



At the Center of it All

Senior Centers: A Welcoming Place for All

Annual Fall Conference

October 7, 8, and 9, 2015

Sturbridge Host Hotel and Conference Center

**Workshop Descriptions and
Details of Related Activities**

2015 Fall Conference At A Glance

Sturbridge Host Hotel, Sturbridge, MA

October 7, 8, and 9, 2015

Tuesday Activities: October 6th

5:00pm-7:00pm	Early Registration
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Wednesday Activities: October 7th

7:00am-9:00am	Continental Breakfast
8:00am-5:00pm	Registration Desk & Resolution Desk Open
8:00am-5:00pm	Exhibitors Hall Open, Hawthorne Exhibit Hall
9:00am-10:15am	Workshop Session I
10:15am-10:45am	Break, Hawthorne Exhibit Hall
10:45am-12:00pm	Workshop Session II
12:00pm-1:00pm	Lunch, Hawthorne Exhibit Hall
1:00pm-2:00pm	Plenary Session
2:15pm-3:30pm	Workshop Session III
3:30pm-4:00pm	Break, Hawthorne Exhibit Hall
4:00pm-5:15pm	Workshop Session IV
6:00pm-8:30pm	Networking Reception

Thursday Activities: October 8th

7:00am-8:00am	Exercise Walk – meet at the Resolution Desk
7:00am-9:00am	Breakfast, Hawthorne Exhibit Hall
7:30am-8:45am	Plenary Session
8:00am-5:00pm	Registration Desk & Resolution Desk Open
8:00am-5:00pm	Exhibitors Hall Open, Hawthorne Exhibit Hall
9:00am-10:15am	Workshop Session I
10:15am-10:45am	Break, Hawthorne Exhibit Hall
10:45am-12:00pm	Workshop Session II
12:00pm-1:00pm	Lunch, Hawthorne Exhibit Hall
1:00pm-2:00pm	Plenary Session
2:15pm-3:30pm	Workshop Session III
3:30pm-4:00pm	Break, Hawthorne Exhibit Hall
4:00pm-5:15pm	Workshop Session IV
6:00pm-10:00pm	Dinner

Friday Activities: October 9th

7:00am-8:00am	Exercise Walk – meet at the Resolution Desk
7:00am-9:00am	Breakfast, Hawthorne Exhibit Hall
8:00am-12:00pm	Registration Desk and Resolution Desk Open
9:00am-12:00pm	Morning Intensive Session
12:00pm-1:00pm	Lunch, Hawthorne Exhibit Hall
12:45pm-2:15pm	Afternoon Wrap-Up Session
2:15pm	Conference Adjournment until 2016

“MCOA 2015: Making Senior Centers A Welcoming Place for All”

October 7, 2015

Dear Participant:

The Massachusetts Association of Councils on Aging & Senior Center Directors is pleased to welcome you to the Sturbridge Host Hotel. This venture is jointly offered by MCOA and by the Commonwealth of Massachusetts, represented by the Executive Office of Health and Human Services, the Executive Office of Elder Affairs, the MA Department of Public Health, the MA Commission for the Blind, the MA Commission for the Deaf and Hard of Hearing and the MA Office of Consumer Affairs and Business Regulation.

Our fall gathering has always been a time to reflect on the previous year’s successes and challenges as well as an opportunity to implement new initiatives and plan for the future. Last Year we asked: **“Senior Centers 2014 Where Do We Grow From Here”**. With your input we developed two plans that will direct our efforts for the foreseeable future. First we revised our goals and objectives, which produced five areas of focus for the next five years: Advocacy and Legislation; Training and Education; Leadership and Professionalism; Outreach and Marketing; and finally, MCOA Operations. The final document is posted on our website www.mcoaonline.com.

Next we developed a work plan that included our FY16 Service Incentive Grant proposal to Elder Affairs (see website). That outline prioritizes initiatives for healthy aging with 27 action steps; for economic security with 9; for outreach to underserved populations with 8; and for training and capacity building for our members with 13 action steps. These steps, vetted by our membership, are in various stages of development. Some, like Aging Mastery, *BenefitsCheckUp*®, Keep Moving, Benefits Counseling, Cultural Competency Training, Job Fairs and Intergenerational Programming, are extension of existing grants that we hope to offer again to our members this fiscal year. New proposals include member-directed programs in Housing, Falls Prevention, Caregiving, Digital Literacy, Comprehensive Membership Surveys, Marketing, Retirement Planning, support for the Age Friendly concept, and the development of a spring Citizens Academy Conference to engage older adults in their communities. The remaining action steps are each in the initial phase of development and will require member assistance throughout this year to see if they warrant future MCOA support. Couple this work plan with our commitment to increase the COA Formula Grant to \$10 in FY17 and \$12 by 2020: we have an extraordinarily busy fiscal year ahead.

Again, these initiatives and action steps were thoughtfully developed by our Membership and will be overseen by the Board and Advisory Council, but we need your help to fully implement and test each priority. MCOA anticipates awarding over \$500,000 in sub-grants to our members to field test these initiatives. We have and will continue to document their success and describe their ability to be replicated. MCOA also need help on our Leadership Team, to take the lead with some of these projects (see your conference folder for details). This conference promotes these opportunities for your consideration as well as a host of other best practices and innovative programming that can augment your current Senior Center programming and operations. Visit MCOA’s Showcase in the Hawthorne Exhibit Hall for more details.

And now a final word about our theme of outreach to underserved populations, which is one of MCOA’s four main priorities, developed this year. We know by examining the 2010 US Census that our cities and towns are far more diverse than the faces we see within our Senior Centers. Couple that with existing institutional barriers, and we should assume that our current attendees do not fully represent our communities. That leads to the question of: how can we meet the needs of “all” the older adults in our Commonwealth. MCOA has begun a major initiative to

provide each city and town ways to identify underserved populations, listen to their concerns, and then we provide you with the tools you can utilize to expand services and programs to welcome new participation. Let this event be the start of a statewide effort to embrace this year's theme of "Making Senior Centers a Welcoming Place for All".

Joanne Moore
President and
Director of the Duxbury COA

David P. Stevens
Executive Director

Kathleen Bowler
Director of Training
and Technical Assistance

Conference Highlights: At "Senior Centers 2015" we offer:

Workshops: Ranging from Alzheimer's to ZENgevity, the workshops this year cover a broad range of topics reflecting the breadth of programs and services offered by Councils on Aging at the local level. The workshops give participants the opportunity to develop skills and learn about new program/service opportunities.

Plenaries: The three plenaries scheduled offer unique insights into where we are as elder service providers. On Wednesday, Executive Office of Health and Human Services Undersecretary Alice Moore and Executive Office of Elder Affairs Secretary Alice Bonner will offer their perspectives on "The Aging Agenda in Massachusetts." On Thursday morning, a variety of State Commission members who represented MCOA will report on the status of their respective findings. And after lunch on Thursday, Dr. Maria Sirois will help us understand what it takes to thrive in our lives.

Lifetime Achievement Award: We will be honoring Chet Jakubiak, MAOA Executive Director, for his lifelong professional commitment to older adults in Massachusetts.

MCOA Showcase: Visit MCOA Informational Tables in the Hawthorne Exhibit Hall on Wednesday and Thursday-Leave your business card for a 'special raffle.' At these tables, attendees will have the opportunity to view MCOA's newly redesigned website, learn about *BenefitsCheckUp*[®] and download the MA Healthy Aging Collaborative Community Report. In addition we will be distributing information on several new initiatives including opportunities for COAs to receive funding to participate in the Aging Mastery, Benefits Counseling, and Intergenerational Programs as well as the Mass in Motion's "Healthy Communities thru Design Project". We will also be distributing our new calendar that will include opportunities for staff and board members including dates for our regional Protective Service and Government Regulations Training Days as well information about a newly funded grant received by Boston University to train COA outreach workers about the mental health needs of older adults and the available resources. In addition, updated information will be available on the "Welcoming Place for All" project including training dates and information about target dates for release of some updated training modules. And finally, at MCOA's Informational Tables, we can answer your questions about MCOA Certification, NISC Accreditation, the Keep Moving Program and the status of Jobs Search Services Program (JSSP). Come visit us and learn what your trade Association is doing for you. Visit MCOA's Showcase in the Hawthorne Exhibit Hall.

Evening Events: On Wednesday, MCOA will host a casual networking reception to give attendees an opportunity to reconnect with old friends and make new friends. On Thursday, the Dinner theme is "Dinner and a Movie". MCOA will be screening two short videos: the premiere of "Mastering Longevity" produced by NCOA and ITN Productions and the launch of "A Welcoming Place for All" video produced by MCOA. The feature film is "The Age of Love," an alternately poignant and funny look at the search for love among the senior set.

Memorial Walks: On Thursday we will hold the Jan Marble Memorial Walk, and, on Friday, the Roz Clark Memorial Walk, to honor Jan's efforts for the Keep Moving Program and Roz's contributions to the East Longmeadow COA,

the Massachusetts Senior Games and to MCOA. These annual events will begin at 7am and participants are asked to gather at the Resolution Desk. Emmett Schmarsow/EOEA will lead the walks.

In addition we will also offer:

- **CEUs:** We will offer CEUs for Social Workers and RNs on select courses as well as Certificates of Attendance for Activities Personnel and for MCOA Certified Staff. Go to the Resolution Desk for details.
- **Exhibitors/Vendors:** We will have vendor tables on Wednesday and Thursday set up in the Hawthorne Exhibit Hall. A Get-Away Weekend Raffle is available to those who collect enough signatures from these exhibitors.

May I suggest that you first read “Conference Housekeeping” located inside your two-pocket folder for tips and vital information to make this event more enjoyable. For a quick orientation to this event, check out the inside back cover for a map of this facility and inside front cover for the conference timeline.

A Cooperative Venture Thank You’s: The content of this three day conference “Senior Center: A Welcoming Place for All” is truly outstanding. We are grateful to the Massachusetts Executive Office of Health and Human Services and in particular Executive Office of Elder Affairs and Secretary Alice Bonner for support.

