



At the Center of it All

MCOA Annual Report FY16

By December 31st of this year (2016) the number of older adults age 60+ will for the first time in Massachusetts history be greater than the number of children under the age of 20.



At the Center of it All

June 3, 2016

A Message from our Board President

Over the last twenty-four months, during my tenure as President of the Massachusetts Association of Councils on Aging and Senior Center Directors, Inc. all agencies working with the elder population have experienced tremendous growth. As we mark the halfway point of the Boomers turning 60, front line Councils on Aging have experienced a huge increase in demand for services. That growth has been transformative, not only on the front line as we redefine the programs we offer; but also on the statewide level as MCOA has needed to expand its mission to assist COA's face these challenges locally.

Beginning three years ago at a Board Day Away, we developed a plan to grow this membership association by adding a grant making division and expanding our training and technical assistance. To meet these goals, we created three new positions. Each of these professionals brings extensive experience, knowledge and passion to the team. Mary Kay Browne joined our staff as Director of Special Projects to secure funding and then award targeted grants to COA's statewide. Kathy Bowler and Donna Popkin joined the staff as Directors of Technical Assistance, Training, and Special Events to broaden of training curriculum and provide onsite technical assistance to our members. Lynn Wolf and Shari Cox round out this dynamic team of professionals who have enabled MCOA to move forward and achieve much.

Three years ago MCOA's budget was about \$330,000. This year, our budget will exceed \$1.5million in revenue; and more than \$1million will go back out into the field in over 120 sub grants to local COAs and eldercare organizations to demonstrate the effectiveness of programs endorsed by Massachusetts Executive Office of Elder Affairs, and the Department of Public Health, among others.

With additional staff, David Stevens, Executive Director was able to increase his lobbying efforts on Beacon Hill. These efforts have proven to be very successful! In 2016, COA's saw an increase in the Formula Grant to \$9/per year per elder and in 2017 COA's will be awarded \$10/per year per elder. With these gains, the MCOA Board is optimistic that we will achieve our goal of \$12/per year per elder by 2020.

Staff restructuring, increases in the Formula Grant, new initiatives and innovative program grants were not the only accomplishments that will be highlighted this year. We are excited about the Healthy Aging initiatives (from CDSMP-AMP-KMP-MiM-WHO); our renewed emphasis to focus on Economic Security (The Elder Economic Security Commission Report indicates that 63% of elder only households are "economic insecure" and cannot afford to age in place in our Commonwealth.); and that we have made major strides to reach underserved populations by identifying resources and agencies that share common ground. MCOA has developed innovative curriculum and training videos to provide COA's staff the tools to make their senior centers a welcoming place for all.

Four additional priorities were identified at follow-up meetings to our day away and there has been significant progress on each of these:

- Visibility: Public awareness of COAs and MCOA is lacking, so teams have been formed to develop products to raise the visibility of both.
- As the organization has grown, we have developed job descriptions to ensure talents of staff and board members are used to forward the mission of the organization. These changes have required Bylaw changes and the implementation of a Conflict of Interest policy for Board and Staff. Though this process isn't completed, we are pleased with the progress that has been made thus far.
- As we have offered more and more trainings (many for low or no cost), a Cancellation/Refund Policy was needed to ensure members understood the value and costs associated with these events.
- And, finally, working with UMass, we are creating a comprehensive membership survey is being drafted that will provide an inventory of municipal programs and services being offered. We are eager to share findings at the MCOA Annual Conference this fall.

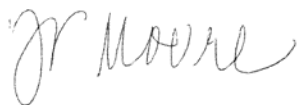
As I turn over the gavel to Brian O'Grady, MCOA's next President, I am pleased that MCOA has taken steps to augment four main areas of focus: Health Aging, Economic Security, Outreach to Underserve Populations and Capacity Building of our local COAs to also include focus on three major areas identified by the consumer that needs increased attention by the entire Commonwealth: Senior Housing, Elder Nutrition, and Transportation for Older Adults.

I plan to stay active with MCOA, not only as Past President but working with Barbara Farnsworth as Co-Chair of MCOA's Certification Project. After 15 years we need to re-examine the efficacy of this program and "where it grows from here."

I thank each of you for what you do in making your senior center a second home for so many. If you haven't taken the opportunity to get involved with MCOA—do! The opportunities are rich and rewarding, and they help to improve a population that is near and dear to your heart—the seniors of Massachusetts.

Thank you for all you do!

Sincerely,

A handwritten signature in cursive script, reading "Joanne Moore".

Joanne Moore
MCOA President
& Director, Duxbury COA

June 3, 2016

MCOA Membership:

A few years back we asked the Membership “Where Do We Grow from Here?” Through your guidance and the support of our Board of Directors, Advisory Council and the full Membership, MCOA “*continues to grow*” to meet your needs and priorities. This annual report, covering July 1, 2015 through June 30, 2016, details many of our successes and depicts our challenges as we pursue our membership-driven agenda. The MCOA financial condition is also detailed.



At the Center of it All

With funding from our membership dues and grants such as the Service Incentive Grant administered by the Executive Office of Elder Affairs, we have expanded our services in four keys areas of defined need: outreach programs to underserved populations; training and technical assistance for members; healthy aging initiatives in conjunction with Elder Affairs and the Department of Public Health; and developing tools to address elder economic insecurity documented in this state by the MA Elder Economic Security Standard Index. Beyond those broad initiatives, in FY16, we also concentrated our focus on four additional areas identified by our membership: food assistance programs; transportation alternatives; housing options; and mental health training and expanded access to services.

To focus on these initiatives, the operative word for the last 36 months is *growth*. As recently as FY13 our budget was \$330,000. It grew to \$1,000,000 during FY14 and reached just over \$1.5 million by the end of FY16. This budget allows for the employment of an Executive Director, two Directors of Technical Assistance and Training, a Director of Special Projects, and two support staff, a Communication Manager and a Grants Manager. An annual work plan was developed to track all of the current projects, initiatives and relationships the membership wants pursued; the work plan includes over 150 action steps -- from the routine items like “advocate for an increase in the COA Formula Grant” and “conduct an annual audit;” to the more cutting edge like programs like “Creating a Welcoming Place for All” at our Senior Centers and “developing communities to be more Dementia Friendly.” This past year, MCOA had the staff capacity to finally be able to respond to both immediate needs as defined by our members and Board as well as contribute to the long term interests of our members and elders such as making Massachusetts communities “Age Friendly” and “Dementia Friendly”, producing recommendations for making older adults more economically secure and making service delivery more respectful of the interests and needs of LGBT elders.

Key highlights from FY2016 include:

- MCOA received \$1,022,327 in grants from EOEA, MA DPH, Tufts Health Plan Foundation, Blue Cross Blue Shield of Massachusetts, and the National Council on Aging.
- MCOA dispersed \$691,327 via 120+ service contracts with Councils on Aging and other social service providers.
- As of June 1, 2016 we received \$187,909 in voluntary dues from our members from 330 cities and towns (94.8%). We are optimistic that the remaining 19 will be able to make their member approved/ fair share contribution by June 30, 2016.
- More than 93% of members participated in one or more of our programs initiatives and/or attended at least one training or the annual fall conference.
- MCOA Leadership remains strong with over 65 individuals “volunteering” their time to serve on our Board of Directors and Advisory Council or to chair one of our six workgroups or 21 task forces.
- MCOA was appointed to 6 State Commissions in FY2016 and invited to serve on numerous stakeholder groups.
- MCOA has a strong partnership with the National Council on Aging, field testing many of their major service initiatives.
- Last year, we began a 5-year campaign to raise the Council on Aging Formula Grant from \$8 to \$12/elder/year. For FY16, we were successful in raising it to \$9/elder. As we go to print, both chambers have included sufficient funds for FY17 to raise the Formula to \$10/elder. We will continue to follow this closely through the Conference Committee and then onto the Governor’s desk.

MCOA has *grown* to fulfill the priorities you – the membership – requested. Your participation on any of these initiatives is welcome. After you have read the Annual Report, I hope you are inspired to join our Leadership Team and get involved in implementing and expanding upon these services.

Submitted by
David P. Stevens
Executive Director

In conjunction with

Mary Kay Browne Director of Special Projects	Kathy Bowler Director of Training, Technical Assistance and Special Projects	Donna Popkin Director of Training, Technical Assistance and Special Projects	Lynn Wolf Communications Manager	Shari Cox Grants Manager
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MCOA History

The Massachusetts Association of Councils on Aging and Senior Center Directors was incorporated as a 501c3 non-profit in 1979, though its origin can be traced back at least to 1974 when the first known statewide gathering of Councils on Aging staff and board members occurred in Northampton, Massachusetts. Currently 349 communities have established a COA municipal department.

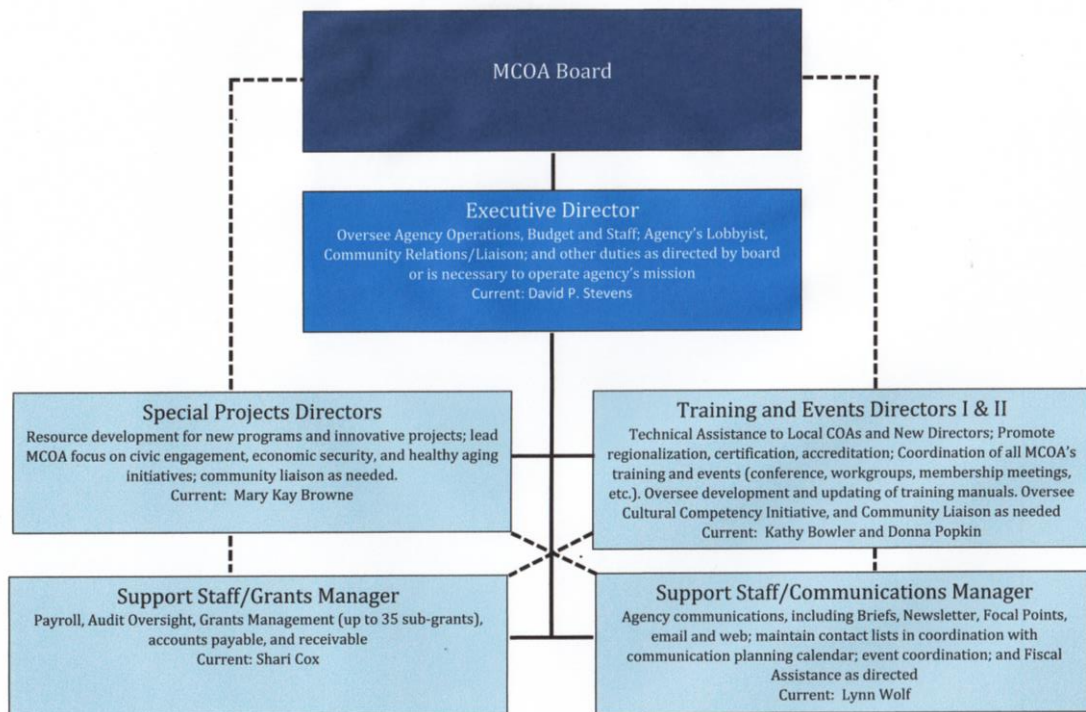
MCOA Mission Statement

MCOA is a non-profit membership organization comprised of municipal Councils on Aging. Our mission is to support the independence of adults 60 and older by advocating for programs and services to meet their needs, promote the growth and quality of Councils on Aging and senior centers and strengthen the professional skills of Council on Aging staff.

