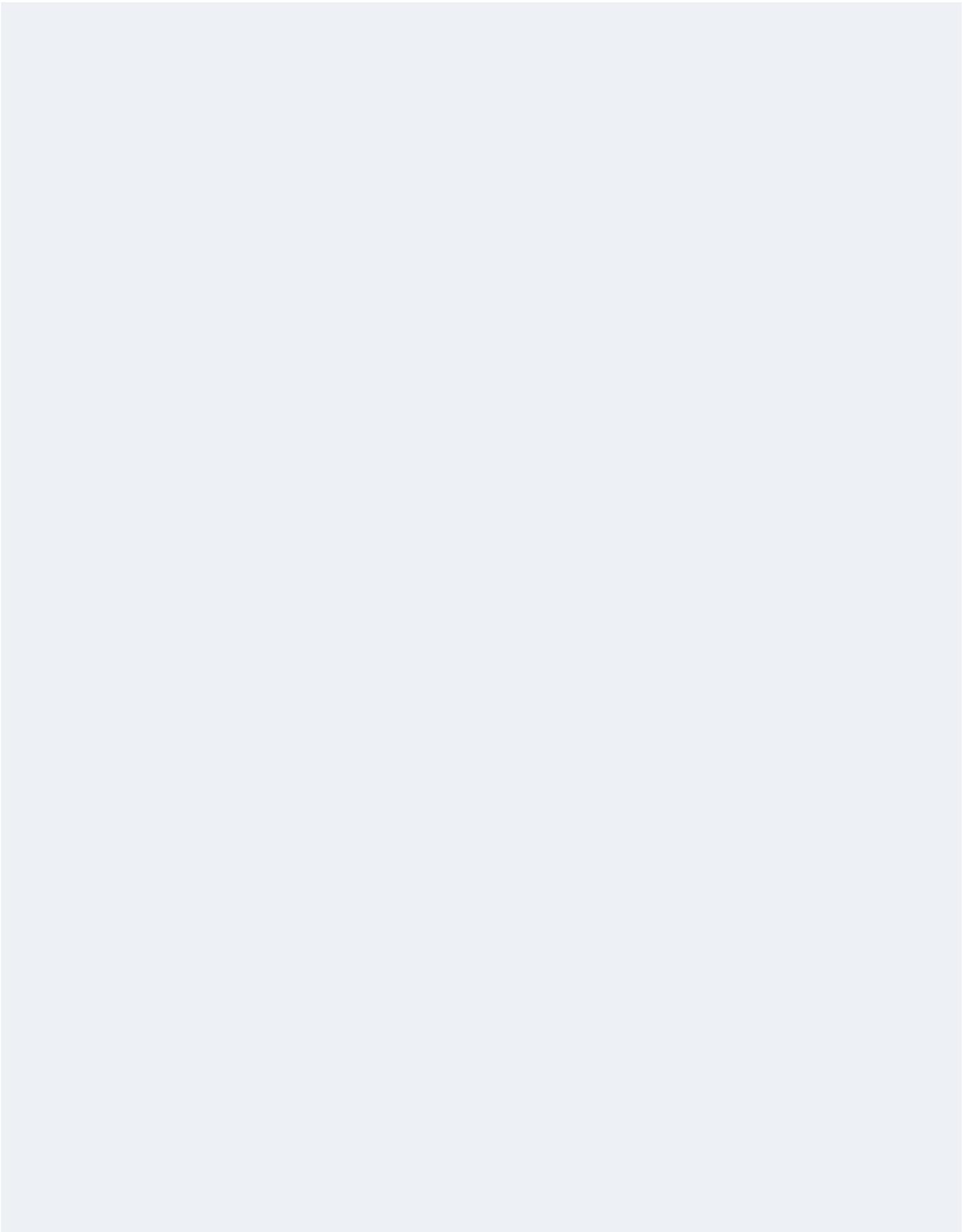


# MCOA Fall Conference

*October 19-21, 2022*  
Sea Crest Hotel



Massachusetts  
Councils On Aging





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

**CHARLES D. BAKER**  
Governor

**KARYN E. POLITO**  
Lieutenant Governor

**MARYLOU SUDDERS**  
Secretary

**MONICA BHAREL, MD, MPH**  
Commissioner

Tel: 617-624-6000  
[www.mass.gov/dph](http://www.mass.gov/dph)

Dear Colleagues:

On behalf of the Department of Public Health, welcome to the 2022 Massachusetts Councils on Aging (MCOA) annual conference.

As we know too well, the COVID-19 pandemic has had a devastating impact on older adults' physical and mental health. The services provided by Councils on Aging in cities and towns across Massachusetts during this time have been invaluable and DPH, through our Office of Local and Regional Health, was pleased to work with MCOA on multiple occasions to answer questions, share information, and provide guidance regarding best practices for COVID prevention and mitigation. Since very early in the pandemic, DPH has worked to bring COVID-19 testing and vaccination clinics to nursing homes, rest homes, and assisted living residences, and we now work to ensure that residents have access to critical therapeutics to prevent severe disease.

DPH continues to address the quality of life and quality of care for residents living in nursing homes and rest homes. Working with many partners, the Department has developed a multi-faceted dementia care training program, providing training to both licensed and non-licensed staff in 47 nursing homes. Annual meetings offer a forum for feedback from many sources to ensure it is as effective as possible.

This year we were all saddened by the passing of your longtime executive director David Stevens who was a wonderful partner to DPH and who served as an advisory committee member of the MA Community Health and Healthy Aging Funds. We are grateful for MCOA's continued participation in this effort as these important funds, supported through our Determination of Need program, will be making investments for years to come, providing support to older adults in communities across the state.

Your organization can always count on DPH as partner in your efforts promote the health and well-being of older adults in the Commonwealth, so do not hesitate to call upon us. We wish you a productive and enriching discussion at this year's conference.

Sincerely,

A handwritten signature in cursive script that reads "Margret Cooke".

Margret Cooke, Commissioner  
Massachusetts Department of Public Health



**The Commonwealth of Massachusetts  
Massachusetts Commission for the Blind  
600 Washington Street Boston, MA 02111**

**Charles D. Baker  
Governor  
Karyn Polito  
Lieutenant**

**Marylou Sudders  
Secretary  
David D'Arcangelo  
Commissioner**

October 19, 2022

Dear Colleagues,

On behalf of the entire Massachusetts Commission for the Blind (MCB) team, we are pleased to partner with and support the 2022 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 person who is visually impaired 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, including at the Norwell Senior Center and Kit Clark Senior Center in Dorchester, to name a couple.

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.

David D'Arcangelo

Commissioner

**617-727-5550 or 1-800-392-6450 | Email [MCBinfo@mass.gov](mailto:MCBinfo@mass.gov) | [www.mass.gov/mcb](http://www.mass.gov/mcb)**



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Dr. Opeoluwa S. Sotonwa  
Commissioner

*Massachusetts Commission  
for the  
Deaf and Hard of Hearing*

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

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October 19, 2022

Dear Colleagues,

On behalf of the Massachusetts Commission for the Deaf and Hard of Hearing (MCDHH), we are pleased to welcome you to the 2022 Massachusetts Association of Councils on Aging (MCOA) conference.

MCDHH was established by Chapter 716 of the Acts of 1985, which amended Massachusetts General Laws, Chapter 6 § 191-97, as a Commonwealth agency housed under the Executive Office of Health and Human Services. MCDHH is responsible for providing communication access throughout Massachusetts. MCDHH provides American Sign Language (ASL)/spoken English interpreter, Deaf interpreter, Oral Transliterator and Computer Assisted Real-time Transcription (CART) referral services – including 24/7 standby referral for press conferences, referral for court and legal proceedings, and referral for emergencies, as well as ASL/spoken English and Deaf interpreter trainings, mentorship and quality assurance, communication access trainings, and technical assistance.

