enrollment procedures for the Medicare Savings Programs. In addition, Prescription Advantage will share its plan of how current members will be notified of the MSPs and the assistance that will be provided with enrollment.

**Kathy Devine, Director, Prescription Advantage Operations, Executive Office of Elder Affairs**

**Alison Kirchgasser, Deputy Policy Director for Federal Policy, MassHealth**

# Wednesday, October 2

## Session IV 4:15pm-5:15pm continuedx

### W4-10 ENGAGE for Brain Health Study (ENGAGE-B)

SIMPLE, SAFE and VERY EFFECTIVE! ENGAGE-B is a pilot study between Tufts University and the Somerville Council on Aging that is examining the effectiveness of an exercise program when led by an existing community-based senior center employee without a formal background in exercise such as an activities or program coordinator. ENGAGE-B is also working with cutting-edge technology in regards to a pre-dementia status with the recruitment of older adults with motoric cognitive risk syndrome (MCR) and are assessed using fNIRS technology that assesses prefrontal brain activity. Our hope is that the results help show such an exercise program is simple, safe and effective that all senior centers can utilize and has shown the possibility to delay the onset of dementia.

**Kieran F. Reid, Ph.D., M.P.H. Scientist III, Nutrition, Exercise Physiology, and Sarcopenia Laboratory**  
**Jean Mayer USDA, Humna Nutrition Research Center on Aging, Tufts University**  
**Cindy Hickey, Executive Director, Somerville Council on Aging**  
**Chris Kowaleski, Health and Wellness Coordinator, Somerville Council on Aging**

### W4-11 New Directors Meet the Secretary

Join EOEA Secretary Elizabeth Chen 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.

**Elizabeth Chen, Secretary, Massachusetts Executive Office of Elder Affairs**



## Grab Your Masks and Beads – It's Mardi Gras!

**Grand Ballroom - 6:30-9:00pm**

Enjoy a dinner of marinated flank steak with Samuel Adams beer and sweet caramelized onions, herb crusted chicken breast with citrus orange and sweet chili glaze, or North Shore linguini with clams with white wine clam sauce, sweet peas, diced tomatoes and chopped smoked bacon, paired with salad and honey and balsamic roasted potatoes, and topped off with Boston cream pie.

## Thursday Activities: October 3<sup>rd</sup>

|                 |   |
|-----------------|---|
| 7:00am–9:00am   | Breakfast – Grand Ballroom                  |
| 8:00am–5:00pm   | Registration Desk & Resolution Desk Open    |
| 8:00am–5:00pm   | Exhibitors Hall Open – North Shore Ballroom |
| 8:00am–8:45am   | Morning Plenary – Marblehead                |
| 9:00am–10:15am  | Workshop Session I                          |
| 10:15am–10:45am | Break – North Shore Ballroom/Exhibit Hall   |
| 10:45am–12:00pm | Workshop Session II                         |
| 12:00pm–12:45pm | Lunch - Grand Ballroom                      |
| 1:00pm–2:30pm   | Plenary Session – Grand Ballroom            |
| 2:45pm–3:45pm   | Workshop Session III                        |
| 3:45pm–4:15pm   | Break – North Shore Ballroom/Exhibit Hall   |
| 4:15pm–5:15pm   | Workshop Session IV                         |
| 6:00pm–8:00pm   | Networking Reception – Living Room          |

**Breakfast 7:00am to 9:00am**

**Sponsored by Boston Medical Center HealthNet Plan**

**Grand Ballroom**

## **Thursday Morning Plenary**

**8:00 to 8:45am**

**Marblehead**



### **Anna Maria Chávez**

**Executive Vice President and Chief Growth Officer, NCOA**

#### **Truth to Power: Empowering Aging Women with Financial Wellness**

Today's women are speaking their truth and taking action on issues that matter to them. Aging is no different. Women are talking about their dreams—and their worries—as they embrace their new-found longevity. But after careers of earning less than their male counterparts, women are more likely to face financial insecurity and experience the economic opportunity cost of years spent caregiving. These hurdles are even higher for women of color. Explore findings from a recent NCOA/Ipsos survey on why older women

worry—and discuss how we can work together to empower them with the knowledge and tools to age with dignity and economic security.

**Speaker:** Anna Maria Chávez is NCOA's first-ever Executive Vice President and Chief Growth Officer. As one of the world's top experts on women's leadership, youth development, and aging, Chávez is a dedicated advocate for helping others across every stage of life. With 25 years of public service and nonprofit leadership experience, Chávez oversees NCOA's day-to-day operations to ensure that its business strategies are effectively implemented across all segments of the organization.

# Thursday, October 3

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

### **T1-1 Want to be on TV? Reaching Out to Seniors on local Cable TV!**

Do you want to expand awareness of senior issues, as well as, your community's many resources and promote your senior center at the same time? Learn how a monthly cable TV show can help you do just that. Did you know a monthly show is rebroadcasted at least 3 times a week? Learn how this group using the same concept for a show "Frank and Mary in..."and making it a success in their communities. Learn from the Director of a local access cable TV station how easy it is to do! This discussion panel will be led by elder law attorney Arthur Bergeron who co-hosts the shows in each community. Who knows....you might be a star!!!