Attendees should also note the generosity of our sponsors who help offset the cost of this conference. This year the Executive Office of Elder Affairs, AARP Massachusetts, Blue Cross Blue Shield of Massachusetts, *myseniorcenter*, Alzheimer’s Association of MA and NH, and Tufts Health Plan Medicare Preferred have all returned. Please welcome our new sponsors: Athena Health Care Systems and Senior Living Residences. In addition, there will be many other exhibitors and non-profit vendors in attendance. MCOA encourages everyone to linger and make connections in the Hawthorne Exhibit Hall — **each day there will be different vendors onsite.**

More Thank You’s: I also personally want to single out Emmett Schmarsow and Carole Malone from EOEA for their tireless efforts on behalf of COAs throughout our Commonwealth; and Ruth Grabel and Ben Wood from DPH who have also contributed to make this event a success. In addition, I want to thank members of the Workshop Committee who reviewed over 120 proposals: Chair Donna Popkin, with Emmett Schmarsow, Carole Malone, Ruth Grabel, Linda Kiernan, Joanne Sheehan, Jeanne Teehan, Ashley Springman, Lissa Fontaine, Bethany Loveless, Pam Parkinson, Sheila Ronkin and Becky Moriarty. I am also appreciative of Judy Ramirez who assisted with the Nursing CE; the members of the Local Arrangements Committee co-chaired by Jodi Zepke and Becky Moriarty; our Room Monitor Coordinator Annmary Connor; and our conference chair Becky Moriarty for holding all this together.

Additionally, I wish to recognize the extraordinary efforts and flexibility of our staff: Brenda Griffin, Lynn Wolf, Paul Kingston, Mary Kay Browne, Kathy Bowler and Tom Gagnon. Their hard work and dedication is appreciated. Inviting over 600 of your closest friends for three-day event can be a roller coaster. As you pass any of these individuals at this event, give them a hug and say thanks for a job well done.

MCOA hopes you enjoy this extraordinary event. There will be a time to learn, to find resources and to make connections; but let us not forget that as a trade association we should not only be about advocacy and training but we should also be about support and friendship. Reach out to your peers to vent and to listen. Enjoy this three-day conference: take in some workshops, relax with a walk along the lake, and connect with an old friend.



The Commonwealth of Massachusetts
Executive Office of Elder Affairs
One Ashburton Place, 5th Floor
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October 7, 2015

Dear Colleagues,

I am pleased to welcome you to the 2015 Massachusetts Councils on Aging (MCOA) annual conference. Welcome seems the perfect way to start this letter given the theme of this year's conference: *Making Senior Centers a Welcoming Place for All!*

Each of you plays a vital role in the lives of seniors each and every day. It is fantastic that each year we are able to gather together to celebrate our work and learn from each other, all with the focus on providing vital and engaging opportunities for elders in our communities. You are on the frontlines of providing support, programs and services each day. Today the programs are for you! Eighty compelling workshops have been scheduled over this three day event, and there is something for everyone.

As I've traveled around the Commonwealth in my first 100 days, I have been impressed by your dedication, innovation and energy in the work of delivering quality programs and services to elders that support them in the aging process. As I visit local senior centers I have observed deep commitment, diverse programs, and caring, compassionate services at every level. I have also had the privilege of meeting so many fantastic people.

Our mission at the Executive Office of Elder Affairs is to promote the independence, empowerment and well-being of older adults, individuals with disabilities and their caregivers. You are our valued partners in this essential mission. With adults 65 and over representing the fastest growing age group in the state, we need to be nimble and creative in meeting the expanding needs and challenges that accompany this demographic shift. In response to the concerns and priorities of those I have met in recent months, we have identified six strategic goals: support aging in community; prepare for evolving demographic trends; empower healthy aging; prevent injury, violence, and exploitation; strengthen "no wrong door" access to aging and disability services; and ensure quality, value, and person-centered care. Each of these goals relates to the important work that all of you do.

I am honored to be among you today as we come together to talk about the important issues facing older adults and to plan together for the myriad ways we can support successful aging in the community. Thank you for the opportunity to be a part of this conference. I very much look forward to working closely with you.

Sincerely,

A handwritten signature in blue ink that reads "Alice Bonner".

Alice Bonner



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

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Lieutenant Governor

MARYLOU SUDDERS
Secretary

MONICA BHAREL, MD, MPH
Commissioner

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October, 2015

Dear Colleagues:

I am delighted to welcome you to the 2015 annual MCOA conference. The Massachusetts Department of Public Health (DPH) has been fortunate to maintain a long-standing partnership with MCOA to improve the health and wellness of older adults throughout the Commonwealth.

MCOA and MDPH have a long history of collaboration on lifespan health promotion programs that address issues as varied as chronic disease, falls prevention and behavioral health. One of our most innovative programs involves integrating healthy aging concerns into the built environment.

In the last two years, several councils on aging have partnered with DPH Mass in Motion communities to improve the built environment for older adults. 17 project grantees, representing urban, suburban and rural communities, received grants that sought to address elder's concerns about issues such as walkability, safe streets, recreational opportunities and food access. The concerns expressed generated many action steps and program activities in each community; examples include walk audits, sidewalk and street repairs, and the development of accessible community gardens and increased access to healthy food. The funding also supported the Pioneer Valley Planning Commission to adapt their Healthy Community Design Toolkit to reflect the concerns of older adults in assessing and planning community built environments. I also want to acknowledge the committed and enthusiastic support that the Executive Office of Elder Affairs has brought to this project.

For decades, MCOA has been at the forefront of advocating for vibrant health promotion and disease prevention programs for older adults across Massachusetts. We look forward to collaborating with you in that mission in the future. Best wishes for a successful conference.

Sincerely,

A handwritten signature in black ink, appearing to read "MBharel".

Monica Bharel, MD, MPH
Commissioner

CHARLES D. BAKER
GOVERNOR

KARYN E. POLITO
LIEUTENANT GOVERNOR



COMMONWEALTH OF MASSACHUSETTS
Office of Consumer Affairs and Business Regulation

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JAY ASH
SECRETARY OF HOUSING AND
ECONOMIC DEVELOPMENT

JOHN C. CHAPMAN
UNDERSECRETARY

October 7, 2015

Dear Colleagues:

The Councils on Aging and the Massachusetts Association of Councils on Aging are important fixtures in Massachusetts. You provide the knowledge and resources that enrich the lives of seniors and their families. I write this letter to thank you for your service and passion in your work. You make Massachusetts better.

The Office of Consumer Affairs and Business Regulation seeks to educate consumers about rights and responsibilities in the marketplace. As Undersecretary, I oversee five agencies, the Divisions of Banks, Insurance, Professional Licensure, Standards, and the Department of Telecommunications and Cable. We all aim to ensure a fair market for both consumers and businesses.

It is a pleasure to serve you in this capacity. Governor Baker's vision is to make Massachusetts a better place to live and work. This administration will work to reduce red tape and streamline regulatory requirements. Our goal is to empower consumers to help them make smarter market driven decisions, increase transparency, and eliminate unnecessary regulatory burdens.

At Consumer Affairs, we have a renewed and enhanced effort to reach seniors to discuss scams and identity theft prevention. We have reached hundreds of seniors with face to face presentations on scam spotting, shopping rights, and personal finances in the past few months alone. We continue to see scams targeting seniors, such as scammers pretending to be the IRS and those tricking people into thinking they won a foreign lottery. These schemes are devious—scammers steal money and identities, and often target seniors. But with your help, we are educating consumers about vigilantly protecting themselves, their money, and their personal information.

We will be presenting on a number of consumer issues, including scam spotting, shopping rights and personal finances, among other important topics for seniors at your Fall Conference. I look forward to continuing our work together and shared responsibility to educate and protect consumers of the Commonwealth.

Our office is here to help you, please do not hesitate to contact our consumer information hotline at (617) 973-8787 or visit us online at www.mass.gov/consumer with your questions and concerns.

Sincerely,

John C. Chapman



Better businesses. Smarter consumers.





*The Commonwealth of Massachusetts
Executive Office of Health
and Human Services*

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*Massachusetts Commission
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October 7, 2015

Dear Colleagues,

On behalf of the Massachusetts Commission for the Deaf and Hard of Hearing (MCDHH), we are pleased to welcome you to the 2015 Massachusetts Association of Councils on Aging conference.

Here in Massachusetts, an estimated 546,022 of us are deaf, hard of hearing, or late-deafened. And, recent national statistics estimate that across the United States, one of every five of us is deaf, hard of hearing, or late-deafened. MCDHH is your "go to" point of contact for progressive, protective, and innovative resources to serve deaf, hard of hearing, and late-deafened people in an extensive range of human service, healthcare, safety, legal, education, and economic settings and with accommodations required under the Americans with Disabilities Act. We are committed to communication, education, advocacy, and partnerships with which Massachusetts is becoming fully accessible to all who are deaf, hard of hearing, and late-deafened.

We are especially pleased to invite you to join us in the October 7th afternoon workshop, "How to Prevent Isolation among Elders with Hearing Loss." Our presenter, Jonathan O'Dell, brings you the most current and effective strategies from his extensive work as Assistive Technology Manager/ Training Specialist here with the Massachusetts Commission for the Deaf and Hard of Hearing.

From all of us at MCDHH, thank you for joining us; warmest wishes for a most enjoyable conference.

Very sincerely,

Heidi L. Reed
Commissioner



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October 7, 2015

Dear Colleagues,

On behalf of the Massachusetts Commission for the Blind (MCB), we are pleased to partner with and support the Massachusetts Association of Councils on Aging.

MCB's mission is to provide the highest quality rehabilitation and social services leading to independence and full community participation. Over the past century, MCB has successfully assisted thousands of individuals and we look forward to sharing our resources both at this conference and in the years to come. Some examples of our services include case management, orientation and mobility, rehabilitation teaching, as well as provision of low vision evaluation and devices. Services are planned and provided individually, based on the person's unique needs as determined through an in-home functional assessment. The primary goal of MCB's services is to assist blind individuals to live as independently as possible in the community.

The MCB Blind Reintegration for Independence, Development, and Growth for Elders (BRIDGE) Program provides independent living services to elders aged 55 and older who are legally blind. Services are directed toward the better management of secondary disabilities which build upon and complement other agency services that the consumer may be receiving. Services are provided without regard to income, but are subject to the availability of federal grant funds at any given time. BRIDGE case workers conduct site visits with consumers to assess service needs, to develop rehabilitation plans, and to provide follow up services. Families are encouraged to participate in the process. Some of the programs provided by BRIDGE include Peer Support Groups and Essential Skills training classes to increase elder's independence within their living environments. Information and referrals both within and outside of MCB include advocacy, training in diabetes management, recommendation and instruction in the use of low-vision devices that are provided by MCB.