Additionally, MCDHH provides case management and independent living services. MCDHH partners with sister agencies and community entities to increase accessibility and improve the quality of existing and new services throughout the Commonwealth to individuals who are Deaf and hard of hearing. MCDHH has been providing service for 35 years throughout the Commonwealth. Our staff provides the Commonwealth with the resources it needs to serve Deaf, hard of hearing, and late-deafened individuals in an extensive range of human services, healthcare, safety, legal, education, and economic settings, and to provide the accommodations that are required under the Americans with Disabilities Act and Section 504 of Rehabilitation Act of 1973. Attendees should feel free to reach out to our case management team to learn more about our independent living services and our Deaf and Hard of Hearing Independent Living Services (DHILS) community partners throughout the Commonwealth. Any D/deaf, late-deafened, or hard of hearing person over the age of 18 is eligible for DHILS services. For more information on the Commonwealth DHILS, please visit [Microsoft Word - DHILS Fact Sheet draft Updated 8-27-21 \(002\) \(mass.gov\)](#).

We want to ensure MCOA conference attendees are also aware of our Communication Access, Training, and Technology Services (CATTs) department. MCDHH's Assistive Technology Training Specialists are available to share resources and strategies for those new to the hearing loss community or seeking additional support. Please visit Communication Access, Training and Technology Services (CATTs) | Mass.gov for more information on our services. Our Specialists can help you evaluate 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 tough among older people who are already at risk from social isolation and cognitive decline.*

From all of us at MCDHH, welcome to the MCOA Fall Conference – we hope it is filled with vital connections and invaluable resources.

Very sincerely,

Dr. Opeoluwa Sotonwa  
Commissioner

# SCHEDULE

## Wednesday Activities

8:00am	to	5:00pm	Registration & Resolution Desk
10:15am	to	6:30pm	Exhibitors Hall
7:30am	to	9:00am	Continental Breakfast: Exhibitors Hall
9:00am	to	10:15am	Welcome and Keynote
10:15am	to	10:45am	Break: Exhibitors Hall
10:45am	to	12:00pm	Workshop Session I
12:00pm	to	1:00pm	Luncheon – Ocean View Dining Room
1:15pm	to	2:30pm	Workshop Session II
2:45pm	to	3:45pm	Workshop Session III
3:45pm	to	4:15pm	Break: Exhibitors Hall
4:15pm	to	5:15pm	Workshop Session IV
5:30pm	to	6:30pm	Exhibit Hall Vendor Reception
6:30pm	to	8:30pm	Dinner

## Thursday Activities

7:00am	to	8:00am	Morning Stretch
8:00am	to	5:00pm	Registration & Resolution Desk
8:00am	to	5:00pm	Exhibitors Hall
7:30am	to	9:00am	Breakfast – Ocean View Dining Room
8:00am	to	8:45am	Morning Plenary
9:00am	to	10:15am	Workshop Session I
10:15am	to	10:45am	Break: Exhibitors Hall
10:45am	to	12:00pm	Workshop Session II
12:00pm	to	1:00pm	Luncheon – Ocean View Dining Room
1:00pm	to	2:30pm	Plenary Session
2:45pm	to	3:45pm	Workshop Session III
3:45pm	to	4:15pm	Break: Exhibitors Hall
4:15pm	to	5:15pm	Workshop Session IV
5:30pm	to	8:30pm	Reception

## Friday Activities

8:00am	to	10:00am	Registration
7:30am	to	9:00am	Breakfast – Ocean View Dining Room
9:00am	to	10:15am	Workshop Session I
10:30am	to	11:45am	Workshop Session II
12:00pm	to	1:30pm	President’s Buffet Lunch: Conference Adjournment

## **Wednesday Activities: October 19<sup>th</sup>**

8:00am	to	5:00pm	Registration & Resolution Desk
10:15am	to	6:30pm	Exhibitors Hall
7:30am	to	9:00am	Continental Breakfast – Nauset Exhibitor Hall
9:00am	to	10:15am	Welcome and Keynote
10:15am	to	10:45am	Break – Nauset Exhibitor Hall
10:45am	to	12:00pm	Workshop Session I
12:00pm	to	1:00pm	Luncheon – Ocean View Dining Room
1:15pm	to	2:30pm	Workshop Session II
2:45pm	to	3:45pm	Workshop Session III
3:45pm	to	4:15pm	Break – Nauset Exhibitor Hall
4:15pm	to	5:15pm	Workshop Session IV
5:30pm	to	6:30pm	Vendor Reception – Nauset Exhibitor Hall
6:30pm	to	8:30pm	Dinner

**Continental Breakfast**  
**Nauset Exhibit Hall**  
**7:30-9:00am**

**Welcome and Keynote**  
**9:00-10:15am**

**Break**  
**Nauset Exhibit Hall**  
**10:15-10:45**

**Wednesday, October 19**  
**Workshop Session I**  
**10:45 to noon**

**W1-1 What's In a Name: Introduction to the Massachusetts Long Term Care Ombudsman Program**

This program is an overview of the Long Term Care Ombudsman Program, which provides advocacy to people living in nursing homes, rest homes, and assisted living residences. Participants will learn how the program is structured, what kinds of complaints and issues exist, and who/how to access the program.

**Carolyn Fenn, State Long Term Care Ombudsman, Massachusetts Long Term Care Ombudsman Program**

**W1-2 Making An Impact Through Newsletter Design!**

LPi is excited to share innovative best practices on newsletter and e-newsletter design. During this presentation, you will learn ideas on how and when to redesign your newsletter to impact growing your centers attendance. We will provide tips and tricks on creating newsletters that catch the eye of your seniors and increase program engagement. We will delve into what you can avoid while optimizing your newsletter and e-newsletter. Visit our session and you will walk away with many great ideas on how to start a journey to a more impactful newsletter and communication plan that drives seniors to your center!

**Tim Potrikus, Vice President of Sales, LPi Communities**  
**Brian Davidson, Director of Sales, LPi Communities**

**W1-3 Current Trends in Elder Law (2022)**  
**CEU**

**1**

With every succeeding generation, families are faced with new realities and challenges. Today's seniors and their families are no different! Current trends reveal that "asset protection" trusts often leave seniors impoverished and desperate to reverse the consequences of their actions. On the other hand, other trusts may be helpful. Shutdowns during the COVID-19 pandemic have caused significant backlogs in the court with no end in sight, and seniors should understand the benefits of a probate avoidance trust now more than ever. After the enactment of the SECURE Act, seniors approaching their golden years are now faced with new laws dictating distributions of their retirement assets. Finally, fears of high inflation and a looming financial recession have resulted in a great number of family members contesting Wills believing they did not get what "they deserve". What can be done to ensure your wishes are carried out during these difficult times?

**Andrea Witt, Esq., Partner, Spano & Dawicki, LLC**  
**Christine Hurley, Esq., Attorney, Spano & Dawicki, LLC**

Wednesday, October 19

Workshop Session I

10:45 to noon

**W1-4 Energy Vibrations - What Vibe Are We Contributing?**

YOU are a most powerful human being. Whether you already have an understanding of energy flow or are curious/interested in exploring how energy plays a role in each moment of each day, your energy contribution to this workshop is encouraged and welcomed. Join me for some self discovery.

**Josie Dutil, Director, Bellingham COA**

**W1-5 Understanding The Spectrum of Senior Care Options**

This presentation is an overview of the senior care options in Massachusetts. Senior housing, Continuing Care Retirement Communities (CCRCs), independent livings, assisted livings, memory care communities, adult day health, rest homes, home health care, nursing homes and hospice organizations each serve people who are aging. We will break down the differences between these types of options, the costs associated and what families should know before making any decisions.

**Michelle Woodbrey, Co-Founder, Senior Care Consultant**

**W1-6 Transportation Coordinator's Roundtable Discussion**

Seniors often experience visual or mobility impairments as a result of aging which may prevent them from driving safely. According to the Massachusetts Healthy Aging Collaborative, individuals may outlive their ability to drive by approximately seven to ten years. Therefore, alternative transportation options are vital for the mental and physical wellbeing of older adults. This roundtable discussion will give us the opportunity to come together and discuss these options, as well as the various ways in which transportation programs function at COA's across Massachusetts. Our conversation will focus on trends seen throughout Massachusetts, driver recruitment and retention (both paid and volunteer), and innovative community solutions to transportation needs. Through open discussion, we can all learn how to better serve the seniors in our communities.

