

CONFERENCE WORKSHOP DESCRIPTIONS (Updated 9.21.23)

Wednesday, October 11 - Session 1 - 10:45am-12:00pm

BLUE CROSS BLUE SHIELD OF MASSACHUSETTS PRESENTATION AND WEBINAR OFFERINGS FOR COUNCILS ON AGING/SENIOR CENTERS

BCBSMA is proud to have partnered with the Councils on Aging/Senior Centers for over 25 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” and “Medicare Advantage vs Medicare Supplement-Which Plan is Right for Me.” We invite you to hear these presentations as they would be presented to members of the community. We will cover: overview of Medicare and when and how to sign up, differences between Medicare Supplement and Medicare Advantage Plans, Medicare Part D and changes from the Inflation Reduction Act real life case studies, resources to help with the decision process and a Q&A on Medicare and BCBSMA products.

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

CELEBRATING YOU! (& YOUR BRILLIANCE, CREATIVITY, AND COMMITMENT!)

It's time to stand in your greatness and celebrate the creativity, and the effort, and endless dedication you brought to your work, your team, and the seniors in your communities for the past few years. During all the challenges and stress, there was something else present too...there was a whole lot of magic! People figured out how to quickly change how they were working to still meet the needs of the populations they worked with. People learned how to be creative and develop new systems and new approaches to their work. People stepped into the unknown and tried new things, and piloted programs, and shifted gears they didn't even know they could shift! People were faced with change, and they were splashing in it- and flourishing! This session will highlight the successes and accomplishments in the field- and spend some time focusing on how to use one of the greatest strengths of leaders- utilizing the Power of the Positive!

Carrie Stack, M.Ed., Certified Life Coach, Author, and Motivational Speaker

CHANGING MISCONCEPTIONS ABOUT AGING: HOW TO BE AN AGENT FOR CHANGE

The Reframing Aging Initiative is an ongoing social change endeavor. This session will talk about the different types of ageism, how to counter ageism, and how to be an agent for change.

Melissa Donegan, LSW, Director, Healthy Living Center, AgeSpan

DEMENTIA-FRIENDLY INITIATIVES – WHAT CAN I DO EVEN IF I DO NOT HAVE MONEY OR MUCH TIME?

Small and rural communities face unique needs that can often be met through regional collaboration. The work on Age and Dementia Friendly (AF-DF) initiatives is no exception. Join us for a collaborative conversation. Where do I begin? What are the best ways to start? What resources are available to educate the communities in the region? What am I already doing with respect to building a DF community? Bring your questions and challenges to feed a lively discussion about the work going on across the Commonwealth. Even if you sit in the back row, you just may be called upon to add your thoughts.

Meg Ryan, Regional Public Health Nurse, Franklin Regional Council of Governments
Patty Sullivan, Program Director, Dementia Friendly Massachusetts

ENERGY VIBRATIONS - WHAT VIBE ARE YOU CONTRIBUTING? (PART 1)

We are powerful beings that have more control over our interactions and work culture/environment/life than we dare give ourselves credit. Come and explore the world of energy vibrations to gain a better understanding of how our emotions can guide us to experience more positive and healthy relationships in the workplace.

Josie Dutil, Director, Bellingham COA

EVERYTHING A SAVVY FUNERAL CONSUMER NEEDS TO KNOW IN MA

A consumer's advocacy perspective on funerals and body disposition, this workshop presents information on planning, preparing, and paying for post-death care, funerals and memorials, body disposition options, and related merchandise and services. A panel of non-commercial experts in post-death options will review current choices and legalities, providing an objective approach to educating and empowering COA clientele with resources, practical tips, and vital facts. This workshop also serves as an example of what's possible for curated presentations we provide to COAs on these challenging topics.

Heather Massey, Death Education Coordinator, Natural Deathcare Collaborative (NDC)
Raya Gildor, former President, Funeral Consumers Alliance of Eastern MA (FCAEM)
Ruth Faas, Director, FCAEM, former Proprietor, Mourning Dove Studio
Sophia Sayigh, Director, Green Burial Massachusetts (GBM)

LIVE YOUR BEST: A SIMPLE APPROACH TO PLAN FOR THE BEST POSSIBLE CARE

Our proven 10 year "Who's Your Agent?" program has helped hundreds of COA staff and seniors take control of their health care decisions, using our simple, structured approach to start a care planning conversation to make a personal health care plan completing a Health Care Proxy and Personal Directive (Living Will), and build on those conversations for the best possible care when managing chronic illness and living well with serious illness. This workshop will provide the latest information, cutting edge conversation guides, no cost multi-lingual planning documents to enhance the knowledge and communication skills of

your staff and volunteers to confidently help every adult in your community. Our program is designed to include all adults in taking control, solo agers and those with support, and underserved populations. This simple approach also empowers seniors to talk with their care providers to ensure their care preferences, cultural traditions, and priorities are respected and aligned with the care they receive. Hear the latest update on the state's MOLST to POLST Program and how COAs can help seniors elevate their voice to inform and guide this new program. Everyone receives no cost access to the Getting Started Tool Kit; the Next Steps Tool Kit, downloadable comprehensive fact sheets and resources.

Ellen DiPaola, JD, President & CEO, Honoring Choices MA

PACE: ONE OF THE BEST KEPT SECRETS IN SENIOR HEALTHCARE

An introduction to the PACE program and an explanation, using case stories, of how the PACE all-inclusive model is supporting eligible older adults to age-in-place with improved quality of life, creating alternative models of care to LTC, and collaborating with housing partners to ensure access to needed services. This session will look at how a multidisciplinary team, including a doctor, nurse, social worker, physical therapist, and others, can help increase longevity while keeping older adults in their community, and will describe how the PACE team supports and coordinates with housing teams.

Dinah Olanoff, Sr. Business Consultant, PACE Strategy

Lauren Parrilla, Nurse Practitioner & Site Provider Manager, Fallon Health Summit Eldercare

Julie Richer, Director, Marketing Communications & Enrollment, Harbor Health

SAFETY AND FALL PREVENTION FOR OLDER ADULTS WITH VISUAL DISABILITIES

Age-onset vision loss is one of the leading fall risks for older adults. Addressing physical hazards and lighting, offering human guide training, and adapting customer service practices can all make a site more safe and welcoming for individuals with visual disabilities. This presentation will be given by an Orientation & Mobility Specialist and an Occupational Therapist who will share their expertise on: mobility and fall risk related to vision loss, senior center lighting/environmental assessments and other safety strategies, human guide training that you can bring back to your COA/senior center staff and volunteers. We'll also answer your questions and provide resources for more learning.

Stephen Jordan, M.Ed, COMS, Director of Orientation and Mobility Services, Massachusetts Association for the Blind and Visually Impaired

Kimberly Thibault, OT, Director of Vision Rehabilitation Services, Massachusetts Association for the Blind and Visually Impaired

THE VALUE OF VOLUNTEERS IN HELPING TO BRIDGE THE DIGITAL DIVIDE

This workshop will feature two communities who have implemented volunteer programs to help older adults become more comfortable and familiar with technology. The Westport

COA will share information on how a local COA can design, implement, and deliver a customized technology training program to their own local seniors and demonstrate how their Westport Tech Café utilizes senior volunteers to teach technology to their peers. The Williamstown COA will share how their intergenerational Tech Tutor program brings seniors and college students together, all the while helping bridge the technology gap between generations. Each week after classes, a group of students spend about an hour with a senior. Students assist seniors with navigating the various features of their own technology devices, such as helping them set up their home screen, access email, etc. This program not only allows seniors to gain confidence with their technology, but also creates an intergenerational bond between student and senior- students get to impart their vast technology knowledge; seniors share their life experiences.

Bonnie Bower, Volunteer Instructor, Westport COA

Constance MacDonald, Volunteer Instructor, Westport COA

Eileen Moncrief, Volunteer Instructor, Westport COA

Beverly Bisch, Director, Westport COA

Brian O'Grady, Director, Williamstown COA

Sarah JP Kline, Outreach Coordinator, Williamstown COA

UNIVERSAL DESIGN FEATURES FOR YOUR LIFELONG HOME

AARP surveys consistently find that older adults want to remain in their current homes and communities for as long as possible. Yet barely one percent of the nation's housing supply contains any "universal design" elements - such as single story living or a sink that can be reached from a wheelchair. That's where AARP HomeFit comes in. Based on the free AARP HomeFit Guide, this presentation can help individuals and families make their current or future residence - or that of a loved one - their "lifelong home."