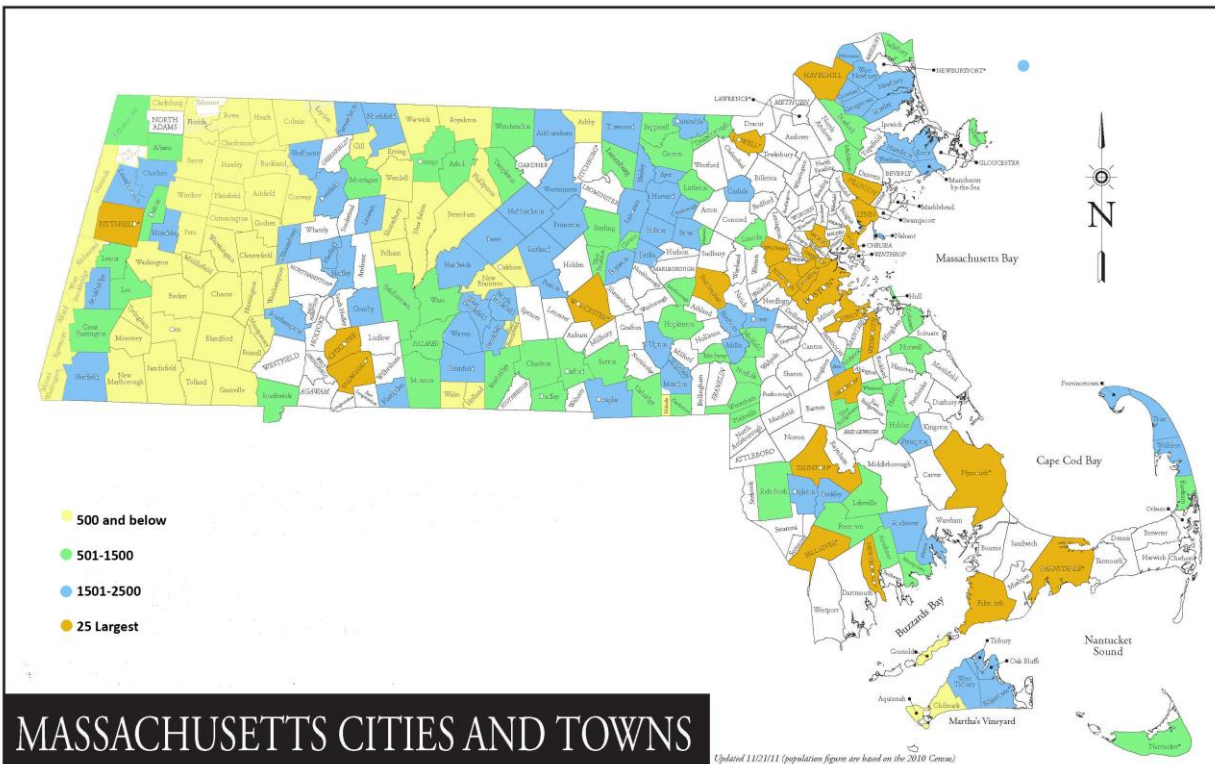
Statement of Purpose

Established in 1979, the Massachusetts Association of Councils On Aging & Senior Center Directors was formed to:

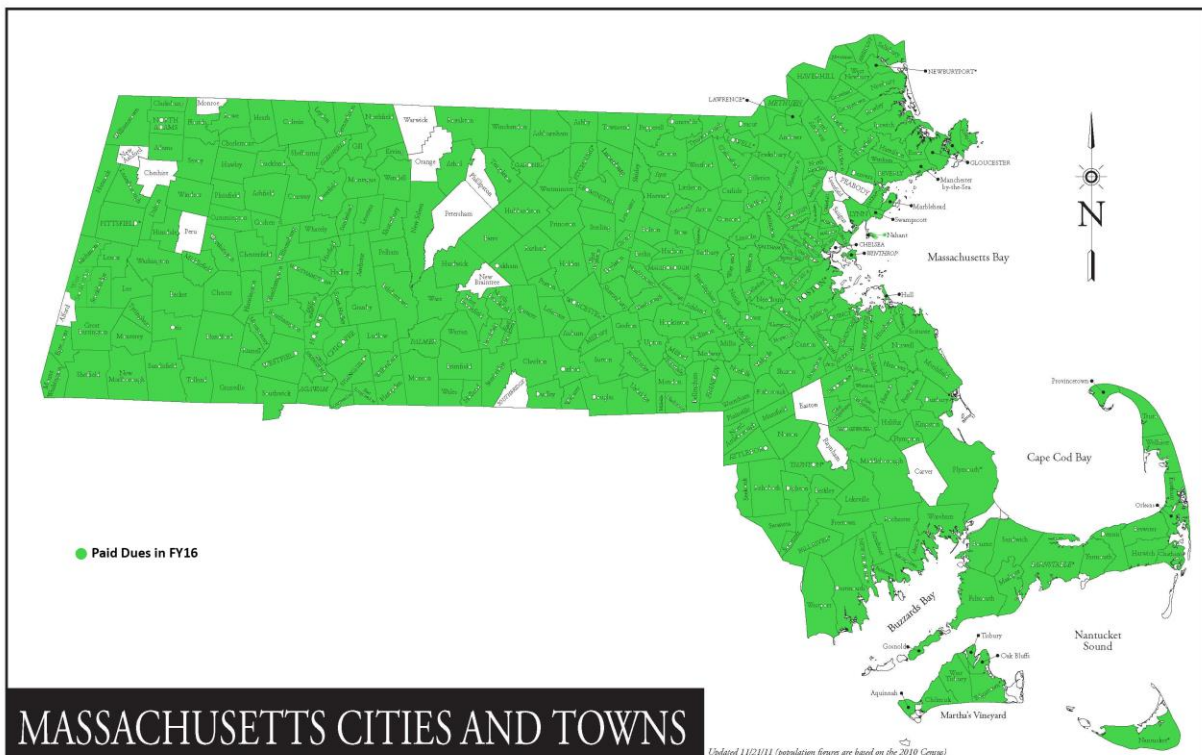
- Improve the quality of services provided to older adults of the Commonwealth by the Councils on Aging, Senior Centers, and other social services providers within the Commonwealth.
- Educate and otherwise improve the skills of the staff of Councils on Aging and Senior Centers of cities and towns of the Commonwealth.
- Encourage and promote the development of new Senior Centers in the Commonwealth and the expansion of existing ones.
- To do and perform any and all acts and services that may be incidental or necessary to carry out the above purposes.



Map of COAs by Size



Map of COAs that paid dues in FY16



MCOA by the Numbers

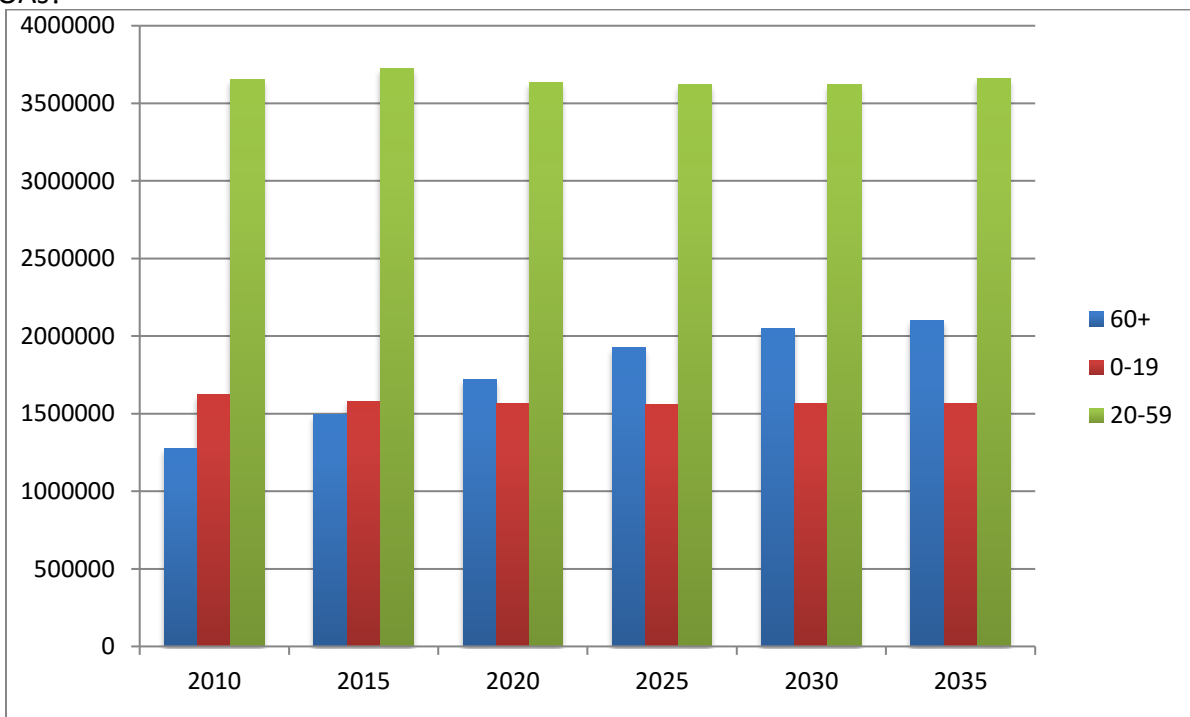
MCOA needs to continue to grow to meet the needs of the expanding 60+ population

Source: Donahue Institute, UMASS/ Amherst

	2010	2015	2020	2025	2030	2035
60+	1273271	1493156	1721462	1925417	2049347	2098125
0-19	1621143	1575847	1567780	1560991	1563211	1564122
20-59	3653215	3723588	3632485	3619470	3618568	3657222
total	6547629	6792591	6921727	7105878	7231126	7319469

4 Takeaways from these Charts:

1. The 60+ population has increased by 265,000 adults since April 1, 2010, a 20.8% growth.
2. The overall population is projected to grow 11.8% over the next 20 years but the age 60+ population will grow at a phenomenal rate of 64.8%. The 20-59 age cohort will remain steady over the 25-year period depicted above and the under age 20 population will actually decrease slightly.
3. **On December 31st of 2016, for the first time in Massachusetts history, the number of people in our Commonwealth age 60 and over will be greater than the population under 20.** This should be the clear focus for municipally based Councils on Aging as we are the first step on the elder care continuum.
4. Are we ready? This is a question that should be asked over and over as our Commonwealth ages. By 2035 nearly 29% of our residents will be age 60+. Do we have the infrastructure in place to meet this need? In addition, other projections indicate that the 85+ population will also see a dramatic increase as residents live longer. Most will want to stay in their community; what are the implications for COAs?



Source: Donahue Institute, UMASS/ Amherst

MCOA Advocacy: FY16

As advocates, we see the need to give voice to older adults through empowerment of various stakeholders and through our own lobbying of the Administration and Legislature on Beacon Hill and down in Washington D.C. In addition, we provide technical assistance to local communities who campaign to get their own voices heard in front of city hall or at town meetings.

During FY16, MCOA kept a watchful eye on all legislation filed that pertains to older adults but most of our focus has been on implementation of the FY16 budget and lobbying for increased funding in the FY17 budget, particularly Line Item #9110-9002 – Local Aid to Municipal COAs.

MCOA started a five-year campaign in FY15 to increase the Formula Grant to \$12/elder/year. We achieved the first step of that goal for FY16 by securing a \$9/elder/year Formula Grant. For the FY17 stage of the campaign, MCOA's Executive Director visited 72 state offices from February through May on behalf of the Membership to make the case, frequently accompanied by MCOA board members. These Beacon Hill were augmented with local "legislative breakfasts" held throughout the Commonwealth where individual COAs (staff and constituents) made the case for the increase.

