



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 2nd

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 3rd

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 4th

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



Massachusetts
Councils On Aging

“40 Years of Making a Difference”

MCOA’s Fall Conference: October 2-4 2019

Dear Participant:

With a little bit of history and allot of gratitude...

Welcome to the Massachusetts Association of Councils on Aging & Senior Center Directors annual fall conference at the Doubletree by Hilton in Danvers, MA. This 3-day event is jointly offered with the Commonwealth of Massachusetts; represented here by the Executive Office of Health and Human Services, the Executive Office of Elder Affairs, the MA Department of Public Health, the MA Department of Mental Health, the Department of Transitional Assistance, the Executive Office of Labor and Workforce Development, the MA Commission for the Blind, the MA Commission for the Deaf and Hard of Hearing, the Registry of Motor Vehicles, Department of Transportation, Department of Fire Services, MassCor, Department of Telecommunications and Cable, MA Office of Consumer Affairs and Business Regulation, and the Secretary of State’s office. Our relationship with state government that we have forged together over the last forty years have made our Commonwealth a better place to age.

In addition, we partner with numerous organizations on the national and regional level like the American Society on Aging, National Council on Aging/ National Institute on Senior Centers, as well as our New England state partners: Rhode Island Senior Center Director Association, Connecticut Association of Senior Center Personnel, and the New Hampshire Association of Senior Centers. Their support of our mission helps us succeed.

Our statewide community partners include MMA’s Human Service Council, AARP, Alzheimer’s Association, Health Care for All, Home Care Alliance of MA, Jewish Family & Children’s Services, LeadingAge MA, MA Aging and Mental Health Coalition, MA Association of Mental Health providers, MA Advocates for Nursing Home Reform, MA Gerontologist Association, MASS ALA, MA Senior Action Council, MA Council for Home Care Aide Services, MA Health Policy Forum, MA Healthy Aging Collaboration, MA Multicultural Coalition on Aging, Mass Senior Care Association, MA Public Health Association, MA-NASW, Tufts Health Plan Foundation, and the UMass Gerontology Institute. We thank them for their leadership and willingness to partner with us, many join us today to share information and resources.

MCOA’s History: The Massachusetts Association of Councils on Aging and Senior Center Directors was incorporated as a 501c3 non-profit in 1979, though its origin can be traced back at least to 1974 when the first known statewide gathering of Councils on Aging staff and board members occurred in Northampton, Massachusetts. Currently 350 communities have established a COA municipal department.

Our Mission: Building strategic partnerships to educate, empower, and advocate for professionals who work with older adults.

Our Vision: Statewide collaboration to advance the quality of life for older adults.

Our Positioning Statement: MCOA will be the principal statewide organization to support municipalities, membership, and other organizations that serve older adults through advocacy, networking, professional development, consumer education, and resource opportunities.

Three Words We Value: Educate. Advocate. Collaborate.

Our Four Foundational Pillars: Healthy Aging, Economic Security, Outreach to Underserved Populations, and Training and Technical Assistance.

Our Six Additional Focuses: Behavioral Health, Nutrition, Transportation, Housing, Healthcare, Lobbying on behalf of Massachusetts' older adults

Our Staff: As we celebrate our Forty Years we want to recognize some of our former staff that built this organization including former Executive Directors Lorre Mehlinger, Bobbi Kamen, and Martha Prybylo with our former support staff Donna Scull, Marcie Sylvestro, Bob Trenholm, Janiece Leach, Peter Kubaska, Becky Moriarty, Natalie Skrzyniarz, and Brenda Griffin. In addition, we want to express our appreciation to our current staff which includes David P. Stevens, Lynn Wolf, Mary Kay Browne, Kathy Bowler, Donna Popkin, Shari Cox, Betsy Connell, Patty Sullivan, and Susan McNulty who starts Monday.

Our Governance: We are a membership-driven organization governed by 350 municipally based councils on aging divided into 5 districts with 21 sub-regions. Our advisory council consists of 60+ thought leaders that guide our agency and we are governed by a 17-member board of directors. We are grateful that so many members have volunteered their valuable time to achieve the goals and objectives of our statewide association.

Our Legislative Advocacy: Over the past four decades, MCOA has been successful on Beacon Hill – first with establishing the Service Incentive Grant Program (SIG) and then establishing an individual line item that funded the COA formula grant (FG). The formula has grown from \$0.50/elder in 1981 to \$12/elder in FY20. The SIG grants have grown as well and now are in the \$1.5million range. In addition, we have advocated for property tax relief programs for older adults, funds to build and rehab senior centers, funds for transportation services and additional funding for line items under the Elder Affairs Secretariat including, but not limited to, Prescription Advantage, home care, SHINE, protective services, and nutrition. Most recently we collaborated to restore funding for a Behavioral Health line item and we currently help monitor 11 regional projects statewide. For over a decade MCOA and our Executive Director have compiled with M.G.L and has registered as lobbyist. We are grateful not only to have the full support of the current Administration, but to also receive bicameral and bipartisan support from the legislature.

Major Movements and Conference Themes: As we look back over the forty years our fall conference reflects the state of our association.

Early on our Conference Themes tried to frame the role of the municipal Council on Aging:

“Council on Aging & Senior Centers: Models for Wellness;” “Age: A Catalyst for Change;” “Councils on Aging: Working Today for Your Tomorrow;” “Aging is Everybody’s Future;” “Aging in the Commonwealth...It’s all of us;” “Community COAlitions We Can’t Do It Alone!;” “Coming of Age... Celebrating 50 Years of Service!” and “We’re Not Just BINGO Any more: Discover Our Diversity!”