Andrea Cordis, Occupational Therapy Practitioner, Bay Path University

Wednesday, October 11 - Session II – 1:15-2:30pm

ART APPRECIATION IS THE ART OF COMMUNITY

Would you like to build community and offer programs (at minimal cost!) for intergenerational audiences that are interactive and fun to attend? With this workshop I will walk you through one of my programs and offer a template and suggestions on how you can create your own engaging one-hour monthly events that will have people wanting to bring their friends, children, and grandchildren and make your Senior Center the 'place to be.'

Siobhan McDonald, President, Granger St. Studios

COAs AND LIBRARIES: CRITICAL PARTNERS IN BUILDING A DEMENTIA-FRIENDLY COMMUNITY

More than 113 communities across the Commonwealth are building Dementia Friendly Communities. Are you on the DF map? Libraries have embraced the DF initiative and are fully engaged in this essential work. Come and learn about working with your community librarian and the resources that libraries can bring to support your AD/DF communities' initiative.

Karen Tobin, Assistant Director, Goodnow Library
Patty Sullivan, Program Director, Dementia Friendly Massachusetts

ENERGY VIBRATIONS - WHAT VIBE ARE YOU CONTRIBUTING? (PART 2)

We are powerful beings that have more control over our interactions and work culture/environment/life than we dare give ourselves credit. Come and explore the world of energy vibrations to gain a better understanding of how our emotions can guide us to experience more positive and healthy relationships in the workplace.

Josie Dutil, Director, Bellingham COA

HOARDING'S IMPACT ON THE FAMILY

Oftentimes family are asked to help when a loved one's hoarding and clutter reach problematic levels. Rarely though, are family looked at as individuals who need empathy and assistance themselves, be it in the home or separately from it. Join me to learn how "the stuff" hurts people who need help, be they partners, children, or extended family, as we consider compassion for ALL parties, while discussing health and safety measures.

Becca Belofsky, Mental Health Education and Inspiration

LEADING ON DIGITAL EQUITY: HOW COAs ARE CENTRAL TO IMPROVING ACCESS TO TECHNOLOGY

The Massachusetts Healthy Aging Collaborative (MHAC) and Executive Office of Elder Affairs launched the Technology Learning Collaborative for Healthy Aging in 2022 to encourage collaboration and learning related to digital equity and aging. The Collaborative, comprised of a wide variety of partners interested in addressing digital literacy and connectivity for older adults in communities, comes together every quarter to learn and share updates on best practices as well as funding and partnership opportunities. This session will highlight a sampling of those practices, state and local initiatives advancing digital equity, and bring together grantees of the Enhancing Digital Literacy Grant – a grant program centered around councils on aging – to share updates on their projects and learnings for others doing work in this space.

James Fuccione, Senior Director, Massachusetts Healthy Aging Collaborative
Molly Evans, Senior Programs Manager, Executive Office of Elder Affairs

LOVING OUR AGING BODIES: ADVICE FROM AN AGING SEXUALITY EDUCATOR

What does aging mean for us and our clients? Many of us and our clients are critical of our bodies. And it affects us sexually. For all of us who have ever felt too fat, too short, too dark, too light, too curly, too straight, too queer, too nappy, too tall, too small breasted, too big-assed, too big a belly, too ANYTHING – this workshop is for you. Your body is beautiful. Join Dr. Jane Fleishman as we talk about loving our bodies as we age. She'll give practical tips, recommendations, and resources that can help you and your clients start loving your aging body today.

Jane Fleishman, PhD, MEd, AASECT Certified Sexuality Educator

MYSENIORCENTER: TRANSPORTATION TRAINING

After the incredible work from our beta group over the past 12 months, we are thrilled to announce the roll-out of the MySeniorCenter transportation module. In this session we'll go into a detailed training of the ride request, dispatch, driver, and reporting functions that make this unlike anything you've ever seen before.

Chris Hamilton, President, MySeniorCenter

Eric Andersen, CTO, MySeniorCenter

Bryan Perkins, Customer Service, MySeniorCenter

Bill Henderson, Training Manager, MySeniorCenter

SOCIAL HEALTH BY DESIGN: AN EVIDENCE-BASED APPROACH TO CREATING SOCIALLY CONNECTED COMMUNITIES

Loneliness and social isolation have soared around the world, having a profound impact on our physical, mental, and social health. Social health relates to how we create and maintain relationships with others, and decades of research show it is linked closely to physical health outcomes including dementia, heart disease, chronic conditions, and stroke. Research shows that social health is especially important for older adults, and that supportive age-friendly environments can be part of the solution. The AARP Livable Communities initiative is helping to create a roadmap for cities to create more equitable and aging-friendly spaces. Many of the principles involved—easy walkability, safety, ample places to sit with shelter from the elements, and consistent sidewalks with curb cuts – foster (or hamper) social connection. Recently, the US Surgeon General issued an advisory referring to the “Epidemic of Loneliness and Isolation” as a central public health issue of our time. To address this, communities need to prioritize fostering social connection, and “design [of] the built environment to promote social connection” is part of the first pillar in the solution. This workshop, focused on designing for social health aims to inspire innovative approaches that bring disciplines together as public health workers in addressing the loneliness epidemic.

Kasley Killian, MPH

Erin K. Peavy, AIA, WELL AP, LSSYB, EDAC, LEED AP BD+C

Sandra Harris, State President, AARP MA

SOCIAL SECURITY - WHAT YOU NEED TO KNOW (PART 1)

Retirement/Medicare/Windfall Elimination Provision/Government Pension Offset, we will discuss fraud and current scams.

Kentia Torres, Public Affairs Specialist, Boston

TAKING CHARGE OF CHANGE THROUGH PLANNING AND GOAL SETTING

Ready, Set, Go! Not so fast. While no one can predict the future, you can help to create it. You and your leadership team can attain greater levels of success with well-designed planning tools. We know that the aging population is exploding. Senior growth projections show that, in many communities, the senior population could comprise upwards to 45% - 50% of the cities' and towns' total population. Evidence shows that most Senior Centers continue to use the same planning models or pathways they have always used. This 2-hour "Taking Charge of Change Through Planning and Goal Setting" workshop will help participants reframe their thinking about what they need to do differently and how to do their long-range planning more effectively in order to make their positions for growth and increased funding more compelling and credible. While "failure to plan" may not lead to a Center's closing, it certainly will greatly distract, and even prohibit a Center's ability to meet the needs of a growing senior population with expanded needs. Through presentation, demonstration, and examples, the presenters will provide participants with a roadmap on how to move you, your team, and your Center from a status quote "nice to have" asset in your community to a "must have and expanded" resource.

Kathy Shelp, Director, North Andover Senior Center/Elder Affairs

Mihran Keoseian, President, Key Solutions

THE HEALING POWER OF A HEART CONNECTION

A presentation and discussion to explore the success of the Heart & Soul Conversation Series at Salem Council on Aging. In eldercare we do much to care for the health of body and mind for seniors, but how do we care for the soul? Salem COA's Heart and Soul Conversation series provides an opportunity for seniors to explore topics on spirituality and aging with the goal of creating a profound and healing connection among participants. The program does this through spiritually-based conversations on topics that invite each participant to share their own wisdom from their unique life experience and perspective. Over the past year, this program has revealed how seniors greatly welcome the opportunity to build more authentic, heart-centered connections among their peers to address the isolation that elderhood can bring. Participants report that at the end of each session, they feel more hopeful, grateful, and joyful about their lives. This is also a great opportunity for seniors to engage in respectful and compassionate dialogue among peers of different faith traditions or spiritual paths. In this presentation we will present best

practices for facilitating the conversation, how to open/close the session, past topics discussed and feedback from participants.