**Shelby Marshall, Selectperson, Town of Westborough, Co-Host Frank and Mary in...**

**Susan Ramsey, Director, Natick COA, Co-Host Frank and Mary In...**

**Trish Pope, Director, Marlborough COA, Co-Host Frank and Mary In...**

**Sam Shauerman, Director, Billerica Cable Station**

### **T1-2 What the Caregiver Needs to Know: Supports for People with IDD and Dementia**

**1 Nursing CEU**

People with IDD experience complex age-related issues, including dementia-related disorders. A needs assessment is underway to identify areas for improvement to caregiver supports specific to IDD and dementia. Learn about the state system and the Massachusetts Department of Developmental Service's service delivery principles on how to support the person with IDD and dementia, the family and other caregivers.

**Kathryn Service, RN, MS, FNP-BC, CDDN**

**Christine J. Clifford, MHP**

### **T1-3 Community Investments: Hospitals' New Community Benefit Guidelines & DoN-Community Health Initiative Requirements**

Many of us think of a hospital as simply a place to go for medical care, but with goals of improving community health and well-being, hospitals are increasingly becoming important partners for healthy aging. Recent changes to state regulations and guidelines in Massachusetts have created new expectations and requirements for how hospitals invest in communities to improve health. Come to this workshop to learn about:

- The MA Attorney General's revised Hospital Community Benefits Guidelines for non-profit hospitals;
- MA Department of Public Health's updated regulations for the Determination of Need (DoN)-Community Health Initiative, including its new statewide Healthy Aging Fund;
- The importance of participating in community health needs assessments; and
- How to get more involved with the hospital in your region (without being admitted!)

**Andrea Freeman, MS, Field Director, MA Public Health Association (MPHA)**

# Thursday, October 3

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

### T1-4 Senior Tax Relief - A Deeper Dive & New Ideas

This program will:

- Begin by providing an overview of existing older adult tax relief programs and participation levels;
- Suggest what towns can do now to improve their relief programs;
- Highlight current legislation to improve the deferral program;
- Propose a new statewide deferral program; and open it to discussion and questions.

**Abigail N. Walters, MPP, Research Associate, Center for Retirement Research at Boston College**

**David P. Klein, MS, Director, Carlisle Council on Aging, Co-Chair MCOA Sr Property Tax Relief Task Force**

### T1-5 Suicide Prevention in Older Populations

**1 Nursing CEU**

In this workshop, presented by Samaritans, Inc., we aim to break down stigma and misconceptions that can accompany the topic of suicide. We provide participants with the tools to be better listeners, establish more comfort speaking to someone who may be in crisis, and demonstrate steps to take if someone is having thoughts of suicide. With elders at a high risk for suicide, it is vital for professionals and laypeople to be educated on this topic. People of all levels of experience will leave this workshop feeling empowered to have difficult conversations.

Topics covered include: Samaritans' programs and how Councils on Aging can utilize our resources, facts and myths of suicide, risk factors, warning signs, coping and resiliency, how to talk to and actively listen to someone, and how to help someone who is feeling suicidal.

**Rose Cheyette, Manager of Community Education and Outreach, Samaritans, Inc.**

### T1-6 Current Trends in Elder Law and Aging

**1 Nursing CEU, 1 SW CEU, 1 LMHC CE**

With every succeeding generation, families are faced with new realities and challenges. Today's seniors and their families are no different! Current trends reveal seniors approaching their golden years in blended families, and too few recognize the need for prenuptial agreement and a comprehensive estate plan to ensure that their family is protected and their wishes are carried out. Seniors today are also faced with the financial reality of their children returning home, often with their own children, and the household becoming a multi-generational unit. This presents many benefits and potential problems, and all parties must work together, with smart strategies, so that the arrangement works well for everyone. Finally, attorneys today are presented with probate cases with no liquid assets because the decedent passed with real estate and retirement funds, but nothing liquid. This results in a Personal Representative who needs to expend personal funds to probate the estate. Seniors should recognize the need for a sound financial plan post-death, so their family isn't left with a mess!

**Andrea A.J. Witt, Esq., Spano and Dawicki**

**Christine Hurley, Esq., Spano and Dawicki**

# Thursday, October 3

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

### **T1-7 Bridging Young and Old with Creative Robotics**

Attendees of this hands-on session will learn how robotics and coding can be introduced to older adults in a fun and engaging way without requiring any screens. KIBO is a research backed robot designed to introduce coding to young children in a concrete, tangible way, without any screens, computers, or tablets. These aspects also make KIBO an ideal creative technology for older adults!

Using physical wooden blocks, users create a sequence or program, scan the blocks in, and tell their robot what to do - go forward, back, shake, blink, and speak! KIBO offers an exciting opportunity for these adults to learn what their grandchildren or great grandchildren are learning in school. Programming a robot can even be something they discover together with their younger family members.

Attendees will also have an extended hands-on opportunity to play with KIBO, a research-based screen-free coding and robotics kit. We will also share user experiences and examples of KIBO being used with older adults. Get hands-on with KIBO and see for yourself how easy it is to engage older adults with fun robotic activities.

**Jason Innes, Director of Training and Curriculum Development, KinderLab Robotics, Inc.**

**Michael Marks, Founder and Chief Roboticist, TSC Robotics**

### **T1-8 Care for the Caregiver: Strategies for Resilience**

**1 Nursing CEU**

As the work of direct care staff becomes more complex and organizations are asked to do more with less, the ability of professional caregivers to be resilient is critical in their ability to maintain healthy careers and provide ongoing high-quality care. In this highly experiential workshop participants will explore the impact of Compassion Fatigue, Vicarious Trauma, Burnout and Moral Distress. They will participate in an in-depth wellbeing assessment with strategies to maintain spiritual, mental, emotional, physical and workplace practices for longevity.