As the millennium approached, we started to look forward with these themes: “Preparing for the Year 2000 and Beyond; Keeping Seniors Centers in the Forefront of Service Delivery to Elders;” “Senior Centers: Focal Points for the 21st Century;” “Celebrate Aging;” “On the Move... Into the Next Millennium;” “Bridges to the Future;” and “The Future is Aging.”

Building on the newly created Prescription Advantage Program we used for two years: “Councils on Aging: The Best Prescription;” and “Councils on Aging: *Still* the Best Prescription.”

Then we started to look at the changing eldercare network and the demands the projected growth would have on our network: “Elder Care at the Cross Roads;” “The Boomers are Here... Now What?” “ElderCare: Beyond the CrossRoads;” “Centered on Wellness;” and “Councils on Aging: Your Community Connection.”

And as we grew out of the Great Recession we used: “Aging Well in Massachusetts and Beyond;” “Preparing for Tomorrow;” “Where Do We Grow from Here?” “Senior Centers; A Welcoming Place for All;” “Rising Tides: Embracing Population Growth of Older Adults; and “COA Strong.”

In 2018, we embraced “Reframing Aging”: Massachusetts was designated the second Age Friendly State in the country, as cities and towns were encouraged to embrace the WHO/AARP movement, to review their infrastructure and available services from the viewpoint of an older adult. MCOA volunteered to take the lead with adding and integrating Dementia Friendly into this exercise.

Over the last year we have also explored the Frameworks Institute’s proposition that ageism may hinder our progress in serving our Commonwealth’s older people.

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

We can do better, and within that “framework” we continue to strive to fully integrate the recommendations of the Governor’s Council to Address Aging in Massachusetts as well as the recommendation from Legislative Commissions on Falls Prevention, Economic Security and LGBT Aging. Our active involvement with all of these movements puts your local COA and MCOA at the heart of a transformative time in our state’s history; as we prepare to see the most significant increase in the Age 60+ cohort ever recorded, just 6 months from the 2020 U.S. Census. Early projections indicate that up to an additional half million older adults will be counted, increasing the age 60+ cohort to 25% of the state’s population.

2019 Conference Highlights: In addition to the 90 workshops and intensives offered and the 80 vendors down in the North Shore Ballroom, there will be three plenaries scheduled offering unique insights into where we are as elder service providers. On Wednesday, we are pleased to welcome Mary Lou Sudders, Secretary of Health and Human Services and Elizabeth Chen, Secretary of Executive Office of Elder Affairs to offer their perspectives of Aging in Massachusetts. Martha Velez will be receiving the Director of the Year Award. We will also be recognizing the efforts of Dementia Friendly Communities on Massachusetts. On Thursday morning, Anna Maria Chavez, Executive Vice President and Chief Growth Officer, NCOA will present “Truth to Power: Empowering Aging Women with Financial Wellness.” The Thursday Plenary will offer an opportunity to pause to reflect on the history of MCOA and the COA network and look to the future. This panel discussion will feature David P. Stevens – MCOA, Executive Director, Jan Mutchler – Professor of Gerontology and Director, Center for Social & Demographic Research on Aging at University of Massachusetts Boston, Jennifer Throwe - Regional Administrator, Administration for Community Living, Joanne Moore – Director, Duxbury COA, and moderated by MCOA President Rebecca Moriarty. The Lifetime Achievement Awards will be given at the Thursday Plenary session to Sharon Lally - retiring Director of the Rochester COA, Carol Hamilton – Director of the Marshfield COA and Amy Vogel Waters – Director of the Worcester Elder Affairs/Senior Center.

Beyond 2019: There will be challenges ahead as the federal government continues to cut programs for older adults and a potential recession may be in the wings, but we have in the past, and will again, overcome these obstacles. In addition, we, as a Commonwealth, may not be able to fully respond to all of the needs we will identify thru the Age/Dementia Friendly movements, but our state has never walked away from a challenge. We are the home of the best and brightest, and through collaboration between academia, the business community, and state and local governments including gerontologists, elder advocates, consumers, and municipally based COAs, we can begin to put in place, and then expand, programs and services to meet the demands of 2 million older adults by 2035.

As we celebrate the past we must look to the future, and rededicate ourselves to our commitment of our local COAs to provide the best services and programs, even in these uncertain times. This conference is an opportunity to join in helping shape the future, learn of new initiatives and programs that have a proven track record, network with your peers, and examine our current path and priorities. MCOA needs help on our Leadership Team with many of these projects. Join us! Details on all of this can be found in your conference folder, down in North Shore Exhibit Hall (look for "MCOA Showcase" banner), or on our website: www.mcoaonline.com . Enjoy this experience!

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

David P. Stevens
MCOA's Executive Director

Kathleen Bowler
Director of Member Services

Note: During his "free time" at this event David will be sitting in the Living Room outside entrance to the North Shore Ballroom vendor area and he welcomes dialogue with members.