We were successful!! Both the House and the Senate included enough funds to increase the Formula Grant to \$10/elder, but we await the final FY17 Budget from the Conference Committee, a final up or down vote by each chamber, and the Governor's review and signature. Secretary Bonner will have the final say on the new rate as proscribed in GAA: (line item #9110-9002) "provided that all monies shall be expended under the distribution schedules for formula and incentive grants established by the secretary of elder affairs." Here is a summary of the FY17 appeal MCOA's Executive Director delivered during visits with lawmakers on Beacon Hill during January – April, 2016:

1. The Council on Aging Formula Grant, a local aid line item, is tied to the April 1, 2010 US Census, the only recognized statewide count of residents: 1,273,271 older adults age 60+.
2. UMASS/Amherst's Donahue Institute's projections of the Older Adult population of Massachusetts, indicates a 20.8% growth since April 1, 2010 - 265,000 more seniors.
3. By December 31st of this year (2016) the number of older adults age 60+ will for the first time in Massachusetts history be greater than the number of children under the age of 20.
4. The Massachusetts Healthy Aging Collaborative Data Report funded by Tufts Health Plan Foundation indicates that there are many areas of health and service delivery concerns within our Commonwealth. (<http://mahealthyagingcollaborative.org/data-report/explore-the-profiles/>). "The Report is designed to help residents, agencies, providers and governments understand the older adults who live in their cities and towns – their ages, living arrangements, health status, strengths and vulnerabilities..."
5. Existing COA programs could provide solutions to these problems identified by the Data Report.
6. Municipal Councils on Aging are the first stop on the elder care continuum and are currently serving three distinct cohorts of older adults: WWII generation, the Silent Generation and the Baby Boomers, all with diverse and complex needs.
7. Additional funding will enhance local efforts to provide an array of services including but not limited to: healthy aging and wellness, transportation, supportive day, job search programs and our efforts to link older adults to Federal and State benefits.
8. Currently local COAs and their statewide association, Massachusetts of Councils on Aging (MCOA), are working with over two-dozen administration agencies (including, but not limited to, EOHHS, EOEA, DPH, DMH, MCB, MCDHH, DTA, DVS, RMV, DOT, DHCD, MEMEA, DFS, DPS, and other various agencies under EOPSS) and 6 Legislative Commissions to meet the needs of older adults throughout our Commonwealth.

9. MCOA and our members are requesting a base allocation of \$14,100,000 which will allow for a \$10/elder/year Formula Grant. MCOA further requests that any language that specifies an earmark also includes the necessary funding above the base allocation so the \$10 Formula rate is not reduced.
10. And we concluded with “Since we can’t change the (US Census) count we need to change the (formula) rate to meet the challenges of both population increase and the determined needs.

For the last six years, the Massachusetts Association of Councils on Aging and Senior Center Directors has registered with the Secretary of State as an agency that lobbies both the Executive and the Legislative Branches. MCOA’s Executive Director is also a registered lobbying agent for both branches and files biannual reports in accordance with M.G.L. All reports are available at <http://www.sec.state.ma.us/lob/lobidx.htm>

Advocacy for Property Tax Relief

After a decade of significant successes on Beacon Hill to provide both statewide relief and local options for senior property tax payers, this legislative session so far has been quiet. The Property Tax Relief Taskforce, under the new leadership of David Klein and Lina Arena DeRosa, focused its support on 2 pieces of legislation (see below) deemed priorities by Task Force members. Testimony was provided on MCOA’s behalf for passage for both S.1467 and H.4030; currently both bills are in the House Committee on Third Reading. Stay tuned: we expect the closing days of this legislative session to be quite busy.

- Senate Bill #1467: Allow heirs of a deceased senior or veteran who was participating in a town’s Tax Deferral program a 12-month timeframe following the death of the participant before increasing the interest rate owed on the property. The bill has been “engrossed” in the Senate (meaning it passed and is moving forward for reconciliation).
- House Bill #4030: Based on the “Sudbury Plan,” this bill would assist economically challenged (must qualify for the Mass Circuit Breaker tax credit to be eligible) older, long-term residents of a town by capping the burden of property taxes they must pay to a maximum of 10% of their annual income in a given year.

MCOA Joins NCOA’s Federal Legislation Initiatives: NCOA Action Center

For more than 65 years, the National Council on Aging (NCOA) has been advocating on behalf of older Americans, especially those who are struggling economically. Presently, NCOA is advocating for FY17 investments in a host of services and benefits for older adults and their families and also pressing for the reauthorization of the Elder Justice Act.



Outreach Initiatives

Our world is becoming increasingly diverse. The composition of our communities is reflective of the demographic shifts. Over the last generation, Senior Centers are far more likely than ever to serve older adults of multiple generations, persons of color, persons from a variety of ethnic backgrounds, persons of a variety of gender and sexual orientations, persons of differing physical and cognitive abilities, and socioeconomic backgrounds. These individual characteristics can play an enormous role as persons participate, or choose not to participate, at Senior Centers.

In support of the challenges local COAs face, MCOA's Directors of Training and Technical Assistance organized new training opportunities for COA staff to learn new strategies for addressing the interests and needs of diverse populations.

Creating a Welcoming Place for All

In December, 2014, MCOA convened a group of stakeholders to discuss strategies to build the capacity of Senior Centers to work effectively with the growing diversity of older adults. The consensus of the group was that the initial thrust should be to train communities around the concept of culturally competent care and to develop best practice materials in support of efforts to work with specific population groups.

MCOA embarked on a three-year project to work with local Councils on Aging to develop the skills, tools and strategies to broaden community participation and inclusion at Senior Centers. This multi-faceted approach will include trainings, development of resource materials and videos in support of local efforts to reach out to underserved populations.

The initial day-long training, "Communicating Across Cultural Boundaries," was developed through a partnership between the Multicultural Coalition on Aging, UMass Boston, the VNA Care Network Foundation & Affiliates and MCOA and funded by EOEA. The initial training was composed of three elements:

- Communicating Across Boundaries
- Reviewing local demographic data to identify underserved populations
- Developing action plans to reach out to the underserved population in the community

To date, 30 community teams have participated in the day-long "Welcoming Place" trainings.

In addition, MCOA has worked with the LGBT Aging Project to develop a best practices manual for the LGB population. This is a template for additional manuals to be developed over the next 2 years for other underserved populations. Also, a video is in production of the reflections of LGBT older adults and how they feel welcomed at a Senior Center on Cape Cod. Training videos are also in production about strategies for welcoming and serving Chinese American adults and LGBT adults.

Intergenerational Programming Taking Flight in Massachusetts



We live in a society in which many people are not friends with, nor have the opportunity to interact frequently with people from other generations. This is caused by many factors – young parents living far apart from their own parents– and ageist assumptions and age segregated social activities are primary reasons.

MCOA members want to build far greater social inclusiveness for older adults within community life by significantly increasing intergenerational events, activities and programming for older adults and youth of all ages. COAs affiliate with myriad local partners – preschools through colleges, parks and recreation programs, community music and theater programs, Boys and Girls clubs, Scout Troops, and many others to achieve this goal.

In FY16, MCOA continued to partner with Bridges Together Inc., an intergenerational programming leader, to offer a series of Intergenerational (IG) professional development opportunities. The table below outlines these activities. These intergenerational program development activities were funded through a Service Incentive Grant (SIG) to MCOA from the Executive Office of Elder Affairs.

Bridges Together MCOA FY 2015-2016 Summary				
Type of Event	Total Registered *	Number of Events	Number of Events Remaining	Average Registration per Event
Coffee Connections	27	4	2	7
Empower Hour	77	8	2	10
All Day Workshops	40	6		7
Bridges Lead Team Training	28	5	1	6
Statewide Intergenerational Strategy Summit	24	1		24
Total	196	24	5	
<p>* This number represents total number of those registered. Often, a few registrants did not attend. This occurred more frequently for Empower Hours.</p>				

Marketing Project

The goal of this project funded by an EOE Service Incentive Grant, the balance of funding from the Focus on Fitness Grant and from Membership dues, is to develop useful and consistent messaging about MCOA and Senior Centers.

MCOA held a Marketing Day Away lead by Barrie Atkin for Board and Advisory Council Members and MCOA staff to assess the marketing challenges of both local COAs and MCOA. One of the outcomes of this exercise was to divide into two teams to tackle each issue separately:

1. Create a marketing/branding toolbox that Senior Centers can use to enhance their local presence and visibility while recognizing that centers may have varying needs and town requirements. Significant progress has been made on this initiative lead by Steve Fielding and staffed by Kathy Bowler and it is expected that the toolbox implementation training will be available at the Fall Conference 2016.
2. How do we increase MCOA Visibility Initiative staffed by Donna Popkin has been exploring methods to increase the visibility of our organization to stakeholders, including but not limited to, the Mass. Municipal Association and the cities and towns it represents, the Legislature and the Administration, Statehouse News and other press outlets, MMA Human Services Council, and other elder services organizations as well as consumers and their caregivers. Marketing activities that are currently underway:
 - Increase our social media presence including examining MCOA's website and linkages to other eldercare organizations;
 - Creating descriptions of MCOA that can be universally used to describe our scope of activities and mission including an elevator speech and a shorter vision of about 10 words in length;
 - Understanding and expanding our branding, including where, how and what;
 - Recording our trainings and meetings through video and photography for use as needed;
 - Explore the need of and the marketing of CEUs for SW, RNs and MCOA Certification as a draw to our trainings, expand our advertising to MMA;
 - Develop relationships with media outlets for feature stories as well as generating our own stories that can be used by our local COAs; and
 - Examine role of MCOA 'sponsorship' of other events.

Outreach to Visually Impaired Adults

The Massachusetts Commission for the Blind (MCB) and MCOA are collaborating on the purchase of assistive technology (AT) – magnifiers and computer software – that helps visually impaired adults read print, access the internet, and use a computer to compose documents. In addition, MCOA is planning to work with MCB, the Carroll Center, the Massachusetts Association of the Blind and other entities to develop several new technologies training centers where instructors will help low vision adults to learn how to use AT devices and software. Within MCOA, staff will organize cross-training between MCOA members in how centers proactively modify their service programs – such as book discussion groups using both printed and talking books, knitting instruction and hobby groups, cooking demonstrations, and many others – to ensure visually impaired adults feel welcome and participate in center activities.

Outreach to Hard of Hearing and Deaf Adults

The Mass Commission of the Deaf and Hard of Hearing and MCOA are collaborating on the purchase of assistive listening systems (ALS) for Councils on Aging to use to help hard of hearing adults hear speakers during social events, especially when a lot of other background noises may be present. ALSs are useful for small group settings like painting or computer classes as well as large group forums. In addition, MCOA will organize a cross-training between members on how centers proactively accommodate hearing loss in center operation – such as posting daily and weekly schedules in a visible place at the center, captioning television and movie programs, using printed instructions for instruction classes, and many other techniques – to ensure all centers know how to welcome hard of hearing and deaf adults into center activities.

Capacity Building & Technical Assistance Initiatives

It is estimated that half of the current Council on Aging Directors have been in their positions for five years or less. As Councils on Aging provide services in an environment that is increasingly complex, it is essential that managers, board members and staff be prepared with the skills and knowledge to work with older adults effectively, providing high quality, innovative programs and services in adherence to applicable laws and regulations. As stewards of public dollars, it is also essential that these services be delivered in a cost effective manner. These programs and initiatives are financially supported by a Service Incentive Grant (SIG) to MCOA from the Executive Office of Elder Affairs, program sponsorships, membership dues and fees.

