



Massachusetts
Councils On Aging

Annual Meeting 2022



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Councils On Aging

June 23, 2022

Message from Our Chair

As we gather for our 43rd Annual Meeting, we do so having just endured the loss of our longtime Executive Director, mentor and friend of 28 years, David P. Stevens.

David was an amazing leader over his 28-year tenure at MCOA. David always took the time to listen and respond in a thoughtful, insightful, kind and respectful manner. His personable approach in sharing information and assessing challenges and possibilities, always with a smile, endeared him to countless COA directors, colleagues, community partners, stakeholders, legislators, and staff.

A true leader, advocate and champion, David was unwavering in his principles, which led to the numerous accomplishments he achieved on behalf of Councils on Aging and older adults in the Commonwealth of Massachusetts. The initiatives and policies he diligently pursued and fought for, created strategic pathways that will serve the COA network for decades to come.

We will be forever grateful to David for all he has done, and MCOA will continue this work, being inspired by David's steadfast determination to continually seek ways to improve the lives of the older adults in our Commonwealth.

While there have been many challenges over the last year, there is much to be grateful for, and I want to thank the membership for allowing me to serve as your President over the last year.

I also wish to thank my fellow Board members and the staff of MCOA for your teamwork and dedication, particularly during the COVID-19 Pandemic, to recognize you for all that has been accomplished.

MCOA continues to evolve, transform and adapt in ways we may never have dreamed of in order to respond to the ever-changing landscape. The consistent dedication and commitment of this organization, to making a difference in the lives of older adults across the Commonwealth was strengthened over the last year in the face of COVID-19 .

In recent years the Massachusetts Association of Councils on Aging and Senior Center Directors, Inc. grew dramatically: from a budget of less than \$500,000 to a current budget well over \$2 million; from 2 full time equivalent staff to 8.5 FTEs; and from an organization dependent on dues and attendance at trainings events, to an organization that is now able to provide thousands of dollars in grants to our members.

MCOA engaged in many new initiatives in FY21, including:

- Created Regional Meetings so that Council on Aging Directors could communicate with neighboring communities within their regions and problem solve in response to the Pandemic.
- Developed trainings for all COA staff, with over 4,802 participants and over 10,539 training hours that supported their work with older adults in these unprecedented times- most of which was offered and no or reduced cost.
- Continued to offer “Living your Best Life” grants and we expanded the reach of Dementia Friendly Massachusetts.
- Coordinated, managed and supported 36 field demonstration grant projects which sought to address Nutrition/Food Insecurity, Isolation and Loneliness and Caregiver Respite.

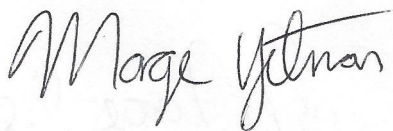
MCOA continues to focus on capacity building on local levels, supplying hundreds of hours of technical assistance.

We advocated for and received additional funding for the Elder Mental Health Outreach Teams, at a time when behavioral health services for older adults was paramount to their well-being and health in the face of the COVID-19 Pandemic.

MCOA and its staff pivoted to transition our Annual Fall Conference to a *‘Virtual’* conference that was a week-long event with more than 380 individual attendees! We were joined virtually by Governor Baker, Secretary of Health and Human Service, Marylou Sudders, EOEA Secretary Elizabeth Chen, Speaker DeLeo, as well as Representative Ruth Balsar and Senator Pat Jehlen.

In our annual advocacy work for the FY21 budget cycle, we were successful in achieving \$17 million plus for 9110-9002, providing \$12 per elder for the Formula Grant and full funding of SIG. In addition we advocated for an extra \$1million in 9110-1455 for SHINE, and for an additional \$300,000 for the EMHOTs Line Item 9110-1640- increasing the overall funding for the EMHOTs from \$700,000 to \$1 million.

As we move into this new year, I want to thank each of you for your unwavering dedication to the older adults you are serving in your communities.



Marge Yetman
MCOA Chair, and Director, Burlington COA



MCOA FY 2021

Accomplishments and Impacts



Fall Conference-Virtual

Fall Conference Registrants: **383**
COA's represented at the Fall Conference: **165**
Workshops held at the Fall Conference: **61**
Number of interactions with Virtual Vendors : **1,241**



Trainings and Technical Assistance

Number of Towns and Cities Benefitting from MCOA Conferences: **176**
Number of Towns and Cities registered for trainings: **227**
Number of Towns and Cities receiving technical assistance: **87%**
Individuals received CEU's: **44**
Number of Training Sessions held: **177**
Technical Assistance Calls : **907**
Regional Meetings held: **456**
Community Conversation Sessions held: **17**



Elder Mental Health Outreach Teams (EMHOTs)

EMHOT contracts: **7**
Communities with EMHOT services: **81**
Older Adults receiving EMHOT services : **1,094**
Units of EMHOT counseling provided to older adults: **29,732**
Percentage of clients who received direct counseling from EMHOT staff: **73%**
Group Counseling Sessions conducted: **455**
Individual counseling sessions provided to older adults: **7,433**

Fiscal



FY 2021 fiscal budget: **\$2,588,300**
COA's paid dues: **100%**
Dues collected: **100%**
Percentage of budget used for programs: **96%**