Rev. James F. Ashton, CPC

Teresa Gove Arnold, Director, Salem COA

Wednesday, October 11 - Session III – 2:45-3:45pm

BECOMING THE TALK OF THE TOWN: INCREASING VISIBILITY THROUGH COMMUNITY REPAIR PROGRAMS

Community repair events are popping up all over the place and Senior Centers are a perfect host for these types of events. We often know, getting someone in the front door for the first time can be the most difficult step. By creating opportunities to welcome new community members into the building, we increased our overall visibility and reinforced our commitment to supporting our community. We'll talk about the lessons learned in coordinating our community repair events including recruiting volunteers, building community partnerships, liability issues, program facilitation, and replicability for other communities.

Amy Beck, Director, Hopkinton Senior Services

Jessica Migneault, Assistant Director, Hopkinton Senior Services

Robyn Goldberg, Volunteer Coordinator, Hopkinton Senior Services

BUILDING A DEMENTIA FRIENDLY COMMUNITY- ONE HIGH SCHOOL STUDENT AT A TIME WITH HELP FROM DEMENTIA FRIENDS MA

When you educate high school students about dementia, you are also educating their parents. Indeed, communities such as Norwell experienced great success in expanding their Dementia Friendly initiative by reaching into schools with a community book read about dementia, a Dementia Friends session for 680 high school students, and opportunities for high school students to work with older adults. To support communities' efforts to use the Dementia Friends information session in high schools, Jewish Family and Children's Services (JF&CS) has developed a slightly modified version of the session, designed specifically for use in high schools. In addition, JF&CS has produced the supporting materials needed to make the program easier to deliver in a school setting. Come and join a conversation with Norwell COA Director Susan Curtin, MS, and JF&CS staff member, Jessica Roque, to learn more about working with schools and to gain a better understanding of the materials available to help you engage students in the Dementia Friends program.

Susan Curtin, Director, Norwell Council on Aging

Jessica Roque, Dementia Friends, Jewish Family and Children's Services

CO-CREATION AND INNOVATION PROCESSES: RESULTS FROM A LOCAL PROJECT OF NATIONAL SIGNIFICANCE

Senior Centers and CBOs want to transform themselves to reach and serve more older adults, develop a stronger evidence base for their programs and services, and more effectively advocate for increased funding. Learn about the co-creation processes BellAge uses with senior centers and other aging organizations around the country and how senior centers can move from measuring inputs and outputs to measuring outcomes and improving the health and wellbeing of senior center participants.

Jim Firman, Chief Innovation Officer/Founder, BellAge Inc.

Marge Yetman, Director, Burlington Council on Aging

ELDER FRAUD PREVENTION BRIEFING

The FBI Boston Division will provide an elder fraud awareness briefing. The briefing will identify fraud trends (nationally, regionally, and locally) targeting elder populations and law enforcement resources to investigate and prevent victimization.

Matthew Fontaine, Supervisory Senior Resident Agent, Federal Bureau of Investigation

HIRING RIGHT! CREATING TEAMS THAT WORK!

This program is for anyone interested in improving their skills in hiring, training, maintaining, and enjoying leadership within your organization. From finding your talent pool, designing job descriptions, interviewing, competencies, and annual reviews to the best ways to simply say 'thank you' to your team, this workshop will empower you to surround yourself with the very best team that you can be proud of and the one that our seniors deserve.

Alison Cservenschi, Director, Bedford Council on Aging

LEGISLATIVE ADVOCACY

Translating your work into legislative change requires advocacy. This program will discuss the best ways to go about making that change. We will give an overview of the state legislative process, advocacy strategies and best practices and also cover the practical parts of legislative advocacy including timelines, the most effective ways to reach out to legislators, and overall strategy. There will be an overview of some important legislation currently pending before the legislature and some practical steps for you to take to effectively reach out to legislators on the bills you care about.

Nomita Ganguly, Gregory & Associates

LET'S HAVE LUNCH (LAUNCHING UPDATED NUTRITION CHOICES FOR HEALTH)

As older adult malnutrition and low congregate meal participation continues post-pandemic, The LUNCH Program aims to improve the dietary quality of meals, participant

health measurements and council on aging and senior center site socialization. This innovative pilot program uses a Teaching Kitchens (TK) model combining nutrition education and culinary instruction to improve the dietary quality of the available meals. Because many older adults lack the ability to regularly procure or prepare sufficient nutrient-dense foods independently, the TK intervention is aimed at food preparers at the congregate centers. This is a new collaboration of Tufts University, the National Institutes of Health, the Massachusetts Councils on Aging and FamilyCook Productions.

Andres Ardisson Korat, Scientist II, Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University

Tara Hammes, Director of Member Services, Massachusetts Councils on Aging

Emma Schluter, MS Candidate Nutrition/MPH, Tufts University

SOCIAL CONNECTIVITY THROUGH DIGITAL INCLUSION IN WALTHAM

Lower income seniors are less likely than the general population to have access to computers and the internet. The physical isolation imposed by the COVID pandemic highlighted the problems that are associated with lack of digital access, including difficulty accessing medical care and advice, social isolation from family and friends, and more. In 2021, Waltham Connections for Healthy Aging (Connections) launched Welcome to the Digital Age (WDA), a digital literacy program designed to provide free Chromebook computers, free high-speed internet, and training to use both for lower income Waltham seniors who want to get online. The 15-hour course has been hosted 6 times over the past two years, reaching more than 80 seniors from various backgrounds and ethnicities. During the creation of WDA, Connections was intentional in making the course accessible for diverse seniors in Waltham, including Latinos, Haitians, Ugandans, and more. Additionally, through partnership with our Ugandan and Latina Outreach Workers, seniors who participated in the program have also been exposed to other offerings available through The Waltham Council on Aging. WDA has created a space not only for connection to new communities but also empowered seniors with skills that allow them to confidently access the larger digital world, increasing their sense of accomplishment and independence. This discussion will cover the curriculum creation, planning, implementation, and evaluation of the WDA program and share added benefits surrounding diversity of community, independence, and online security for seniors, and giving back through senior volunteerism.

Marybeth Duffy, Director, Waltham Council on Aging

Laura San Juan, Waltham Connections for Healthy Aging

Betsy Leutz, Waltham Connections for Healthy Aging

SOLO AGEING: LEGAL CONCERN, THOUGHTS AND OPTIONS

Ageing alone presents unique worries and too often we don't acknowledge the options that allow a senior to age in place with independence and grace. Whether without family, or

because family and friends are too far away to make their presence felt and be helpful, no one should ever feel truly alone. Let's discuss planning tools, including estate planning documents, that can assist with independence and control, and also talk about housing and care options and how to find the right resources and advocacy.

Andrea A.J. Witt, Esq., CELA and Christine R. Hurley, Esq., Spano, Dawicki & Witt

TRAINING ESSENTIAL VOLUNTEERS AT AGING ORGANIZATIONS

Volunteers are a critical workforce for many organizations that maintain the health and well-being of millions of older adults. Aging organizations rely on volunteers as a key human resource. Not only do they participate in programmatic, fundraising, and administrative services, they form a core part in most organizations' connection to the community. Volunteers may also be future leaders in your organization, serve in capacity building roles, and contribute different perspectives, cultures, and backgrounds key to serving more and more diverse older adult populations. Given the importance of the role of volunteers, MCOA and the Center for Aging & Disability Education & Research (CADER) developed an online course on volunteer management in aging organizations. The course focused on tools to assess organizational needs and opportunities for volunteers, recruiting, managing, and matching diverse volunteers to positions, and evaluating programs. We will discuss the reason to focus on volunteerism, review the major content areas included in the course and examples of how MCOA course participants were able to use the tools in the course to strengthen their volunteer programs.

Bronwyn Keefe, MSW, MPH, Ph.D., Director of CADER, Boston University School of Social Work

Kathy Kuhn, MSW, LICSW, Special Projects at CADER, Boston University School of Social Work

Annalee Wilson, MPH, Manager, Workforce and Curriculum Development at CADER, Boston University School of Social Work

YOU BUILT IT, NOW WHAT?