**Alicia Davis, PCC, Owner/Partner, Transformative Leadership Strategies**

**This Conference Book was Generously Sponsored By**



# Thursday, October 3

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

### **T1-9 Building High Performing Teams Through Role Clarity**

In order to achieve results as an organization, staff and leaders must work with clarity and focus. Enhancing collaboration, building accountability, and improving clarity of purpose and performance results in a Team that is able to propel strategy forward.

Part of implementing any plan relies on each team member's ability to do their job; if everyone is clear on what they must deliver, the chances of success increase dramatically. The process of assembling high performing teams begins with establishing role clarity.

The Job Post is a simple tool used to develop a comprehensive understanding of the role of a job function within an organization. It is an unemotional look at the types of functions or positions needed in an organization that best align to the strategy, business model, and structure.

Join us to learn the process of creating Job Posts to empower your team to perform at an optimum level and to achieve higher levels of success starting today!

**Eric Curtis, President, Curtis Strategy**

### **T1-10 "Exercising" Your Brain**

As our society ages, it is becoming more important to work to keep our brains healthy, active and engaged. In this session, we will demonstrate – via a presentation and interaction, using a variety of brain teasers, optical illusions, puzzles and humor, along with basic information on healthy practices, to show how easy it is to activate the senses, and the brain.

**Tony Schettino, Peabody Council on Aging Volunteer**  
**Carolyn Wynn, Executive Director, Peabody Council on Aging**

### **T1-11 MA Trends in Integrated Care Program: One Care, PACE, SCO, Medicare Advantage Plans**

Integrating Care between Medicare, MassHealth and community based programs is the foundation of federal strategies to reduce escalating health care costs to reduce hospitalization, emergency room visits and promote extended living in the community. Hear how MA programs are participating in the efforts.

**Cynthia Phillips, MSW, SHINE Director, Executive Office of Elder Affairs**  
**Elizabeth Bradley, RD, PACE and SCO, Executive Office of Elder Affairs**  
**Jennifer Morazes, PhD, My Ombudsman**  
**Malinda Ellwood, JD, Health Programs Policy Analyst**

**Refreshment Break 10:15 to 10:45**  
**North Shore Ballroom/Exhibit Hall**

# Thursday, October 3

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

### **T2-1 On the Road Again**

Learn as NEET and Revere Senior Center staff share their experience in offering seniors the ability to be “On the Road Again”. NEET in collaboration with COAs offer a volunteer driving program. Revere Senior Center offers a low cost shuttle van service enabling your seniors the ability to remain independent. Discussions will include pros and cons of each options.

**Ginny Salem, Administrator, Northern Essex Elder Transport, Inc. (NEET)**

**Stephen Fielding, Director, Revere Office of Elder Affairs/Rossetti-Cowan Senior Center**

### **T2-2 Moneyball for Senior Centers**

How many of the available Seniors in your market are you reaching? What programs are most effective in drawing the most Seniors? Are you reaching the different demographic slices in your community (ethnicity, age, income, etc)? Have Boomers changed the way you operate? Is lunch still worth serving? We'll tackle these questions, have fun doing it and provide some predictions for the future of Senior Centers.

**Chris Hamilton, President, MySeniorCenter**

### **T2-3 Helping Families Through Dementia: What Professionals Need to Know**

**1 SW CEU, 1 LMHC CE**

This workshop will discuss how families are affected by dementia and ways professionals can be of support.

**Mary Crowe, LICSW, ACHP-SW, Director of Professional and Community Education Care Dimensions**

### **T2-4 Using Five Wishes for Advance Care Planning**

**1 Nursing CEU, 1 SW CEU, 1 LMHC CE**

A study in Massachusetts found that many people currently serving as guardians or health care proxies report that they do not feel well equipped to make some of the complex medical and personal decisions required by their loved ones, especially those surrounding end-of-life issues. Among the many pressing issues to address, surrogate decision makers may put off end of life discussions to a later date when there is a greater level of comfort. Waiting to have such conversations may result in the surrogate having less opportunity to engage with the person at their highest level of capacity, and may result in the surrogate not having sufficient knowledge of the person's wishes, thus decreasing the his or her ability to use substituted judgment. Using a tool such as Five Wishes® allows the surrogate decision maker to structure a conversation about end of life goals and helps him or her document the principal's wishes, thus providing the decision maker with a tool to guide decisions in the future.

**Heather L. Connors, PhD, Director of Research, Guardian Community Trust**

**Wynn Gerhard, JD, Senior Attorney, Greater Boston Legal Services**

# Thursday, October 3

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

### **T2-5 YogaDancing Tai Chi: Don't Let What You Can't Do Stop You From Doing WHAT YOU CAN DO!**

**1 Nursing CEU**

Tai Chi and QiGong movements are slow, gentle and repetitive so seniors can concentrate on their body movements. Since this is easy to learn, participants can continue this practice in their own home. This is medical, not martial arts. These movements are made using the whole body with flowing circular movements. The internal organs are stimulated and the mind achieves a meditative state. Many health care professionals and organizations are recommending this. Some are Cleveland Clinic, Harvard Medical School The Mayo Clinic and the National Council on Aging.

Add YogaDancing and everyone is moving, laughing and singing to the music of the 40s, 50s and 60s. This program is presented seated or standing or the combination of the two. Come join us to participate and get a feel for this popular program. Jan will also give a short demonstration of Fan Dancing Tai Chi which is very relaxing to watch.