Conference Highlights: At “Conference 2019 - 40 Years of Making a Difference” we offer:

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

Plenaries: The three plenaries scheduled offer unique insights into where we are as elder service providers. On Wednesday, we are pleased to welcome Mary Lou Sudders, Secretary of Health and Human Services and Elizabeth Chen, Secretary of Executive Office of Elder Affairs to offer their perspectives of Aging in Massachusetts. Martha Velez will be receiving the Director of the Year Award. We will also be recognizing the efforts of Dementia Friendly Communities on Massachusetts. On Thursday morning, Anna Maria Chavez, Executive Vice President and Chief Growth Officer, NCOA, will present “Truth to Power: Empowering Aging Women with Financial Wellness.” The Thursday Plenary will offer an opportunity to pause to reflect on the history of MCOA and the COA network and look to the future. This panel discussion will feature David P. Stevens – MCOA, Executive Director, Jan Mutchler – Professor of Gerontology and Director, Center for Social & Demographic Research on Aging at University of Massachusetts Boston, Jennifer Throwe - Regional Administrator, Administration for Community Living, Joanne Moore – Director, Duxbury COA, and moderated by MCOA President Rebecca Moriarty. The Lifetime Achievement Awards will be given at the Thursday Plenary session to Sharon Lally - retiring Director of the Rochester COA, Carol Hamilton – Director of the Marshfield COA and Amy Vogel Waters – Director of the Worcester Elder Affairs/Senior Center.

MCOA Showcase: Visit the MCOA Informational Tables in the North Shore Exhibit Hall on Wednesday and Thursday. At these tables, attendees will have the opportunity to learn about other resources of interest to members. Come visit us and learn what your trade association is doing for you.

Evening Events: On Wednesday, it's Mardi Gras as MCOA hosts a dinner celebrating the 40th Anniversary of MCOA. On Thursday, it's Game Night for a casual networking reception to give attendees an opportunity to reconnect with old friends and make new friends and have some fun!

In addition we will also offer:

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

A Cooperative Venture Thank You's: The content of this three-day conference “Conference 2019 – 40 Years of Making a Difference” is truly outstanding. We are grateful to the Massachusetts Executive Office of Health and Human Services and in particular the Executive Office of Elder Affairs and Secretary Elizabeth Chen for support.

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

More Thank You's: Many thanks to Emmett Schmarsow and Carole Malone from EOEA for their tireless efforts on behalf of COAs throughout our Commonwealth who have also contributed to make this event a success. In addition, thanks to the members of the Workshop Committee who reviewed over 110 proposals: Chair Terri Marciello, with Emmett Schmarsow, Carole Malone, Jodi Zepke, Lissa Fontaine, Leslie Hennessey, Michael Squindo, Sherry Manyak, Jim Leyden, Judy Tanner, Donna Popkin, Kathy Bowler, Lynn Wolf, and Becky Moriarty. MCOA is also appreciative of Judy Ramirez who assisted with the Nursing CEUs; the members of the Local Arrangements Committee coordinated by the Lynn COA team led by Stacey Minchello; and our conference chair Jodi Zepke for holding all this together.

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

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



Enjoy the Conference!



The Commonwealth of Massachusetts
Executive Office of Elder Affairs
One Ashburton Place, 5th Floor
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Lieutenant Governor

ELIZABETH C. CHEN, PhD, MBA, MPH
Secretary

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Dear Colleagues,

As you gather for your fall convention, please accept my best wishes and sincere thanks for all that you do serving older residents in Massachusetts.

While I'm still fairly new in my position as Secretary of Elder Affairs, I have learned very quickly about the importance and value of Councils on Aging and Senior Centers to our Commonwealth. You offer a welcoming and engaging environment where older adults can feed their body, mind and spirit.

In my visits throughout the state, I have seen firsthand the wonderful service that COAs provide to their residents and to their municipalities. I have also been impressed by the shared sense of mission that COAs exhibit and the important work that many are doing to reimagine their programs and services to appeal to a new generation older adults.

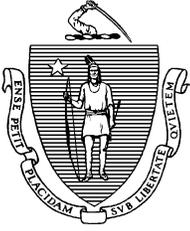
In many ways you represent the "front door" for people seeking information about aging services and programs. You are touchpoints for residents who need information, assistance and even companionship. As such, you are a critical partner in the Commonwealth's Aging Services Network, and I am so grateful that our older residents have such high quality, local resources to help them live healthy and engaged lives. I am also pleased to be part of an Administration that continuously recognizes how important COAs are, and that has been so supportive of your work.

Please know that I am committed to fostering our strong partnership, and our shared efforts to improve the quality of life for older adults. I look forward to seeing you all at the conference.

Sincerely,

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

Elizabeth Chen, PhD, MBA, MPH
Secretary



The Commonwealth of Massachusetts

Executive Office of Health and Human Services
Department of Public Health
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Dear Colleagues:

On behalf of the Department of Public Health, welcome to the 2019 Massachusetts Councils on Aging (MCOA) annual conference. Congratulations on your 40th anniversary of making a difference in the lives of so many of our residents.

Your work plays a critical role in helping our older adults to continue to enjoy active lives in the community. We've all seen the life-changing impact of services and support provided by Councils on Aging in cities and towns across Massachusetts. DPH is proud to continue to partner with you on these efforts.

We are extremely grateful for MCOA's continued participation as an advisory committee member of the DPH Healthy Aging Fund. Funded through our Determination of Need program, this important fund will be making investments for years to come, to support healthy aging in communities across the state.

Our Department also continues to enable local EMS to work within their communities to provide prevention and treatment services to individuals at home. The Community EMS program focuses on prevention and education, and several cities and towns now offer services like well-being checks, falls prevention assessment, and home safety evaluations. The Mobile Integrated Health Program allows for clinician, hospital, and EMS partnerships to provide home-based monitoring for chronic diseases, such as COPD or CHF, and provide post-hospital discharge home visits to reduce the chances for near term readmission.

And DPH continues to address the quality of life and quality of care of our residents living in nursing homes and rest homes. In fact, DPH worked with 60 nursing homes across the state to improve their systems for quality assurance and performance improvement.