**Abigail Butt, PhD, MSc, Director, Lincoln Council on Aging & Human Services**

**Carlee Castetter, MSW, Transportation Coordinator, Lincoln Council on Aging & Human Services**

## Wednesday, October 19

### Workshop Session I

10:45 to noon

#### **W1-7 Mind, Body, Spirit: Connections in Person**

The Center for Aging & Disability Education & Research (BU CADER), the Wareham Council on Aging, Old Colony Elder Services, and the First Congregational Church of Wareham, United Church of Christ collaborated to run an in-person group called "Mind, Body, Spirit." MBS was originally developed and successfully delivered remotely in Waltham in 2021; as a result of its success, CADER sought to collaborate with community partners including faith leaders, COAs, and the local ASAP.

MBS is a no-cost, 6 week program for participants to engage the mind, help the body, and uplift the spirit through conversation, connections, and wellness. The primary goal of MBS is to counter social isolation among older adults through a series of workshops led by a trained facilitator in addition to six expert presenters from the community. Workshops included topics such as: Journaling and Memory (Mind); Chair Yoga (Body); and Meditation (Spirit).

The workshop will discuss the planning, outreach, and evaluation of the in-person program, in addition to the development of the program manual to enable other providers to replicate the program to provide additional opportunities for connection in their communities.

**Kathy Kuhn, Special Projects at CADER**

**Nandy Barbosa: MSW Intern (21-22), BU CADER & Case Manager, Boston Senior Home Care**

**Tremeda Martin: Facilitator, Mind, Body, Spirit Program at Wareham COA & Home Care Case Manager, Old Colony Elder Services**

#### **W1-8 Expanding Services for Older Adults: The COA and the Village Membership Group in Your Community**

Local Villages connect community members to a wide array of practical support services and social connections that enable older adults to enjoy an independent and healthy quality of life. These services complement the work of COAs and indeed enrich the services offered to the community. This panel will focus on two COAs and the partnerships with their villages. How can COAs help grow a village to build stronger support such as additional volunteer transportation services to COA events?

Come hear from two successful COA/Villages about how they have enriched older adult services through their partnerships.

**Moderator: Madeline Noonan, Director of Community Services, Town of Barnstable (former Barnstable COA Director)**

**Ted Lowrie, President, Board of Directors, Barnstable Neighbor to Neighbor (BN2N)**

**Heidi Whear, Director, Swampscott COA, President, Seaglass Village**

**Alyce Deveau, Executive Director, Seaglass Village**

#### **W1-9 Innovative Practices**

**Luncheon**  
**Ocean View Dining Room**  
**12:00-1:00**

**Wednesday, October 19**  
**Workshop Session II**  
**1:15-2:30**

**W2-1 Can We Talk? Re-learning Conversation - Part 1**

**1**

**CEU**

Over the pandemic, we've all experienced limits to talking freely with one another. Even with the challenges of the past years, we need to take into account the prevalence of electronic devices which both help and hinder mutual engagement. Witness the tendency to text rather than talk, to interrupt real-time exchanges with 'pings,' to default to internet answers rather than working things out together. Here's an opportunity to re-boot your capacity to engage fully with each other, learning and practicing face-to-face communication skills. It takes more than you might think to have a real live conversation.

**Pam Kristan, owner of Pam Kristan Consulting**

**W2-2 Building a New Senior Center: the good, the bad, the ugly – Part 1**

Is your Town considering building a new Senior Center and you are not sure where to start? Are you in the process of building and a bit lost? This workshop will take you through the building process from beginning to end and beyond your new doors opening. Both Directors have recently built very different new Centers and will share their experiences and loads of useful knowledge.

**Jodi Zepke, Director, Ludlow Senior Center**

**Lesley Hennessey, Director, South Hadley Senior Center**

**W2-3 The Otago Chronicles: Lessons to Learn from Implementing Evidence-Based Programs**

The Otago exercise program was originally devised by Physical Therapists for individuals who had fallen in the previous year. This workshop will cover the process and challenges of implementing such a program into a community health setting.

**Walton Moore, Instructor, Pleasant View Senior Center**

**W2-4 The Rights of Adults Under Guardianship**

If popstar Britney Spears can lose her autonomy for 13 years, imagine what can happen to a senior citizen without family, friends, or money. This presentation shows what guardianship and conservatorship are supposed to be when a person's legal rights are understood and supported.

Through case stories and infographic job aids, participants will learn:

- 8 categories of legal rights retained by adults under guardianship
- How good guardians advocate to protect a client's rights
- The 3 parts of a guardianship including Entrance, During, and Exit
- What social work, caregivers and medical professionals should look out for and take action on

**Heather Connors, PhD, Executive Director, The Center for Guardianship Excellence**

Wednesday, October 19

Workshop Session II

1:15-2:30

**W2-5 Providing Affordable Respite Care: Best Practices in COA-based Supportive Day Programs**

As we are all well aware, no community has enough respite care available to support older adults and their care partners. For many families, the cost of health care aides or Memory units is prohibitive. Even if you can afford the care, aides and beds in facilities are not always available. Yet, COAs across the Commonwealth meet this incredible need for respite by operating Supportive Day programs. While they differ in the hours and days that services are offered, the non-medical model programs offer affordable respite care to the community. Join us for a roundtable discussion with experienced COA Directors who offer affordable Supportive Day programs.

**Bev Bisch, Director, Westport COA**

**Judi Wilson, Director, Orleans COA**

**Brenda Vasquez, Director, Dennis COA**

**Joanne Moore, Director, Duxbury COA**

**Patty Sullivan, Director, Dementia Friendly Massachusetts, MCOA**

**W2-6 The Secret is in the Sauce – A Panel about Elder Nutrition Programs and the ASAP/COA Relationship**

Description coming soon!

**Michael Banville, LCSW, Executive Director, Mass Home Care Association**

**W2-7 Protecting Older Adults from Loss of SNAP as the Public Health Emergency Ends**

The Department of Transitional Assistance (DTA) and Mass Law Reform Institute (MLRI) are teaming up to provide Conference members with the most up to date information on federal nutrition (SNAP) benefits including what will happen to the boosted SNAP when the federal public health emergency (PHE) ends. This workshop will cover how you can help low income older adults understand the drop in benefits and help minimize the loss of SNAP benefits. You will learn a) the basics on how households can apply for SNAP, including through their healthcare applications, b) new DTA policies that allow SNAP households to more easily claim their out of pocket medical expenses to maximize their regular SNAP benefits and c) other important SNAP updates. There will be time to the presenters questions about other eligibility rules, and how to get your clients help if their SNAP benefits are incorrect or their SNAP applications are denied.

**Lorraine Ward, Deputy Director for SNAP Outreach and Nutrition Education, DTA**

**Pat Baker, Senior Policy Advocate, Mass Law Reform Institute**

**W2-8 Innovative Practices**

Wednesday, October 19

Workshop Session II

1:15-2:30

**W2-9 Physical and Emotional Safety for People Downsizing, Organizing, and Memorializing – Part 1**

1

**CEU**

There are many reasons why seniors need to reduce or reorganize possessions they've acquired. Perhaps they are moving into smaller living quarters. Perhaps they are at risk of eviction due to hoarding disorder-related behaviors. Maybe they want to gift their treasures to people or organizations they appreciate. Regardless of their motivation, the process is full of opportunities for physical and emotional harm. During this workshop you'll receive practical, trauma-informed strategies to help those you care for succeed in their endeavors. From enhanced lighting options to reduce falling in the dark, to celebrating the stories behind their treasures, you'll have a toolbox full of inexpensive, positive approaches to share.

**Lee Shuer, Co-Founder, Mutual Support Consulting, LLC**

Wednesday, October 19

Workshop Session III

2:45 to 3:45

**W3-1 Can We Talk? Re-learning Conversation – Part 2**

1

**CEU**

Over the pandemic, we've all experienced limits to talking freely with one another. Even with the challenges of the past years, we need to take into account the prevalence of electronic devices which both help and hinder mutual engagement. Witness the tendency to text rather than talk, to interrupt real-time exchanges with 'pings,' to default to internet answers rather than working things out together. Here's an opportunity to re-boot your capacity to engage fully with each other, learning and practicing face-to-face communication skills. It takes more than you might think to have a real live conversation.