Trainings

MCOA has developed training opportunities for local Councils on Aging staff to learn about state laws and regulations that are applicable to their organization. Training content includes information about procurement, ethics, records retention, campaign finance and protective services. This year, at the request of our members, we added a Worker Safety course to address the concerns at our Senior Centers as well as to offer guidance to our front line workers who go into the homes of our residents. This training was so popular that we will have decided to offer it within our annual portfolio. In addition, trainings have been organized at MCOA Membership quarterly meetings to explore diversifying programs, financial support, housing issues and economic security tools.

Staff Workgroups

During FY16, MCOA convened opportunities for outreach workers, volunteer coordinators and staff interested in wellness activities to meet and identify resources they need to enhance their capacity for the provision of services at the local level. Topics included safety at Senior Centers, housing, program evaluation and volunteer management. Supportive Day Staff meets regularly to discuss regulations, staffing and programming. In FY17, it is planned to convene staff from other disciplines to identify their particular needs for support of their efforts at the local level including programming and activities coordinators and conduct at least one statewide forum for each of these disciplines. MCOA also will continue to support EOEA's effort to train COA Board Members by augmenting this curriculum with a piece designed from the municipal point of view.

Annual Conference Fall 2015

MCOA hosts a fall conference on an annual basis. This three-day event was held in Sturbridge at the Sturbridge Host Hotel and Conference Center and the theme was "Senior Centers: A Welcoming Place for All." Attracting 426 participants, the conference is one of the largest conferences in the state focused on the provision of services to older adults. 77 workshops were scheduled with a wide range of content areas of interest to Council on Aging leadership and staff. Alice Moore, Undersecretary, EOHHS and Alice Bonner, Secretary, EOEA presented the "Aging Agenda in Massachusetts" at the Wednesday Plenary. Chet Jakubiak was given the Lifetime Achievement Award. The Thursday keynote speaker, Maria Sirios, presented "The Resilient Life: Thriving Through the Challenges of Life."

Database Project

In partnership with UMass – Boston Gerontology Institute, MCOA has undertaken a multi-year project to develop a comprehensive inventory of programs and services provided by Councils on Aging at the local level. The database will also include data from non-COA sources to provide a basis for comparisons across communities.

The Center for Aging and Disability Education and Research Training

In order to address the lack of workforce training in the area of aging and mental health, the Center for Aging and Disability Education and Research (CADER) partnered with the Massachusetts Councils on Aging and the Executive Office of Elder Affairs and developed a training program targeting Councils on Aging (COA's). This year, 53 staff members from Councils on Aging across Massachusetts were selected to participate in this training program. The program, provided competency based training that addresses the core skills, knowledge, and values needed to effectively identify and respond to older adults with mental health and substance use concerns, increase resilience, and further the prevention of suicide. It consisted of a "blended model" of online learning and face-to-face training. CADER offered four online courses for 15 hours of training and two face-to-face sessions at the beginning and end of the program. All participants who completed the program earned a total of 19 hours of training and a Certificate in Mental Health and Aging from CADER at Boston University.

The online courses included:

- Mental Health and Aging Issues
- Mental Wellness and Resilience among Older Immigrants and Refugees
- Suicide Prevention Among Older Adults
- Substance Abuse Among Older Adults

CEUs for social workers, nurses, and Council on Aging Directors were offered.

This project was funded by the Massachusetts Department of Public Health (DPH) Suicide Prevention Program through the cooperation of the Executive Office of Elder Affairs (EOEA).

Technical Assistance

New Council on Aging Directors represent a broad cross section of skills and academic preparation. Hired by local officials, the Directors are reflective of the needs of individual communities. The role of the Director requires that the individual's knowledge base encompass a range of disparate content areas: from elder abuse statutes as a mandated reporter to campaign finance regulations related to access to public facilities. MCOA has prepared a manual designed for new Directors to provide basic information about general responsibilities of the position. The MCOA Directors of Technical Assistance, Training and Special Events have met with a number of new Directors to review the manual and provide technical assistance in the areas that they may lack specific expertise. They will continue to reach out to newly hired Directors to provide assistance.

Resource Materials

In order to enhance the capacity of Councils on Aging statewide, MCOA has identified over 40 potential subjects for best practices manuals/modules. Some materials, such as the New Directors Manual and the Friends/Board Manual are newly updated and are currently being utilized. Some materials are in the development stage and other materials are being reviewed and updated. All of these materials will be accessible to MCOA membership through the association website www.mcoaonline.com. In addition, a variety of forms, policies, job descriptions and reports are being compiled on an ongoing basis in "MCOA File Cabinet" located on the association website. Additional topic area materials are being collected from membership on a weekly basis and posted on the website.

Director and Program Manager Certification

The intent of MCOA certification is to provide a statewide standard that can be used as a measure of professionalism by interested agencies and individuals. It is further intended that certification will encourage the continuing professional growth and development of certified Council on Aging personnel. The requirements of certification include the submission of a portfolio that reflects a significant body of work as an employee of a Council on Aging.

NISC Accreditation

To advance the quality of Senior Centers nationally, the National Institute of Senior Centers (NISC) has developed an accreditation process to develop standards in nine content areas. Accreditation is a multi-step process by which: A Senior Center undertakes a self-assessment of the nine areas engaging a wide variety of community members; the center measures their assessment against national standards; the center engages workgroups to develop materials to meet standards and the center is evaluated by reviewers to demonstrate excellence. The standards include:

- Purpose & Planning
- Evaluation
- Fiscal & Asset Responsibility
- Records & Reports
- Facility & Operations
- Community Connections
- Governance
- Administration & Human Resources
- Program Development & Implementation

Community Planning Initiatives: Age Friendly Communities

Many town leaders and aging experts in the state are coalescing around the importance of organizing communities to plan for an aging society based on the World Health Organization's (WHO) Model: Age Friendly Community. As Massachusetts ages, communities and regions need to look at every aspect of community life – transit, housing, recreation, social inclusion, public services, employment, pedestrian safety and more – to see what they must do to ensure their communities are age friendly. During FY16, MCOA funded 11 communities' efforts to start their Age Friendly Initiatives with small planning grants they can use to convene their local planning teams and start gathering feedback from community residents on what changes are necessary.

Community Planning Initiatives: Dementia Friendly Communities

There is also a dementia friendly community movement taking hold in Massachusetts, and MCOA members will be leading champions. Already, the 3 communities of Hudson, Northborough and Marlborough have joined with their area agency on aging, BayPath Elder Services, to develop and implement plans to make their community businesses, municipal staffs and residents more dementia friendly. MCOA was a co-sponsor for the Dementia Friendly Summit held May 9th, convened by JFCS with the Executive Office of Elder Affairs and DDS. Plans for making the Commonwealth of Massachusetts more dementia friendly are underway and MCOA will be an active partner in those efforts. This year, MCOA defined healthy aging program components and developed tools for capturing consumer outcomes, while local COA managers could focus their energies upon hiring quality program leaders and recruiting a local constituency of consumers for their new programming. It was a terrific year for seeding healthy aging programs. COAs can look to MCOA to help developing new programs as well as replicating successful models. MCOA will publish detailed program outcome reports in August/September.

Regionalism

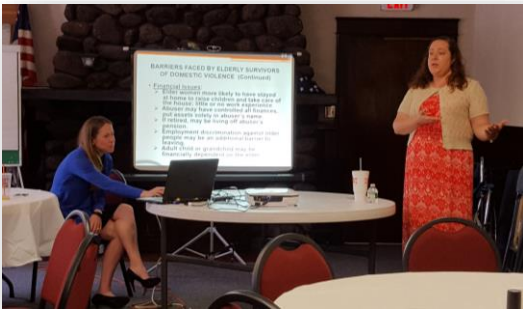
MCOA has a long history of promoting regional cooperation of municipalities to meet the needs of older adults. We have provided technical assistance to 4 'consortia' based in Western Massachusetts. Currently our network is divided into 21 'regions' loosely based on the ASAP model as we MCOA members elect "regional representatives" who sit on our Advisory Council. Our seventeen-member Board of Directors is selected from 5 Districts (combined regions) representing northeast, southeast, metro Boston, central and western Massachusetts. This system of governance with defined job descriptions was established to ensure two-way communication between our members and our Leadership by providing mentorship, grant opportunities and legislative alerts as well as feedback from the front lines.

Municipal Size Matters

In the past MCOA has found it beneficial to focus on our member towns with 1000 or less older adults because of the specific and unique challenges they may face. It is estimated that at least 50 of these small communities are all volunteer operations and the balance have less than two full time staff. Realizing the benefits of that organized focus MCOA staff and Board members will also focus on the specific needs of the larger cities, the top 25 in FY17.

Municipal Models

Massachusetts has 351 municipalities and probably 351 unique forms of governance. MCOA seeks to promote 'best practices' that produce more efficient and coordinated delivery of programs and services of older adults. Our close partnerships with the Massachusetts Municipal Association Human Services Council (MMAHSC formerly LOHSC) allows for many opportunities to provide technical assistance to municipal leaders as well as our members with the challenges they face into today's tough economic environment. Our annual meeting, our fall conference, and inter-disciplinary municipal workshops as well the annual MMA winter conference are examples of this close partnership.



Bree Cunningham, EOEA Regional PS Supervisor, (left) and Taryn Turgeon, Worcester PS Supervisor (right) present Protective Services Training



Presenters at the May 17th Housing Conference, left to right: Bruce Morgan, Division of Local Services; Kristin Ross-Sitcawich, Community Team Work; Betsey Crimmins, Greater Boston Legal Services; Mary Kay Browne, MCOA

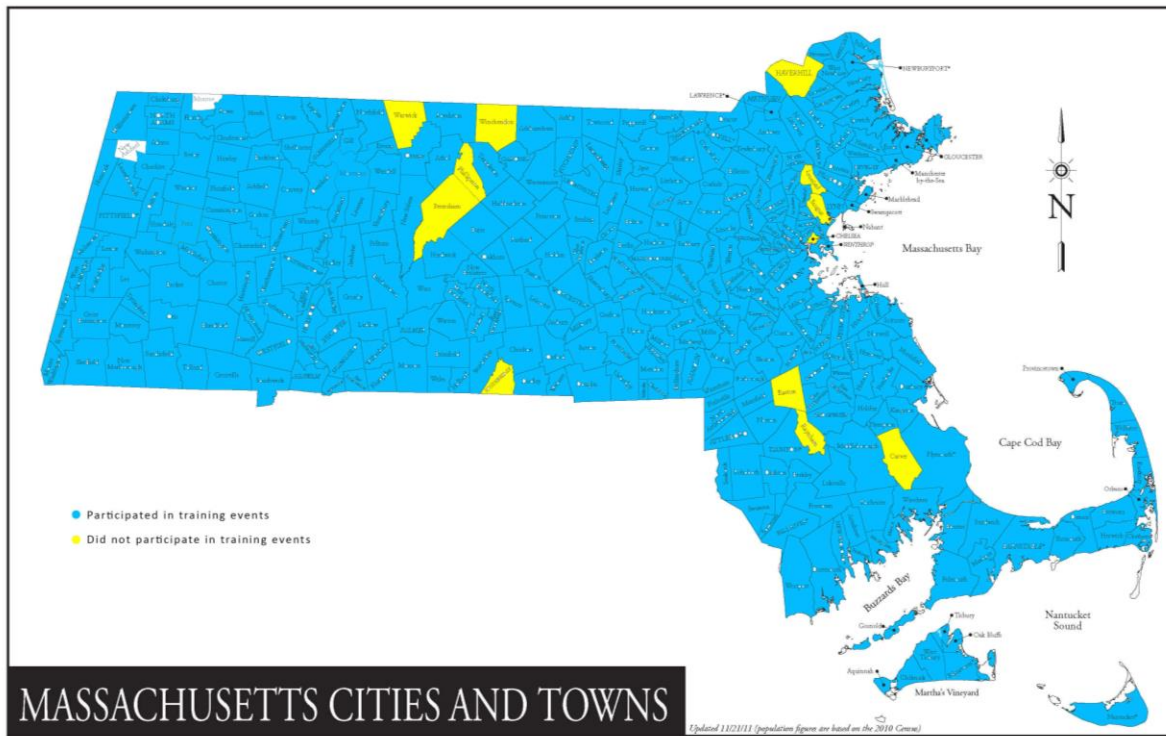


MaryAnn Holak, Director of the Beverly COA, acknowledges a contribution from a participant discussing the topic "Dealing with Hard Times" during the "Live Your Life Well" event