Jodi presented a workshop on building a new senior center last year. This year Jodi and Jim, who both have been in their new buildings a while, share their experiences of opening, managing, and running a new building. Staffing, budgets, repairs, and maintenance and dealing with a whole new demographic will be covered so that once you build it, you will be prepared!

Jodi Zepke, Director, Ludlow Senior Center

Jim Leyden, Director of Adult Services, Longmeadow Adult Center

Wednesday, October 11 - Session IV – 4:15-5:15pm

CANCELLED (9.21.23) EMBRACING CHANGE WITH AGE

Come join us for a special conversation with the award-winning documentary film “The House We Lived In” that follows Tod O'Donnell and his family after a traumatic brain injury. Both Tod and his son Tim O'Donnell (filmmaker) will share their 10-year long experience of making this very intimate film about life after a brain injury. Film and conversation topics include aging, memory loss, brain injury, family advocacy, and caregivers. Tod O'Donnell is a brain injury survivor and advocate. He is the subject of the award-winning documentary film “The House We Lived In” as well as the inspiring short ESPN film “No Quit.” Tod has spoken at Harvard Medical School, Spaulding Rehab, Supportive Living Inc., Krempels Center, ESPN and many more, creating positive conversation surrounding brain injuries.

Tim O'Donnell, Emmy-nominated and award-winning documentary filmmaker and founder of Pixela Films

GET DISCOVERED: TIPS ON HOW TO ENGAGE STUDENTS AND VOLUNTEERS TO REACH FRESH FACES IN YOUR COMMUNITY

Building on Beverly Council on Aging's highly successful 2014 outreach project, four communities mirrored the project by leveraging town census data to learn about and attract new older adults to senior center programming. Two college/graduate level interns, under the guidance of the Executive Office of Elder Affairs, sought to replicate the project in North Attleborough, Norton, and Rochester. In these communities after initial contact, seniors were invited to planned outreach events with the goal of engaging a brand-new cohort of older adults. In Andover, a doctoral student from UMass Boston's Gerontology Institute utilized census data and GIS mapping software to develop profiles of unknown seniors living within the town's neighborhoods. With these learnings, Andover's Council on Aging developed targeted outreach within each neighborhood. This presentation will be of interest to COA Directors, Board members, Outreach Coordinators, and Volunteer Coordinators interested in expanding the reach of the Council on Aging. Participants will walk away with new ideas on how to better understand your community's demographics, introduce the COA to new populations in your community, launch a successful outreach project in a short window of time, and leverage the energy and talent of students and volunteers to expand your agency's capacity.

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

Hailey Dorsainvil, Candidate for BA in Public Health, Brown University

Adam Frank, COA and Grants Coordinator, Executive Office of Elder Affairs

Jaskirat Kaur, Doctorate of Pharmacy Candidate, Mass College of Pharmacy & Health Sciences

Jane Burns, Director of Elder Services, Andover Council on Aging

Setarreh Massihzadegan, MS, Doctoral Student and Research Assistant, UMass Boston Gerontology Institute

KEEPING OLDER ADULTS LIVING WITH DEMENTIA SAFE: BUILDING A TOWN WIDE REGISTRY

Communities worldwide are building town-wide registries for municipal employees so that there is a central place to share non-HIPPA-related information. Such registries can help keep all older adults living with dementia safe and save municipal governments money. Join us for a discussion on the development and implementation of a registry system for your community.

Chief Mike Lyle, Chief of Police, Stoneham, MA
Chris Hamilton, President, My Senior Center

LIVING WELL FOR LONGER WITH TECHNOLOGY: EXPLORING OUR LONGEVITY POTENTIAL WITH THE MIT AGE LAB

Human longevity potential colliding with our adoption and use of AI, automation and other technologies is collectively disrupting how we live, work, learn and play. In this session, join researchers from The AgeLab at the Massachusetts Institute of Technology for a discussion exploring our current understanding of the evolution of the longevity economy. They will share key insights from existing projects focused on topics like the adoption of smart technologies for aging-in-place, research with the 'oldest old' of older adults and family caregivers, and use of an age empathy suit for education and learning. Attend this session to explore collaborative opportunities for your community and learn from MIT-driven insight for today's gerontologists.

Taylor Patskanick, Technical Associate II, MIT AgeLab
Alexa Balmuth, Technical Associate II, MIT AgeLab
Chaiwoo Lee, Research Scientist, MIT AgeLab
Lisa D'Ambrosio, Research Scientist, MIT AgeLab

RE-ENERGIZE YOUR ACTIVITY CALENDAR

Come discuss the ins and outs of activities. We will be sharing different ideas to spark new and creative ways to re-energize your daily, weekly, and monthly programming. Learn how to take advantage of your community partners to create a more active and vibrant center. This interactive workshop can help with planning, creating, and implementing a diverse schedule that has something for all participants.

Maria Ardolino, Ludlow Senior Center, Activities Director
Alicia Smith, East Longmeadow COA Program and Volunteer Coordinator

VOLUNTEER ENGAGEMENT IN A POST-PANDEMIC WORLD

After years of social distancing and even closure, many nonprofit organizations are beginning to welcome back volunteers after COVID-19 and resume pre-pandemic activities. But after a year of challenges and changes, what do we need to consider before opening our doors to our volunteers once again? What positive changes happened during the pandemic that should remain even after it is over. This workshop will explore new best practices in volunteer engagement that have come about due to COVID-19 as well as ways to re-envision, reengage, and reenergize your volunteer base.

Lisl Hacker, Director of Training and TA, Massachusetts Service Alliance

YOUR DATA AT WORK: HOW YOUR ANNUAL REPORT INFORMS THE AGING SERVICE NETWORK

EOEA has new plans for your Annual Report data. Josh Furgeson, Director of Data Insights & Program Evaluation at the Massachusetts Executive Office of Elder Affairs, has aggregated and analyzed the annual report data from over 250 Councils on Aging and will walk you through salient findings, emerging trends, and a few surprises. He will share how this data can help COAs inform their own practice and present an overview of COAs to help funders develop policy for older adults in Massachusetts.

Joshua Furgeson, Director of Data Insights and Program Evaluation, Executive Office of Elder Affairs

Thursday, October 12 - Session I – 9:00-10:15am

ACTIVATING COMMUNITY CONNECTIONS THROUGH THE ARTS

COAs are an ideal setting to provide expressive arts therapy to support older adults looking to make new connections. During the summer and fall of 2022, the Bridgewater COA together with their Licensed Mental Health Counselor (LMHC) intern did just that through new programming designed to enhance kinesthetic/sensory skills, perceptions, cognition, self-expression, and synthesized multiple modes of creativity to improve their overall well-being. This expressive arts group, Activating Community Connections, was designed to decrease behavioral health issues such as depression, anxiety, isolation, and loneliness while improving social connectedness. Learn about their findings, take away best practices, hear about what not to do, and how to bring this program to your COA during this interactive workshop.

Emily Williams, MS Director of Elder Affairs Town of Bridgewater

ADVANCING THE SCIENCE: THE LATEST IN ALZHEIMER'S AND DEMENTIA RESEARCH

Alzheimer's is a global health problem with more than 6 million people living with the disease in the US alone. Tremendous gains have been made in the understanding of the science and basic biology underlying Alzheimer's and other dementias. These advances are

leading to great strides in strategies for prevention, detection, diagnostics, and therapeutic interventions. The Alzheimer's Association is a global leader in research, mobilizing the field to advance the vision of a world without Alzheimer's and all other dementia. Participants will learn: Landscape of Alzheimer's and Dementia Science, Highlights in Early Detection and Diagnosis, Latest Advances in Clinical Trials, Treatments and Lifestyle Interventions, How You Can Get Involved

Susan Antkowiak, Vice President, Programs & Services, Alzheimer's Association, MA/NH Chapter

CAPACITY BUILDING TO SUPPORT INCLUSIVE ENVIRONMENTS AT COUNCILS ON AGING IN MASSACHUSETTS

Councils on Aging (COAs) are vital features of local communities, providing holistic support for older adults to age—and thrive—in the community of their choice. COAs and Senior Centers are designed to be reflective of and adaptive to the needs and interests of the local population, though we know that there are segments of the community that do not engage with the local COA. In 2019, the Commonwealth of Massachusetts committed to becoming an age-friendly state with its ReiMAGine Aging State Plan. One of the plan's core values is to “emphasize access, equity, and inclusion in all elements of assessment, planning, and execution.” In support of this value, the Massachusetts Executive Office of Elder Affairs partnered with UMass Boston Gerontology to document and assess the current landscape of policies and practices, the capacity (e.g., staffing, space, funding) and activities (programs, outreach initiatives, training) related to equity and inclusion at Councils on Aging and Senior Centers in Massachusetts. Results from two network-wide surveys and interviews with members of the COA/senior center network in Massachusetts will be presented, with emphasis on building capacity and promising practices. This presentation will conclude with participants discussing their impressions of the results presented and their own experiences, reflecting on creating inclusive spaces and practices within COAs/senior centers. Results from this study, in conjunction with participant discussion, will foster collaboration and inform planning that can support the COA network as it continues to work toward a more equitable, inclusive, and accessible Massachusetts.

