



**Massachusetts
Councils On Aging**

Annual Meeting 2023



Massachusetts
Councils On Aging

June 15, 2023

Message from Our Chair

As we gather for our 44th Annual Meeting, we reflect on the many transitions that have been part of our journey over the last year, particularly after we experienced the incredibly painful loss of our mentor, friend and tireless leader of 28 years, David P. Stevens. Yet, we experienced great joy in being able to once again come together (for the first time in three years) at the Annual Fall Conference in Falmouth!

While there have been many challenges over the last year, there is much to be thankful 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, and to recognize you for all that has been accomplished during this difficult time.

MCOA continues to transform, advance, and grow in ways we may never have thought possible 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 is needed now more than ever with the growing number of older adults in all our communities.

Over the last decade 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 FTEs; and to an organization that is now able to provide tens of thousands of dollars in grants to our members.

Advocating for the FY22 budget cycle, we were successful in funding the Service Incentive Grant program, while maintaining the Formula Grant at \$12/elder, and continued to focus on legislation that revises our Commonwealth's property tax relief for seniors. We advocated for and received an additional \$300,000 of additional funding for the Elder Mental Health Outreach Teams, and MCOA also received an additional \$126,000 in Non-HCBS ARPA Workforce Stabilization Funds to provide additional support for the 7 EMHOTS operating during FY22. Those funds were crucial, because of the mental health impacts seen on older adults during and now post-pandemic, including:

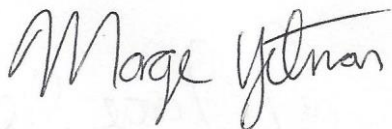
- 149% increase in substance use disorder
- 50% increase in Dual Diagnosis of substance use
- 25% increase in Diagnosis of Stress/Trauma disorder

In FY22, MCOA engaged in many initiatives, including:

- Launched new Program & Wellness meetings for the membership.
- Developed 151 trainings for all COA staff, with over 2,738 participants that supported their work with older adults, most of which was offered at no or reduced cost.
- Coordinated, managed, and supported more than \$156,000 in field demonstration grant projects for Caregiver Respite and Marketing/Talk of the Town. See the [SIG Reports from the Field](#).
- Engaged in developing a new Strategic Plan with input from the membership and stakeholders.
- Created a Nutrition Legislative Task Force.
- Conducted monthly Outreach meetings with new guest speakers.

As I turn over the gavel to Emily Shea, MCOA's next Chair, I am pleased that MCOA will continue to forge ahead to strengthen its foundational areas in building COA capacity, leading a legislative advocacy agenda and delivering technical assistance and training, all while seeking to support the key foundational areas identified in the new Strategic Plan, including Health Aging and Economic Security.

I thank each of you for what you do in making your senior centers a priceless resource in your communities for so many. If you haven't taken the opportunity to get involved with MCOA—do! The opportunities are plentiful and gratifying, and they help to improve the lives of a population that is near and dear to your hearts—the older adults of Massachusetts.



Marge Yetman
MCOA Chair, and Director, Burlington COA



MCOA FY 2022

Accomplishments and Impacts



Fall Conference-In Person

Fall Conference Registrants: **344**
COA's represented at the Fall Conference: **141**
Workshops held at the Fall Conference: **67**



Trainings and Technical Assistance

Number of Towns and Cities Benefitting from MCOA Conferences: **162**
Number of Towns and Cities registered for trainings: **263**
Number of Towns and Cities receiving technical assistance: **297%**
Individuals received CEU's: **33**
Number of Training Sessions held: **83**
Technical Assistance Calls: **2,909**



Focus Area - Economic Security

Job Seekers' 50+ Participants: **751**
Job Seeker's 50+ Programs Held: **101**
Cities and Towns engaged in Discovery Centers: **5**
Discovery Center Transition Navigators Trained: **7**
Discovery Center Seminars Offered: **37**
Discovery Center Program attendance: **258**



Focus Area – Healthy Aging - Nutrition

COAs enrolled in DTA/SNAP/COA Community Partners: **23**
Created MCOA Nutrition Legislative Task Force
Tools created and promoted:

- Nutrition News You can Use
- Cooking as Self Care - 18 additional videos
- MCOA's Nutrition Legislative Task Force
- Survey on meal programs at COAs capturing operations model, participation and staffing.



Age & Dementia Friendly Massachusetts Initiative

Percentage of Age-Friendly MA communities: **35%**
 Percentage of Dementia-Friendly MA communities: **32%**
 Percentage of Age AND Dementia Friendly MA communities: **48%**
 Number of people completing Train the Trainer UCLA Brain Training: **81**
 Number of trainings conducted by Trainers: **17**



Elder Mental Health Outreach Teams (EMHOTs)

EMHOT contracts: **9**
 Communities with EMHOT services: **128**
 Older Adults receiving EMHOT services : **1,160**
 Hours of EMHOT counseling provided to older adults: **8,583**
 Percentage of clients who received direct counseling from EMHOT staff: **71%**
 Percentage of people who received the help they were looking for: **91%**
 Percentage of people who report they are better able to deal with crisis: **77%**



Fiscal

FY 2022 fiscal budget: \$2,841,226
 COAs paid dues: **99%**
 Dues collected: **99%**
 Percentage of budget used for programs: **95%**

Focus Area – Service Incentive Grants (SIG)

SIG Grant funds awarded to support caregiver respite: **\$56,405**
 SIG Grant funds awarded to support Marketing Development: **\$100,678**

SIG Learning Collaborative Recap

The Belmont COA aspired to increase diversity throughout COA program participation. Older adults said they want to learn more about inclusion language. The result was a box lunch and 'DINE' discussion: Discover differences, Include one another, Navigate new perspectives, Eat!

North Andover –held a first annual Community Conference on Aging. Attended by over 300 people, 56% of participants were new to the COA! Plans are underway for the second annual conference.

Williamstown – Since traditional programs were failing and needed an overhaul, the Williamstown COA worked with college students to design a survey which was distributed throughout the community.

The Bridgewater COA partnered with Bridgewater State University School of Business and Marketing, to survey the community, created a marketing campaign, and engaged caregivers and older adults including over 120 men and the Ol' Dogs Club.

The Sandwich COA contracted with a community home care agency to provide short-term relief to primary caregivers. They connected with new clients to expand their use of COA resources and the program also served as a marketing opportunity for outreach.



MCOA Awards 2023

Director of the Year Award:

Tina Gorman, Executive Director,
Westfield Council On Aging/Senior
Center

Advocate of the Year:

Mike Festa, State Director, AARP
Massachusetts

David P. Stevens, Lifetime Achievement Award:

Kathy Bowler
Director of Member Services
MCOA

David P. Stevens, Lifetime Achievement Award:

Marylou Sudders
Massachusetts Secretary of
Health and Human Services

MCOA Certified Senior Center Directors

Class of 2023

- Karen Gregory – Marion COA
- Pam Hunt – North Attleboro COA
- Ashley Speliotis – Groton COA

Class of 2023 recertification

- Becky Moriarty – Hampden COA
- Sharon Mercurio- Acton COA