**Pam Kristan, Owner, Pam Kristan Consulting**

**W3-2 Building a New Senior Center: the good, the bad, the ugly – Part 2**

Is your Town considering building a new Senior Center and you are not sure where to start? Are you in the process of building and a bit lost? This workshop will take you through the building process from beginning to end and beyond your new doors opening. Both Directors have recently built very different new Centers and will share their experiences and loads of useless knowledge.

**Jodi Zepke, Director, Ludlow Senior Center**

**Lesley Hennessey, Director, South Hadley Senior Center**

Wednesday, October 19

Workshop Session III

2:45 to 3:45

### **W3-3 Plant the Seed Now to Live more Actively into Your 70s, 80s, and 90s**

Diminished mental capacity and falling are NOT inevitable outcomes of aging. Holly's clients have made exercise part of their lifestyle, and invested in key areas of overall health, in order to stay functional throughout their advanced age.

Holly will describe how attendees can start focusing on these key areas now in order to stay active in their 70s, 80s, and 90s!

Learning Objectives:

- In this workshop attendees will learn the key areas to focus on to remain active later into their years.
- In this workshop attendees will learn the right kinds of exercise to focus on for functional longevity.
- In this workshop attendees will learn how to maintain adequate nutrition as they age.
- In this workshop attendees will learn how balance works in the body and brain, and how to maintain good habits for keeping your balance as they age.
- In this workshop attendees will learn exercises and activities that are essential to maintaining brain health.

**Holly Kouvo, Fitting Fitness In®**

### **W3-4 Promising Practices when Creating Online Community for LGBTQ+ Older Adults!**

1

**CEU**

Learn promising practices to engage LGBTQ+ older adults online. Two LGBTQ+ outreach coordinators will discuss success stories and pitfalls while facilitating sharing your best programs. The presenters will review some of their pre-COVID pandemic events and programs for LGBTQ+ older adults and discuss what they've learned as they researched, reimaged and pivoted to develop and offer some of their best attended online activities. They will discuss ways that they engaged LGBTQ+ older adults to get input on and develop their new activities and services. Group discussion will foster new ideas and ways to collaborate effectively for engaging, supportive, inclusive programming.

**Michael Banville, LCSW, Executive Director, Mass Home Care Association**

**Marci Shapiro Ide, LICSW, Social Worker, Arlington Council on Aging**

### **W3-5 Walking Each Other Home: A Compelling Report on How Mindfulness Helped Two Senior Communities Successfully Navigate the Global Pandemic**

The Mindful Living Program is a weekly class of mindful awareness practices, community enrichment, and stress management tools that has been offered at Framingham's Callahan Senior Center since June of 2018, and for Wellesley's Tolles-Parsons Center since January 2020. This presentation is a first-hand report from a professional mindfulness teacher and the creator of the Mindful Living Program. It highlights participant's experiences from the Framingham and Wellesley groups pre-, during and post-pandemic, and compares their experiences to participants who began the Mindful Living Program post-pandemic only.

**Lisa Campbell, Meditation & Mindfulness Teacher and Mindful Outdoor Guide, Mindfulfilled Meditation, LLC**

Wednesday, October 19

Workshop Session III

2:45 to 3:45

**W3-6 Dining Programs by Design**

Creating a dining program is similar to cooking. Come learn the top five ingredients you need to make sure your recipe is a success. From food to funding and staff to socialization, MCOA staff and COA directors provide expertise and answer questions.

**Tara Hammes,**

**W3-7 Title: Aging in Place without Isolation: The Shared Housing Option**

When single seniors choose to "age-in-place" do they get lonely? Loneliness creeps up easily and can lead to social isolation and chronic loneliness. Shared housing is a realistic option for seniors! Through an interactive exercise, you will learn the twenty-one benefits of shared housing and leave with concrete steps to promote shared housing in your community, practice and organization.

**Annamarie Pluhar, President, Sharing Housing, Inc.**

**W3-8 Innovative Practices**

**W3-9 Physical and Emotional Safety for People Downsizing, Organizing, and Memorializing – Part 1**

**1**

**CEU**

There are many reasons why seniors need to reduce or reorganize possessions they've acquired. Perhaps they are moving into smaller living quarters. Perhaps they are at risk of eviction due to hoarding disorder-related behaviors. Maybe they want to gift their treasures to people or organizations they appreciate. Regardless of their motivation, the process is full of opportunities for physical and emotional harm. During this workshop you'll receive practical, trauma-informed strategies to help those you care for succeed in their endeavors. From enhanced lighting options to reduce falling in the dark, to celebrating the stories behind their treasures, you'll have a toolbox full of inexpensive, positive approaches to share.

**Lee Shuer, Co-Founder, Mutual Support Consulting, LLC**

**Break**

**Nauset Exhibit Hall**

**3:45-4:15**

Wednesday, October 19

Workshop Session IV

4:15 to 5:15

#### **W4-1 Activity Idea Relay**

Looking for new and exciting activities and events for your senior center? Want to brainstorm with other COA professionals in a fun and interactive way? Join us for a relay of ideas in this team challenge environment! 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 colleague replicate the event at their COAs (25 copies please).

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

#### **W4-2 Is Convenience Enough? - Making the Case for Grab-N-Go Meals** **1** **CEU**

As the pandemic life continues to shift toward a new normal, COA's and service organizations will be faced with many questions about how to move forward, how to advocate for our clients, and how to support the new, or newly understood needs of our clients.

One such question is - what role does Grab-N-Go play in meeting the nutritional needs of our seniors?

Join us for a discussion about the importance "meeting the person where they are at" (person-centered approach) by creating a spectrum of nutritional services based on an individual's own ability and needs related to their mental, physical, social, emotional health; as well as cultural needs.

**Michael Squindo, LCSW, Agawam COA Director**

**Lori Arsenault, Agawam COA Outreach Coordinator**

#### **W4-3 Connecting Age-friendly Walking to Transit and Care Work**

For the past 6 years, WalkBoston's Age-friendly Walking program has advanced policy and infrastructure changes that support improved walkability for people of all ages, and particularly for older adults, people with disabilities, and those living with dementia. This advocacy has led to age-friendly walking practices being institutionalized around the state. Grounded in the success of its previous work, WalkBoston is now building partnerships with Travel Trainers, who are connected through MassMobility and work with transit and social service providers around the state, and with the Office of Elder Affairs' Family Caregiver Support Program. The goals of this effort are to broaden the network of walkability advocates, draw connections between the breadth of issues we face as we age, and learn from the daily challenges travel trainers and caregivers witness on the ground. This session will cover: (1) why walkability is particularly important for older adults' health, independence, and social connectivity, (2) how WalkBoston is partnering with and learning from Travel Trainers and Family Caregiver Support Staff to advance walkability goals, and (3) why this work is necessary as our communities face increasing instability from climate change.

**Wendy Landman, Senior Policy Advisor, WalkBoston**

**Ayesha Mehrotra, Program Manager, WalkBoston**

Wednesday, October 19

Workshop Session IV

4:15 to 5:15

**W4-4 Tell Me A Story: Creating Connections across Generations**

Everyone has stories to share. Storytelling is a way to build connections, bridge divides, and find shared humanity. This year, students from the University of Massachusetts Public Health Sciences Program teamed up with Northampton Neighbors (NN), an organization dedicated to helping seniors "engage" in place. Students and NN members participated in a semester-long intergenerational storytelling project. Dr. DiFulvio will talk about the importance of stories in an increasingly disconnected world and share her experience in facilitating this project.

**Gloria DiFulvio, Senior Lecturer, Undergraduate Program Director, Public Health Sciences Program, University of Massachusetts Amherst**

**W4-5 So Cool, Everyone is Doing It! Building an Age and Dementia Friendly Community - Voices from the Field**

Join the crowd of communities across the Commonwealth who are making their communities more welcoming to older adults and people living with dementia. One hundred communities are Age-Friendly and 87 are Dementia-Friendly - most communities are integrating both initiatives. Come and learn more and collect lots of resources.