As a partner, the Commission for the Blind is committed to working with our colleagues in the aging and health care networks to provide the very best rehabilitation services. We welcome this opportunity to meet our new partners and look forward to successful collaborative work that will improve the quality of life for those we collectively serve. Thank you for the opportunity to be part of this conference.

Paul Saner

Commissioner

Kurt Czarnowski, President

Chester Jakubiak, Executive Director

October 7, 2015

Dear David,

The Massachusetts Association of Older Americans (MAOA) is pleased to join with you again this year in what promises to be another excellent MA Association of Councils on Aging and Senior Center Directors (MCOA) annual Fall Conference. The wonderful range of educational offerings available at *Creating A Welcoming Place for All* is a tribute to its planners, MCOA leadership and its members. Thank you for again inviting us to be part of it.

MAOA and MCOA have worked together since the beginning of the senior center movement nearly five decades ago on health care, economic security, service funding, caregiver support and on the dignity of aging and preservation of independence during later life. The growth of COAs and Senior Centers - steered by the vision, hard work and persistence of MCOA's leaders and members - gives our state a vital local base to respond to social, economic, and health challenges of our aging population.

We are proud that MAOA, with your support, has been a leader in geriatric mental health training and advocacy in Massachusetts for over three decades. In addition to the high quality, affordable conferences we offer annually at sites across the state, we participate in events offered by other organizations, pursue a vigorous legislative agenda, and provide educational and resource material to expand the boundaries of access to mental health care for elders.

As you know, MAOA is also a pioneer in the use of the MA Elder Economic Security Index (EESI) developed at the Gerontology Institute at UMASS-Boston for Wider Opportunities for Women (WOW), MAOA's national elder economic security partner. The EESI guides our strong elder economic security education and advocacy program and provides a base to underpin legislative efforts to achieve a measure of economic justice for our state's struggling seniors. The Special Legislative Commission on Elder Economic Security will soon release its report. MAOA very much appreciates the support MCOA and so many of our mutual colleagues have given to this effort. Thank you!

Thank you for again for the opportunity to be with you at this terrific conference. MAOA looks forward to continuing our partnership with MCOA and its members as we pursue our mental health and economic security agenda and as senior centers continue to grow, to thrive and to innovate.

Yours truly,

Chet Jakubiak
Executive Director

Kurt Czarnowski
President



October 2015

Dear Colleagues,

Thank you for the great work you do for seniors in Massachusetts!

On behalf of the National Council on Aging, I want to welcome you to the Massachusetts Councils on Aging conference.

I'm excited to be spending this time with you to explore cutting-edge ideas on how to strengthen our nation's senior centers. NCOA has been a champion of senior centers since 1970, and we're eager to help plot an even brighter future.

Every day, your centers help thousands of older adults improve their health, maintain their economic security, live independently, and stay active in their communities. At NCOA, we share these same goals.

If you haven't already, I encourage you to visit us at www.ncoa.org and sign up to join our journey to improve the health and economic security of 10 million older adults by 2020.

Enjoy the conference, and I look forward to our continued good work.

Sincerely,

A handwritten signature in black ink that reads "James Firman". The signature is written in a cursive, flowing style.

James Firman, EdD
President & CEO
National Council on Aging



October 2015

Dear Senior Center Professionals,

I am delighted to welcome you to a fantastic conference and the beginning of a valuable conversation!

The Massachusetts Association of Councils on Aging offers one of the best training opportunities in the country. It will be evident during this conference as it delivers excellent learning and networking opportunities for attendees. And this year's theme, *Making Senior Centers a Welcoming Place for All* invites us all to reflect on how we can do more and inspires us to take action.

Consider sharing what you learn at this conference with others at the national level. Share the theories, tips and training that will make all senior centers welcoming to all. NISC is the only national organization solely focused on the needs of senior center professionals like you. We are setting the standard for the future of senior centers. NISC supports a network of over 2,500 senior center professionals through:

- **Professional Development & Networking**
Seven NISC Teams allow professionals to advance the senior center field, share ideas, and grow in their careers.
- **Promising Practices**
The annual NISC Programs of Excellence Awards recognize outstanding senior center programs that others can replicate. Webinars, community education programs, and signature programs like the Aging Mastery Program®, allow centers to better serve seniors.
- **Standards & Accreditation**
NISC offers the country's only National Senior Center Accreditation Program, which provides official recognition that a senior center meets nine established standards of operations. More than 250 centers nationwide have been accredited.
- **Advocacy**
With NCOA policy staff, NISC members give voice to the older adults they serve in order to strengthen and protect important public programs.

Join us! We invite you to become a NISC member today. Visit us at www.ncoa.org/NISC to see all the possibilities.

Enjoy the conference!

Sincerely,

A handwritten signature in black ink that reads "Maureen O'Leary". The signature is written in a cursive, flowing style.

Maureen O'Leary
Program Manager
National Institute of Senior Centers



October 2015

Dear Colleagues,

Welcome!

I hope you continue to use NCOA's online tools designed to help older adults stay healthy and economically secure.

Massachusetts senior centers have access to two unique versions of BenefitsCheckUp®—the nation's most comprehensive online screening service for benefits programs. BenefitsCheckUp® connects older adults to more than 2,000 benefits programs that can help them pay for food, medicine, utilities, and other daily expenses.

- **BenefitsCheckUp® Massachusetts** (www.BenefitsCheckUp.org/MCOA) is designed for professionals and consumers here in Massachusetts to connect older adults to local, state, and federal programs.
- **BenefitsCheckUp® NISC** (www.BenefitsCheckUp.org/NISC) is designed specifically for senior center professionals and volunteers to screen their participants for benefits.

Since 2001, BenefitsCheckUp® has helped more than 4.3 million people find over \$15.4 billion worth of benefits. Use it to help the seniors you serve!

Have a great conference.

Sincerely,

Marlene Schneider
Vice President of Decision Support Services
National Council on Aging



**Center for Aging and Disability
Education and Research**
Boston University School of Social Work

Dear Colleagues:

The Center for Aging and Disability Education and Research (CADER) at Boston University School of Social Work is pleased to announce the second year of our behavioral health training program. The program is funded by the Massachusetts Department of Public Health (DPH) Suicide Prevention Program and is offered in partnership with the Massachusetts Councils on Aging and the Executive Office of Elder Affairs. This fall, 75 staff members from Councils on Aging in Northborough/west, Lawrence/north, and Greater Boston will have an opportunity to earn a *Certificate in Behavioral Health and Aging* from CADER at Boston University. By participating in this training program, COA staff will enhance the competencies needed to effectively identify and respond to older adults with mental health and substance use concerns, increase mental wellness and resilience, and further the prevention of suicide. This program will consist of a “blended model” of online learning and face-to-face training. CADER will offer four online courses for 15 hours of training and two, two hour face-to-face sessions at the beginning and end of the program. All participants will earn a total of 19 hours of training and a Certificate of completion awarded by BU. This training program is generously funded by DPH and CADER and will be offered at no cost to you or your agency.

Participants select a region that is most convenient to them. The face to face sessions will occur: Region 1- October 20 from 10:00am- 12:00pm at the Northborough COA, Region 2- October 27, from 10:00 am-12:00 pm at the Lawrence COA and Region 3-November 4 from 10:00 am-12:00 pm at Boston City Hall. The second and final face to face session will take place in March (date to be determined). If you have any questions, please contact Kathy Kuhn at kkuhn@bu.edu or 617-358-2632. For more information about CADER and our online programs, please visit our website cader@bu.edu. We look forward to your participation in this program and furthering the knowledge and skills needed to work with older adults.

Sincerely,

Bronwyn Keefe, MSW, MPH, Ph.D.
Research Assistant Professor
Associate Director, CADER

Kathy Kuhn, MSW, LICSW
Director of Workforce Development, CADER



October 2015

Dear Friends,

The LGBT Aging Project is so pleased to be part of yet another terrific MCOA Conference. We hope you'll have a wonderful time connecting with your colleagues and learning from each other.

The LGBT Aging Project
A program of The Fenway
Institute

Lisa Krinsky, LICSW
Director

Bob Linscott, MTS
Assistant Director

We continue to work with many Councils on Aging and Senior Centers and see the success in training staff and creating programming that is inclusive of lesbian, gay, bisexual and transgender older adults and caregivers.

We applaud your efforts to make Senior Centers "Welcoming to All" and hope that this conference will offer you many new tools to ensure that older adults in your communities are treated with the dignity and respect they deserve.

Have a wonderful time at this conference – your time away with colleagues and the new possibilities to expand the work you do!

Sincerely,

A handwritten signature in blue ink that reads "Lisa Krinsky, LICSW".

Lisa Krinsky, LICSW
Director, LGBT Aging Project

the healthy living Center of Excellence



October 7, 2015

Dear Friends and Colleagues,

On behalf of Elder Services of the Merrimack Valley, Hebrew SeniorLife and the Healthy Living Center of Excellence, we welcome you to the 2015 MCOA annual conference.

The Healthy Living Center of Excellence seeks to promote the integration of evidence-based healthy living programs within the health care delivery system. Over the years, MCOA and its members have been integral partners in achieving this mission. More than a fourteen healthy aging programs have been disseminated throughout the Commonwealth, with Councils on Aging from Berkshire County to the Cape and the Islands acting as host sites. Approximately 3,500 older adults are reached annually, many with multiple chronic health conditions.

Through programs like Stanford's Chronic Disease Self-Management Program, Diabetes Self-Management, A Matter of Balance, Healthy Eating for Successful Living, Enhanced Wellness, Powerful Tools for Caregivers, and Healthy IDEAS, Massachusetts seniors develop skills that allow them to more confidently partner with their health care team in managing their ongoing health challenges. We invite you to join us at the conference on Wednesday, October 7 to learn more about evidence-based programs in Massachusetts, as well as here examples of how these programs have been integrated with health care delivery systems. If you are unable to join us on Wednesday, please visit our website, www.healthyliving4me.org or contact us directly to learn how you can bring these meaningful programs to your communities.

Best wishes for a wonderful conference.

Sincerely,

Joan Hatem-Roy

Associate Director, ESMV

Jennifer Raymond

Dir., Healthy Living Center of Excellence

MASSACHUSETTS MUNICIPAL ASSOCIATION
HUMAN SERVICES COUNCIL
Helping Local Government Improve the Quality of Life for All

October 2015

Dear MCOA Colleagues:

Welcome to MCOA's Annual Conference: *Making Senior Centers a Welcoming Place for All!*

EOHHS dignitaries, keynote speakers and workshop providers featured this year are truly experts in their fields with a great deal to share! At the end of the conference, you will take back innovative ideas, "best practices", and practical information designed to help you, your staff and your community's elders grow.