Ceara Somerville, PhD Candidate, Senior Research Associate, Center for Social & Demographic Research on Aging at UMass Boston

Adriana Hernandez, PhD Student, Research Associate, Center for Social & Demographic Research on Aging at UMass Boston

Caitlin Coyle, PhD, Director, Center for Social & Demographic Research on Aging at UMass Boston

CURRENT TRENDS IN ELDER LAW 2023

As elder law attorneys we see trends every year that affect how we practice and the advice we give to our senior clients and their families. This past year we've witnessed a

proliferation of AI ("artificial intelligence") technology and the dangerous effects it can have on the public's understanding and usefulness of expertly drafted estate planning documents. We've also seen an influx of clients who believe a life estate is the asset protection tool they need, without recognizing the true dangers of making such a transfer. Avoiding probate continues to be a pressing goal of many clients, and we'll discuss why this goal is so important in the post-COVID era. Finally, with COVID worries lessened, we're also seeing more clients and their families making the move to assisted living residences to care for aging loved ones. But there are many hidden dangers in ALR contracts that seniors should understand before signing. This seminar will present a few of this past year's trends in elder law and invite healthy discussion from participants.

Andrea A.J. Witt, Esq., CELA and Christine R. Hurley, Esq.

DEATH DOULAS: CHANGING THE CARE AND CONVERSATION AROUND END-OF-LIFE

You will walk away from this program with a better understanding of what a death doula is, why they should be a part of your resource and referral toolkit, and how they can be of service to your community. We cannot change our final destination of death, but we can change the journey together if you are willing to join me in this conversation.

Martha Shanahan, LMHC, ATR

DESIGN TIPS TO TAKE YOUR NEWSLETTER FROM GOOD TO GREAT!

LPi invites you to join our workshop on best practices in printed newsletter and digital newsletter design. You will leave the session with a variety of ideas and useful handouts on how and when to redesign your newsletter to target more participation in your events and programs. We will provide easy to implement tips and tricks on creating newsletters that stand out and increase engagement with your seniors. We will also discuss rebranding, using your website to the fullest and reaching more members with your newsletter via emails.

Tim Potrikus, Vice President Sales, LPi

FULFILLING NEEDS - EVERYDAY CUSTOMER SERVICE (PART 1)

What is customer service but interaction between someone who needs something and someone who could provide it. And it happens pretty much all day every day, with everyone you contact, not just those on the other end of the phone with a question.

Once we realize how ubiquitous customer service is, we can start to learn more of what it has to teach -- about communication, about connection, about satisfying exchanges, and about making space for fruitful questions. These lessons apply not just to ourselves, but also to our colleagues, elders, service providers, townsfolk, really anyone!

In this hands-on session, we will try out ideas both brand-new and tried-and-true through small group work where we learn from each other how to get what we need. After all, we are all each other's customers and that's our job -- to fulfill our mutual needs.

Pam Kristan of Pam Kristan Consulting

HELP FOR COUNCIL ON AGING OUTREACH STAFF ENCOUNTERING SENIOR INVESTOR FRAUD

Seniors are frequent targets of investment fraud, but the signs aren't always easy to spot. Join staff from the U.S. Securities and Exchange Commission (SEC) to learn about common scams targeting seniors and the tactics used to persuade individuals to invest in a fraud. SEC staff will provide tips and resources to help Adult Protective Services workers and others identify when a senior has been a victim of investment fraud and to explain what APS workers and others can do about it.

Jennifer Brady, Senior Counsel, U.S. Securities and Exchange Commission

STRENGTHENING TIES: OPPORTUNITIES TO INCREASE COLLABORATION BETWEEN ASAPs AND COAs

Aging Service Access Points (ASAP) and Area Agencies on Aging (AAA) have historically partnered with COAs on many significant issues. As the aging landscape is quickly changing, both ASAPs and COAs face increased challenges as well as opportunities. This program will dive into the many opportunities that both networks have to collaborate on behalf of older adults across the state. It will provide an overview of what ASAPs/AAAs are, what services they provide, and how the network has been adapting to meet the needs of our rapidly growing population of older adults.

Betsey Crimmins, Executive Director, Mass Home Care

THE BIG ORANGE BINDER

There are many reasons to need a BIG ORANGE BINDER such as a long stay in rehab, emergency evacuations, dementia, deaths, illness, signing up for services or housing. It's also important if you work with different medical networks. Brenda Palmer will lead the workshop handing out her experience working as an Outreach Coordinator, her story as the adult child of parents who were ill, and what she learned along the way. She has shared her knowledge with Senators, Senior Services, and Attorneys and they all believe it's valuable information for all kinds of situations.

Brenda Palmer, Director & Outreach Coordinator at Holland Community Center

TRANSPORTATION ROUNDTABLE DISCUSSION

It's important for us to remain up-to-date on the latest transportation options for older adults to best serve the members of our community. One's ability to drive safely may deteriorate with age. According to the National Institute on Aging, possible reasons for this include stiff joints and muscles, visual and hearing impairments, medication side effects, and dementia. Many seniors who no longer drive for these reasons have turned to us, their local Councils on Aging, for assistance with transportation to essential locations. This goal

of this second annual roundtable discussion is to give both transportation coordinators and other COA staff members the opportunity to ask questions, problem solve, and learn from one another about the most efficient ways to accommodate transportation needs within our communities.

Carlee Castetter, MSW: Town Social Worker/Transportation Coordinator, Lincoln Council on Aging & Human Services

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

Thursday, October 12 - Session II – 10:45am-12:00pm

CUTTING EDGE NUTRITION EDUCATION FOR OLDER ADULTS IN MA: ULTRA-PROCESSED FOODS AND DEMENTIA RISK

Learn what it means for a food to be “ultra-processed”, how US intake has changed over time, and the link to negative health consequences. The presentation will focus on research studies that have associated these types of foods with dementia risk.

Participants will learn what healthier foods can be substituted including recommendations from the MIND diet.

Amy Sheeley, PhD, RD, LDN, State Nutritionist, MA Executive Office of Elder Affairs

Anne M. McDonald, MS, RDN, Nutritionist, South Shore Elder Services

DISPATCHING TRANSPORTATION ACROSS MULTIPLE TOWNS: FOUR MODELS

Taking reservations and managing dispatch is a time-consuming activity for COA staff. Hear from four municipalities that participate in centralized dispatch models, where one entity takes care of reservations and dispatch for multiple towns. The panel will feature four different approaches: one contracting out to a for-profit company, one where one town does the dispatch for other local towns, one where a COA partners with a nonprofit, and one where a Regional Transit Authority handles dispatch for its member COAs.

Stefan Cejic, Asset Management Coordinator, MassDOT Rail & Transit Division

John Zienowicz, Executive Director, Ware Council on Aging

Julie Pierce, Economic & Community Development Director, Town of Acton

Randy Aylsworth, Director of Elder Services, Callahan Center

Terry Glusko, Transportation Coordinator, Town of East Longmeadow

FULFILLING NEEDS - EVERYDAY CUSTOMER SERVICE (PART 2)

What is customer service but interaction between someone who needs something and someone who could provide it. And it happens pretty much all day every day, with everyone you contact, not just those on the other end of the phone with a question.