**Jan Cunningham, M.A., YogaDancing Tai Chi**

### **T2-6 The Soul and Aging**

**1 SW CEU, 1 LMHC CE**

The wisdom years offer an opportunity for a person to be in closer contact with their soul, that eternal part of their being that is connected to all that has come before and is yet to come. If given the right support, people in their later years may find life can be renewed. This can happen when there are opportunities for people to experience the reconciliation of deep hurts; greater meaning is found in ordinary life and service or contributions are able to be expressed and appreciated.

Explore how often it is the challenging experiences of ill health, loss or other limitations that create a vulnerability in us. This can sometimes move us to seek help or find deeper connection in community. This vulnerability in the wisdom years can also lead a person to connect to the spirit or invisible worlds. These are often part of a preparation process for reconnecting to the deepest part of ourselves as we reconcile the life we lived and prepare for the one to come.

**Diana Bella, Doors of Light**

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

This program has been approved for Social Work Continuing Education hours for relicensure, in accordance with 258 CMR. NASW-MA Chapter CE Approval Program Authorization Number D80936.

# Thursday, October 3

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

### **T2-7 Counseling for Caregivers of Person's Living with Cognitive Symptoms: Implementing the New York University Caregiver Intervention**

**1 Nursing CEU**

The New York University Caregiver Intervention (NYUCI) is an evidence-based program to support family members caring for a person living with cognitive symptoms. The NYUCI, evaluated over 20-years in randomized, controlled trials has demonstrated that caregivers who participated experienced many benefits including fewer symptoms of depression and stress and better physical health—compared with those who did not participate. Participants also reported increased satisfaction with the emotional and practical support they received, as well as increased closeness to their families resulting in postponing residential care placement. The NYUCI is an important resource for a comprehensive family care program, such as the one within the Center for Memory Health at Hebrew SeniorLife. For strained caregivers who prefer to not participate in a structured program such as NYUCI, additional research is needed to determine other helpful approaches.

**Lori Feldman, LICSW, Social Worker, Center for Memory Health, Hebrew SeniorLife**

### **T2-8 Leave a Legacy, Not a Mess**

**1 SW CEU, 1 LMHC CE**

No two clients are alike, but most have one similar goal: to leave a legacy and assets to their loved ones after their death. Unfortunately, too many people do not adequately prepare for the expenses associated with probate, and leave those in charge to dig into their own pockets to pay costs. Learn some simple, and some not so simple, ways to ensure that your Personal Representative will have liquid funds to administer your estate. Learn why extending your financial plan to include time post-death is one of the best legacies you can leave.

**Andrea A.J. Witt, Esq., Spano and Dawicki**  
**Christine Hurley, Esq., Spano and Dawicki**

### **T2-9 Town & Gown: Creating Intergenerational Programming Partnerships with Higher Ed**

College and university service-learning and community engagement programs can be great partners in building an intergenerational program. Learn how you can get started, hear about innovative programs and share your own experiences.

**Lisa Moison, Director of Extended Campus and Professional Studies, Fitchburg State University**  
**Kerri Schmidt, Director of Intergenerational Programs, 2Life Communities**  
**Cynthia Wilkerson, Program Director, Little Brothers-Friends of the Elderly**

# Thursday, October 3

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

### T2-10 The Role of "Staff-Care" in Effective Leadership

This highly experiential workshop will allow participants to examine the role of staff-care within their organizations and teams. Participants will begin with a focus on the importance of self-care, recognizing that 'staff-care' begins with each person understanding their own values and core needs and how this information can inform various approaches to self-care. Participants will then transition their focus onto qualities of healthy and effective teams that prioritize 'staff-care'. There will be opportunity to brainstorm strategies for incorporating 'self-care' and 'staff-care' into the culture of their organization as well as their teams.

**Alicia Davis, PCC; Partner/Owner; Transformative Leadership Strategies**

**Stacie Watson, CPC; Partner/Owner; Transformative Leadership Strategies**

### T2-11 DayBreak: A Collaborative Success for People with Dementia and their Caregivers

DayBreak offers socialization, lunch and meaningful activities for individuals with dementia/cognitive impairments as well as respite for their caregivers. In recent years, the Senior Centers Directors in Hudson, Marlborough, and Northborough collaborated to create Dementia Friendly Communities. As an outgrowth of that initiative, Hudson's successful DayBreak program is now available in both Marlborough and Northborough. Participants and their caregivers can access this beneficial program 1, 2 or 3 times a week. This is a great way for families to learn about additional programs and services offered at each center.

In this workshop, learn how to replicate DayBreak in your Senior Center and collaborate with other nearby communities.

**Janice Long, Director, Hudson COA/Senior Center**

**Trish Pope, Executive Director, Marlborough COA/Senior Center**

**Kelly Burke, Director, Northborough COA/Senior Center**

**Luncheon 12:00pm to 12:45pm**

**Sponsored by Blue Cross Blue Shield of Massachusetts**

**Grand Ballroom**



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# Thursday Afternoon Plenary

1:00pm to 2:30pm

Grand Ballroom

Sponsored by MySeniorCenter

## Senior Centers: Past, Present, Future



**Jan E Mutchler, PhD**

Professor of Gerontology in the McCormack Graduate School of Policy and Global Studies and Director of the Center for Social and Demographic Research on Aging (CSDRA) in the Gerontology Institute at the University of Massachusetts Boston



**David P. Stevens**

Executive Director,  
Massachusetts Councils on Aging



**Becky Moriarty**

Executive Director, Hampden  
Council on Aging and President,  
Massachusetts Councils on Aging

# Thursday, October 3

## Session III 2:45pm-3:45pm

### **T3-1 Positively Rhythmic! Therapeutic Group Drumming as a Tool for Joyful Engagement**

Drumming is a powerful, ancient form of mind-body healing. Evidence-based studies have shown that therapeutic group drumming reduces stress, boosts the immune system and cultivates social interaction. Easily accessible, adaptable for well and challenged populations, entertaining and therapeutic, this modality gets feet tapping! Experience the benefits in this highly interactive session.