I thank you again for all you do to promote the health and well-being of older adults, and I wish you a productive and enriching discussion at this year's conference.

Sincerely,

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

Monica Bharel, MD, MPH
Public Health Commissioner



The Commonwealth of Massachusetts

Executive Office of Health and Human Services

Department of Mental Health

25 Staniford Street

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Secretary

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Commissioner

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www.mass.gov/dmh

Dear Colleagues,

On behalf of the Department of Mental Health (DMH), I am pleased to welcome you to the 2019 Massachusetts Councils on Aging Conference.

DMH is excited to be collaborating with our partners at the Executive Office of Elder Affairs (EOEA), and the Massachusetts Councils on Aging (MCOA). Through the efforts of advocates from MCOA and other organizations, the FY2020 budget includes resources in the Executive Office of Elder Affairs' budget for Elder Mental Health Outreach Teams. DMH continues to partner with EOEA in this important work.

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

The Elder Mental Health Collaborative between Executive Office of Health and Human Services (EOHHS) agencies hosted by DMH includes the Department of Public Health (DPH), Bureau of Substance Addiction Services, DPH Suicide Prevention Services, the Executive Office of Elder Affairs, community stakeholders, Massachusetts Councils on Aging and offers creative solutions for older adult behavioral health needs.

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

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

Sincerely,

Joan Mikula
Commissioner



COMMONWEALTH OF MASSACHUSETTS

CHARLES D. BAKER

GOVERNOR

Office of Consumer Affairs and Business Regulation

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LIEUTENANT GOVERNOR

www.mass.gov/consumer

MIKE KENNEALY

SECRETARY OF HOUSING AND
ECONOMIC DEVELOPMENT

EDWARD A. PALLESCHI

UNDERSECRETARY

Dear Friends,

Welcome to the 2019 Massachusetts Council on Aging (MCOA) Conference. On behalf of myself, and everyone at the Office of Consumer Affairs and Business Regulation (OCABR), we salute you for your contribution to the Commonwealth and thank you for being here today.

OCABR is dedicated to protecting and empowering consumers through advocacy and education. We also commit to ensuring a fair playing field for the businesses regulated by our five agencies: Division of Banks, Division of Insurance, Division of Professional Licensure, Division of Standards; and, the Department of Telecommunications and Cable.

Most importantly, we are devoted to helping you navigate a wide range of issues from protecting yourself against financial abuse, identity theft and other deceits to working with home contractors and managing personal finances. Each OCABR agency also has a Consumer Services Unit dedicated to answering questions and assisting in resolving complaints about Massachusetts businesses.

We believe that the more you know about consumer issues the better prepared you will be to tackle things that come up and to protect yourself and your family. To that end, we travel the state giving presentations and regularly post helpful information online to help all Massachusetts residents stay on top consumer issues.

Please contact our consumer hotline with any questions or concerns at 617- 973-8787, or visit us online at www.mass.gov/consumer.

Sincerely,

Edward A. Palleschi
Undersecretary



The Commonwealth of Massachusetts
Executive Office of Health
and Human Services

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Charles D. Baker
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Karyn E. Polito
Lieutenant Governor

Marylou Sudders
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Massachusetts Commission
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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



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

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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 "D. D'Arcangelo".

Commissioner



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

CHARLES D. BAKER
Governor

MARYLOU SUDDERS
Secretary

KARYN POLITO
Lieutenant Governor

JEFF McCUE
Commissioner

Dear Colleagues,

The Department of Transitional Assistance continues to collaborate with the Massachusetts Councils on Aging to provide support to our senior population regarding food security. The result of these efforts is building momentum. We now have 22 Councils on Aging/Senior Centers working with us as outreach partners. In addition, our partnership with EOE, has led to SNAP trainings for the Aging Service Access Providers (ASAPs).

Thanks to our ongoing work with Massachusetts Councils on Aging Association, AARP, and the Massachusetts Law Reform Institute we implemented the following new initiatives: a simplified Supplemental Nutrition Assistance Program (SNAP) application for seniors, work with Executive Office of Elder Affairs to assist SNAP clients who have high benefit balances, and collaboration with MassHealth to reduce the discrepancy between individuals receiving Medicaid and SNAP, what is commonly referred to as the "SNAP Gap".

DTA has also made policy changes making it easier for seniors to apply for and maintain their SNAP benefits. Massachusetts is the first state to implement an innovative policy approach to reduce the burden of claiming medical expenses, ensuring seniors are receiving the highest benefit for which they are eligible. Seniors living in subsidized housing are now able to submit their medical expenses using their housing authority rent calculation worksheet. Additionally, Massachusetts received approval to proceed with the Elderly/Disabled Simplified Application Project (EDSAP), which allows elder and disabled households with no income to have a longer certification period, from 24 to 36 months. We anticipate that this longer certification period will help to reduce barriers that may impede access to benefits, thus reducing the number of senior and disabled clients cycling on and off benefits. As well, our Senior Assistance Office in Holyoke is staffed by specialized DTA workers, who are experts in handling questions and issues related to our senior population.

Our mission is to assist and empower low-income individuals and families to meet their basic needs, improve their quality of life and achieve long term economic self-sufficiency. DTA continues to pursue both existing and new partnerships throughout the Commonwealth in order to further our mission. It's important to note that we could not have made this progress without our partners, particularly those at MCOA. Best wishes to all those participating in the conference and thank you to the partners who have worked with us along the way to better support our senior population.