On behalf of **MMAHSC** (formerly LOHSC) -- the human services affiliate of the Massachusetts Municipal Association -- I invite you to join us. Our partnership with MCOA continues to grow; our members always welcome the opportunity to co-sponsor events designed to help COA and municipal Human Services staff provide vital services to their communities. Access to physical and mental health services, crisis intervention, housing/homelessness, shrinking budgets, access/mobility limitations, emergency preparedness and other areas of "human services" affect every population subset -- regardless of age or ability.

Thanks to MCOA President **Joanne Moore**, MCOA Executive Director **David Stevens** and the entire **MCOA staff** for their terrific work putting together this year's conference!

Best regards,



Cynthia Wallquist

President

One Winthrop Square Boston, MA 02111 (617) 426-7272



Timothy J. O'Brien
Senior Vice President, Sales and Marketing

October 2015

Dear Friends:

It is with much appreciation that we welcome you to the Massachusetts Association of Councils on Aging 2015 Fall Conference.

We are honored to sponsor this year's event. The outstanding work you do is a tribute to your passion for helping seniors.

Like you, we're advocates for seniors, which is why we offer an extensive selection of Medicare Advantage and supplemental health insurance plans. Through us, seniors can get the care and support they deserve, at a cost that's affordable.

On behalf of everyone at Blue Cross, we hope you enjoy your time at the conference, and walk away with valuable insight on how to better support senior centers.

Sincerely,

Timothy J. O'Brien

T :: 617.246.7663 F :: 617.246.7883 E :: timothy.o'brien@bcbsma.com
101 Huntington Avenue, Suite 1300 | Boston, MA 02199-7611 | www.bluecrossma.com

153382

Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association

Dear MCOA Conference Attendees,

AARP Massachusetts is pleased to sponsor the 2015 MCOA Annual Fall Conference in Sturbridge, and we look forward to continuing our collaborative work with you to support the 50+ population in Massachusetts.

This year, AARP Massachusetts worked alongside MCOA and other advocates to secure funding in 2016 for Councils on Aging, home and community based care programs, long term services and supports, and elder protective services. AARP Massachusetts advocates are also working to advance CARE Act legislation to better support family caregivers.

We hope you will enjoy our exciting workshops at this conference. Through a Life Reimagined Checkup, you will learn more about “What’s Next?” in your life through a powerful step-by-step approach that turns goals and dreams into real possibilities. We also hope you enjoy the session on Age-Friendly Communities, which helps participating communities become great places for all ages by adopting such features as safe, walkable streets; better housing and transportation options; access to key services; and opportunities for residents to participate in community activities.

The conference theme, “Making Senior Centers a Welcoming Place for All” aligns well with our program offerings, which offer excellent partnership potential with local Councils on Aging sites:

- **AARP Fraud Watch Network presentations** provide information about protecting against identity theft and scams.
- **AARP Driver Safety Program** four-hour refresher course helps drivers remain independent and stay safe on the roads.
- **Life Reimagined checkups** help you methodically navigate life’s transitions.
- **AARP Foundation Tax-Aide** is the nation’s largest, free, volunteer-run tax preparation and assistance service serving low- and middle-income taxpayers, with special attention to those aged 60 and older. The season starts Feb 1, 2016.
- **HomeFit workshops** provide education about free and low-cost home modifications that help allow those age 50+ to remain in their homes as long as possible.
- **AARP Massachusetts Social Media workshops** offer entry-level lessons on navigating popular social media sites. Those 50+ are also encouraged to join our growing social community and become active contributors.

Thank you. We look forward to our continued partnership as advocates for all 50+ residents of the Commonwealth.

Sincerely,



Sandra Albright

State President, AARP Massachusetts



Michael E. Festa

State Director, AARP Massachusetts

AARP
Real Possibilities

www.alz.org/MANH

**Massachusetts/
New Hampshire Chapter**
480 Pleasant Street
Watertown, MA 02472

617 868 6718 p
617 868 6720 f

**Southeastern Mass
Cape Cod & the Islands**
Village South Plaza
473 South Street West
Raynham, MA 02767

508 880 0055 p
508 880 0056 f

Central Mass
128 Providence Street
Worcester, MA 01604

508 799 2389 p
508 799 2653 f

Western Mass
264 Cottage Street
Springfield, MA 01104

413 787 1113 p
413 787 1109 f



New Hampshire
166 S River Road
Bedford, NH 03110

603 606 6590 p
603 606 6803 f

September 11, 2015

Dear Friends,

The Alzheimer's Association is pleased to partner with the Massachusetts Council on Aging once again for this important conference!

We have welcomed the opportunities to collaborate with MCOA and local Councils on Aging/Senior Centers to provide programs in the community for those living with the challenges of Alzheimer's disease and related types of dementia. All those programs are provided free of charge. We have also appreciated the opportunity to provide our programs for COA professional staff.

The Alzheimer's Association is the leading voluntary health organization for the care and support of families and people living with Alzheimer's or a related dementia, as well as cutting edge research. Last year, our 24/7 Helpline responded to more than 10,000 calls, providing resources and support to those dealing with this challenging disease.

Alzheimer's is a growing health care crisis. If we are going to turn the tide, we all need to be involved. We are grateful to the local COAs and Senior Centers who have stepped up and joined us in our vision of a world without Alzheimer's. This past year, the MCOA chose the Alzheimer's Association, MA/NH Chapter as a charity partner and participated in the Walk to End Alzheimer's. We thank the MCOA for activating communities across the state, mobilizing for the Walk to End Alzheimer's. More than 25,000 people attended our 11 Walks in September. Details can be found on www.alzwalkMANH.org.

For more information about our programs and services, please stop by our exhibitor table here or call us at 617.868.6718. We hope that you enjoy the conference!

James Wessler
President and CEO

Welcome!

At MySeniorCenter, we've had the great pleasure of working with many of you for the past ten (gasp!) years and we look forward to having fun with you this week.

We consider ourselves a lucky group of people. We get to visit hundreds of Senior Centers around the country every year. While no two Centers are alike, you all have something in common: you do great work for your communities. We're grateful for all that you do and it inspires us at MySeniorCenter to do what we do – which is to make your jobs easier.

If you get a chance, stop by to see us in the **Exhibit Hall on Wednesday and Thursday**. We have some really cool things to demonstrate; including new report formats, an updated version of Voice Connect (allows you to make phone calls directly from MySeniorCenter), updated MyActiveCenter and **NEW TOUCHSCREEN SOFTWARE!!**

Also, we have a **session on Wednesday at 2:15 with Andy from UMass Lowell** where we'll talk about our efforts to **codify** various parts of the programming process. It's the first step towards getting a better sense of overall **health and well-being outcomes**. Then at **4:00 that same afternoon Eric and Chris** will lead a **power user training class**. They'll show you how to take advantage of under-utilized features to maximize the benefit you get from MySeniorCenter. You won't want to miss it!

Have fun!



Dear Colleagues,

On behalf of Tufts Health Plan, welcome to the 2015 annual Massachusetts Association of Councils on Aging (MCOA) and Senior Center Directors conference. Tufts Health Plan is honored to be part of the “Making Senior Centers a Welcoming Place for All” conference.

As an invaluable community resource, the MCOA continues to be at the forefront of promoting healthy aging for the Massachusetts senior population. The MCOA’s extensive services and programs provide seniors in Massachusetts with the opportunity to take an active role in their well-being, lifestyle choices and healthcare decisions.

Along with the MCOA, Tufts Health Plan is proud to be a part of the Massachusetts healthcare community, and we extend our best wishes for a successful conference.

Sincerely,

A handwritten signature in black ink that reads "Patty Blake". The signature is written in a cursive, flowing style.

Patty Blake
President, Senior Products
Tufts Health Plan



October 2015

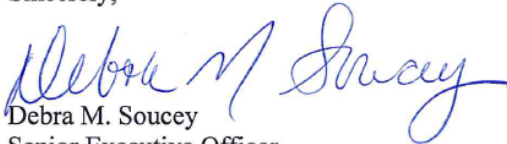
Dear Friends and Colleagues,

On behalf of Athena Health Care Systems, welcome to the Massachusetts Association of Councils on Aging (MCOA) and the Senior Center Directors 2015 Annual Conference.

Athena is proud to be a sponsor of this conference and support the mission of the MCOA and Senior Center Directors in striving to improve the programs and services available to our senior population. We would also like to acknowledge and thank David Stevens, MCOA Executive Director, and Kathy Bowler, Exhibit Manager, for their efforts in putting this conference together.

We wish MCOA and the Senior Center Directors success with the conference and their future endeavors.

Sincerely,


Debra M. Soucey
Senior Executive Officer

135 South Road • Farmington, CT 06032 • 860.751.3900 • Fax 860.751.3905
athenahealthcare.com



October 7, 2015

Dear Friends,

Senior Living Residences envisions Dementia Friendly Communities across Massachusetts where residents are educated about dementia, business owners and municipal employees are trained on how to assist customers with memory loss, and people with dementia feel safer and remain independent for as long as possible.

Diseases such as Alzheimer's and Parkinson's do not affect someone suddenly; it happens gradually over many years. Someone who has dementia may understand that they are slipping and are very likely terrified by it. They may feel shame because it is not well understood. They may feel embarrassed when they exhibit confusion in public places. Many of those who live alone with dementia stop going out because they feel less confident and are less likely to be social, a crucial element in coping with dementia.

If we can help promote a "dementia friendly" community where we support those living with dementia, we can help them maintain their community connections. Being Dementia Friendly depends on recognizing the signs of dementia and learning to support and communicate in a way that helps those affected feel valued and comfortable so that they live better, more fulfilled lives.

This is why we are so pleased to be able to bring our Dementia Friendly Massachusetts program to this year's MCOA Conference. We hope that you will not only join us for our Train-the-Trainer program, but that you will also join the larger Dementia Friendly Movement that is spreading across the globe.

Learn more about our vision for a Dementia Friendly Massachusetts at www.DementiaFriendlyMass.org or join us for our Friday Presentation.