**Moderator: Patty Sullivan, Director, Dementia Friendly Massachusetts, MCOA**  
**James Fuccionne, MA HealthyAging Collaborative**  
**Michelle Bratti, Director, Plymouth Senior Center**  
**Amy Beck, Director, Hopkinton Senior Center**

**W4-6 Clearing Clutter Through Your Municipality**

**1**

**CEU**

Come and learn about how the City of Framingham with a population of over 78,000 is taking head on the challenges of residents with various degrees of heavy content and clutter in the home as a result of a Hoarding Disorder. In this presentation you will learn how to devise a protocol and create a task force with other municipal departments. This lecture will assist you in the creation of a comprehensive approach to addressing the challenges associated with Hoarding Disorder.

**Cheryl C. Lavalley, MSW, LICSW, Assistant Social Services Supervisor, City of Framingham Council on Aging**  
**Kelly Hagerty, MS, Crisis Responder, Framingham Fire Department**

**W4-7 Social Security -What You Need To Know**

A review of all Social Security benefits and online services. We will also discuss fraud and recent scams.

**Delia De Mello, Social Security**

Wednesday, October 19

Workshop Session IV

4:15 to 5:15

**W4-8 Remote Access Activities and the Information Desert**

During the initial stages of the lockdowns, new technologies were leveraged to bring a range of accessible outreach programs to our community from the safety and comfort of their homes. Since the creation of this program, called Tele-Fun, the Perkins Library has offered regularly scheduled accessible activities for patrons to join remotely either over the phone or the internet. This has been wonderful for people without a computer or internet access and we're ready to see our community grow.

**Erin Fragola, Outreach Coordinator, Perkins Braille & Talking Book Library**

**W4-9 Innovative Practices**

Vendor Reception  
Nauset Exhibit Hall  
5:30-6:30

## Thursday Activities

7:00am	to	8:00am	Wellness Wake-up
8:00am	to	5:00pm	Registration & Resolution Desk
8:00am	to	5:00pm	Exhibitors Hall
7:30am	to	9:00am	Breakfast – Ocean View Dining Room
8:00am	to	8:45am	Morning Plenary
9:00am	to	10:15am	Workshop Session I
10:15am	to	10:45am	Break – Exhibitors Hall
10:45am	to	12:00pm	Workshop Session II
12:00pm	to	1:00pm	Luncheon – Ocean View Dining Room
1:00pm	to	2:30pm	Plenary Session
2:45pm	to	3:45pm	Workshop Session III
3:45pm	to	4:15pm	Break – Exhibitors Hall
4:15pm	to	5:15pm	Workshop Session IV
5:30pm	to	8:30pm	Reception

Breakfast  
Ocean View Dining Room  
7:30-9:00

## Morning Plenary

8:00-8:45

# Thursday, October 20

## Workshop Session I

9:00 to 10:15

### **T1-1 Designing adult community centers (Centers for Active Aging) - Part 1** **1** **CEU**

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, Catlin Architecture, PC**

### **T1-2 Unique Fundraising**

Need to fundraise for your center? Want to have an event that is different or will attract the community to attend? This discussion will present four ideas that you can adapt to your own center to bring in the community and raise money to support your programs.

**Mary Jo Riley, Supervisor, Thrive55+ Active Living Center**

### **T1-3 Calm Down! Disarming Anger + Preventing Escalations**

Anger, in all its forms, presents an emotional and tactical challenge to caseworkers, caregivers, medical professionals and family guardians. For many folks, the stakes are high and patience is short. This presentation teaches professional strategies for:

- Recognizing subtle cues of unhappiness before they blossom into rage
- Choosing words, tone, and body language to avoid worsening conflict
- Applying a 4-step process for calming someone
- Presenting available solutions and solving problems that meet an individual's values and needs

**Ronna Caras, Training Manager, The Center for Guardianship Excellence**

### **T1-4 10 Truths You Should Know About Palliative Care** **1** **CEU**

Individuals who are aging, seriously ill, and their caregivers struggle to navigate our healthcare system. They struggle to know what questions to ask, how to make medical decisions, and how to find the support they need. Palliative care, an often misunderstood and underutilized resource, has the potential to help these three populations of older adults. Join us as we share 10 truths about palliative care including what it is, who can benefit, and how to access it. We will empower you to better guide the aging adults you serve.

**Ashwini C. Bapat MD, Palliative Care Physician, Co-Founder at EpioneMD**

**Lisa Catalano LICSW-ACHPSW, Palliative Care Social Worker, Coach at EpioneMD**

**Caitlin Baran MD, Palliative Care Physician, Co-Founder at EpioneMD**

**Sarah Byrne-Martelli MDiv, DMin, BCC**

Thursday, October 20

Workshop Session I

9:00 to 10:15

**T1-5 Hop Topics in Transportation**

Join Rachel Fichtenbaum of MassMobility for a session on COA transportation.

**Rachel Fichtenbaum, MassMobility**

**T1-6 My Ombudsman program**

About My Ombudsman:

My Ombudsman is an independent program that assists MassHealth members with accessing their benefits and services from MassHealth. We are a free resource funded by MassHealth and operated by the Disability Policy Consortium, a non-profit organization that advances the rights of people with disabilities.

Summary of presentation:

My Ombudsman is committed to promoting health equity for all MassHealth members, including older adults . Our mission is to ensure that MassHealth members understand their healthcare rights and benefits so they can get the care they need. Our team has lived experience with disability, and we come from culturally and linguistically diverse backgrounds. We provide services in Spanish, Portuguese, Haitian-Creole, and use a cross-cultural interpreter line for other languages on request.

As part of our commitment to accessibility and health equity, My Ombudsman has a department dedicated to the needs of Deaf, Hard of Hearing, LateDeafened, and DeafBlind community members, as well as individuals with hearing loss. Lori Siedman, who is DeafBlind and a native user of American Sign Language (ASL), leads the department. In addition to providing Ombudsman services, she hosts outreach events geared towards Deaf community members and provides free trainings on communication access and assistive technology needs.

**Lori Siedman, My Ombudsman Director of Deaf Services**

**T1-7 Opening the Door to Dementia Friendly Programming**

The workshop will review how the Barnstable Council on Aging had to pivot, change and transform many of the programs to incorporate a positive attitude towards dementia friendly programs. In this workshop, attendee will discover the pathways of creating new and innovative programs. The focus will be supporting caregivers and those with a dementia diagnosis. This workshop is for communities that need to re-invent how they provide community based supports to this fragile population.

**Stacey Cullen, Caregiver/Support Service Coordinator Barnstable Council on Aging  
Town of Barnstable**

Thursday, October 20

Workshop Session I

9:00 to 10:15

**T1-8 Blue Cross Blue Shield of Massachusetts and Massachusetts Council on Aging Centers Partnership Opportunities**

BCBSMA is proud to have partnered with the Council on Aging centers for over 20 years to help educate the Medicare community on important health insurance and wellness topics. Some of our most popular programs this past year included presentations such as Planning for Medicare-Countdown to 65, Eight Happiness Boosting Strategies, Calming Anxiety, and Meditation for Busy Minds. We invite you to join this workshop to hear about BCBSMA presentations offerings and other ways we can work together for a healthier community.

What We'll Cover:

- Presentation sampling of some of our most popular presentations available to the COA's
- BCBSMA partnership with Senior Games and how you can be involved
- BCBSMA fitness reimbursement for exercise classes at COA's
- BCBMSA Foundation
- Q/A on anything from Medicare to BCBSMA Medicare products

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

**T1-9 Innovative Practices**

Break

Nauset Exhibit Hall

10:15-10:45

Thursday, October 20

Workshop Session II

10:45 to noon

**T2-1 Designing adult community centers (Centers for Active Aging) – Part 2 1  
CEU**

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, Catlin Architecture, PC**

**T2-2 Shifting Gears - Safe Driving for Older Adults**

"My parking lot looks like a demolition derby." Has this thought crossed your mind while looking out your office window? Well, driving is an extremely complex task and owning a vehicle and holding a driver's license are privileges that come with a great deal of responsibility. Recent studies show that most of us will live seven to ten years longer than we are safe to drive. Crash data shows that 94 % of crashes are caused by driver error, which means nearly all of the crashes that happen on our roadways are 100% preventable. Learn how to improve driver safety, assess driving skills, and keep your community safe.