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

Jeff McCue

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

October 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

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

October 2019

Dear MCOA Colleagues:

Welcome we are pleased to welcome you and to support the 2019 Massachusetts Councils on Aging Fall Conference.

MCOA is on the frontline of this effort ensuring that the Councils on Aging in our Commonwealth receive the necessary funding to support seniors in a variety of ways. Today we are here to celebrate those efforts as we continue down the road of collaboration, innovation and advocacy to best meet the needs of seniors in our communities.

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

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

Best regards,

Laura Ducharme
President

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

Dear MCOA Conference Attendees,

AARP Massachusetts welcomes you to the 2019 MCOA Annual Fall Conference in Danvers. We are a proud sponsor and look forward to continuing our collaborative work with you to support the 50+ population in Massachusetts.

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

The conference theme, “40 Years of Making a Difference” aligns well with AARP’s priorities.

Since its founding in 1958, AARP has fought to improve life for all Americans as they age. Aging is changing and the old rules no longer apply. 50 today looks very different from the 50 our parents and grandparents experienced. People are living longer, experiencing more, and retiring differently. Some aren’t retiring at all.

This new reality of aging requires a bold vision and an innovative approach to shape the future. That is why AARP collaborates with others nationwide and around the globe who have the same desire to challenge the status quo, transform and grow industries, and improve the world so that more people can choose how they live as they age.

AARP Massachusetts also offers many community programs, which offer excellent partnership potential with local Councils on Aging sites:

- **HomeFit workshops** provide education about free and low-cost home modifications that help allow those age 50+ to remain in their homes as long as possible.
- **AARP Fraud Watch Network presentations** provide information about protecting against identity theft and scams.
- **AARP Driver Safety Program** four-hour refresher course helps drivers remain independent and stay safe on the roads.
- **AARP Speakers Bureau** offerings include caregiving, Social Security, Medicare and Medicaid, and prescription drug costs, and financial security.

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

Sincerely,



Sandra Harris
State President, AARP Massachusetts



Michael E. Festa
State Director, AARP Massachusetts



October 2019

Dear Friends,

Welcome to the 2019 Massachusetts Councils on Aging Fall Conference!
We're thrilled to celebrate 40 years of this organization's work to improve the lives of older adults in our community.

At Blue Cross Blue Shield of Massachusetts, we're proud to make a difference every day in the lives of our senior community residents. Our dedication to healthy aging makes us a strong partner for health care coverage our members can trust.

We're passionate about educating and empowering older adults to successfully navigate their health care needs and make informed decisions. We're committed to supporting the Massachusetts Councils on Aging in building a strong future for those who advocate for and work with older adults. Together, we can continue to make a difference in the health and well-being of our senior community members.

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

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

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

T :: 617.246.7663

F :: 617.246.7883

E :: Debra.Williams@bcbsma.com

101 Huntington Avenue, Suite 1300 | Boston, MA 02199-7611 | www.bluecrossma.com
BlueCrossBlueShieldofMassachusettsisanIndependentLicenseeoftheBlueCrossandBlueShieldAssociation.

Welcome!

At MySeniorCenter, we've had the great pleasure of coming to the MCOA conference for each of the past 14 years. MCOA is the gold standard for COA/Senior Center conferences across the country and we're sure that this year will be no different.

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

The Fun Facts newsletter is now nine years old and we've had a blast bringing our take on data journalism to the Senior Center world. On Thursday at 10:45 we're doing a live presentation summarizing some of the coolest trends and findings from the past 12 months.

We also have some really exciting things to demonstrate at the booth; including new MyActiveCenter features, updated credit card processing options AND a **sneak preview of our new Donor Management system!**

myseniorcenter™

Dear MCOA Conference Attendees,

UnitedHealthcare® Community Plan of Massachusetts welcomes you to the 2019 Massachusetts Councils on Aging (MCOA) Annual Fall Conference. As a proud sponsor, we look forward to our continued work with you in supporting the elder community in Massachusetts.

Health matters to everyone, in every community. Regardless of income, ZIP code or medical history, people want quality health care—and they should be able to access it. At UnitedHealthcare, we serve millions of Americans, many of whom contend with complex medical conditions, on top of a daily struggle to make ends meet. That is why we are united behind **our mission: to help people live healthier lives and make the health system work better for everyone.**

We partner with local, state and federal governments, care providers and community-based organizations to serve our aging and elderly population, which includes the economically disadvantaged, the medically underserved and those with disabilities and complex health care needs.

On behalf of the UnitedHealthcare, we hope you enjoy the MCOA Annual Fall Conference.

Sincerely,

Bernadette Di Re | CEO

UnitedHealthcare Community Plan of Massachusetts

October 2, 2019

Dear Friends & Colleagues,

Bullying is alive and well. Unfortunately it plays out daily in our public discourse and has grown online with cyber bullying well documented among children and adults. It is a less recognized problem among seniors but no less real. As professionals who work day in and day out with our elders we witness bullying in Senior Centers, Nursing Homes, Church Groups, Hospitals, Senior Living Communities - pretty much anywhere that seniors congregate.

The impact of bullying among seniors is no less devastating than on younger people. For seniors, bullying in these supposedly supportive and safe environments can lead to health issues, depression, fear, and insecurity. For staff who work with seniors, bullying can lead to low morale, emotional distress, misbehavior and abuse. Unchecked bullying also perversely creates an environment that leads to more bullying.

As eldercare professionals, as a group, we are not actively discussing or dealing with this issue. We believe it is time to start this conversation. We have an opportunity to encourage "upstanding" citizens and associates by sharing our training methods toward our goal of creating effective solutions for fostering "People-Friendly" environments.