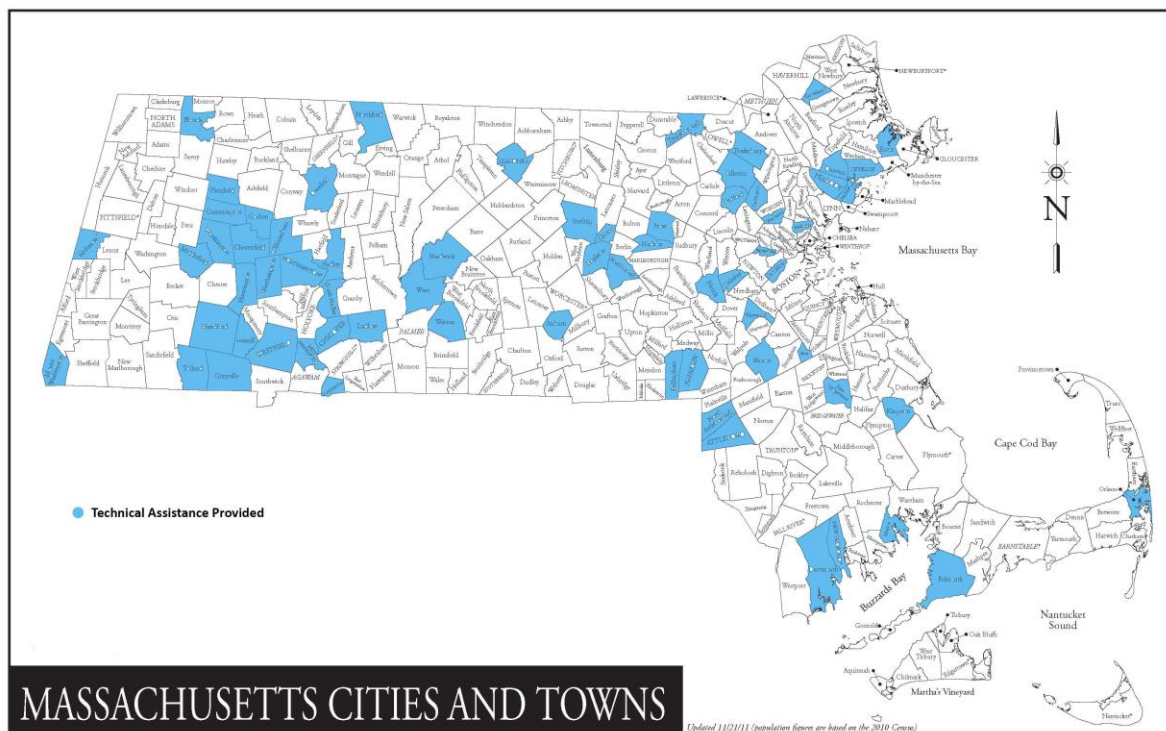


Older Adults living, learning and having fun at the Foxborough Senior Center

Training Participation



Technical Assistance



Wellness Initiatives

Two decades ago MCOA embraced the moniker that senior centers are wellness centers as prescribed by the National Council on Aging. At that time COAs were expanding their health screening clinics to encompass flu shots and placing new emphasis on programs such as walking clubs and healthy eating. The wellness center focus soon added a wide array of exercise classes, Tai Chi and fitness equipment centers. By the early 2000s, evidence-based programs were incorporated to ensure programs effectively helped individuals understand and manage their own health. The portfolio of Stanford's Chronic Disease Self-Management Programs (CDSMP) available within MA has grown to over a dozen programs. Senior Centers offer these programs in collaboration with the Healthy Living Center for Excellence (HLCE).

Another key agent in the movement has been the Tufts Health Plan Foundation (THPF) who convened all the stakeholders that led to the development of the HLCE to coordinate and expand CDSMPs statewide. In addition, THPF funded and staffed the Massachusetts Healthy Aging Collaborative to continue to grow healthy aging initiatives. Currently they are focused on the World Health Organization (WHO) Age Friendly Communities Initiative (reported earlier on within this report). This program dovetails nicely with the MA Department of Public Health's Mass in Motion Initiative and their Communities of Practice grants that seek to create solutions on the local level. These independent endeavors are now being intertwined and real progress has been achieved, especially by the organizations listed above. MCOA is grateful that our input was sought from the beginning by these leaders and to serve as a permanent member of the Executive Team for the Massachusetts Healthy Aging Collaborative. We all share the same commitment to bringing these valuable programs to our local communities.

To turn the vision outlined above into action, MCOA secured funding from DPH, EOEA, the THPF and Blue Cross Blue Shield Massachusetts to fund programs and services prioritized by our members and funders. Several of the programs described below were funded in FY16 and may be sustained in FY17, contingent upon available funding.

Falls Prevention and Walking Clubs

The MA Commission of Falls Prevention for Phase 1, in 2013, reported out how falls and fall-related injuries impose a significant public health burden on Massachusetts' older residents and on the health care system that treats them. **In MA, falls are the leading cause of injuries and leading to death for people age 65 and older and the number of falls is rising.** Traumatic Brain Injuries (TBI), broken hips, loss of independence and death are some of falls' most serious outcomes. The Commission cited a number of community exercise and balance programs that have been proven to be effective in falls risk prevention. MCOA chose one program recognized in the CDC's Compendium of Effective Fall Interventions for funding at 21 COAs in MA during FY16. MCOA offered funding to COAs to host 1-hour Physical Activity Programs twice a week for 24 weeks in which exercises were tailored to each participant's physical abilities and became more difficult as the program progressed, such as increasing the repetitions or the duration. A qualified exercise specialist led the programs. To support compliance while at home, each person was supplied with a printed exercise instruction booklet produced by MCOA for local site distribution. Program evaluation tools were provided to support local program managers.

The fall risk is great for older adults – yet much can be done to reduce the risk of falls. It is vitally important every older adult take measures to reduce their personal risks – engaging in a Falls Prevention exercise class is a good start, to build up one's physical baseline capacity to move about without losing balance. MCOA wants to ensure every COA, especially in small and rural communities, is active in the effort to reduce falls and fall injuries which can be so threatening to the quality of life and, in some tragic instances, to life itself. The members of the Massachusetts Association of Councils on Aging are committed to maintaining a strong focus upon falls prevention – they will continue offering more education programs such as Matter of Balance, Falls Prevention exercise classes, and community walking events.

To promote greater numbers of older adults adopting a year-round walking routine, MCOA funded 18 Walking Champions in FY16. Eighteen COAs received walk champion grants – champions organize weekly walking sessions, welcome newcomers, and boost the group's social cohesion as well. The Walk Champions lead a walking group 2-3 times per week, throughout the year at indoor and outdoor venues. **The ability to walk to 30 minutes is a reliable indicator of a person's capacity to live independently, complete errands they need to live independently and take part in an active social life.** Otherwise, one must become dependent upon others for all chores, errands and visits to community events and social outings. Social isolation results and all the mental health declines associated with it.

Another way for older adults to demonstrate their essential wellbeing is to take part in MCOA members' Annual 1-mile Walk Challenge. This year, 27 communities participated in MCOA's 2nd annual Go the Distance 1- Mile Walk Challenge. These 27 communities organized festive events where completers of the 1-mile course received a certificate of achievement. Friends and family took part in the walks as well along with many community leaders and business sponsors.

Improving Emotional Health

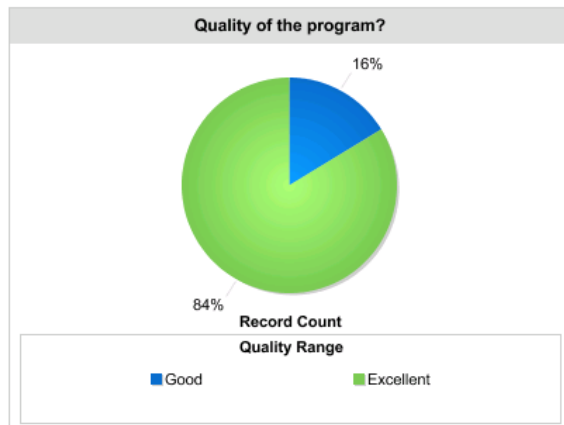
MCOA invested funding in 6 new programs for building up and sustaining older adults' positive mental health and resilience for facing all the challenges growing older promises.

- Twenty COAs hosted a **Live Your Life Well day of training in resilience. The nearly 800 participants made self-determined plans for using newly learned resilience skills.** The day featured discussions on how to adopt healthier habits in ten areas: ensuring adequate rest, physically activity, eating well, connecting with others, pursuing a creative interest, helping others, reducing stress, exercising the mind, taking better care of one's spirit and getting professional help when you need it. Attendees wrote down what steps they will take to change their habits. In addition to great learning, attendees also had opportunities to form new fellowship within a small group of peers with whom they spent the entire day exploring topics and problem solving personal situations. MCOA provided tools to survey participants so we can demonstrate how the participants learned new ways to improve their mental and physical health.
- MCOA awarded 4 direct grants to councils on aging to convene new **regional caregiver support groups.** In addition, these COAs were able to employ support staff during their meetings to engage the care recipients while the caregivers participated in the support group. Geriatric care managers understand the key issues experienced by caregivers and know about self-care strategies, family dynamics, respite programs and long term services and supports, all critical areas for mitigating the stress of caregiving. Of special note, the Falmouth Center tailored their group to serve LGBT caregivers on Cape Cod and the Plymouth Senior Center hosted a support group for grandparents raising grandchildren.
- MCOA awarded 10 direct grants to Councils on Aging to launch new **regional bereavement support groups** twice monthly. The MCOA members expressed the need for more support groups for adults who have lost a spouse or significant other, especially groups dedicated to men. The goals of the groups are to lend support and encouragement as well as to offer opportunities to form new friendships. Religious leaders, bereavement counselors and others experienced in grief and recovery were employed to facilitate the groups. Grief counseling helps individuals recognize normal aspects of the grieving process and learn how to cope with the pain associated with the loss, feel supported through the anxiety surrounding life changes that may follow a loss, and develop strategies for seeking support and self-care. Over time, a bereavement support group can help people develop a new sense of self to reflect the many changes that occur after they lose a loved one.

- The **NCOA's Aging Mastery Program** has been a central feature in the MCOA suite of programs for three years. It's a terrific 10-week program that introduces adults to many strategies for mastering key aspects for healthy aging, such as purposeful engagement in a passionate interest, adequate hydration and nutrition, ensuring better sleep quality, understanding how expressing gratitude build up one's mental health, and much more. During FY16, seven new COAs introduced the program, raising the total number of communities that have offered AMP in MA to 53. MCOA acquired a state license, so any number of member communities may offer the program on a yearly basis. For participants, the outcomes are impressive.