**Michele Ellicks, community outreach coordinator with the Massachusetts Registry of Motor Vehicles (RMV)**

**T2-3 Mental Health Support at the grassroots level – approaches from the field as the need escalates**

Over the past 2 years in particular, COA leaders have had to become creative and resourceful in managing the escalation in cases stemming from deep sadness and a sense of loss being faced by our patrons. Numerous reports have documented that depression and loneliness have increased among older adults during the COVID-19 pandemic

Come learn what Directors and their staff are doing, in some cases in partnerships with other town departments, to address the need. In a moderated format we will be able to discuss the topic and learn from each other.

Among those who will be sharing their local approaches are Tewksbury's COA Director, Jan Conole and 3 other members of the Merrimack Valley Region

Session moderated by Jean Patel Bushnell, Director of Billerica COA

**Moderator: Jean Patel Bushnell, COA Director, Billerica**

**Presenters: Jan Conole, Tewksbury**

**3 other Directors of the Merrimack Valley Region**

Thursday, October 20

Workshop Session II

10:45 to noon

**T2-4 Inclusive Intergenerational Program and Events**

1

**CEU**

Each and every person has the right to be a valued member of their community and have opportunities to participate and engage. Come Learn about the importance of creating inclusive, intergenerational programs and events. Leave with a toolbox of tips and tricks on how to create engaging, inclusive and intergenerational programs and events.

**Kate DeAngelis, CTRS Lexington Recreation and Community Programs**

**Michelle Kelleher, Senior Service Coordinator Lexington Senior Services**

**T2-5 Steps to Managing Memory, Alzheimer's Disease, & Dementia**

Based on his award-winning book being translated into Chinese and Korean, Seven Steps to Managing Your Memory: What's Normal, What's Not, and What to Do About It, Dr. Andrew Budson will explain how individuals can distinguish changes in memory due to Alzheimer's versus normal aging, what medications, diets, and exercise regimes can help, and the best habits, strategies, and memory aids to use, in seven simple steps. He will also discuss his newest book, Six Steps to Managing Alzheimer's Disease and Dementia: A Guide for Families, including how families can manage issues with memory, language, vision, behavior, driving, incontinence, sleep, and more.

**Andrew E. Budson, MD**

**T2-6 Bingo, bathrooming and boredom: The Bad B Words of Senior Centers**

Do you offer Bingo? No, we do not and we never will.

Senior centers are reinventing themselves and in Portsmouth we've made a promise to never offer Bingo. It's not that Bingo is bad, it's just that it conjures up images of passive, old timers sitting around in a negative way. We're changing that up and we starting with the design of our building to the programs that we offer to the way we speak about aging.

In this presentation we will share:

- how we designed our new senior center to be a vibrant hub for seniors to gather and create that "wow! this is a senior center" look on the first step in the door.
- how we offer a variety of programs dedicated to fitness, health, wellness and social that responds to the active older adult/senior.
- how we align ourselves with age-friendly initiatives and use language and images that redefine aging.

**Brinn Sullivan, Director, Portsmouth Senior Activity Center, Senior Services  
Supervisor, City of Portsmouth, NH**

Thursday, October 20

Workshop Session II

10:45 to noon

**T2-7 Spiritual Growth in the Wisdom Years**

**1 CEU**

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 supports 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; where 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 but can sometimes move us to seek help or find deeper connection to each other and in community. In these later years, there can also be the potential for people to develop spiritual senses that help connect one 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 Catherine Bella, Founder, Doors of Light**

**T2-8 A Consumer Advocacy Perspective on Funerals and Body Disposition Options**

Funeral and body disposition options are often confusing for consumers, especially in recent years. We'll offer a non commercial approach to funeral, burial and cremation services and products; including costs, provider comparisons, information on your rights and the law, simpler, less expensive and eco-friendly options and choices such as: green burial, home and family deathcare, burial at sea, and virtual memorials. This program will explore these and other community death education topics and issues we have successfully presented , and demonstrate the range of information that can be covered in a CoA/senior center program.

**Heather Massey, MSW, EOL Educator: the Natural Deathcare Collaborative, and Cape & Islands, Funeral Consumers Alliance**

**Jasmine Tanguay, MA, Educator and Consultant: A Sustainable Legacy, and South Coast, Funeral Consumers Alliance**

Luncheon  
Ocean View Dining Room  
12:00-1:00

**Thursday Plenary**

**1:00-2:30**

Thursday, October 20

Workshop Session III

2:45 to 3:45

### **T3-1 The Driving Decision**

Are you concerned about a friend or family member's ability to drive safely? Do you know who is responsible for reporting an unsafe driver to the RMV? The RMV's Driving Decision will provide information, advice, and resources to support you, your staff, and members of your community who might have concerns about a licensed driver. Learn about liability, state licensing requirements, reporting policies and procedures, and receive personal guidance from RMV staff.

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

### **T3-2 The Unique Needs of Aging Adults Navigating Solo**

**1**

**CEU**

Ailene Gerhardt, Independent Board Certified Patient Advocate (BCPA) and Founder of Beacon Patient Solutions LLC and the Navigating Solo Network, will explore the unique considerations and needs of solo agers (an aging adult 55+ who, because of choice or circumstance, is without the family support structure of adult children or close family members). Ailene will review specific needs related to healthcare, community, and programs and resources available to support solo agers. During her presentation Ailene will suggest ways for professionals to partner with independent patient/ health care advocates and other key professionals to meet the needs of clients aging solo. The opportunity to offer comments, and ask questions will follow Ailene's presentation. Learn more about Ailene's work with solo agers: <https://www.beaconpatientsolutions.com/solos>

**Ailene Gerhardt, MA, BCPA, Founder, Beacon Patient Solutions LLC, Founder, Navigating Solo Network**

### **T3-3 Integrated Care Programs = More Benefits for People with Medicare and MassHealth**

Learn about the programs that help people over 65 and under 65 with coordinated care, expanded benefits, care coordination, and how members have representation to impact that care. Learn about the role of SHINE health benefits counseling and the MyOmbudsman Program. A non-profit organization funded by MassHealth and operated by the Disability Consortia, My Ombudsman helps promote health equity for all MassHealth members. The team has lived experience, diverse backgrounds can assist in multiple languages, and provide access for those with hearing loss.

**Kayla King, SCO/PACE Program Manager**

**Henri McGill, One Care Programm Manager**

**Leslie Diaz, My Ombudsman, Program Director**

**Cindy Phillips, SHINE Director**

Thursday, October 20

Workshop Session III

2:45 to 3:45

**T3-5 Volunteer Newsletter: Increase Your COA's Volunteer Participation**

Learn how a Volunteer Newsletter can increase volunteer participation at your Center! In this session you will hear how this new way of communication has increased volunteer participation in East Longmeadow, and you will learn how to create a newsletter using Canva, a free creative website. A volunteer newsletter helps keep your volunteers informed about upcoming needs, meetings, COA happenings, and important announcements such as your Volunteer Appreciation Event!

**Alicia Smith, Program and Volunteer Coordinator, East Longmeadow Council On Aging**

**T3-6 Grub & Guts: Eating Well for a Healthier Microbiome**

1

**CEU**

Learn about eating well for optimal intestinal health and a happier healthier microbiome. Discover what the microbiome is, how a nutritious way of eating can support it, and how certain foods may make it more toxic. Hear about the link between fiber and colorectal health, as well as how the microbiome can impact your entire body. Walk away with strategies that can enhance your digestive and overall health and vitality.