**Monique Morimoto, MS, CPCC**

**Stephen Whitney, Cofounders, SoulWorks Rhythm**

### **T3-2 Using the Massachusetts Healthy Aging Data Report: [healthyagingdatareports.org](https://healthyagingdatareports.org)**

This session provides a review of the Massachusetts Healthy Aging Data Report and provides coaching on how to use the data report to inform your work.

**Beth Dugan, PhD, Director, Global Aging and Life Course Studies, McCormack Graduate School of Policy and Global Studies, The University of Massachusetts Boston**

**Jay Lee, PhD, Postdoctoral fellow, Gerontology Institute, The University of Massachusetts Boston**

**Wendy Wang, PhD, Postdoctoral Fellow, Gerontology Institute, The University of Massachusetts Boston**

### **T3-3 Is It OK for Grandma and Grampa to Have Sex? (and other questions from a sexuality educator)**

1 SW CEU, 1 LMHC CE

For some COAs and senior living communities, even the idea of older adults as sexual beings is inconceivable. Yet current research indicates that adults are living longer, are continuing to have sex at a later age, and sex is actually good for their overall health. It is our responsibility as professionals who work with older adults to expand our notions and be inclusive of their wide and varied sexual lives. This workshop will be highly interactive, will provide the most up-to-date research, and will offer practical suggestions for changes you can make starting today.

**Jane Fleishman, PhD, Speaking About Sex**

### **T3-4 Spirituality and Aging**

Spirituality is the dynamic dimension of human life which gives us connection and meaning. It is the way we express or seek meaning, purpose. Anne Marie will explain spirituality from a religious and non-religious perspective with data and real life experiences. One doesn't have to be part of a religion or organization to be spiritual. This presentation will explore spirituality as we age and as we experience life's changes including losses, triumphs, moves from our primary residences, children growing up and moving away, or we are fighting an illness or financial difficulty. How do we accept and adjust to these changes with meaning and living your life?

**Anne Marie Rowse, LNHA, MBA, CMC, Chaplain - Principal of Senior Care Advisors**

# Thursday, October 3

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

### **T3-5 Creative Leveraging for Senior Programming**

Utilize vendor relationships and their desire to have interaction with your seniors/members, to design new creative and interactive programming at your Center with little to no impact to your budget. In this day and age of senior service based businesses investing in outreach budgets, utilize this structure to your center's benefit to create new programming involving the vendor and utilizing their outreach budget while providing them the opportunity to forge relationships with your seniors!

**Tamath K Rossi, Director of Southbury Senior Services, Southbury, CT**

**Katrina A. Anderson, Southbury Senior Center Coordinator, Southbury, CT**

### **T3-6 "Get out of my seat, you can't sit there!" Recognizing & Responding to Bullying Among the Senior Population**

**1 Nursing CEU**

This workshop explores the psycho-social aspects of bullying with an in-depth look at how and why seniors bully other seniors. Through discussion, case studies and role playing, each workshop should aim to help participants: understand the psychology of bullying behaviors; discuss the various stress factors that seniors experience and how bullying could be a reaction to these feelings of loss; explain the effects of bullying on the target and bystanders;

Examine how dementia can elevate both the effects and occurrences of bullying; learn to respond effectively to senior-to-senior bullying situations and practice constructive, thoughtful de-escalation techniques; explore positive interventions that can be employed to create people friendly environments.

**Beth Haydon, Director of Community Relations, Methuen Village**

**Kristen LaBrie, Director of Compass Programming, Methuen Village**

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# Thursday, October 3

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

### **T3-7 Down in the Weeds: Grass Root Development of Rural Age Friendly Communities**

When small, rural Councils on Aging initiate actions that follow the models of AARP and the WHO for creating Age Friendly communities it is not uncommon to come face to face with the challenges of addressing the relationships of the COA with their select board, finance committees, churches, other municipal departments and community volunteers. This often coincides with ongoing efforts to strengthen the COA board, educate select boards about the purpose and functions of a COA and seek additional funding from the towns. Some small towns may allocate as little as 5 hours a month for paying the coordinator. The Northern Hilltowns Consortium of Councils on Aging has found that regularly meeting together creates a strong forum for sharing problems, strategies and specific techniques to build more cohesive community based networks strengthens, if not precludes, moving toward having rural Age Friendly Communities. As it has been said "The devil is in the details".

This presentation/workshop will focus on what those details are, the dynamics of community development when changes are sought, strategies for creating cohesive relationships within the community and its stakeholders. It will also address the specific steps in initiating the stages of development of an Age Friendly Community and how rural characteristics of moving municipalities can differ from urban or suburban settings.

**Janice L, Gibeau, Chair, Northern Hilltowns Consortium of Council on Aging**

**Deborah Hollingworth, Regional Facilitator, Northern Hilltowns Consortium of Councils on Aging**

**Sue LaRock, Coordinator, Plainfield Council on Aging**

### **T3-8 Domestic Violence Grown Old: Unique Dynamics, Challenges and Successes**

**1 Nursing CEU**

Did you know that older adults who experience abuse die at an earlier age than their non-abused peers? Despite the devastating impact, domestic abuse in later life receives very little attention. The dynamics of domestic abuse in later life requires a unique response from the various professionals who come into contact with the older adult. This workshop will enable participants to be better able to: recognize the dynamics of abuse in later life; respond to domestic abuse in later life with appropriate interventions; and highlight the need for an interdisciplinary approach and collaboration between Domestic Violence/Sexual Assault Advocates, Elder Protective Services and Elder Service Providers. Presenters will also share experiences and successes resulting from multidisciplinary approaches to elder abuse in Cambridge.