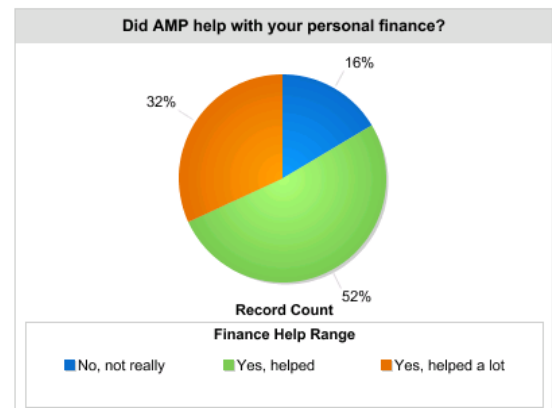
Quality of Program:

- Eighty-four percent of individuals reported that the quality of the program was excellent and 16% reported good.
-



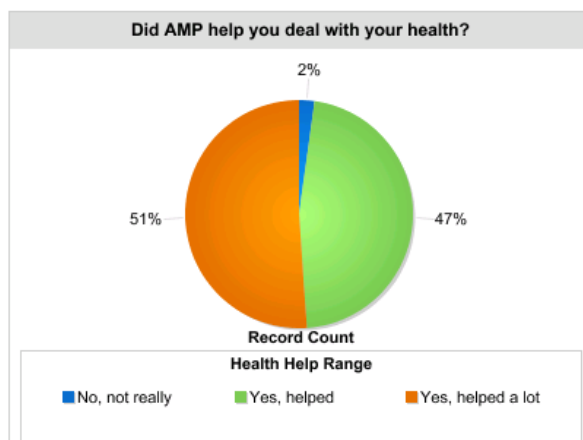
Personal Finance:

- Thirty-two percent of individuals reported that yes, AMP helped a lot with their personal finance, 52% reported yes, it helped, while 16% reported no.



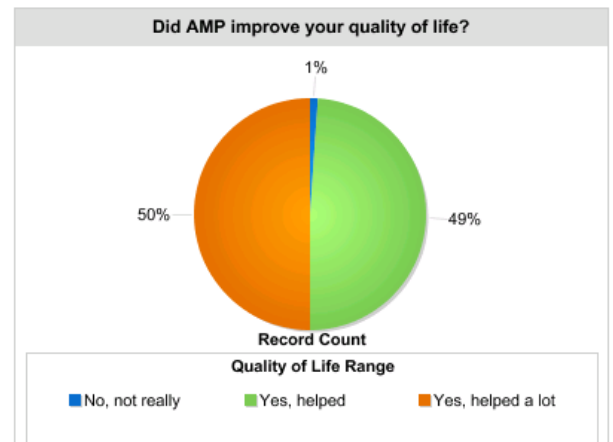
AMP help you deal with your health?

- Fifty-one percent of individuals reported yes, it helped a lot, and 37% reported that it helped, while 2% reported no.



Quality of Life:

- Fifty percent of individuals reported yes, it helped a lot, 49% reported yes, it helped, while 1% reported no.



- For increasing access to mental health services for older adults, often isolated at home, MCOA conducted a new RFP for **developing new intensive community mental health outreach teams**. MCOA selected 3 regional programs for funding. The models all feature close collaboration between a behavioral health clinician and community outreach staff who will be trained and supported in conducting mental health screenings. COA staff will be able to connect older adults with their team's mental health clinician to conduct a more comprehensive mental health assessment and/or arrange for a referral to a primary care physician or other mental health practitioner, as well as provide ongoing in home counseling, if needed. Over the next 24 months, these 3 regional pilots will be closely studied by the MA Executive Office of Elder Affairs, the funder, who wants to improve access to timely mental health services for older adults. Expanding the capacity and skills of COA staff to reach out to and identify elders in need of mental health services is a promising initiative for achieving timelier access to mental health services.
- Finally, this Spring MCOA secured additional funding from the Executive Office of Elder Affairs to **launch 8 new Memory Cafés**, adding to the cafés recently funded by the DDS and others started with private sponsors during the past 2 years. Caregivers and care recipients both come to the memory cafés to share in fun and relaxing activities for a few hours. People with dementia are surrounded by people who understand them and support them, even as their behavior or speech may be confusing. Caregivers have time to connect with others who understand what they are going through and form new happy memories with their loved ones during a stress free time where the group aids and enjoys everyone's contributions.

This year, MCOA's Director of Special Projects developed program evaluation tools for local programs to use in capturing consumer outcomes. Meanwhile, local COA managers could focus their energies upon hiring quality program leaders and recruiting consumers for their new programming. It was a terrific year for seeding healthy aging programs. COAs can look to MCOA to help developing new programs as well as replicating successful models. MCOA will publish detailed program outcome reports for FY16 projects by September.

Economic Security and Civic Engagement

FY16 was also a great year in terms of developing new trainings for economic caseworkers as well as funding broad outreach and assistance services for financially insecure older adults in MA.

Screening for Eligibility for National and State Financial Assistance Programs

MCOA is committed to working to reduce economic insecurity for the vast numbers of people who face serious and persistent economic insecurity every day. The Elder Economic Security Standard demonstrates the depth of elder insecurity in Massachusetts. (The Elder Economic Security Standard Index was developed by Wider Opportunities for Women (WOW) with the Gerontology Institute at the University of Massachusetts Boston, the Massachusetts Association of Older Americans and with over 20 other state partners.)

The 2 major findings of the Elder Index include:

- The average gap between the annual income and typical basic and necessary expenses for older adults age 65+ in Massachusetts is \$9,800/year. (Actual incomes and expenses vary by person, housing status, health status, and region of the state.)
- 63% of all elder-only households are economically insecure having income insufficient to cover all the basic and necessary monthly expenses related with housing, food, health care, transportation and common miscellaneous expenses.

Benefits Screening

MCOA purchased a state license for BenefitsCheckUp® from NCOA on behalf of MA consumers and the economic case workers who support them, because BenefitsCheckUp® makes it infinitely easier to screen, during one sitting, for almost 200 state and federal programs that provide some financial assistance. MCOA members promote and publicize this comprehensive benefits screening tool with large BenefitsCheckUp® posters and news articles. (www.benefitscheckup.org/mcoa)

Benefits Counseling and Application Assistance Program

The **Benefits Counseling and Application Assistance (BCAA) Program in Western MA** is a model program to boost the capacity of COAs and ASAPs to help consumers enroll into programs that will help balance their household budgets. The BCAA Programs of western MA serve residents in 86 towns of Berkshire, Franklin, and Hampshire Counties. The Councils on Aging throughout western MA can refer consumers to the BCAA program for help and get support on benefit program's applications from the BCAA program coordinators. The BCAA counselors help consumers cut household expenses such as food (SNAP and Brown Bag programs), energy (LIHEAP, weatherization subsidy programs and utility discount programs), and housing costs (home repair funding resources, property tax relief programs). Over the past 18 months, the 3 regional BCAA coordinators have recruited and trained 33 volunteers to serve as benefits application counselors for adults who need help completing unfamiliar and complex applications. MCOA collaborates with LifePath (formerly Franklin County Home Care), Highland Valley Elder Services and Elder Services of Berkshire County as lead agencies who employ the part-time BCAA program coordinator.

SNAP Outreach Demonstration Project in Hampden County

In addition to employment, public assistance benefits are a vital plank in improving one's economic position. This May, MCOA and the Springfield Department of Elder Affairs completed a 12-month project focused upon SNAP enrollment for elders residing in Hampden County. Laura Hurley, Project Specialist, and Hampden County Regional SHINE Director Alicia Germain, designed and delivered an intensive outreach effort to find and assist elders eligible for SNAP benefits. While the focus of the project was to enroll new elders, Ms. Hurley helped even more people who were not aware they could receive a higher SNAP benefit if they completed a medical deduction worksheet. In total, the project enrolled 273 new older adults in SNAP and secured higher monthly SNAP benefits for 753 older adults who filed for a redetermination of SNAP benefits based upon their high medical expenses. Lessons learned from this 12-month intensive outreach and enrollment project will be shared with MCOA members so they may replicate this success in improving food access for low income adults.

Regional Networking Groups for Job Seekers Age 50+

In FY16, MCOA and 4 COAs launched an innovative Regional Networking Group for Job Seekers Age 50+. It takes older job seekers twice as long to secure a new job, compared with younger job seekers; one reason for that different experience is older job seekers often have to learn the new job search skills and techniques. Job search skills are taught by group leaders hosted by the Barnstable, Halifax, Hopkinton and West Springfield Councils on Aging. The One Stop Career Centers are becoming strong partners in building up the regional networking groups and producing the job fairs for older job seekers. We look to sponsor many more job fairs with career centers and COAs in the future. MCOA has produced a *Job Fair Toolkit* to support local COAs wanting to co-host a job fair with their regional One Stop Career Center for older job seekers age 50+; it is available on line at www.mcoaonline.com.

Housing Issues Training Forums

In October 2015, MCOA issued the first edition of its new MCOA Housing Issues Manual that contains concise information on key issues that can jeopardize housing. It also describes housing options for elders, how to get ready to make a move, and provides links to additional resources. It's a must read for all front line caseworkers and outreach workers who work with older adults as most older adults are cost burdened with high housing costs. In partnership with Greater Boston Legal Services' (GBLS) Betsey Crimmins, Mary Kay Browne developed a comprehensive day of training on key housing issues -- both the risks and ways to mitigate them -- to great success. Five regional Housing Issues Training Forums featured experts from public and private agencies that help consumers gain and keep affordable and safe housing. Speakers included housing experts from the State Department of Revenue, the Attorney General's Office, Legal Services, regional Housing Consumer Resource Centers, Debt and Home Equity Counseling experts, Adult Protective Services Case Workers of the Aging Services Access Points, Options Counselors of the Aging and Disability Resource Centers, Homelessness Prevention experts, Home Sharing Programs, and Housing Stabilization Counseling Programs. Attendees left the housing training forums with a much stronger knowledge base for how to help older adults struggling with housing issues.

Transportation

Transportation is a vital component for maintaining independence for mobility-challenged older adults. Our network was introduced to two new transportation options in FY16 to support those who rely on public and private transportation services. TRIPPS is a transportation collaborative pilot program that was launched by the Brookline Community Aging Network, Brookline Age-Friendly City Initiative, Brookline and Newton COAs. TRIPPS supports older adults looking for alternatives to driving due to age, ability or choice. These options include teaching older adults how to traverse public services such as buses, MBTA, The RIDE or applying for a Charlie Card; also, how to use ridesharing services such as Lyft and Uber as options. Uber, the private ridesharing company, created a new service to help mobility challenged older adults and the younger disabled. As the senior population continues to increase and the need for transportation continues to grow, private ridesharing services are working with public providers to meet demand. UberASSIST and Uber for Seniors was introduced to the membership by Jenny Avallon, Senior Marketing Manager at Uber. The services allow seniors the opportunity to maintain their independence through an on-demand transportation service, provide needed transportation trips to medical, social and for recreational purpose. In addition, the Mass Department of Transportation introduced RMV Around Me and is partnering with several Councils on Aging in Massachusetts. COA staffs assist older adults with online RMV transactions, locate important forms, documents, and other transportation resources online.

Nutrition

Six decades ago one of the most popular activities at Senior Centers was the Title IIIC Nutrition Program. Targeted to meet the needs of the WWII Generation and modeled after Friday night church supper, daily nutritious meals were served throughout our country because of funding from the Older Americans Act. Massachusetts Senior Centers, in partnership with 23 Area Agencies on Aging and the Executive Office of Elder Affairs, maximized its service capacity with heavy use of commodities and other USDA programs. A statewide network of Home Delivered Meals was developed to reach home bound residents, and, as need was defined, this aspect of the program quickly outgrew the congregate lunch site in many locations.