This is the second year that Senior Living Residences is proud to facilitate a discussion around the topic of senior bullying. Please join us at the Thursday Afternoon session "Get Out Of My Seat, You Can't Sit There! -- Recognizing and Responding to Senior Bullying." We hope to see you there!



Robert F. Larkin
President, Senior Living Residences



Dear Friends,

The Alzheimer's Association is pleased to partner and present workshops once again with the Massachusetts Council on Aging for your annual conference. We hope you find the workshops engaging and informative, and you enjoy your week.

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

We are very excited to be a part of MCOA's Administration on Community Living grant, and have had the advantage of expanding our capacity through the used of volunteers to ensure all of MA residents concerned about Alzheimers/Dementia know we are here to help. We want to thank MCOA for this opportunity to work collaboratively to engage volunteers across the Commonwealth. The Alzheimer's Association is ready to train your volunteers to deliver our evidence based programs and services in communities across our state. There are over 130,000 people living with Alzheimer's in this state, and we need your help to ensure families are educated and supported in every city and town.

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

James Wessler
CEO
Alzheimer's Association MA/NH Chapter

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

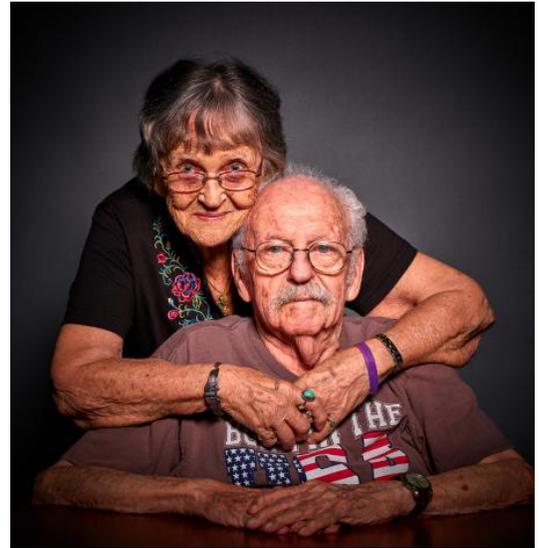
Beginning at the End: Portraits of Dementia

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.

Wednesday Activities: October 2nd

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

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

Gloucester B

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

Ipswich

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

Marblehead

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

Newburyport A

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

Manchester

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

This Conference Book was Generously Sponsored By



Wednesday, October 2

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

W1-6 New Directors Training

Gloucester A

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

Hamilton

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

Essex

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[®] 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

Wednesday, October 2

Session II 10:45am-12:00pm

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

Newburyport B

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

Georgetown

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

Topsfield

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

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

Marblehead

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!

Newburyport B

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

This Conference Book was Generously Sponsored By



Wednesday, October 2

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

W2-3 A Conversation with an Elder Law Attorney

Essex

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

Ipswich

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

Georgetown

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

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!

Topsfield

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

Gloucester A

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 **Hamilton**

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! **Newburyport A**

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

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

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

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.

Mary Curlew, LICSW, Community Education and Training Specialist, Jewish Family & Children's Service

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

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

The STATE of Aging



Mary Lou Sudders

Secretary of Executive Office of
Health & Human Services



Elizabeth Chen

Secretary of Executive Office of
Elder Affairs

Those towns that have signed the Dementia Friendly Massachusetts Pledge will also be honored with a Certificate of Recognition, including:

Bristol	Gloucester	Rockport
Cambridge	Holden	Sharon
Cohasset	Holland	Springfield
Essex	Lunenburg	Sturbridge
Fall River	Manchester by the Sea	Taunton
Franklin	Northborough	Worcester

Director of the Year Award

Martha Velez, Lawrence COA

Wednesday, October 2

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

W3-1 Social Security for Seniors

Marblehead

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

Newburyport B

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

Newburyport A

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

Essex

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

Ipswich

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

Hamilton

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

Gloucester A

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

Manchester

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 Topsfield

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

Gloucester B

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.

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Wednesday, October 2

Session IV 4:15pm-5:15pm

W4-1 Discovery Centers for Civic Engagement

Gloucester B

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, ESC Discovery Program

Willia Cooper, Transition Navigator Coordinator, Empower Success Corps, ESC Discovery Program

Grace O'Donnell, Executive Director, Framingham Senior Center

Doreen Arnfield, Executive Director, Amesbury Senior Center

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

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

Georgetown

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

Marblehead

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

Newburyport A

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

Ipswich

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

Gloucester A

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

Manchester

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

Hamilton

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)

Essex

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

Topsfield

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 3rd

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 Room



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!

Gloucester A

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

Topsfield

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

Manchester

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

Ipswich

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

Newburyport A

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

Marblehead

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

Newburyport B

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

Essex

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

Gloucester B

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

Georgetown

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

Hamilton

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

Gloucester A

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

Marblehead

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

Newburyport A

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

Newburyport B

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 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!

Hamilton

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

Ipswich

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

Manchester

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

Georgetown

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

Gloucester B

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

Essex

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

Topsfield

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

Reflect on the history of MCOA and the COA network and look to the future with our esteemed panel featuring:

❖ 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

❖ Jennifer Throwe

Regional Administrator, Administration for Community Living

❖ Joanne Moore

Director, Duxbury COA

❖ And moderated by Becky Moriarty

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

Lifetime Achievement Awards

Sharon Lally
Rochester COA

Carol Hamilton
Marshfield COA

Amy Vogel Waters
Worcester COA

Thursday, October 3

Session III 2:45pm-3:45pm

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

Hamilton

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

Newburyport B

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)

Gloucester A

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

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Thursday, October 3

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

T3-4 Spirituality and Aging

Newburyport A

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

T3-5 Creative Leveraging for Senior Programming

Marblehead

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

Ipswich

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

Thursday, October 3

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

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

Georgetown

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

Manchester

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

T3-9 Be Wise About Immunizations

Essex

Pfizer has initiated an awareness campaign about the Centers for Disease Control (CDC) comprehensive vaccination recommendations for older adults. They will discuss tips, tools, partnerships and strategies about how to be wise about prevention all year long.