**Norah Al-Wetaid, LICSW, Director of Protective Services at Somerville-Cambridge Elder Services**

**Susan Pacheco, Executive Director of the Cambridge Council on Aging**

**Janae Detwiler-Michelson, LCSW, Elder Advocate at Transition House**

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

# Thursday, October 3

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

### **T3-10 UCLA Memory Training**

Gain an overview of the UCLA Evidence-Based Memory Training Program Memory Training Program. (Formal Leader Training will be offered at four locations around the state this year.) This evidenced-based course provides participants with the tools to address the four most common memory complaints: forgetting names and faces, Forgetting to do things in the future, Forgetting where you put things "Tip of the tongue" memory challenges.

**Joanne Moore, COA Director, Duxbury, MA**  
**Angela Sinnott, Program Manager, Duxbury, MA**

### **T3-11 Abigail Whitney & Family: Life of an Ordinary Family Living During An Extraordinary Time for America**

Discover how the ordinary family survives, participates in political affairs, and thrives as America becomes a free nation. Abigail, her husband Samuel, and large family rely on one another and the community for daily survival. They are personally involved in activities that start America's Revolution on April 19th 1775. They persevere and prosper for decades.

**Gail C. Hamel, Presenter & Proprietor, Abigail by Gail: A Colonial Experience**

**Refreshment Break 3:45 to 4:15**  
**North Shore Ballroom/Exhibit Hall**

# Thursday, October 3

## Session IV 4:15pm-5:15pm

### **T4-1 Hip Hop Dance Chair Exercise for Seniors**

This exercise class is (45) minutes. Elders do a complete warm-up and hip hop class that begins and ends in the chairs. We travel through time on the "Soul Train" and chair dance to clean cut hip hop and R&B songs. We use creative props such as smiley faces, the drums and the African maracas to help make our soul train journey come to life. Senior participants will leave feeling more limber.

There is some evidence that physical activity can slow down the decline of cognitive disabilities and may improve a demented patients' quality of life. It has also been suggested that physical activity is a preventative health measure and may improve cognitive function in daily activities, and balance mental health.

**Rondae Drafts, Ph.D.abd, Executive Director, MUSIC Dance.edu**

# Thursday, October 3

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

### T4-2 Activity Idea Relay

Looking for new and exciting activity 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! Bonus points for anyone who brings a written description of their center's coolest, most innovative activity/event. Description should include information that would help a colleagues replicate the event at their COAs (25 copies please).

**Bethany Loveless, MCOA Certified Director, Dracut COA**

### T4-3 Protecting the Vulnerable Senior from Scams, Family, and Themselves

**1 SW CEU, 1 LMHC CE**

In this presentation, Nurse Attorney Cathleen Summers will discuss seniors who fall victim to scammers, unethical family members, and even to themselves. The characteristics and warning signs of a "vulnerable senior" will be reviewed along with examples of how each category of perpetrator – scammers, family members, and themselves - harm the senior and the negative effects it can have on their all-around well-being. This presentation also covers the many ways these vulnerable seniors can put legal safeguards in place through pre-planning and steps that can be taken in the midst of a crisis. Finally, Attorney Summers will discuss community and other resources that are available.

**Cathleen Summers, RN, Esq., Generations Law Group**

### T4-4 Hoarding, Housing & Mental Health: Creative Community Strategies for Seniors

Looking for ways to help seniors who are overwhelmed? Living in a hoarded home? Threatened with eviction or foreclosure? Suffering from depression, grief or loss? There are creative, collaborative ways you can help. Representatives from New Bedford's EMHOT & Fresh Start teams will share strategies to engage and assist seniors facing these challenges...especially those associated with loss and other major life changes.

**Melissa Aheasy, M.Ed., LMHC**

**Esperanza Alejandro-Berube, Resident Services Manager, New Bedford Housing Authority**

**Gavin Bates, Staff Attorney, South Coastal Counties Legal Services**

**Mary Freire-Kellogg, Health Agent, Town of Fairhaven**

**Debra Lee, Director, New Bedford Council on Aging**

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# Thursday, October 3

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

### **T4-5 Best Practices in Recommending Senior Care Options**

Michelle Woodbrey, Chief Executive Office for 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 assisted living communities being built and nursing homes on the brink of closing, families today have more difficult choices than ever before. This presentation 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. Michelle will offer some best practices used to help guide families towards understanding what care options best fit their needs and budget.

**Michelle Woodbrey, Chief Executive Officer, 2Sisters Senior Living Advisors**

### **T4-6 The Massachusetts Elder Supportive Housing Model - Best Practices and Innovations to Meet the Diverse Needs of Our Aging Populations**

**1 Nursing CEU**

The Massachusetts Supporting Housing Program provides services to residents of 41 state or federally funded housing sites for older adults and persons with disabilities throughout our Commonwealth serving on average over 6,660 residents per quarter. Elder Supportive Housing Programs employ a Supportive Housing Coordinator who provides tenancy preservation support and manages on-site 24/7 emergency coverage. Supportive Housing Coordinators also direct a variety of programs open to all housing site residents including congregate meal programs, on and off-site social activities, workshops, health clinics, and educational programs.