Robert F. Larkin, President
Senior Living Residences

Wednesday Activities: October 7th

7:00am–9:00am	Continental Breakfast
8:00am–5:00pm	Registration Desk & Resolution Desk Open
8:00am–5:00pm	Exhibitors Hall Open, Hawthorne Exhibit Hall
9:00am–10:15am	Workshop Session I
10:15am–10:45am	Break, Hawthorne Exhibit Hall
10:45am–12:00pm	Workshop Session II
12:00pm–1:00pm	Lunch, Hawthorne Exhibit Hall
1:00pm–2:00pm	Plenary Session
2:15pm–3:30pm	Workshop Session III
3:30pm–4:00pm	Break, Hawthorne Exhibit Hall
4:00pm–5:15pm	Workshop Session IV
6:00pm–10:00pm	Networking Reception

Wednesday, October 7, 2015

Workshop Session I 9:00am – 10:15am

W1-1 Can We Talk? Practical Communication Skills, part 1

Brookfield

1 Nursing CEU, 1 SW CE

Do you ever feel like you're not getting through to people? Or think you've understood someone, only to find out you didn't. Does it ever seem like you're having the same conversation over and over again? If the answer is yes, this program is for you. Learn fundamental communication skills; explore different styles of communication and practice adapting your style to the situation; find out how to lower the emotional 'temperature' when communication heats up. The techniques you'll learn and practice will make sure what you say is what they get (and vice versa). Demonstrations, small groups, and role-plays will help you listen, speak, and be heard with more ease and effectiveness.

Pam Kristan, Principal, Pam Kristan Consulting

W1-2 Community Response Program

Cheshire

Over sixty percent of people with Alzheimer's or a related disorder will wander. Over half of all wanderers who are not found within the first 24 hours suffer serious injury or worse. The Melrose Police Department developed the Silver Alert Community Response Program in order to improve its ability to locate a lost person with dementia and return her safely home. Information on people enrolled in the program, including a recent photo, is available to patrol officers immediately after the person is reported missing, so that search procedures may begin when the chance of a successful outcome is greatest. This workshop will describe the experience in Melrose and eleven other cities piloting the program, offering productive ideas for councils on aging to collaborate with their local police departments to improve safety surrounding dementia and wandering.

Chief Michael Lyle, Melrose Police

Lt. Robert Sojka, Massachusetts State Police

Wednesday, October 7, 2015

Workshop Session I *continued* 9:00am – 10:15am

W1-3 Create and Refresh Programs to Attract Participants

Abbington

Innovative programming can bring participants to your facility. Learn some concrete ideas to transform your senior center, stimulate growth, and create community. Find out where you can look for inspiration, how to create a new twist on your regular programming, and how partnerships and collaboration can bring a new excitement to your senior center programs. Feel the energy in a “hands-on” demonstration.

Susan Lather, Director, Enfield Senior Center

Rick Liegl, Senior Affairs Administrator, Meriden Senior Center

Debra Voelker, Program Director, Wallingford Senior Center

W1-4 Certified Older Adult Peer Specialists: A New Approach to Engaging Seniors

Charlton

1 Nursing CEU, 1 SW CE

This session will explain an exciting new program in MA, training older adults who have lived experience with mental health or substance use challenges, to work with older adults who may have issues with anxiety, depression, hoarding, or substance use. The older adults share their personal experiences overcoming these issues, to offer hope to older adults and to say "I have been where you are". The state of PA developed the curriculum along with UPenn, and have placed certified older adult peer specialists in mental health settings, senior centers, senior housing complexes, and other community locations.

Robert Walker, Office of Recovery and Empowerment, MA Department of Mental Health

W1-5 A Federal Overview of Elder Abuse, Neglect & Exploitation and Identified Best Practices and Innovations

Executive

Assistant Secretary on Aging Kathy Greenlee has made it a priority to focus on the prevention of Elder Abuse, Neglect & Exploitation. Over the course of the past year the Administration for Community Living published the Elder Justice Roadmap, and established a new Office of Elder Justice and Adult Protective Services. In addition, President Obama signed the omnibus spending bill securing federal appropriation for the Elder Just Act – inclusive of \$4 million for a new initiative aimed at providing competitive grants to States to test and evaluate innovative approaches to preventing and responding to elder abuse. The presentation will provide an overview on the topic to date and will highlight current information on Elder Abuse, Neglect & Exploitation Prevention from a federal perspective. In addition, information on innovations and best practices in combatting Elder Abuse, Neglect & Exploitation from around the country will also be shared. Details will be presented on how best practices could be replicated at the state and local level.

Jennifer Throwe, MSW, CIRS-A, Aging Services Program Specialist, US Administration for Community Living

This Conference Booklet was generously sponsored by



Wednesday, October 7, 2015

Workshop Session I *continued* 9:00am – 10:15am

W1-6 Meeting the Needs of Elders Caring for Disabled Adult Children

Sturbridge

1 Nursing CEU, 1 SW CE

The median age of the United States population has been rising since 1970 and it is expected to continue to rise into the mid-21st century. In addition, there has been a significant increase in the survival of individuals born with intellectual and developmental disabilities. When you combine these increases with the statistic that 25 to 50% of caregivers do not use external services to assist them in caring for their disabled adult children, the issue arises as to what is the role of the Council on Aging and Senior Centers in assisting this underserved population. The focus of this workshop will be to address the role of the attendee in developing advocacy and utilizing innovative programs for this population's unique needs.

CherylAnn S. Owoc, RN, BSN, MEd AFC Nurse/Nurse Educator

Sarah Proctor, Sales & Marketing Coordinator, The Arc of Opportunity in North Central Massachusetts

Kathleen Mehl, Admissions Coordinator, The Arc of Opportunity in North Central Massachusetts

W1-7 Fun with the Food Label: What should seniors know?

Brimfield

1 SW CE

This fun-filled presentation will help you demystify the food label and learn easy ways of using it to make more healthful food choices. Learn which ingredients to look for and steer away from, and one simple way to quickly evaluate food labels when shopping. The program will share helpful tips for seniors and caregivers.

Tricia Silverman, RD, LDN, MBA

W1-8 CFPB'S Office for Older Americans: Your Partner in Raising Awareness and Building Strength Oxford

The federal Consumer Financial Protection Bureau is working to raise awareness and build a shared vision across diverse networks to make it more difficult to exploit older Americans. Learn about the resources currently available to support your efforts, first to prevent elder financial exploitation, and then to respond efficiently.

Nora Dowd Eisenhower, Assistant Director, Office for Older Americans - Consumer Financial Protection Bureau

Tami Lucero, Outreach Coordinator, Office for Older Americans - Consumer Financial Protection Bureau

W1-9 "Money's Too Tight to Mention" –But We Must Anyway! *Tips and Tools for Providing More Financial Education and Assistance*

Danforth

Elder Economic Insecurity, and the severe stress it causes, has many roots. An older adult's fixed annual income may be too low to pay for growing property taxes, *and* home energy, *and* home maintenance *and* fresh food costs! Both new and experienced staff of COAs may want to improve their personal and/or organizational capacity to help older adults enroll in financial assistance programs. Also, solutions in the pipeline will be previewed. In this workshop, you'll learn how to prioritize solutions based upon the potential size of the financial relief available, and you'll take away tools that can increase your capacity to conduct economic outreach, education, and counseling activities for your elderly community residents.

Experts in Benefits Counseling Moderated by Mary Kay Browne

Wednesday, October 7, 2015

Workshop Session I *continued* 9:00am – 10:15am

W1-10 Defining the Massachusetts' Aging and Disability Resource Consortia, No Wrong Door System

Seminar

COA directors, outreach workers and volunteers please join us and learn more about the Aging and Disability Resource Consortia (ADRCs) as a valuable resource that can help you better serve the members of your community. Through collaboration with your regional ADRC you can strengthen your ability to help consumers access long term services and supports to live independently in the community setting of their choice. Participants will gain a better understanding of what an ADRC is, of the No Wrong Door (NWD) model in Massachusetts, and of Options Counseling as one of the core function of the ADRCs. ADRC staff will share their experience working with COAs, providing examples of how teamwork has benefitted both COAs and ADRCs in serving consumers across aging and disability. Meet your state and local ADRC colleagues to share experiences about how working together we can provide streamlined access to long term services and supports to consumers, caregivers and family members.

Carole Malone, Assistant Secretary of Elder Affairs, Executive Office of Elder Affairs

Ann Shor, Director of Independent Living Services, Massachusetts Rehabilitation Commission

Rachel Weiner, Option Counseling Program, Director, Executive Office of Elder Affairs

Marylouise Gamache, Statewide ADRC Coordinator, Executive Office of Elder Affairs

Refreshment Break 10:15 to 10:45

Hawthorne Exhibit Hall

Wednesday, October 7, 2015

Workshop Session II

10:45am – 12:00pm

W2-1 Peer Specialists in the Older Adult Care Workforce: An Idea Whose Time Has Come

Oxford

1 SW CE

The presentation is on the emerging practice of employing Peer Specialists in the Mental Health and Elder Care Workforce. The workshop discusses the presenter's experience as a recipient of mental health services, and talks about the emerging practice of peer support and recovery in the mental health system, and the lessons learned which are applicable to older adult care. The workshop will also present some of the exciting endeavors taking place in MA to integrate peers in older adult services.

Robert Walker, Office of Recovery and Empowerment, MA Department of Mental Health

Wednesday, October 7, 2015

Workshop Session II continued 10:45am – 12:00pm

W2-2 Can We Talk? Practical Communication Skills, part 2

Brookfield

1 Nursing CEU, 1 SW CE

Do you ever feel like you're not getting through to people? Or think you've understood someone, only to find out you didn't. Does it ever seem like you're having the same conversation over and over again? If the answer is yes, this program is for you. Learn fundamental communication skills; explore different styles of communication and practice adapting your style to the situation; find out how to lower the emotional 'temperature' when communication heats up. The techniques you'll learn and practice will make sure what you say is what they get (and vice versa). Demonstrations, small groups, and role-plays will help you listen, speak, and be heard with more ease and effectiveness.

Pam Kristan, Principal, Pam Kristan Consulting

W2-3 Consumer University

Charlton

Consumer University provides educational information about consumer rights and responsibilities in Massachusetts. Topics include data security, identity theft prevention, spotting and avoiding scams, personal finances, and shopping rights. Also touched upon are consumers' legal options and safety at home and away.