**Tricia Silverman, Registered Dietitian, Fitness Instructor, Wellness Coach, Author, Tricia Silverman Wellness, LLC**

**T3-7 Teaching Tech: Strategies for Building Your Tech Literacy Program**

Tech literacy is essential for older adults now and in the post-pandemic world. Join LBFE-Boston to explore strategies for building your program. Whether informal one-to-one drop-ins or multi-session classes, we'll share ideas and tips for building a program that meets the needs of your membership.

**Stephenie Hou, Program Manager, Little Brothers-Friends of the Elderly**

**Cynthia Wilkerson, Program Director, Little Brothers-Friends of the Elderly**

**Teresa Yao, Program Manager, Little Brothers-Friends of the Elderly**

**T3-8 Open Spaces - Designing Parks and Open Spaces to be Age and Dementia-Friendly**

As more communities move to become Age and Dementia Friendly, the design of open spaces to welcome people living with dementia into the community. Spaces around senior centers, libraries, and town halls can easily be modified to create welcoming spaces. Don't spend more money - just get the design right the first time!

**Pam MacLeod, EOEA/Umass Medical**

**Outdoor Design Architect, TBD**

**Jeff Parenti, State Parks and Rec**

**Patty Sullivan, Director, Dementia Friendly Massachusetts, MCOA**

**Break**  
**Nauset Exhibit Hall**  
**3:45-4:15**

**Thursday, October 20**  
**Workshop Session IV**  
**4:15 to 5:15**

**T4-1 MySeniorCenter: Transportation Reimagined**

Transportation is a critical part of helping seniors age with dignity, purpose and independence. In working with the Montachusett RTA and a subcommittee of COAs in that area, MySeniorCenter has designed a new transportation dispatch, routing and reporting system. We're excited to show you how it works. Please join us for a demonstration and training.

**Chris Hamilton, President, MySeniorCenter**  
**Eric Andersen, Founder, MySeniorCenter**

**T4-2 Cost Savings Strategies for Medicare Beneficiaries**

Attendees will learn about Medicare costs including premiums and penalties, programs that lower costs and how to apply for them, and the several enrollment strategies that can help save money. Attendees will learn about ways to reduce expensive drug costs for Medicare members of all ages and the community.

**Kathleen Grant, SHINE Assistant Director**  
**Kathy Devine, Prescription Advantage Director**  
**Colleen Massey, Director of Operation, MCPHS Pharmacy Outreach Program**

**T4-3 Aging Together: Adults with Intellectual & Developmental Disability and their Family Caregivers**

Older family caregivers of adult children with Intellectual and Developmental Disability (IDD) face unique challenges. This program will address the challenges and concerns faced by aging caregivers along with ways the aging support and the disability support communities can work together.

**Christine J. Clifford, MHP, Project Director, Center for Developmental Disabilities Evaluation & Research (CDDER), Shriver Center, UMass Chan Medical School**

**T4-4 Round: How many sides on your wellness wheel?**

**1**

**CEU**

Explore the many dimensions of wellness and begin designing a program that fits within your center and for your members. Come play with us during this fun and interactive session! Leave with ideas and resources.

**Tara Hammes, Director of Member Services, Healthy Aging, MCOA**

Thursday, October 20

Workshop Session IV

4:15 to 5:15

**T4-5 Personal and Home Care Aide State Training (PHCAST)**

PHCAST is an online course that prepares individuals to work as an agency-based home care aide. The 60-hour training enables participants to acquire core competencies in home care such as health care support, personal care, safety, emergency care, nutrition and housekeeping. This presentation will provide an overview of the training, target audience and recent modifications, such as a new Personal Care and Homemaking module, and Haitian and Spanish language versions of the program.

**Allison Staton, Project Manager, Massachusetts Executive Office of Elder Affairs**

**T4-6 Did the Pandemic Strengthen or Weaken Your Senior Center's Branding? Best Practices for the Future**

Throughout the pandemic, your senior center and employees provided an essential service, typically leading to more work and more stress. Does your community have any idea of all that you've done to keep your older adults safe and healthy? Do they know and respect your hard work? Do they know you kept working even when your building was closed?

Your branding is much more than your name, logo and tagline. It is about everything you do and the perception of your work. It is about creating positive awareness that leads to additional respect and buy-in from your community.

This workshop will provide techniques to strengthen your branding to educate your community about the value of your senior center or COA. It will help you think of your branding in a broader context, so that all of your brand elements (and there are many) reinforce the tremendous work you do.

This program is being presented by the co-author (with MCOA) of "Marketing Tools for Any Senior Center, a Marketing & Communications Handbook for Senior Centers and COAs"

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

## Friday Activities

8:00am	to	10:00am	Registration
7:30am	to	9:00am	Breakfast – Ocean View Dining Room
9:00am	to	10:15am	Workshop Session I
10:30am	to	11:45am	Workshop Session II
12:00pm	to	1:30pm	President’s Buffet Lunch Conference Adjournment

Breakfast  
Ocean View Dining Room  
7:30-9:00

Friday, October 21  
Workshop Session I  
9:00 to 10:15

### **F1-1 MySeniorCenter 101: Master the Basics**

Add people, schedule events, create broadcasts, enter services, run reports, and even process payments. We'll tech you the skills to use MySeniorCenter most effectively.

**Chris Hamilton, President, MySeniorCenter**

**Eric Andersen, Founder, MySeniorCenter**

### **F1-2 Guiding the Adult Child: Conversations, Documents & Resources**

As an elder law attorney, I often work with clients to coordinate a comprehensive, multi-generational meetings. This allows family members to come together in a safe, neutral space so that the older generation can communicate their financial and non-financial plans to the younger generations. I look forward to sharing insights on those conversations, as well as, documents and resources that can help adult children be a support to their aging parents.

In speaking with COA representatives, we have heard that there has been an increase in inquiries from adult children trying to facilitate legal/financial matters on behalf of their aging parents. Often their parents have not disclosed any information about their financial or legal plans. In many cases, they haven't done any planning. However, the adult child is now seeing signs of increased need, or there is a diagnosis or it's time to consider a change in living arrangements. They do not know where to begin.

Join me for an interactive discussion about guiding the adult child! I'll share how elder law firms can be an outlet for them, helping facilitate those important conversations, draft necessary legal documents and connect them to other key resources. I'd love to help answer questions you and your teams have in regard to supporting the adult child navigating estate planning for their aging loved ones.

**Michell D. Beneski, Managing Partner, Surprenant & Beneski, P.C., CELA, LLM  
Taxation**

Friday, October 21

Workshop Session I

9:00 to 10:15

**F1-3 Where and why do Dementia-Friendly Initiatives take hold? Evidence from Massachusetts Senior Centers**

As local hubs for aging services, senior centers are well positioned to engage in dementia-friendly community (DFC) work. Yet centers vary in their engagement, despite enthusiasm and action on behalf of the movement at the state level. Using a mixed-methods approach, we drew on data from MCOA Comprehensive Database of Senior Centers in Massachusetts, the US Census, and qualitative interviews with senior center staff to examine factors associated with DFC engagement. Centers that reported greater engagement were in municipalities with higher proportions of older residents from vulnerable groups (e.g., adults ages 80+, limited English proficiency, with a disability, living alone). They also reported greater programmatic, social service, funding, and staff capacity. Qualitative findings elucidated how senior center leaders drew on factors at the COA, municipal, and state levels to support local DFC efforts. Results from this study demonstrate the importance of building capacity for senior centers to engage in this work at the organizational, municipal, regional, and state levels, including financial and non-financial support. We share implications for policies and practices to support senior centers and other community-based organizations as leaders and partners toward DFCs. We encourage participant discussion about how the findings relate to individuals' own work and experiences.

**Ceara Somerville, MS, Senior Research Associate, Center for Social & Demographic Research on Aging, University of Massachusetts Boston**

**Clara Scher, Doctoral Student, Rutgers University School of Social Work**

**Caitlin Coyle, Research Fellow, Center for Social & Demographic Research on Aging, University of Massachusetts Boston**

**F1-4 Helping the Aging Population Access their MassHealth Benefits: A Data Review**

About My Ombudsman:

My Ombudsman is an independent program that assists MassHealth members with accessing their benefits and services from MassHealth. We are a free resource funded by MassHealth and operated by the Disability Policy Consortium, a non-profit organization that advances the rights of people with disabilities.