This session will provide an overview of the Massachusetts Supportive Housing model and highlight innovations to enhance this program being implemented through initiatives at two ASAPs - Elder Services of the Worcester Area (ESWA) and Boston Senior Home Care (BSHC). Both ESWA and BSHC have partnered with organizations within their communities to expand their model and add components, including a wellness nurse, in order to better address the growing needs of residents. ESWA has conducted their work through an I-Wish partnership funded by the US Department of Housing and Urban Development. BSHC engaged with Preservation of Affordable Housing (POAH) and clinical staff from Mass General Hospital (MGH) to integrate clinical components into their program. This session will highlight how these services are evolving in order to better improve their impact on the health and well-being of housing residents.

**Lisa Gurgone, Executive Director, Mass Home Care**

**Jenn Knight, Director of Planning and Marketing, Elder Services of the Worcester Area**

**Meg Hogan, Chief Executive Officer, Boston Senior Home Care**

**Thursday, October 3**

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

**T4-7 Anxiety and Aging: Using healthyagingdatareports.org to identify risks to mental health among older people in your community**

**1 Nursing CEU**

Massachusetts Healthy Aging Data Reports (healthyagingdatareports.org) provide information on 170+ indicators reported at the local level. Understanding how your community compares to statewide rates can identify areas of strength or challenges. Mental or behavioral health is important to healthy aging and often overlooked. Anxiety is the second most common problem, yet is underdiagnosed and understudied among older adults. This workshop will review the individual risk factors identified in past research as well as report on new findings that identify risks for community level rates of anxiety. In our study using Massachusetts Healthy Aging Data Report, we found that cities/towns with higher % of older persons living alone; with chronic health conditions; in poor social environment (a composite factor of rental housing, high population turnover, high crime rates, and voter participation rate) and high urbanicity had higher prevalence of anxiety disorders among older persons. On the other hand, mental health treatment access was associated with lower prevalence of anxiety disorders. The implications of these findings and interactive discussion among session participants will present an opportunity to brainstorm potential individual, institutional, community or state interventions to address this overlooked, but critically important issue. Professionals in the aging services network can play a crucial role in screening and acknowledging anxiety disorders among older state residents and direct them to appropriate resources.

**Anyah Prasad, MS, MBBS, University of Massachusetts Boston**

**National Institute of Senior Centers**

**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 |
| Rochester Senior Center / 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/>***

# Thursday, October 3

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

### **T4-8 Do It Together! Age and Dementia Friendly Communities**

The Age-Friendly/Dementia Friendly Integration Tool Kit: Better Together – How to blend resources, funding and best practices to create an Age and Dementia Friendly community.

**Pam MacLeod, Executive Office of Elder Affairs, MBA, PMP**  
**Patty Sullivan, Dementia Friendly MA/MCOA, MA**  
**James Fuccione, Massachusetts Healthy Aging Council**

### **T4-10 Leading Isn't Just Managing: Guiding Your Staff to Greater Self-Sufficiency**

When a leader is promoted from an individual contributor (or direct service staff) role to one that includes managing people, there is often a disconnect that occurs. A few of the skills that can help managers be effective leaders include the ability to build trust within the team and determining how to effectively delegate. In this session, we take an experiential approach to exploring how to effectively cultivate and put these skills into practical action with your team.

**Stacie Watson, CPC; Owner/Partner, Transformative Leadership Strategies**

### **T4-11 Considering Changing the Name of your Senior Center or Rebranding? – HOW / WHY / WHAT & WHAT NOT TO DO**

After an overview of branding, this session will focus on the reasons to consider rebranding or a name or logo change – and the reasons NOT to. We will explore why senior centers and other organizations choose to change or upgrade their name, logo or brand identity. Examples of successful and unsuccessful rebranding and logo change will be presented, with an emphasis on trends in Senior Centers in Massachusetts and nationally. Resources for rebranding, logo change and name change will be provided. This session will provide new information beyond what the speaker included in the MCOA/NCOA Handbook “Marketing Tools for any Senior Center”.

**Barrie Atkin, President, Atkin Associates LLC - Strategy, Marketing & Fundraising**

## **Thursday Evening Networking Event**



**in the Living Room – 6:00-8:00pm**

Enjoy Game Night with friends old and new!

Sponsored by

**Alzheimer's Association**

## Friday Activities: October 4<sup>th</sup>

|                 |  |
|-----------------|--|
| 7:00am-9:00am   | Breakfast - Grand Ballroom                 |
| 8:00am-12:00pm  | Registration Desk and Resolution Desk Open |
| 9:00am-12:00pm  | Morning Intensive Session                  |
| 12:00pm-12:45pm | Lunch - Grand Ballroom                     |

**Breakfast 7:00am to 9:00am**

**Sponsored by Tufts Health Plan**

**Grand Ballroom**

**Friday, October 4**

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

### **F1-1 MySeniorCenter Intensive Training**

Master the basics of MySeniorCenter and get into the fast lane by learning about the advanced features.

**Chris Hamilton, President, MySeniorCenter**

**Eric Andersen, Chief Technology Officer, MySeniorCenter**

### **F1-2 Let's Do This -- Meetings That Work**

**1 SW CEU, 1 LMHC CE**

We need meetings -- with colleagues, supervisors/supervisees, clients, and others inside as well as outside the organization. It's where we check in, generate new ideas, and meet challenges. What we don't need are meetings that are a waste of time.