Once we realize how ubiquitous customer service is, we can start to learn more of what it has to teach -- about communication, about connection, about satisfying exchanges, and

about making space for fruitful questions. These lessons apply not just to ourselves, but also to our colleagues, elders, service providers, townsfolk, really anyone! In this hands-on session, we will try out ideas both brand-new and tried-and-true through small group work where we learn from each other how to get what we need. After all, we are all each other's customers and that's our job -- to fulfill our mutual needs.

Pam Kristan of Pam Kristan Consulting

MEDICARE AND COVERAGE FOR LGBTQ+ HEALTH CARE

The presentation will inform attendees about the SHINE Program, Medicare eligibility and enrollment periods, additional coverage, and drug plans. We will discuss issues of concern like marketing and high costs. The AccessHealth MA presenter is SHINE trained and is an advocate to help LGBTQ+ people and their families navigate health insurance companies and Medicare to obtain critical services and prescriptions. She will explain how the Program ensures LGBTQ+ rights and healthcare needs are met, and services delivered. Access to services and information through SHINE and other resources will be discussed.

Mary Ruhl, SHINE Regional Director, Ethos, Inc.

Anne Callachan, Bridge Team Project Manager, AccessHealth MA

PROTECTIVE SERVICES: HOW IT WORKS AND HOW WE CAN WORK TOGETHER

An overview of Protective Services. How the program works and challenges Protective Services faces. Fostering community collaboration and communication with PS. Moving forward with communication, resources, and technology after a pandemic.

Taryn Lee-Turgeon Assistant Director of Protective Services, Executive Office of Elder Affairs

Jonathan Fielding Regional Manager of Protective Services, Executive Office of Elder Affairs

SOCIAL SECURITY - WHAT YOU NEED TO KNOW (PART 2)

Retirement/Medicare/Windfall Elimination Provision/Government Pension Offset, we will discuss fraud and current scams.

Kentia Torres, Public Affairs Specialist, Boston

STORIES FROM THE VIEW

Stories create connections and build community. Hear how the Senior Center and Community Access Television joined forces to create an inter-generational opportunity for learning and connection. Weekly podcasts celebrate the stories of our members and provide a chance for volunteers to learn new technology and skills. Over 25 podcasts and 2,500 listens later, hear the story of our successes, hurdles, and resulting podcasting community.

Erin Koebler, Director, East Longmeadow COA

Eric Elmendorf, East Longmeadow COA Volunteer

Mary Jenewin-Caplin, East Longmeadow COA Volunteer

THE POWER OF REBRANDING | UNVEILING THE NEW EXECUTIVE OFFICE OF ELDER AFFAIRS (EOEA) BRAND

Discover the power of rebranding and join members of EOEAs Leadership team and their branding agency, More Advertising, for an exclusive unveiling of the dynamic new brand for the Executive Office of Elder Affairs (EOEA). As conference attendees, you have a unique opportunity to witness the transformation of EOEAs image firsthand. Developed following months of research and a comprehensive rebranding strategy that combined innovative design, compelling messaging, and an inclusive approach, this session will showcase how the rebranding effort aligns with EOEAs strategic vision, emphasizing the agency's forward-thinking, progressive nature, and its determination to address the evolving needs and aspirations of older adults in the state and how members of the aging services network can learn from EOEAs work. Together, we can enhance community engagement and raise awareness of EOEAs and the aging services network's invaluable role in shaping the lives of older adults throughout the Commonwealth.

Amanda Bernardo, Chief of Staff and Chief Strategy Officer, Massachusetts Executive Office of Elder Affairs

Ellie Romano, Communications and Outreach Manager, Massachusetts Executive Office of Elder Affairs

Julia Gould, Director of Account Services, MORE Advertising

Michael Tiedemann, Executive Creative Director, MORE Advertising

Judi Haber, President, MORE Advertising

CANCELLED (9.12.23): THINKING OUTSIDE THE BOX PROGRAMMING

The "Outside the Box" programming concept is a model for giving the ownership of specific activities to volunteer leaders. This allows for the creation of new programs with minimal staff/financial support while allowing the programming schedule to be expanded. We will focus specifically on two successful programs, how they were developed, and how they are run; The Trailblazers Group that plans and executes activities for physically active seniors such as hiking, biking, and boating. The Dull Men's group which is a men's "coffee klatch" meets weekly with some "traditions" but no formal agenda. Each group has over 40 individuals registered and averages about 25 participants in each session. The second half of this presentation will be a round table discussion of the participant's best program ideas, so please bring your best ideas to share.

Bill Harrington, Southborough COA

MaryAnn Anderson, Southborough COA

Peg Leonard, Program Manager, Southborough COA

UNDERSTANDING AMBIGUOUS LOSS

In every society and religious tradition there are rituals for mourning the death of a community member and supporting the loved ones left behind. These rituals provide

comfort in difficult times. But such traditions do not exist for many other forms of loss, leaving people struggling with grief that has no outlet. This is a particularly acute problem for older adults, who may be facing the loss of a spouse, their mobility, or their independence. These losses are known as "ambiguous losses" and accepting that they should be grieved too can be enormously therapeutic for anyone who feels that their grief is not accepted or valid. In this workshop, participants will gain an understanding of ambiguous loss and learn tips and techniques on how to support older adults who are experiencing this form of loss and grief.

Betsy Englander, LCSW, Mental Health and Wellness Engagement Manager, Jewish Family and Children's Service

Thursday, October 12 - Session III – 2:45-3:45pm

ACCESSIBLE AND AFFORDABLE ACCOMMODATIONS - BEST PRACTICES FOR THE COMMUNITY

Using common items found at local dollar stores, caregivers, nurses, and social and outreach workers, will leave with creative solutions for common barriers to accessibility. These simple modifications and adaptations will enhance any user's ability to interact with confidence and independence in various community spaces and places.

Tina Laffer M.A., M.Ed., CVRT, Director of Community Engagement and Outreach, Carroll Center for the Blind

ADVANCE CARE PLANNING: THE EVIDENCE ON WHAT WORKS

What comes to mind when you hear "advance care planning (ACP)?" Some people think of filling out a health care proxy or a living will. Others think it has to do with estate and funeral planning or other aspects of end-of-life care. Some don't know at all. In truth, we use ACP to mean a lot of different activities that range from legal documentation to clinical decisions to family discussions. And they feel very different, and have differing levels of importance and value, depending on a person's age or health, among other factors. This workshop will help attendees better understand the world of ACP: the activities, tools and resources, and how real people think about it all. The presentation will feature findings from our years of consumer research as well as practical tips on how to engage seniors more effectively in ACP activities, including recommendations for tools and where to start. Because everyone deserves to speak up, have their voice heard and get the care that supports what matters most throughout their lives.

Anna Gosline, Executive Director, Massachusetts Coalition for Serious Illness Care Strategic Initiatives, Blue Cross Blue Shield of Massachusetts

CAREGIVING LEGAL BASICS: ESSENTIAL DOCUMENTS AND TASKS

Providing care for a loved one can be a rewarding and often challenging experience. As you enter the caregiving role, it is important to begin by having an open conversation with your loved one to better understand their current legal needs. This seminar will review the questions to ask, the documents that are needed, how to discuss planning for incapacity and other important decisions.

Michelle D Beneski, Managing Partner, Estate Planning & Elder Law Firm of Surprenant & Beneski, P.C.

CREATING IN CANVA: HOW TO ELEVATE YOUR MARKETING!

Do you want to elevate your marketing? Canva is an easy and accessible online tool to help you make flyers, newsletters, postcards, emails, and so much more. Join Alicia and Lauren for an informational presentation on how to get started, build your brand, and integrate fresh designs into your existing marketing! You will get a live tutorial of the endless opportunities available to you to fit your needs. Q&A to follow.

Alicia Smith, Program and Volunteer Coordinator, East Longmeadow Council on Aging

FUNDING OPPORTUNITIES TO SUPPORT AGE AND DEMENTIA FRIENDLY INITIATIVES

Age and Dementia Friendly initiatives can benefit from various funding opportunities. State and local funds, state and local foundations as well programs such as the Community Compact initiative can provide resources to support local and regional AF/DF efforts.