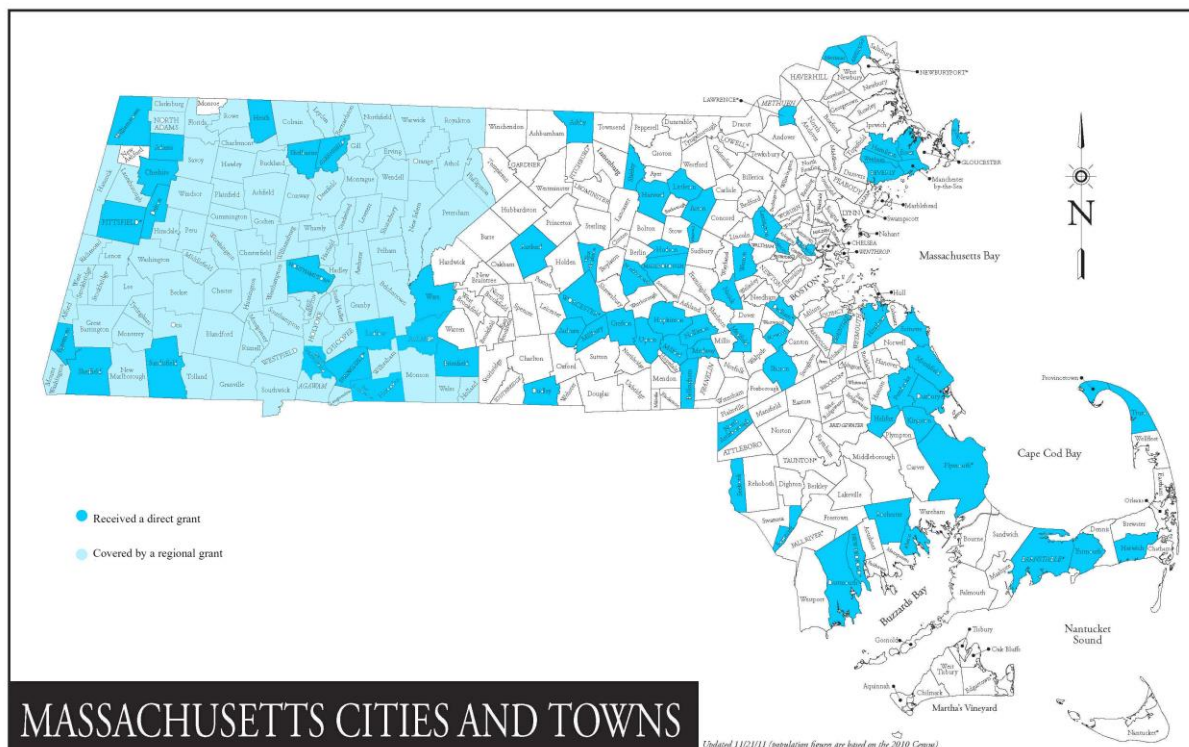
Population shifts, changing tastes, and limited fiscal growth indicate that both of these programs will need to evolve to better serve older adults who are at risk. Growth in alternative nutrition endeavors such as the café model, food pantry, farm share, farmer's market coupons programs and local funded/self-cook models have expanded as municipal Councils on Aging strive to meet the needs and preferences of their residents. EOEA and MCOA are supporting these initiatives as we seek better funding mechanisms and maintain quality control.

In FY15, MCOA participated in the Department of Public Health’s Community of Practice: Healthy Eating. A statewide resource pamphlet was developed and areas of the Commonwealth with limited resources were defined as “food deserts.” In FY16, MCOA partnered with the Greater Boston Food Bank and the Executive Office of Elder Affairs to expand the distribution of Commodity Foods to low income older adults in several regions in Massachusetts. Those eligible for the program receive 30 pounds of commodity food, monthly, from a central pick up location such as the local housing authority or Senior Center. In FY17, MCOA is committed to partnering with EOE, DPH, AAAs, MAOA, the MA Public Health Association, the Legal Services Community, and others to expand resources in these food deserts and target older adults to make sure they are aware of all the “nutrition benefits” that are available (See Benefits Counseling and SNAP Benefits above).

Civic Engagement: Volunteerism

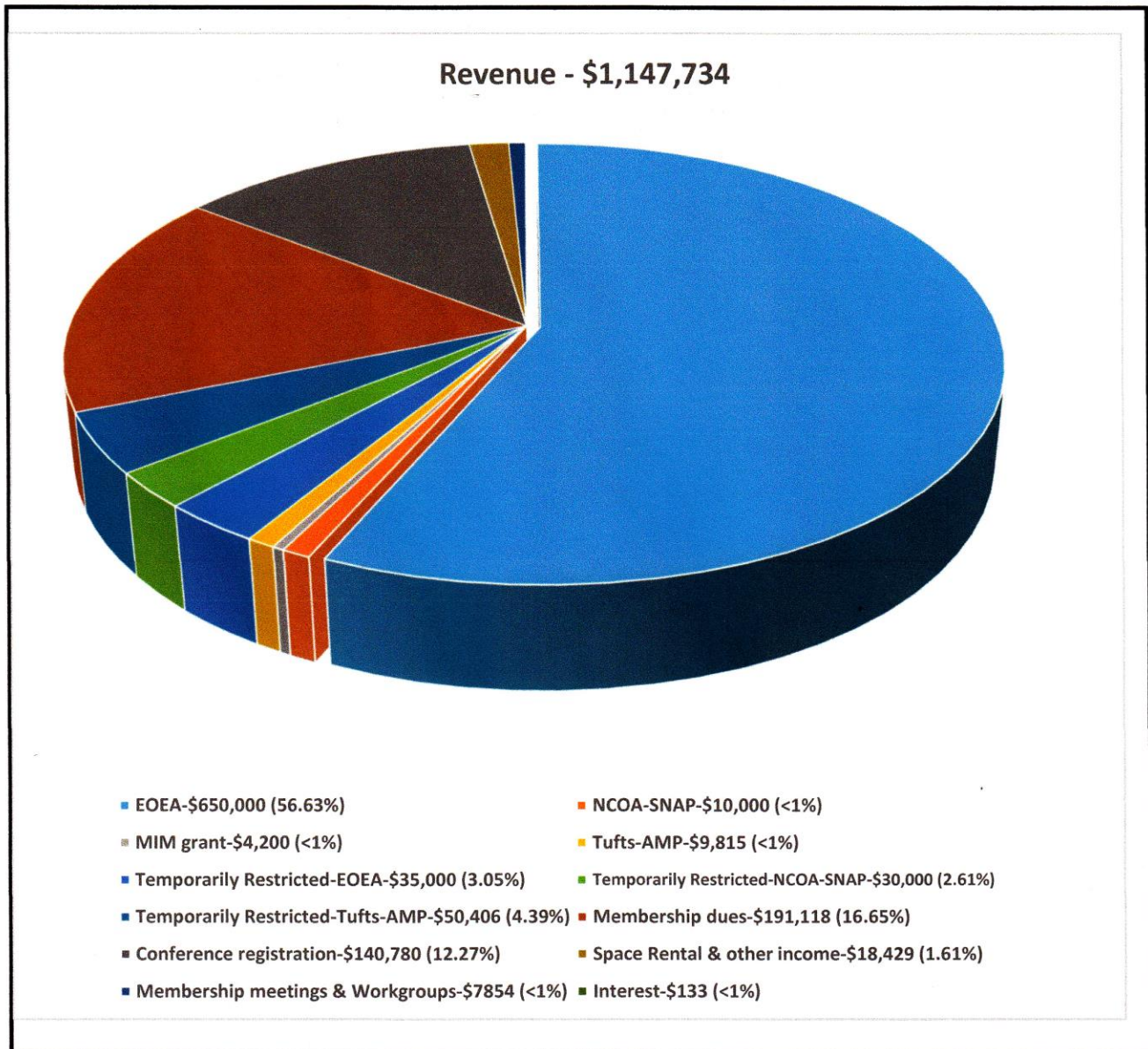
During FY16, MCOA convened regional meetings for volunteer managers in SE and NE MA where attendees could discuss common challenges and share best practices. These sessions proved to be quite valuable for the participants and shall continue in FY17, likely meeting twice per year in 3 regions of the state – SE, NE and Western Massachusetts. The discussions were focused upon methods for recruiting more youths for center based activities and more older adults for managing and/or staffing some of the more complex managerial projects of Council on Aging directors. As a result, a set of volunteer interviewing, hiring and supervising protocols will be developed for all to use. Also, a few orientation kits recently created by expert COA volunteer managers will be shared with all so that other COA Directors and Managers may replicate key pieces as needed to improve local volunteer hiring and onboarding practices.