Joanne Campo, Deputy General Counsel, Office of Consumer Affairs and Business Regulation

Julian Smith, Consumer Research and Programs Coordinator, Office of Consumer Affairs and Business Regulation

W2-4 Addressing Loss and Grief in Your COA: A Gentle and Practical Approach

Abbingdon

1 Nursing CEU, 1 SW CE

COAs, by the nature of the populations they serve, deal with loss on a regular basis. Both the members and the staff must cope with the effects of loss in their community, but often don't know what to do or say. This workshop will help all attendees understand the effects of grief and loss and will provide practical ideas for addressing the shared experience of loss as a community.

Ann Geagan, LICSW, Director of Bereavement, HopeHealth

Melissa Roberts Weidmann, Director of Community Relations and Outreach, HopeHealth

W2-5 Programs for Dual Eligible Consumers

Brimfield

1 Nursing CEU, 1 SW CE

This workshop will present basic information about 3 programs for people 21 to 64 and over 65 and over who have Medicare and Medicaid. It will provide updated facts and figures, an assessment of the success and challenges of the programs and allow participants to hear from program members.

Cindy Phillips SHINE, Executive Office of Elder Affairs, on the One Care Program,

Susan Cicciariello, Executive Office of Elder Affairs, on the SCO Program

Elizabeth Bradley, Executive Office of Elder Affairs, on PACE

Wednesday, October 7, 2015

Workshop Session II continued 10:45am – 12:00pm

W2-6 Reducing Falls Risk and Managing Chronic Diseases through Evidence Based Programming Seminar

Elder Services of the Merrimack Valley was awarded a 2 year Administration for Community Living (ACL) grant to implement evidence based programming to reduce falls in Massachusetts. One evidence based program being disseminated through the falls prevention grant is A Matter of Balance (MOB). MOB is an evidence based falls prevention program designed to reduce the fear of falling and increase the activity levels of older adults who have concerns about falls. One out of three older adults (65 and older) falls each year but less than half talk to their healthcare provider about it. This program will discuss our grant activities and how Falls Prevention Programs and Chronic Disease Self-Management programming can come together to promote more effective healthy aging strategies.

Melissa Donegan, LSW, Assistant Director, Healthy Living Center of Excellence

Susan Poludniak, RD, LDN, Healthy Living Program Manager

W2-7 Engaging and Empowering Individuals with Mild Alzheimer's

Cheshire

1 Nursing CEU, 1 SW CE

People with early-stage Alzheimer's disease are a growing population with unique needs that are under-served by traditional senior services. This presentation will highlight the needs of individuals in the beginning stages of Alzheimer's disease and discuss best practices for developing social engagement programs. Opportunities for collaboration with the Alzheimer's Association will be offered.

Nicole McGurin, Clinical Services Director, Alzheimer's Association MA/NH Chapter

Melody Bushmich, Engagement Coordinator, Alzheimer's Association MA/NH Chapter

W2-8 Reaching Everyone: Ensuring That Your Programs and Services are Inclusive and Accessible

Danforth

1 Nursing CEU, 1 SW CE

Learn how you can make your programs and services accessible and welcoming to everyone, whether or not they identify as a person with a disability! You have definitely been working with people with disabilities all along - many older adults don't see, hear or walk as well as they used to, but still shy away from the "disability" label. They still want to be included in your programs and services, and you still want to reach them! Find out how to improve the health and well-being of all of your consumers through inclusion and thoughtful planning. This session will focus on working comfortably and in a culturally respectful manner with consumers with disabilities and functional needs, with opportunities to share your experiences. The session will also build awareness of health disparities between people with and without disabilities in Massachusetts.

Rachel Tanenhaus, Program Coordinator, Health and Disability Program, MA Department of Public Health

This Conference Booklet was generously sponsored by



Wednesday, October 7, 2015

Workshop Session II continued 10:45am – 12:00pm

W2-9 The Rainbow Room: Creating LGBT Friendly Programs in Senior Centers

Executive

How do you make your existing senior center welcoming for lesbian, gay, bisexual and transgender (LGBT) older adults without changing the current climate of your center? This workshop will walk participants through the steps to develop and launch a variety of LGBT friendly programs that vary from rotating regional events with neighboring senior centers to integrated ongoing programs in your center. Additional topics will also include strategies for LGBT outreach and integrating LGBT seniors with current participants. Participants in this workshop will have an opportunity to examine the soon-to-be released LGBT Module for MCOA's State-wide Initiative "A Welcoming Place For All".

Bob Linscott, Assistant Director, LGBT Aging Project, Fenway Institute

Maryanne Ryan, Outreach Worker Orleans COA

**W2-10 Partnering with Your Local Emergency Management Agency to Strengthen
Community Care and Support during Disasters**

Sturbridge

Emergency preparedness, response and recovery is the shared responsibility of our whole community. Although local Emergency Management Agencies (EMAs) have overall responsibility for ensuring their community is prepared to withstand, respond to, and recover from all types of emergencies and disasters, community organizations, such as local Councils on Aging (COAs) and other aging service providers also have an important role in servicing and supporting their community in times of disaster as these organizations have resources, expertise and programs that can be a critical source of assistance to EMAs and the community.

This presentation will include; a high level overview of how emergencies are managed locally and the role of local Emergency Management Agencies, guidance on how aging service providers can partner with their local EMA's to better serve their community in times of emergency and disaster, and guidance on how aging service providers can better prepare their own families and their clients, staff and volunteers for emergencies.

Chris Besse, Social Media & Public Information Coordinator, MEMA

Sara Zalieckas, All-Hazards Planner, MEMA

**Lunch 12:00 to 1:00
Hawthorne Exhibit Hall
Sponsored by AARP**

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control

A final workshop syllabus will be available at registration

Wednesday Afternoon Plenary Session

1:00pm to 2:00pm in Ballroom I

The Aging Agenda in Massachusetts

Presented by



Alice Moore, Undersecretary, EOHHS

Alice Moore, Undersecretary, is a dedicated public servant who has spent her career working inside and outside government to develop and implement important programs and solve complex policy challenges. As Undersecretary, she is responsible for creating, implementing and managing policy, legislation and operations for the largest Secretariat in state government.

Undersecretary Moore previously served as Chief of Staff to Senate President Therese Murray, acting as chief policy advisor and strategist, and Counsel to the Massachusetts Senate. In these roles, she was deeply involved in the landmark 2006 health care reform and in subsequent legislative efforts to manage health care cost containment, as well as 8 state budgets.

Undersecretary Moore worked in the Attorney General's Office and private practice. She served as the Chief of the Public Protection Bureau where she oversaw the AG's affirmative work in civil rights, healthcare, consumer protection, antitrust, environmental protection, insurance and utilities. She also led the Government Bureau, responsible for supervising the AG's defensive case load representing state agencies, handling cases involving challenges to state statutes, and providing legal advice on administrative and constitutional law issues.

Undersecretary Moore has been continuously active in community organizations and currently serves as the elected Moderator in the Town of Westwood.

Alice Bonner, Secretary, EOE

Alice Bonner, Secretary of the Executive Office of Elder Affairs for the Commonwealth of Massachusetts, has been a geriatric nurse practitioner caring for older adults and their families for over 25 years. From 2013-2015, she was an Associate Professor in the School of Nursing, Bouve College of Health Sciences and a Faculty Associate in the Center for Health Policy at Northeastern University.

From 2009-2011, Dr. Bonner was the Director of the Bureau of Health Care Safety and Quality, at the Massachusetts Department of Public Health. From 2011 to 2013, she served as Director of the Division of Nursing Homes in the Centers for Medicare and Medicaid Services (CMS) in Baltimore, MD.

Dr. Bonner's research interests include quality and safety in health care systems and community-based settings; falls prevention; improving dementia care and reducing unnecessary antipsychotic medication use; and improving care transitions.



Lifetime Achievement Award to be Awarded to Chet Jakubiak



Chet Jakubiak's nearly fifty-year career demonstrates an outstanding and consistent commitment to social and economic justice in all that he has done in his work as a community advocate, researcher, teacher, coalition builder, grassroots organizer, and legislative advocate.

Chet worked in Public Welfare and Child Protective Services for a decade before entering the field of aging. In 1977, an internship doing elder outreach at the Worcester Community Mental Health introduced him to the frustrations of mental health staff at the center and the terrible costs inflicted on older men and women filling the city's SROs, decrepit hotels and streets without support or treatment. These experiences led to a 1978-79 placement as a Legislative Analyst at the Massachusetts Association of Older Americans, where he coordinated the agency's effort to win passage of the state's first Elder Protective Services Law and helped draft the state's first agreement of interagency collaboration to coordinate mental health and aging network services for elders discharged from state mental health hospitals. A lifetime commitment was born.

He joined the staff of the Executive Office of Elder affairs in 1983 as Director of Community Services. The unit had wide ranging responsibilities - implementation of the Protective Service Program, expanding the range of services available at home care agencies (ASAP's), elder volunteer and employment efforts, statewide expansion of SHINE, nutrition and Council on Aging/Senior Center programming. He became a leading advocate for the development of a strong, vibrant, innovative statewide network of municipal Councils on Aging. He fought to expand funding for COAs, to encourage the introduction of new important services identified locally and supported by competitive state funded grants, and to encourage the growth of regional collaboration and consortia of councils as a strategy to strengthen services and extend equity in service access across the state. He strongly encouraged the growth of MCOA as a way to build municipal statewide leadership for the state's aging agenda.

Chet left EOE in 1992 to accept a National Institute of Mental Health Fellowship in Mental Health Economics at Brandeis University's Heller School. In 1995 he returned to MAOA as part-time Director of Mental Health. With his leadership, MAOA developed a highly respected mental health training agenda that offers a wide range of learning opportunities to family caregivers, elder consumers, health and social services professionals and others. Building on his experience at the National Council on Agings' Mental Health agenda group, MAOA initiated the creation of the MA Aging & Mental Health Coalition. In 2010 he became MAOA's Executive Director. He has built its agenda on educational and advocacy efforts relating to mental health and to Elder Economic Security and policy changes to support economic security among elders.

Chet served as Adjunct Assistant Professor of Social Policy at the Boston University, Instructor in Action Research for Social Policy at the UMASS Boston Gerontology Institute and Research Associate investigating quality measures for geriatric mental health interventions at the Center for Quality Assurance/Improvement in Mental Health, Department of Psychiatry, Harvard Medical School. He has been honored to receive the MA Chapter-National Association of Social Workers E. Ross Fligel Award for Social Policy and Social Change (2011), MA Gerontology Association's Louis Lowy Award (2009), and the MCOA's Vision, Action & Leadership Award (1992).