James Fuccione, Senior Director, Massachusetts Healthy Aging Collaborative

Patty Sullivan, Program Director, Dementia Friendly Massachusetts

Antron Watson, Age-Friendly Director, AARP MA

MEETING THE NEEDS OF OLDER ADULTS NAVIGATING SOLO

Ailene Gerhardt, Independent Board Certified Patient Advocate (BCPA) and Founder of Beacon Patient Solutions LLC and the Navigating Solo Network, will explore the planning needs of solo agers (an 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 navigating healthcare, advance care planning, building robust support systems, and challenging isolation. During her presentation Ailene will suggest ways for professionals to partner with independent patient/ health care advocates and other key professionals to help solo agers in their community plan for a dynamic and secure future. Programs and resources available to support solo agers will also be shared. 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, Independent Board Certified Patient Advocate (BCPA), Certified Senior Advisor (CSA)®, Founder, Beacon Patient Solutions LLC, Founder, Navigating Solo Network

MOBILITY: THE NOT-SO SECRET INGREDIENT

Learn how keeping up with Mobility and staying active should be in everyone's "recipe" to keep healthy, happy, and connected. As this conference's focus is on "Taking Charge of Change", Mobility is an avenue that can decrease the need to Change, prevents Change or can make Change happen. Topics discussed range from the importance of performing activities of daily living to how your COA can offer a lifeline to those who may be slowing down and not moving as much. Discussion and Q+A to be held on therapy-based recommendations for how to keep people moving.

Kathleen Clark, Owner, Moxie Mobility Training, LLC

Davis Cox, Marketing & Outreach Director, Massachusetts Senior Games

NORTH ANDOVER CONFERENCE ON AGING

Do you want to increase your senior center's visibility? Have your own Community Conference on Aging! Join the team at the North Andover Senior Center and discover the benefits to your center and community when you host your own community conference on aging. After two successful years we have learned the pitfalls and highlights of hosting our own conference. We experienced 30% new users to the center year one and 35% year two, these were consumers who had never attended a program at the senior center! Year two there was a 75% increase in vendors and we were within 2% of being at full capacity. Hosting a conference is simply providing the programs you do every day and packaging it into a 2 day conference. We will share our template with attendees.

Kathy Shelp, Director, North Andover Elder Services

Cahla Ahlstrom, Assistant Director, North Andover Elder Services

Lya Morse, Program Coordinator, North Andover Elder Services

PLANT THE SEEDS 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!

Holly Kouvo of Fitting Fitness In®, Certified Personal Trainer, Functional Aging Specialist, Brains & Balance Instructor, Nutrition Specialist, and Brain Health Trainer.

THE BRAIN ANGLE

Brain Health is a hot topic in the media, aging agencies and around the world. The core supports of Brain Health are Exercise, Sleep, Nutrition, Stress Management, Cognitive programs, and Socialization. The Barnstable Council on Aging is currently providing a Brain Health Series for our community. This series provides valued information about each core support and how our programs meet the Brain Health principles. The Brain Angle will discuss how we can connect the importance of Brain Health and the programs we are already offering to reach a wider audience.

Stacey Cullen, Caregiver/Support Services Coordinator, Barnstable Council on Aging

THE POWER OF PLANT FORWARD NUTRITION FOR SENIORS

This presentation provides an in-depth look at the connection between our food choices and the most common chronic diseases, including cardiovascular disease, certain cancers, and Type 2 diabetes. We will discuss the specific benefits of plant-rich diets for seniors, and we will provide the knowledge and free tools for care professionals to educate their patients on these topics and give them practical ways to live healthier and more active lives as they age.

Karyn Knox, Chief Development and Partnerships Officer at the Educated Choices Program

Thursday, October 12 - Session IV – 4:15-5:15pm

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

BEYOND THE STARS: HOW TO UTILIZE THE NURSING HOME COMPARE WEBSITE

Choosing a nursing home is confusing and stressful. Helping guide families to move into a nursing home might be difficult but using the Nursing Home Compare website as the starting point makes everything easier. It is not as simple as looking at the star ratings though. We need to take a look at each facility's performance indicators from which those stars are derived. Join us as we explore how to navigate the Nursing Home Compare website for the best possible outcome in choosing a facility.

Michelle Woodbrey, Co-owner, 2Sisters Senior Living Advisors

BUILDING AN AFFORDABLE RESPITE PROGRAM: MEETING THE NEEDS OF YOUR COMMUNITY

With the growth in the number of older adults living with dementia, the need for affordable respite care continues to climb. Communities across continue to meet this need by creating affordable supportive day programs. Come and learn from the experiences of the newest Supportive Day program in the Commonwealth and from an experienced Supportive Day provider.

Heidi Whear, MPH, Director of Aging Services, Swampscott Council on Aging

Brenda Vazquez, MS, Director, Dennis Center for Active Living

MASSACHUSETTS SERVICE INCENTIVE GRANT PROGRAM ANNUAL LEARNING COLLABORATIVE

Secretary Chen will moderate this workshop, which will showcase and highlight the work of four 2023 Service Incentive Grantees (SIG). The goal of the workshop is to ignite new conversations and ideas, and share lessons learned among COA Directors, program managers, outreach coordinators and anyone else looking to expand the impact of outreach and respite programming. The SIG addresses unmet needs, assists in filling important gaps in services and personnel, and supports regionalization and broad statewide initiatives (i.e. Age- and Dementia-Friendly initiatives). In 2023, statewide priorities included respite and other caregiver supports, along with marketing and outreach to spread awareness of COAs and their services. The Learning Collaborative will include brief presentations from four SIG grantees who have been selected with the intent to offer a geographic and programmatic array of projects. The presentations will be followed by a virtual “Chat in the Park” to learn more about the work of the grantees, lessons they have learned, and advice they may have for other COAs. Attendees will gain ideas for developing and expanding outreach and caregiver support projects in a variety of geographic and municipal settings, learn best practices and prepare themselves for potential pitfalls and challenges, and will have the opportunity to ask questions during the “Q&A”, as well as chat with fellow COA directors about ideas and partnerships.

Elizabeth C. Chen, PhD, MBA, MPH, Secretary of Elder Affairs

Adam Frank, COA and Grants Coordinator, Executive Office of Elder Affairs

Renee D’Argento, Outreach Coordinator, Shrewsbury COA

Kelly Pizzi, Director, Dalton COA

Jennifer Reynolds, Director, Bernardston COA

Joan Peters, Director, Great Barrington COA

MCOA CERTIFICATION: LEARN WHAT IT IS ALL ABOUT!

During this workshop, participants will learn about the Director Certification and Program Certification process.

Joanne Moore, M. Ed, Director, Duxbury Senior Center and MCOA Certification Chair

Kathy Shelp, Director, North Andover Elder Services

MYSTIC VALLEY ELDER SERVICE’S INNOVATIVE PROGRAMS FOR OLDER ADULTS

Mystic Valley Elder Services (MVES) is the Aging Services Access Point (ASAP) that serves 11 cities and towns north of Boston. This presentation will highlight several innovative ways MVES is meeting the needs of older adults in the communities that we serve. These new initiatives include our Wellness Nurse program, Technology Access Program, and grants to local Councils on Aging. The MVES Wellness nurse has weekly office hours in several elder public housing buildings to check vital signs, answer medical questions or assist with referrals. MVES Technology Access Program has Tech Troubleshooting Cafes within various

communities to assist older adults with phones, tablets, or laptops. MVES also provides grants to local Councils on Aging to fund a Memory Café in Medford and social events in Melrose that focus on LGBTQ+ older adults and Grandparents Raising Grandchildren. Through this presentation, participants will learn about innovative programs to benefit older adults that they could consider adopting at their own organization or through partnering with their local ASAP.