This workshop offers hands-on skills to make meetings effective and satisfying -- skills in meeting management, communication, and how to deal with challenges. The more skillful we are, the better meetings work.

The skills are for everyone -- volunteers, executives, middle managers, front-line staff -- whether you run meetings or not. They also work in one-on-ones, with your boss, your colleagues, or the people you supervise. The training itself acts as a real-time meeting lab.

**Pam Kristan, Principal, Pam Kristan Consulting & Training**

This program has been approved for Social Work Continuing Education hours for relicensure, in accordance with 258 CMR. NASW-MA Chapter CE Approval Program Authorization Number D80936.

**Friday, October 4**

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

**F1-3 SNAP 101 for older adults and how to become a Community Outreach partner**

The Supplemental Nutrition Assistance Program (SNAP) (formerly known as the Food Stamp Program) serves as the primary source of nutrition assistance for millions of low-income people monthly. In Massachusetts, only 20% of the SNAP caseload is made up of 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-presenting this workshop. The workshop will cover the basics of the SNAP application process, required proofs, 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 incorrectly denied or terminated SNAP cases. Information on how to become a SNAP community outreach partner and the benefits to your organization of becoming a partner (such as access to DTA Connect) will also be covered.

**Patricia Baker, Senior Policy Analyst, Mass Law Reform Institute**

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

**F1-4 Designing an Older Adult Community Center for the Coming Boomers**

Explore the demographics of why you need a new center, the infrastructure of support that the center provides the city/town, and getting started picking the committee and choosing an architect. Look at special needs, whether to renovate or build new, and performing a feasibility study. Learn about site selection, funding sources, and the process of design and construction. Get into the details of what makes a successful Adult Center, new trends in program to meet the needs of the Boomers, and integrating technology. Lastly, look at what other communities have done through a survey of new older adult centers in New England.

**John Catlin, AIA, NCOA, NISC - Catlin + Petrovick Architects, PC**

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# Friday, October 4

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

### **F1-5 Building Dementia Capacity: Intensive Training for COA's in Supporting People Living with Dementia and their Care Partners**

**1 Nursing CEU**

As the numbers of people living with dementia continue to increase, Councils on Aging will need to be prepared to provide a deeper and more robust set of services to support this population. Working together, the Alzheimer's Association of MA/NH and MCOA have developed a three-hour training program for COA staff to build the capacity of their own organization. This program is designed to help staff:

- Develop a deeper understanding of Alzheimer's disease and other dementia's
- Learn how to talk to someone if you have concerns about their memory
- Work with people in the early stages of the disease
- Help families navigate and plan for the future
- Understand the resources available through the Alzheimer's Association

While all COA's can benefit from this training experience, COA's who are participating in the Dementia Friendly Massachusetts program will especially be enriched from this program as part of their efforts to make their communities more welcoming and supportive of people living with this disease.

**Maura Moxley, LSW, CDP, Director of Community Engagement, Alzheimer's Association, Massachusetts/New Hampshire Chapter**

**Julia Perriello, MS, Manager of Helpline and Community Referrals, Alzheimer's Association, Massachusetts/New Hampshire Chapter**

**Melody McLaughlin, CDP, Program Manager, Early Stage Engagement, Alzheimer's Association, Massachusetts/New Hampshire Chapter**

**Luncheon 12:00pm to 12:45pm**

**Grand Ballroom**

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



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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  
Annamary 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

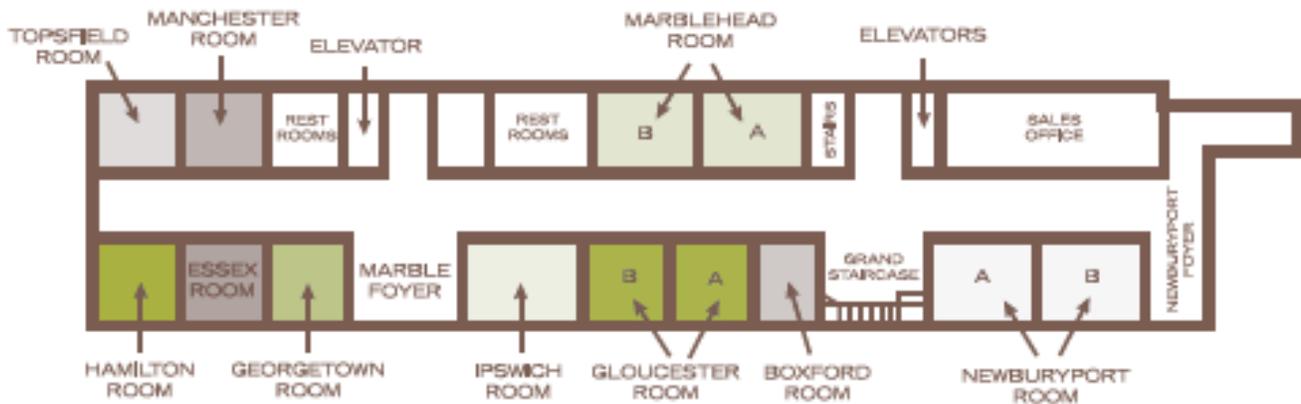
Donna Ciappina, *Duxbury* 2012  
Angela Smith, *Carlisle* 2011  
Sheila Ronkin, *Bellingham* 2010  
Violet Suska, *Chicopee* 2009  
Christine (Tina) Gorman, *Westfield* 2007  
Marlene Troupes, *Hopkinton* 2006

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.*

# Hotel Map

## MEZZANINE LEVEL



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