Wednesday, October 7, 2015

Workshop Session III

2:15pm – 3:30pm

W3-1 Understanding Home Fire Risks and the Technology that can Reduce These Risks

Executive

In this workshop, attendees will review current data from the Massachusetts Department of Fire Services identifying causes of fire, fire deaths and the fire risk for older adults. It is the intent to give information that can help older adults live independently for as long as they are able. Technology is available that can reduce the risk of unattended fire. Learn about this technology as well as other ways people can minimize the risk of fire, and strategies to survive a fire in the home.

Cynthia M. Ouellette, M.Ed. Fire Data and Public Education Coordinator, Mass. Department of Fire Services

Earl Diment, Chief Safety Officer for Pioneering Technology Corporation

W3-2 Planting Seeds to Grow a Strong Community Network

Abbingdon

COAs should project themselves as a valuable piece of a thriving community. Often they create an isolated and insular set of programs and resources which limit their ability to grow. The benefits of creating a network of support throughout the community can result in greater resources and a stronger community. Our core constituents are a powerful and growing group and can use that strength to further the COA agenda and contribute to a stronger community.

Andrew Scribner-MacLean, Assistant Town Administrator, Maynard, Massachusetts

W3-3 The Integral Role that Councils on Aging Can Play in Elder Abuse Prevention

Brookfield

1 Nursing CEU, 1 SW CE

Elder abuse is a prevalent and growing problem across the Commonwealth. The Elder Abuse Prevention Project of Greater Boston Legal Services has partnered with Councils on Aging in Arlington, Woburn, and Cambridge to develop a community-wide model to prevent and respond to elder abuse. This workshop will focus on the crucial role that COA's play in supporting this model. We will discuss the elder abuse prevention task forces/coalitions that we have formed and the instrumental role that the COA has played in each community by: assembling community stakeholders; assessing the unique needs of elders in each community; distributing preventative, educational materials through a range of mediums, including local media; hosting community forums; and conducting trainings and outreach to elder service providers, health care workers, and elders. We will discuss how this model can be adapted to work in all communities across Massachusetts.

Betsey Crimmins, Senior Attorney, Greater Boston Legal Services

Susan Carp, Executive Director, Arlington Council on Aging

Judy Tanner, Programs Director, Woburn Council on Aging

Susan Pacheco, Executive Director, Cambridge Council on Aging

W3-4 Now Hear This – A Guide to Regaining Access to Your Life

Brimfield

Introduction to communication techniques, assistive listening & visual alerting devices to promote improved communication access for the older population with a hearing loss.

Jan Caswell, Principal/owner, Caswell Communications, "Bridging the Gap Between Deaf & Hearing"

Wednesday, October 7, 2015

Workshop Session III continued

2:15pm – 3:30pm

W3-5 What to consider when outfitting a fitness/wellness area

Sturbridge

This workshop focuses on the different options available when it comes to room size, budget, and clientele as they relate to a fitness/wellness area. Different machines and accessories will be available for demonstration.

David Ramsey, Commercial Sales Mgr. Precision Fitness Equipment, Inc.

Paul Dyer, Commercial Sales Rep., Precision Fitness Equipment, Inc.

W3-6 Keep it Simple, Make it Meaningful: Maximizing Order and Utility in Program Management Seminar

This workshop will focus an ongoing collaborative effort between UMass Lowell and MySeniorCenter to simplify the MSC program coding system, create and implement a code book and staff training protocol, increase tracking system usage rates among senior center members, and develop meaningful well-being assessments and integrate them into the systems. First, we will describe our efforts to significantly reduce the current number of coding categories, while maximizing their meaningfulness, and to align the MSC coding system with joint efforts by MCOA and the CT Association of Senior Center Personnel to map programming to specific health and well-being outcomes. Then we will provide a progress report on an initiative to implement the new coding system in 10 senior centers in Massachusetts and Rhode Island, increase system usage rates by applying marketing and behavior analysis principles, and pilot test program assessments.

Andrew Hostetler, Associate Professor, UMass Lowell & Board Member, Lowell Senior Center

Chris Hamilton, President, MySeniorCenter

W3-7 Using the Tufts Health Plan Foundation 2015 Healthy Aging Data Report to Make Your Community More Age-Friendly

Cheshire

1 SW CE

Tufts Health Plan Foundation and the UMass Boston Gerontology Institute will provide an update of an important statewide initiative on healthy aging. Specifically, we will review the 2015 indicators of healthy aging and highlight innovative ways to use the data to make communities more age-friendly. So much data reported at the local level is a powerful tool, if understood and used! Now we seek to equip communities to use it to make positive change for healthy aging.

Elizabeth Dugan, PhD, Gerontology Institute, UMass Boston

Ruth Palombo, PhD, Senior Health Policy Officer, Tufts Health Plan Foundation

W3-8 Medicare: Healthy at 50 and Still Going Strong

Charlton

History of Medicare; Medicare & the Affordable Care Act; Medicare Preventive Services; and Innovations/Demonstrations. A portion of the presentation will be devoted to the Massachusetts Senior Medicare Patrol (SMP) Program and its ongoing efforts to engage healthcare consumers in reducing Medicare and Medicaid fraud, errors and abuse in the Commonwealth.

Raymond Hurd, Regional Administrator, Centers for Medicare & Medicaid Services

Lucilia Prates, Massachusetts Senior Medicare Patrol Program

Wednesday, October 7, 2015

Workshop Session III continued

2:15pm – 3:30pm

W3-9 Coventry CARES Community Program

Danforth

This program will demonstrate the success of an integrated program that provides comprehensive services and resources to a varied population of this community as well as surrounding communities. With a well-developed system of community partners, citizens are assisted with access to appropriate services and resources that meet the needs of the individual and family unit. Comprehensive case management and assessment identifies unmet needs and the team works together to garnish and or develop resources that may be necessary to meet an unmet need, i.e. Caregiver Support Group for anyone providing care to anyone with a disability, Mental Services given space within the site to provide services to those who can't access services in another town, Support to Grandparents raising grandchildren, Health and Wellness efforts thru 2 nurses available as part of the Staff at the Department, Congregate Meal-site, Exercise classes designed for person with limited mobility to name a few.

Patricia Shurtleff, Director, Town of Coventry Department of Human Services

Catherine Pendola, Supervisor, Town of Coventry Department of Human Services

Elizabeth Hadaway, Project Friends, Town of Coventry Department of Human Services

Patricia Fleming, Program Coordinator, Town of Coventry Department of Human Services

Carly Hague, Cornerstone Adult Services

Refreshment Break 3:30 to 4:00

Hawthorne Exhibit Hall

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control

A final workshop syllabus will be available at registration

This Conference Booklet was generously sponsored by



Wednesday, October 7, 2015

Workshop Session IV

4:00pm – 5:15pm

W4-1 Designing and Implementing a Medical Advocacy Program Using Skilled Volunteers: Patient Navigators

Cheshire

1 SW CE

The JFS Patient Partners program trains highly skilled volunteers to accompany frail older adults not only *to* medical appointments but *through* the appointment. Volunteers connect with older patients before their medical appointment to assist in preparing questions for the doctor. They drive clients to the appointment. At the appointment, patient navigators support the older adult in asking their questions, relaying medical concerns, and write a detailed summary of what transpired at the visit for the patient to refer to or to share with family caregivers. Patient Navigator volunteers ensure that older adults have access to the medical care that they need. As patient navigators, active retirees can use their skills to meet a community need, learn about the changing health care system and get the information they need about the developmental changes that accompany aging. Workshop will provide an overview of the program with an emphasis on volunteer recruitment, training and retention and program sustainability.

Malka Young, LICSW, Director of Community Impacts, JFS of Metrowest

Amanda Coughlin, LCSW, Patient Navigator Program Coordinator, JFS of Metrowest

W4-2 Women Growing Older: Our Bodies Ourselves

Sturbridge

1 Nursing CEU, 1 SW CE

With increased longevity, women over 60 are facing new opportunities and challenges. This presentation will explore some of the aspects that affect women's health, social, emotional and sexual well-being.

Joan Ditzion, LICSW, Educator, Co-Founder of Our Bodies Ourselves

W4-3 POWER UP your BRAIN while exercising and building a sense of COMMUNITY

Executive

ZENgevity Fitness programs are a combination of gentle and joyful movements designed for any shape, size, age or ability. These unique movements promote balance, flexibility and even improve physical and mental clarity. Community is built within these classes. Come and move to have fun, laugh a lot, ease stiffness, while exercising your brain with neural moves.

Jan Cunningham, M.A., ZENgevity Teacher and Trainer

W4-4 MySeniorCenter to the Nth Power

Abbingdon

Become a MySeniorCenter power user! Learn how to use features like custom fields, groups, voice connect and statistics to get maximum value from MySeniorCenter.

Eric Andersen, CTO and Founder, MySeniorCenter

Chris Hamilton, President, MySeniorCenter

Wednesday, October 7, 2015

Workshop Session IV continued

4:00pm – 5:15pm

W4-5 It Starts with You: Creating Wellness for Yourself and Those You Service

Seminar

1 SW CE

Wellness is more than NOT being ill. It is living each day with vibrancy, health, happiness and energy. Learn simple, easy, proven techniques for self-care and wellness that will benefit both yourself and the senior community that you service.

Katie Cohen, M.Ed., LCSW, ERYT Founder, Director Centered Seniors

W4-6 Asthma and the Built Environment: Strategies for Older Adults

Brimfield

1 Nursing CEU, 1 SW CE

This presentation will present the latest data on asthma in older adults and focus on the strategies being employed by the Massachusetts Department of Public Health (MDPH) to improve asthma outcomes in this population. More specifically, the presentation will emphasize the environmental aspects of asthma management in older adults, particularly MDPH's current study which uses home visits to assess and remediate environmental triggers of asthma in the home. In addition, the presentation will also discuss ongoing efforts at MDPH to promote and support smoke-free housing policies in Massachusetts. We will discuss relevant health data to demonstrate the need to go smoke-free, best practices for implementation, support in engaging older adult residents and staff, policy development and outreach to key partners.

**Elizabeth Flood, MPH, Project Coordinator, Asthma Prevention and Control Program, Massachusetts Department of Public Health
Kathleen McCabe, Director, Policy and Practice, Health Resources in Action, Inc.**

W4-7 Us and Them: Are we really different

Charlton

This program is designed to educate COA staff and boards about the changes taking place in the field of disabilities and the impact that these changes will have on generic services such as Senior Centers.