Lisa Gurgone, Chief Executive Officer, Mystic Valley Elder Services

Lisa Beauregard, Director of Quality and Evaluation, Mystic Valley Elder Services

SERVING DIVERSE ELDERS: HOW TO DELIVER CULTURALLY COMPETENT CARE TO SENIORS IN YOUR COMMUNITY

In this program, we'll discuss what it means to deliver culturally competent care to elders - and why it matters. We'll discuss it from the particular perspective of an AFC (Adult Foster Care/Adult Family Care) program and also consider ways that all programs can meet the needs of diverse elders and their families. Topics covered will include cultural and linguistic diversity; what to look for in a caregiver; community partnerships; provider biases; establishment of cross-cultural trust; and more. The workshop will include a presentation and opportunities for Q&A and group discussion.

Beth Gutierrez, LICSW, Program Director, Advocates

TOWN & GOWN: CREATING INTERGENERATIONAL PARTNERSHIPS WITH HIGHER EDUCATION

Are you interested in creating intergenerational partnerships or enhancing ones you already have? Join LBFE Boston to learn best practices on engaging partnerships with high ed programs including service-learning and community engagement programs. Hear from both LBFE Boston and Northeastern University about their experiences with intergenerational connections involving older and younger participants.

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

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

Lisa Morde, Associate Director, Civic Engagement, Northeastern University

Jordan Gonzalez-Goss, Co-op, Civic Engagement Coordinator

WHAT DO AGING CAREGIVERS NEED? LESSONS FROM A NEEDS ASSESSMENT OF CAREGIVERS FOR ADULTS WITH INTELLECTUAL & DEVELOPMENTAL DISABILITIES (IDD)

A review of state provided family support services assessed the needs and concerns of aging parents, siblings, and other non-paid caregivers of adults with Intellectual & Developmental Disability (IDD). The results highlight how aging caregivers are navigating the service world and recognizes opportunities for improvement in meeting the needs of these caregivers. This program will demonstrate how these opportunities: identifying the

supported population; providing culturally and linguistically appropriate services; providing end of life services for both caregivers and the people they support; training staff on social inclusion and equity; and collaborating across aging and disability networks translates into opportunities to enhance all aging services.

Christine J. Clifford, MPH, Project Director, Center for Developmental Disabilities Evaluation and Research/EK Shriver Center/UMass Chan Medical School

Friday, October 13 - Session I – 9:00-10:15am

CANNABIS AND CBD FOR SENIORS: EVOLUTION AND EVIDENCE

Patients are using and asking about cannabis and CBD products with greater frequency, especially as legalization has expanded to an increasing number of states. There has been a tenfold increase in cannabis use in those over 65, as many older adults are turning to cannabis to treat health issues. This presentation will provide a historical perspective on cannabis use and an overview of the endocannabinoid system. Conditions cannabis/CBD may be helpful for, and proper administration methods and dosing will be discussed. Janice will dive into the evidence-based research, pros and cons of cannabis/CBD, its appropriate medical use, with particular focus on the use of cannabis/CBD in seniors and end-of-life situations.

Janice Newell Bissex, MS, RDN, FAND, Holistic Cannabis Practitioner, Jannabis Wellness

GOOD TIMING

The perennial issue – too much to do and insufficient time in which to do it. That's the central issue – to say Yes to this and No to that; do this now and that later. What with pace, pressure, and uncertainty mounting, making such decisions is by no means easy. In this hands-on workshop we will try out strategies for good timing in groups large and small. Such strategies as Yes/No/Maybe discrimination, using time containers, cultivating perspective, assembling information, communicating decisions, taking small steps consciously, and accepting consequences. The skills we encounter today will serve us now and into the future. (It's not going to get any easier, right!?)

Pam Kristan of Pam Kristan Consulting

HOW TALKING ABOUT DEATH CHANGES YOUR LIFE

"Join Aimee for this eye opening, life enhancing conversation, as we explore living our best life through the lens of our own mortality. In this introductory program we'll discuss important topics about our physical, emotional, and spiritual well-being, as well as the legacy we want to create. Exploring what's important to us at the end of life can help us live richer lives today! Aimee is a Certified Conscious Dying Coach, Educator and Death Doula whose work helps individuals and their families experience end-of-life with dignity and respect."

Aimee Yawnick, Leaving in Love, LLC, Certified End of Life Coach, Doula and Educator

MYSENIORCENTER TRAINING 101

Mastering the Basics of MySeniorCenter. Have you been thinking that you aren't taking full advantage of MySeniorCenter? Let us help you master the fundamentals and move into some of the more powerful parts of MySeniorCenter.

Chris Hamilton, President, MySeniorCenter

Eric Andersen, CTO, MySeniorCenter

Bryan Perkins, Support Engineer, MySeniorCenter

Bill Henderson, Training Manager, MySeniorCenter

WHAT'S NEW WITH MEMORY CAFES

The facilitators of the JF&CS Memory Cafe and the lead for the JF&CS Memory Cafe Percolator, a national resource for those starting and sustaining memory cafes, will facilitate an interactive session about cafes in the post-pandemic world. This will include an overview of the steps and resources for those just getting started, and a discussion of the many ways that established cafes continue to adapt in the wake of pandemic. We welcome those currently leading cafes to join us and share their tips, ideas, and questions.

Beth Soltzberg, Director, JF&CS Memory Cafe Percolator, JF&CS

Jessica Roque, Program Specialist, Alzheimer's/Related Dementias Family Support Program, JF&CS

Friday, October 13 - Session II – 10:30-11:45am

END OF LIFE OPTIONS- MEDICAL AID IN DYING

While at first glance the term Medical Aid in Dying can give pause, the details are far less controversial than one thinks. In this 60-minute session, we'll explore the current end of life options, the challenges and possible scenarios that terminally ill and dying patients may experience, then transition to what Medical Aid in Dying is and what it isn't. We'll do a deep dive into past legislation proposed, highlighting the safeguards it entails, and how it is one option in end-of-life discussions. We'll take a look at the positive impacts that other states have seen since authorizing medical aid in dying, and close with actions you can take to support this important option in Massachusetts.

Melissa Stacy, Northeast Regional Advocacy Manager, Compassion and Choices

Sara Elkins, Northeast Regional Campaign Organizer, Compassion and Choices

HOW TO BE AN EMPOWERED PATIENT AND CAREGIVER

The medical profession is increasingly computerized, and that means your health data is online - and you have a guaranteed Federal right to get at it, check it, download it, and have errors corrected. Whether you're a family caregiver or doing it for yourself, you want to

know what's in your chart and make sure it's correct. Learn your rights and how to speak up for what you need - it's a social change as much as a technical one.

"e-Patient Dave" deBronkart - cancer survivor, keynote speaker and patient empowerment advocate, Society for Participatory Medicine

MYSENIORCENTER ADVANCED TRAINING

Become a Power User. If you attend the first session there will be a tiny bit of overlap, but we're going to assume that you know the basics and we're going to zip into the cool stuff. This session will be heavy on MyActiveCenter, broadcasts, payments, and virtual programs.

Chris Hamilton, President, MySeniorCenter

Eric Andersen, CTO, MySeniorCenter

Bryan Perkins, Customer Service, MySeniorCenter

Bill Henderson, Training Manager, MySeniorCenter

SUPPORTING FAMILY CAREGIVERS

Over 11 million Americans provide unpaid care to people living with Alzheimer's and other dementia, often with great physical, emotional, and financial costs. This program will explore the importance of family caregivers and the impact of family caregiving. Effective caregiver interventions and community resources will be discussed. Participants will have the opportunity to use new skills in case examples.

Jill Hovanasian, LCSW, Helpline & Community Referral Manager, Alzheimer's Association MA/NH Chapter

THE ROAD TO REPRESENTATION: A MODEL FOR SERVING LINGUISTIC/CULTURAL COMMUNITIES THROUGH PARTNERSHIPS

Most of us work in multicultural communities, and we may wonder how best to engage communities beyond our current networks. We will present the model of the "Four R's" which Dementia Friends Massachusetts has followed in order to become more representative of many linguistic and cultural communities within our service area. We will present the perspective of the organization and of the community partners who have formed a vital bridge to their community and have also helped the organization to become more culturally responsive. The presentation will include an opportunity for participants to explore and discuss their own goals and challenges.

Beth Soltzberg, Director, Alzheimer's/Related Dementias Family Support Program, JF&CS

Judith Thermidor, Resident Wellness Coordinator, CSI Support & Development Services