Tim Temple, MBA, Vaccines Account Specialist, Pfizer Vaccines

Melissa Finlay, Pharmacy Account Specialist, Pfizer Vaccines

T3-10 UCLA Memory Training

Gloucester B

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

Topsfield

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

Hamilton

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

T4-2 Activity Idea Relay

Ipswich

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 Gloucester B

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 – scams, 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

Thursday, October 3

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

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

Marblehead

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

T4-5 Best Practices in Recommending Senior Care Options

Manchester

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

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Thursday, October 3

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

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

Gloucester A
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

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

Newburyport A
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

Thursday, October 3

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

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

Newburyport B

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

Essex

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

Georgetown

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

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Thursday Evening Networking Event

in the Living Room - 6:00-8:00pm



Enjoy fun and games
with friends old and new!

Sponsored by

Alzheimer's Association

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/>

Friday Activities: October 4th

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

Marblehead

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

Manchester

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

Georgetown

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

Essex

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 **Hamilton**

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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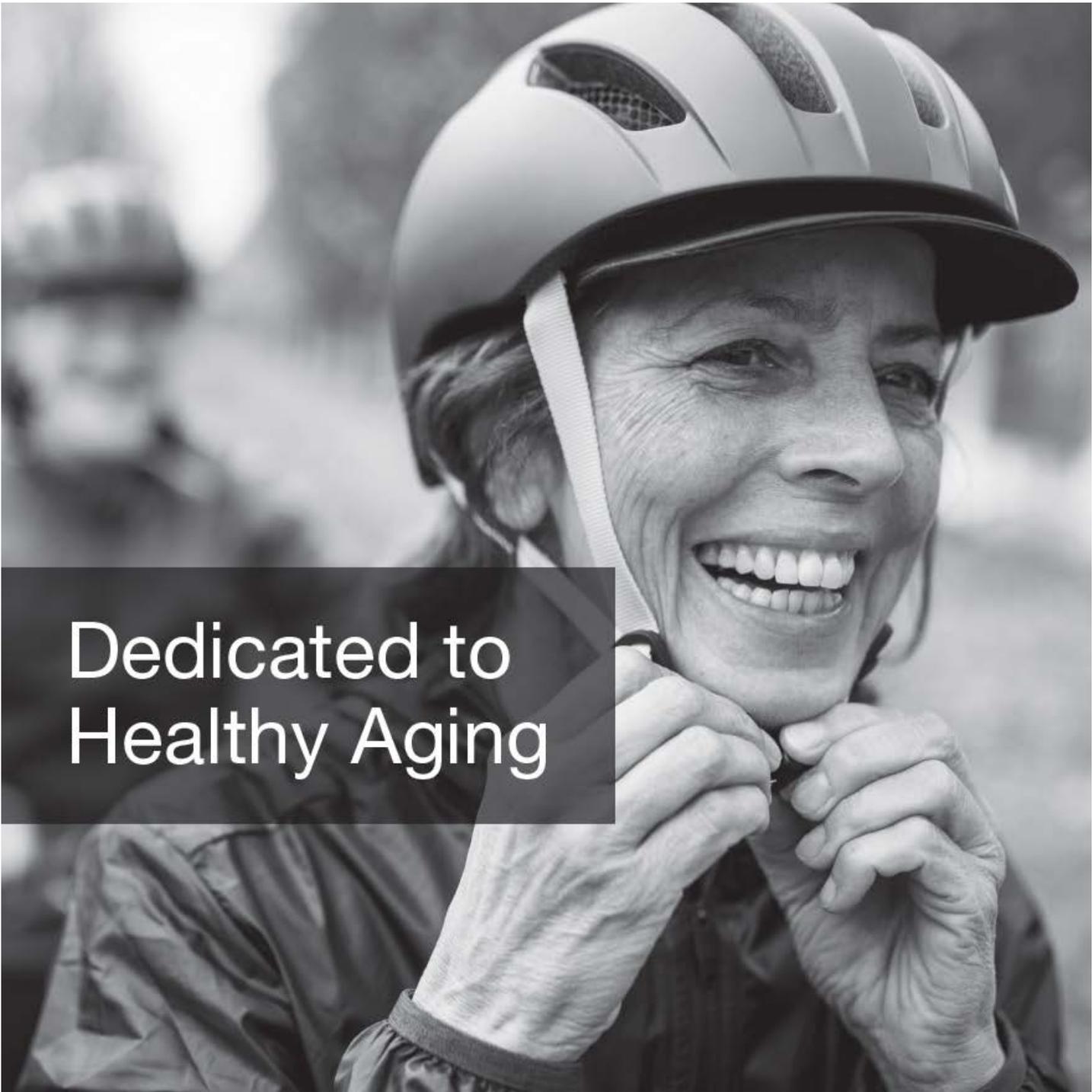
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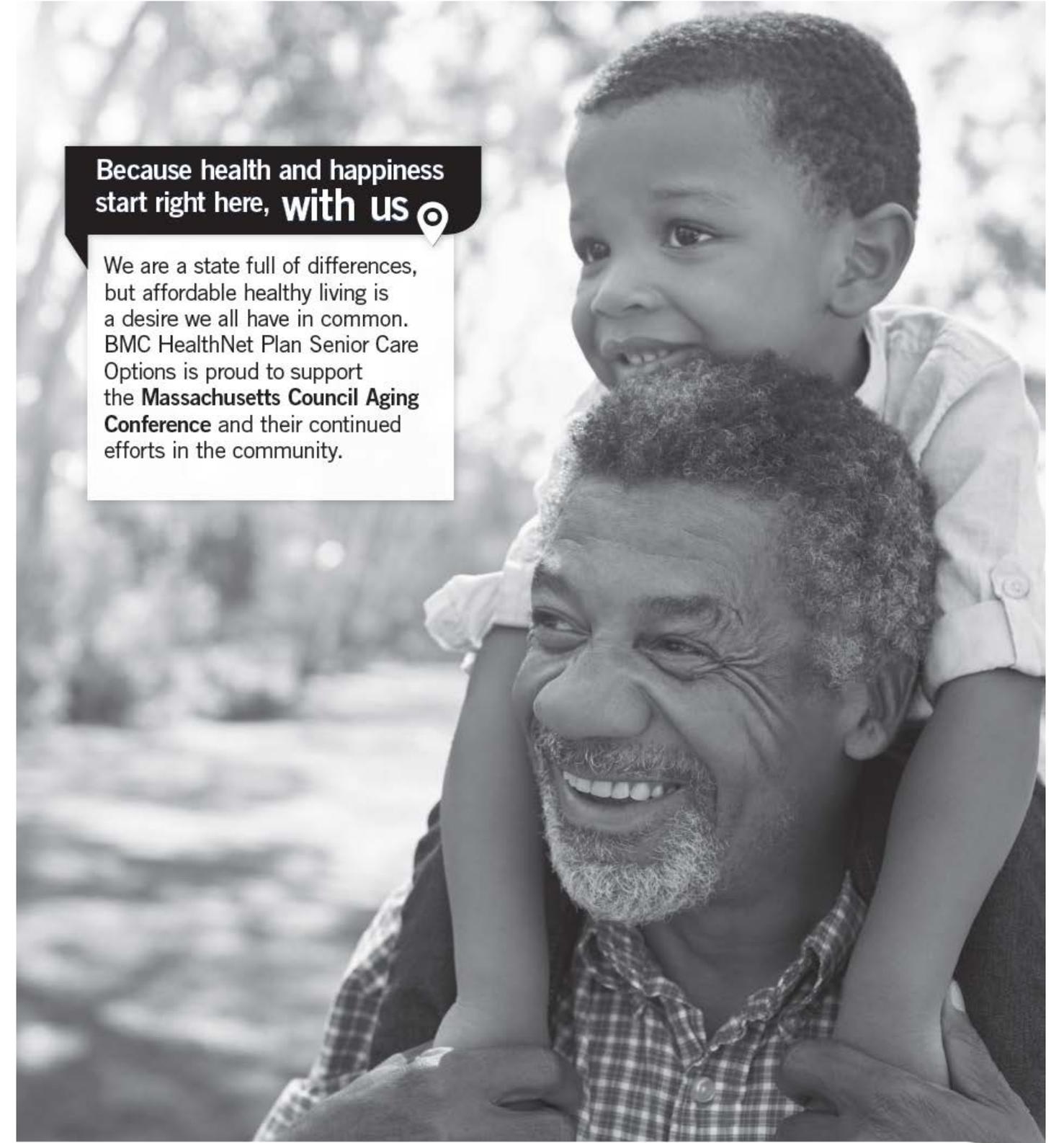