FY16 Grants Awarded



MCOA FINANCIAL CHARTS

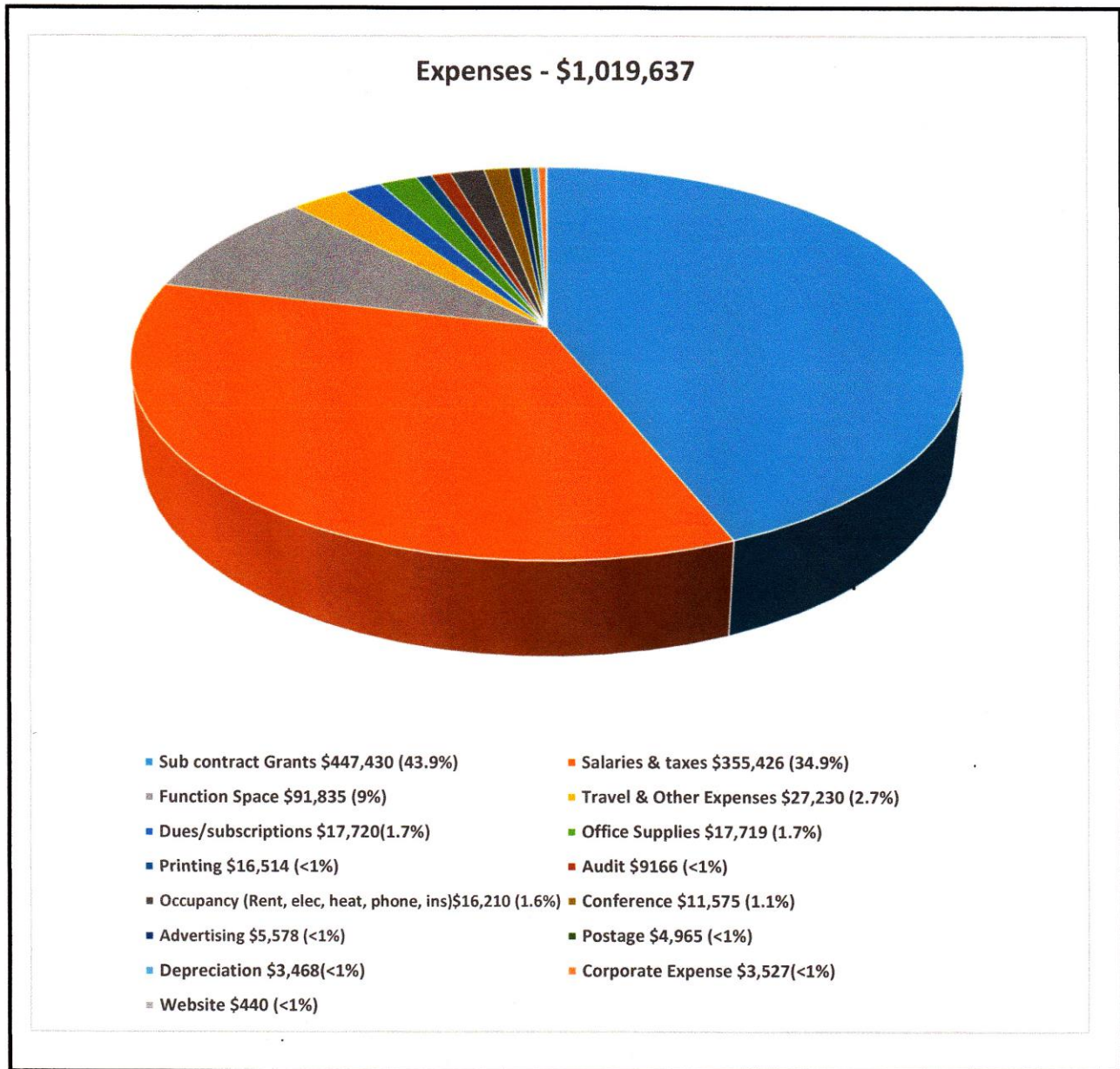
FY 2015



FY 2015 Revenue Summary

- * Total Revenue \$1,147,734 which includes \$115,406 of Temporarily Restricted Assets
- * The Temporarily Restricted Assets included \$35,000 from EOE A which was used to pay FY2016 NCOA license, NCOA grant of \$30,000 for SNAP grant ending in FY16 and Tufts-Aging Mastery Program for \$50,406 that ran in the fall of FY2016
- * Conference Revenue was up 7.5% from FY14
- * Membership dues were paid by 95% of the COA's at \$0.16/elder.

MCOA FINANCIAL CHARTS FY 2015



FY 2015 Expense Summary

- * Of the \$650,000 EOE grant, MCOA issued \$447,430 to COA's or subcontractors for programming subgrants
- * Function space included the conference and other training facilities used as well as catering
- * Dues/subscription includes \$10,000 to NCOA for AMP License fee and Service News subscription
- * Travel includes mileage, airlines, hotels, parking, meals
- * Office Supplies includes cable, internet and \$4500 for email service
- * MCOA employed a Full-time Executive Director, Full-Time Director of Special Projects, Full-time Program Director for Technical Assistance, Training & Special Events beginning January 2015 and two Part-time support staff

MCOA Honor Roll

MCOA Certified Senior Center Directors

- Karen Juhl, *Sherborn* 2016
- Kathleen Bowler, *Holyoke* 2015
- Bethany Loveless, *Dracut* 2015
- Pamela Woodbury, *Spencer* 2014
- Eileen Clarkson, *Gardner* 2014
- Nancy Hammond, *Manchester* 2014
- Annmary I. Connor, *Amesbury* 2013
- Jayne Colino, *Newton* 2013
- Vicki Lowe, *Foxborough*
- Theresa Poore, *West Newbury*
- Karen Alves, *Franklin* 2011
- Laura DeMattia, *Bellingham* 2010
- Laura Dillingham-Mailman, *Merrimac* 2010
- Colleen Ranshaw-Fiorello, *Georgetown* 2010
- Elizabeth Pettis, *Salisbury* 2010
- Mary Parcher, *Framingham* 2010
- Ruth Ann Bleakney, *Milford*, 2008
- Deborah Jenkins, *Fairhaven*, 2008
- Rebecca C. Moriarty, *Hampden* 2007
- Sharon Anne Mercurio, *Pepperell*, 2007
- Sharon M. Yager, *Shrewsbury*, 2007
- Joanne Moore, *Duxbury*, 2006
- Barbara Farnsworth, *Hingham*, 2006
- Deborah Arsenault, *Millis*, 2006
- Kristin Kiesel, *Sudbury*, 2006
- Barbara A. Search, *Sturbridge*, 2006
- Chester D. Sewell, *Billerica*, 2005
- Susan P. Jacobs, *Dalton*, 2005
- Martha A. Campbell, *Groton*, 2005
- Barbara L. Reynolds, *Tyngsborough*, 2005
- Patricia Carty-Larkin, *Westwood*, 2005
- Karen Santucci, *Lincoln*, 2003
- Sharon Lally, *Needham*, 2003
- Joanne Collins, *Woburn*, 2003
- Sandra Lapollo, *Chicopee*, 2002
- Patricia Roberts, *Marblehead*, 2002
- Susan Schwager, *Marion*, 2002
- Laurie Nelson, *Northborough*, 2002
- Linda Elworthy, *Salem*, 2002
- Anita Sundelin, *Upton*, 2002
- Barbara Coghlan, *Walpole*, 2002
- M. Beth Kaltner, *Ware*, 2002
- Richard Mundo, *Agawam*, 2001
- John Jope, *Arlington*, 2001
- Jemma Lambert, *Barnstable*, 2001
- Leslee Breen, *Beverly*, 2001
- Carolyn Brennan, *Hampden*, 2001
- Sandra Kent, *Hingham*, 2001
- Barbara Lawlor, *Hull*, 2001
- Jeanne DeBruin, *Lunenburg*, 2001
- Diane Bertolino, *Rockport*, 2001
- Kelly Burke, *Sterling*, 2001
- Ruth Gately, *Waltham*, 2001

MCOA Certified Program Managers

- Susan Curtin, *Norwell* 2016
- Jennifer Young, *Plymouth* 2015
- Beth Hadfield, *Plymouth* 2015
- Theresa Greer, *Plymouth*, 2015
- Magdaly Martinez, *Holyoke* 2015
- Laura Stewart, *Nantucket* 2015
- Donna Ciappina, *Duxbury* 2012
- Colleen Normandy, *Chelmsford* 2012
- Laura Veligor, *Wellesley* 2012
- Meghan Murtagh, *Salem* 2012
- Angela Smith, *Carlisle* 2011
- Sheila Ronkin, *Bellingham* 2010
- Violet Suska, *Chicopee* 2009
- LinnKim McGovern, *Greenfield* 2008
- Mary Ann Soquet, *Greenfield* 2008
- Christine (Tina) Gorman, *Westfield* 2007
- Jared Krok, *Chicopee*, 2006
- James Leyden, *Chicopee*, 2006
- Susan Moore, *Chicopee*, 2006
- Charmagne LaPrise, *Millis*, 2006
- Marlene Troupes, *Hopkinton*, 2006
- Gail A. Murley, *Beverly*, 2005
- Deborah D. Thompson, *Groton*, 2005
- Dorothy Blain-Hamel, *Holyoke*, 2005
- Mary R. McLeod, *Hopkinton*, 2005
- Karen Albright, *Millville/Blackstone* 2005
- Joan Pippin, *Arlington*, 2003
- Carol Pallozolla, *Beverly*, 2003
- Judith Mikkola, *Chicopee*, 2003
- Hope Macary, *Greenfield*, 2003
- Amy Wilson Kent, *Hopkinton*, 2003
- Lynne Waterman, *Mashpee*, 2003
- Laura DeMattia, *Millville*, 2003
- Joan Linnehan, *Agawam*, 2002
- Pat Becker, *Andover*, 2002
- Sheila Field, *Beverly*, 2002
- Teri Allen McDonough, *Beverly*, 2002
- Lynne Barrett, *Salem*, 2002
- Judy Tanner, *Woburn*, 2002

The intent of MCOA certification is to provide a statewide standard that can be used as a measure of professionalism by interested agencies and individuals. It is further intended that certification will encourage the continuing professional growth and development of certified Council on Aging personnel.

National Institute of Senior Centers

**Nationwide, more than 250 Senior Centers have gained
Accreditation since 1999**

Those Accredited in Massachusetts are:

Callahan Senior Center, Framingham

Danvers Council on Aging, Danvers

Duxbury Senior Community Center, Duxbury

Groton Senior Center/Groton Council on Aging, Groton

Hingham Senior Center/Hingham Department of Elder
Affairs, Hingham

Needham COA Stephen Palmer Center, Needham

Plymouth Council on Aging, Plymouth

Rochester COA and Senior Center, Rochester

National Accreditation is the official recognition that a senior center is meeting its mission in a nationally accepted professional fashion. It is based on compliance with nine standards of senior center operations developed by National Institute of Senior Centers (NISC), a unit of the National Council on Aging (NCOA).

For more information, go to:

<https://www.ncoa.org/national-institute-of-senior-centers/>

2015 Award Winners



Brian T. O'Grady is awarded MCOA Director of the Year by past Director of the Year Jayne Colino



MCOA Vice President Donna Popkin awards Susan Carp (left) and Betsey Crimmins (middle) Innovator of the Year for Elder Abuse Task Force



Past President Jayne Colino awards Innovator of the Year to Ruthann Dobek and Frank Caro for BrooklineCAN



MCOA Legislative Chair Vicki Lowe (left) and Representative Denise Garlick (right) recognize Dorene Nemeth Advocate of the Year



Representative Betty Poirier (center) receives Legislator of the Year from MCOA Board Member Pamela Hunt and Gale Farrugia



MCOA Certification Co-Chair Laura DeMattia (left) awards Laura Stewart (right) Certified Program Manager



Bethany Loveless (left) and Kathleen Bowler (right) receive MCOA Director Certification from Certification Co-Chair Laura DeMattia



Elizabeth Pettis (left), Laura DeMattia (left center) and Sheila Ronkin (right) receive MCOA Re-Certification from Certification Co-Chair Barbara Farnsworth



Ruth Grabel receives a Lifetime Achievement Award from MCOA Executive Director David P. Stevens



Barbara Talkov (left) is presented the Peter Kirwin Distinguished Service Award by Stephanie Ackert (Cambridge)



Second Assistant Minority Leader Elizabeth Poirier (left), Executive Office of Elder Affairs Secretary Alice Bonner (center) and House Chair of the Joint Committee on Elder Affairs Denise Garlick (right) address the gathering

MCOA thanks our on-site volunteers

Melinda Mandeville

Barbara Farrell

Peggy Corriveau

Joanne Sheehan

Deb Rothchild

Lorraine Parent

Pat Boone

Bob Page

Helen Grabowski

Zig Pabich

Mahesh Reshamwala

Closing Thoughts

“Just as we built and renovated our school systems back in the fifties and sixties, municipalities need to focus on Senior Centers now that the Boomers have arrived” ~ David P. Stevens, Executive Director, Massachusetts Association of Councils on Aging



The New **Freetown Council on Aging's Multipurpose Senior Center** is a meeting place for seniors from throughout the town.



The New Westfield Senior Center at the Mary Noble Estate officially opened with programming on November 2, 2015.



The New Clinton Senior Center held its grand opening on Saturday, April 30, 2016.



Cohasset Elder Affairs moves into their new home in November 2015.

2016 Awards Recipients

Lifetime Achievement: Sandra Lapollo

Innovator of the Year: Lisa Ushkurnis, Framingham COA/Callahan Center

Community Advocate: Beth Soltzberg, Jewish Family & Children's Service

Legislative Advocate: State Representative Denise Garlick

Director of the Year: Laura DeMattia, Bellingham COA

Certified Directors: Karen Juhl

Re-Certified Directors: Karen Alves, Diane Bertolino, Carolyn Brennan,
Joanne Collins, Barbara Farnsworth, Amy Wilson Kent, Sharon Lally,
Joanne Moore

Certified Program Managers: Susan Curtin

Re-Certified Program Managers: Dorothy Blain-Hamel, Angela Smith,
Judith Tanner, Marlene Tropes, Lynne Waterman



At the Center of it All