Age & Dementia Friendly Massachusetts Initiative

Percentage of Age-Friendly MA communities: **35%**
Percentage of Dementia-Friendly MA communities: **24%**
Percentage of Age AND Dementia Friendly MA communities: **12%**
Number of people completing Train the Trainer UCLA Brain Training: **30**
Number of trainings conducted by Trainers: **22**



Focus Area - Nutrition

COA's enrolled in DTA/SNAP /COA Community Partners: **25**
Tools created and promoted to raise awareness of and combat older adult malnutrition in the Commonwealth:

- Nutrition Community Checklist: A Self-Assessment
- COVID-19 Nutrition Update
- SNAP average benefits reports
- Cooking as Self Care series
- Stepping Up Your Nutrition



Focus Area - Economic Security

Job Seekers' 50+ Participants: **681**
Job Seeker's 50+ Programs Held: **55**
Cities and Towns engaged in Discovery Centers: **9**
Discovery Center Transition Navigators Trained: **27**
Discovery Center Seminars Offered: **27**
Discovery Center Program attendance: **247**



Focus Area - Caregiver Supports

ACL Grant Trained Respite Companions: **118**
Caregiver Grandparents receiving supports: **228**



Focus Area - Healthy Aging

COAs participating in Walk Massachusetts Challenge: **101**
Participants recommending Living Your Best Life Course: **100%**



Focus Area - Communications

MyMCOA Platform launched - Active Users in 4 months: **212**
 Daily Digests Delivered: **24,639**
 Unique Opens: **4,431**
 Unique Clicks: **3,051**



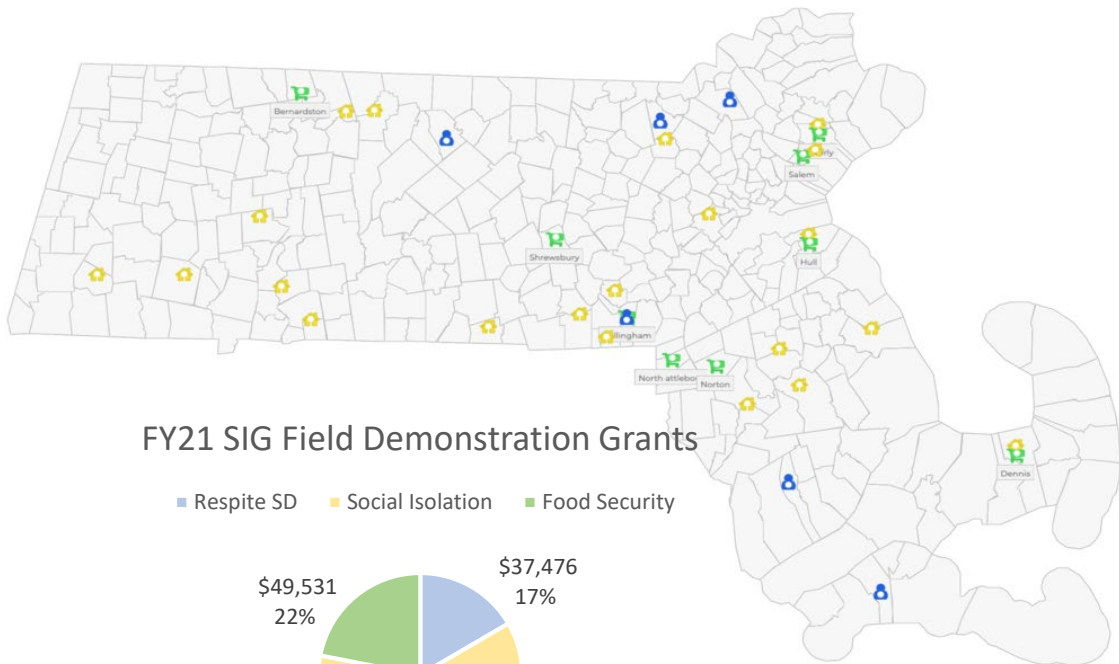
Advocacy

Legislative visits (virtual) made by David P. Stevens: **63**



FY 21 Field Demonstration Service Incentive Grant Projects

SIG grants awarded to COAs for Nutrition projects: **9**
 SIG grants awarded to COAs for Caregiver Respite projects: **5**
 SIG grants awarded to COAs for Social Isolation and Loneliness projects: **22**



MCOA Awards 2022

Director of the Year Award:

Rebecca C. Moriarty, Executive Director
MCOA Certified Director/SHINE Counselor,
Hampden COA

Advocate of the Year:

Cathy Worhach, MetroWest SHINE
Regional Director

David P. Stevens, Lifetime Achievement Award:

Jayne Colino, Director, Newton
Dept. of Senior Services, Newton Senior
Center

David P. Stevens, Lifetime Achievement Award:

Carole Malone, Assistant Secretary, EOE

NISC Programs of Excellence

Marketing/Public Relations Winner: Susan Curtain, Norwell COA; for *12 Days of Christmas*

Health and Wellness Honorable Mention: Joanne Moore, Duxbury COA; for *Peapods*

MCOA Certified Senior Center Directors

Class of 2021

- Kathy Shelp – Groton COA (now North Andover)
- Joan Linnehan – Southampton COA
- Carol Hamilton – Marshfield COA
- Heather Silvia – Acushnet COA
- Barbara Roche – Tyngsborough COA

Class of 2022

- Lisa Clark-Viklund – West Boylston COA

Class of 2022 recertification

- Theresa Woodbury – Hamilton COA