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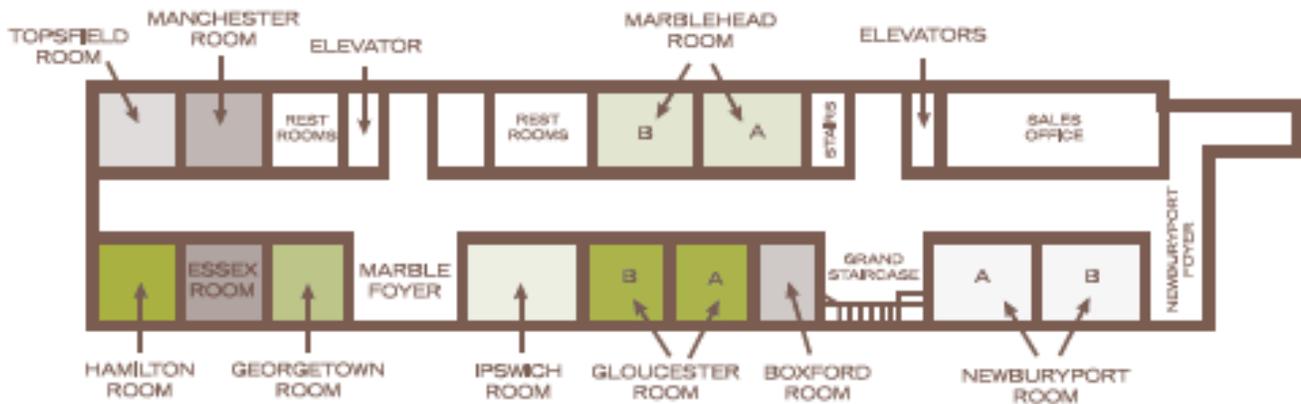
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