Summary of presentation:

My Ombudsman is committed to promoting health equity for all MassHealth members, including older adults. Our mission is to ensure that MassHealth members understand their healthcare rights and benefits so they can get the care they need. More than half of the individuals we assisted at the beginning of 2022 were people over the age of 50 years. In this presentation, we will review the different types of issues that My Ombudsman helps older adults resolve, including but not limited to: Long-Term Services and Supports, Durable Medical Equipment access, transportation, and other various MassHealth benefits and access issues. We will also illustrate the data with case studies from our Ombudsman team.

**Falguni Basnet, Data Analyst, My Ombudsman, a program of the Disability Policy Consortium**

Friday, October 21

Workshop Session I

9:00 to 10:15

**F1-5 New Director Training – Part 1**

Are you new to your role as a COA/Senior Center Director? Are you looking for insight into the workings of a municipality, your partnerships with the community, funding opportunities, budgeting and more? You've come to the right place! A panel of seasoned Directors will be discussing these topics and sharing with you coursework that MCOA is developing for you that you'll be able to use in your position. Presented in two 75 minute sessions.

**Kelly Burke, Director of Member Services, MCOA**

**Susan Curtin, Director, Norwell COA**

Friday, October 21

Workshop Session II

10:30 to 11:45

**F2-1 MySeniorCenter Advanced: Become a Power User**

Learn how to get advanced with MySeniorCenter to use groups, contracts, MyActiveCenter, Zoom, trips, and home-delivered meals.

**Chris Hamilton, President, MySeniorCenter**

**Eric Andersen, Founder, MySeniorCenter**

**F2-2 Having "The Talk" With Seniors About Sex**

**1**

**CEU**

In the absence of comprehensive assessment tools for sexual consent with older adults, we must work through our discomfort and begin "the talk." The key is to listen – truly listen – for verbal and nonverbal responses in talking with seniors about sex. In this upbeat and positive training, participants will come away with tips and tools when faced with challenging situations and hopefully gain the confidence they need to engage more fully in sexual health discussions with seniors.

**Jane Fleishman, PhD, MEd, MS, Sexuality Educator, Researcher, and Writer,  
Speaking Of, LLC**

Friday, October 21

Workshop Session II

10:30 to 11:45

**F2-3 Laugh for the Health of it: How to Create Therapeutic Laughter” for Health and Well-Being** **1 CEU**

Laughter Wellness is a performance-based, structured health and wellness program that engages people in laughter without using comedy or jokes. Utilizing a series of interactive exercises and games, the program explores the use of laughter for stress management, community building, promotion of positive thoughts and feelings, and strengthening the immune system. The facilitator places an emphasis on creating a supportive non-judgmental environment and encourages creativity and enjoyment. The workshop is composed of segments that highlight breathing, stretching, spontaneous vocalizing, child-like laughter, and use of props. The workshop ends in a debriefing process that focuses on giving participants the tools to employ laughter and breathing techniques as self-care strategies.

**Trevor Smith, Laughter Wellness Facilitator, Blue Sky Consulting**

**F2-4 The Connected Age: Partnerships and Opportunities in Technology Access for Older Adults**

The Mass Broadband Institute and the Mass Healthy Aging Collaborative will share funding opportunities and policy programs at the state and federal level aimed at advancing access to technology and skill-building. The session will also share Massachusetts-based partnerships and collaborations that are helping to improve tech access for older adults with a discussion of how it can be done on a local level.

**James Fuccione, Mass. Healthy Aging Collaborative**

**Josh Eichen, Mass. Broadband Institute**

**F2-5 New Director Training – Part 2**

Are you new to your role as a COA/Senior Center Director? Are you looking for insight into the workings of a municipality, your partnerships with the community, funding opportunities, budgeting and more? You've come to the right place! A panel of seasoned Directors will be discussing these topics and sharing with you coursework that MCOA is developing for you that you'll be able to use in your position. Presented in two 75 minute sessions.

**Kelly Burke, Director of Member Services, MCOA**

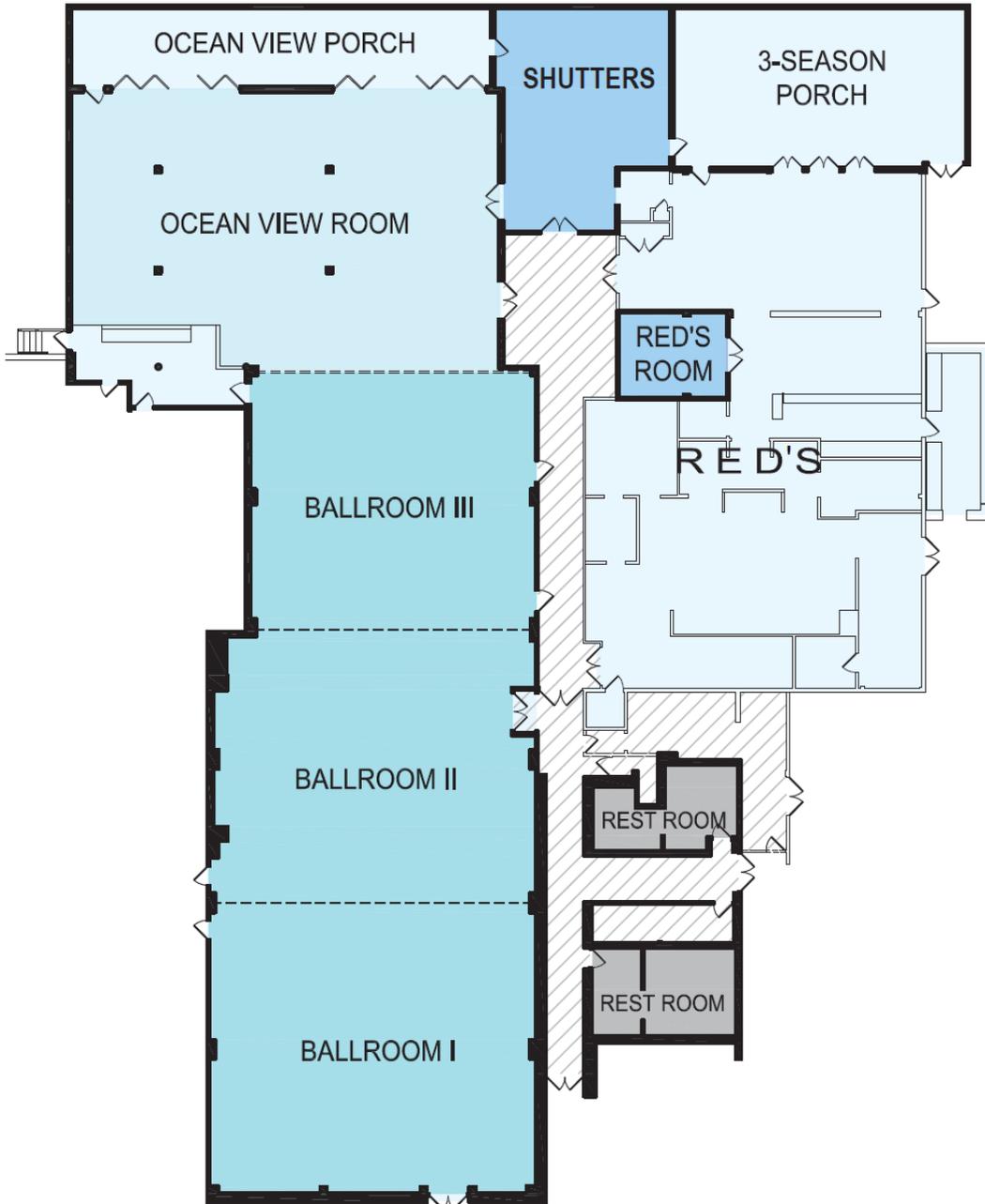
**Susan Curtin, Director, Norwell COA**

President's Buffet Luncheon

12:00-1:30

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