Karlene Shea, Director of the Integration Facilitation Training Program, Multicultural Community Services

W4-8 Getting What You Ask For: A Perspective from a Town Manager and a Finance Committee Member

Brookfield

An overview of Local Aid, finance, property tax assessment, and the municipal budget will be given. A personal perspective from a town manager and a seasoned COA Director who also serves on the finance committee for the town she resides in. Presenters have fought big and little battles and will share their experiences in persuading and influencing key officials who approve departmental budgets.

Carolyn Brennan Executive Director, East Longmeadow Council on Aging

Stephen Crane, Town Manager, Longmeadow Council on Aging

This Conference Booklet was generously sponsored by



Wednesday, October 7, 2015

Workshop Session IV continued

4:00pm – 5:15pm

W4-9 NEW Comprehensive Housing Counseling Manual

Danforth

Ms. Crimmins and Ms. Browne have collaborated on the production of a new housing counseling manual that includes concise summaries on core housing dimensions. The workshop will review key housing issues, including appropriateness and affordability, and related options for addressing both issues. Housing and health care are the 2 most costly areas of an older adult's budget -- this new manual will help you provide a comprehensive approach to counseling adults concerned about housing issues (e.g. suitability, affordability, maintenance)

Betsey Crimmins, Senior Attorney, Greater Boston Legal Services

Mary Kay Browne, Director of Special Projects, MCOA

W4-10 Preventing Isolation in Seniors with Hearing Loss

Oxford

Ageing individuals with hearing loss are at high risk of isolation, depression and withdrawal. This workshop will help you to identify non-invasive, proactive strategies in preventing these issues from impacting your constituency.

Jonathan O'Dell, Technology and Communication Access Specialist, Massachusetts Commission for the Deaf and Hard of Hearing




Wednesday Evening Networking Social

Welcome to Fall in New England

6:00pm to 8:30pm

Come and meet all the new people in the network!

Participate in fun icebreakers while enjoying
a baked potato bar and heavy hors d'oeuvres



Thursday Morning Plenary Session

7:30am to 8:45am in Ballroom I

Reports of the Governor's Aging Commission

Hear summaries of the reports of the Governor's Aging Commissions presented by:



Massachusetts Elder Protective
Service Commission:
Barbara Farnsworth



Massachusetts Commission
on Falls Prevention:
Joanne Moore



Massachusetts LGBT Aging
Commission:
David P. Stevens



Massachusetts LGBT Aging
Commission:
Barrie Atkin

Links to full reports can be found on our website:

www.mcoaonline.com

Thursday Activities: October 8th

7:00am–8:00am	Exercise Walk – meet at the Resolution Desk
7:00am–9:00am	Breakfast, Hawthorne Exhibit Hall
7:30am–8:45am	Plenary Session
8:00am–5:00pm	Registration Desk & Resolution Desk Open
8:00am–5:00pm	Exhibitors Hall Open, Hawthorne Exhibit Hall
9:00am–10:15am	Workshop Session I
10:15am–10:45am	Break, Hawthorne Exhibit Hall
10:45am–12:00pm	Workshop Session II
12:00pm–1:00pm	Lunch, Hawthorne Exhibit Hall
1:00pm–2:00pm	Plenary Session
2:15pm–3:30pm	Workshop Session III
3:30pm–4:00pm	Break, Hawthorne Exhibit Hall
4:00pm–5:15pm	Workshop Session IV
6:00pm–8:30pm	Dinner

Thursday, October 8, 2015

Workshop Session I 9:00am – 10:15am

T1-1 Reaching Out To You with Open Arms

Abbington

This program will generate ideas while using concrete examples to promote and market your center and increase senior participation. Learn how to use various communication vehicles (print, electronic, social media, cable TV, etc.) while building personal relationships with community and civic organizations resulting in establishing your center as a "safe, positive, fun, and inviting environment". The Revere Rossetti-Cowan Senior Center, over the last year and a half has increased senior participation by 74%. Here's how we did it and how we will continue in the future. The Clinton Senior Center has advanced their community communications through a progressive, up-to-date web page that allows seniors to plan their programs and activities as well as utilize their valuable services. This daily occurrence provides invaluable up-to-the-minute information. A Clinton Senior Center Facebook page is living document that is managed each day with information, news, pictures, and contact information They also have a firm relationship with the local media which supplements their web page and Facebook page.

Stephen W. Fielding, Director of the Revere Office of Elder Affairs and the Rossetti-Cowan Senior Center

Debra Goodsell, Director of the Clinton Council on Aging and Clinton Senior Center

T1-2 The Six Ws Leading to a Community Center for Older Adults: They Constitute a Formula for Getting Your Project off the Ground and Built, part 1

Danforth

1 SW CE

The presentation will cover an overview of the process of designing an older adult community center (aka: Senior Center). We will discuss 35 key issues which need to be considered when the design of a new center is being developed. The six Ws: When do we start? Now; Why do we build these centers? Infrastructure of Support; (W oops - one "H") How do you start the process? Getting organized; Who does this? Setting up the "team"; Where do we build? Picking the site; What do we get? Developing the Program, What others have done.

John Catlin, AIA, NCOA, NISC Partner: Catlin + Petrovick Architects, PC

Thursday, October 8, 2015

Workshop Session I *continued* 9:00am – 10:15am

T1-3 ACT on Alzheimer's: Creating Dementia Friendly Communities

Sturbridge

A dementia-friendly community is informed, safe, and respectful of individuals with dementia and their families and caregivers, and provides supportive options that foster quality of life. Utilizing the ACT on Alzheimer's model from Minnesota, participants will learn the process to engage their communities in change.

Christine Alessandro, Executive Director, BayPath Elder Services

Kelly Burke, Director, Northborough Senior Center

Arthur Bergeron, Esq., Mirick O'Connell, Attorneys at Law

T1-4 Identifying and Reducing Retirement, Reverse Mortgage, Veteran, Financial and Legal Scams Targeting your Senior Center and Community

Brookfield

1 SW CE

Think you know how to spot a scam? Think again! You will be shocked when you see how easily you can be fooled into allowing unscrupulous presenters into your senior center. These professionals come with your blessing so your members don't hesitate to embrace what is being sold. Seniors can lose their home, retirement income, life savings and independence. Come see and hear (depending upon client consent) actual examples of scams and how you can spot them.

Stephen J. Spano, MBA, JD, CELA, Partner, Law Offices of Spano & Dawicki

T1-5 Senior Home Safety..."Safe at Home"

Seminar

1 Nursing CEU, 1 SW CE

Our seniors are among the most vulnerable of our population. Often, they are not aware or are unable due to age and/or physical restrictions to monitor their environment for safety issues in a current or preventative way. Sherborn's "Safe at Home" program is a multidisciplinary approach to senior home safety. The program evaluates the physical safety of the home as well as the psychosocial appropriateness of the senior in the home. This program acquaints the seniors with emergency, fire and COA personnel before an emergency occurs thus decreasing their anxiety and fears at the time of an event. Council on Aging staff can also use this visit as an opportunity to inform seniors about other programs and services available. Thus a relationship with the senior can be established for the future where none had existed previously. Finally municipal budgets are shrinking; COAs are asked to do more with less; our senior populations are skyrocketing. By working together, town departments to offer different and unique programming—thereby competing more successfully for grant dollars. This session will cover the effective partnering with other town service providers to create a cooperative safety program for seniors with positive results.

Tim Morrissey, Chief, Sherborn Fire Department, Town of Sherborn

Nan Vaida, RN., Elder Advocate

Karen Juhl, Director, Sherborn Council on Aging (Workshop facilitator)

Thursday, October 8, 2015

Workshop Session I *continued* 9:00am – 10:15am

T1-6 Respite: Who Needs A Break?

Executive

1 Nursing CEU, 1 SW CE

You or someone you know is a family caregiver for a loved one with a disability, chronic illness or life changing injury. Experts predict in large increases in the numbers of individuals needing care in the near future. With fewer paid workers available to meet this need, many consider this a coming public health crisis. Respite is a planned or emergency care provided to a person with special needs, usually medical, in order to provide temporary relief to family caregivers who are caring for that person. This presentation will cover "respite 101": what it is, what it provides, caregiver identification, resources and identify best practices in the state.

Linda Ungerleider, Consultant, MLRC

Stacey Hammerlind, Project Coordinator, MLRC

T1-8 Updates in the Social Security World

Cheshire

Social Security Benefits and Online navigation

Sabrina Feliciano, Public Affairs Specialist, Social Security Administration

T1-9 Let's Eat: How Healthy Aging Community Design Can Increase Access to Healthy Food

Charlton

As we know, eating healthy foods is a key component of aging well; however, just as important as actually eating healthy foods is providing easy access to obtaining that food in the first place. Recently MCOA, in partnership with the Massachusetts Department of Public Health and the Massachusetts Executive Office of Elder Affairs, funded a number of councils on aging and Mass in Motion communities to develop innovative programs that foster access to healthy eating. This workshop will help senior center staff learn about creating easy access through a range of programs such as working with local grocers to promote healthy eating, developing an intergenerational healthy food survey to identify barriers for older adults, planning greater outreach to seniors for a mobile food market or expanding a community SNAP program to serve low income seniors.

Representatives from the healthy aging food access pilot grantee project sites will present

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control

A final workshop syllabus will be available at registration

Refreshment Break 10:15 to 10:45

Hawthorne Exhibit Hall

Thursday, October 8, 2015

Workshop Session II 10:45am – 12:00pm

T2-1 The Six Ws Leading to a Community Center for Older Adults: They Constitute a Formula for Getting Your Project off the Ground and Built, part 2

Danforth

1 SW CE

The presentation will cover an overview of the process of designing an older adult community center (aka: Senior Center). We will discuss 35 key issues which need to be considered when the design of a new center is being developed. The six Ws: When do we start? Now; Why do we build these centers? Infrastructure of Support; (W oops - one "H") How do you start the process? Getting organized; Who does this? Setting up the "team"; Where do we build? Picking the site; What do we get? Developing the Program, What others have done.

John Catlin, AIA, NCOA, NISC Partner: Catlin + Petrovick Architects, PC

T2-2 Know the Ten Signs: Early Detection Matters

Seminar

1 Nursing CEU, 1 SW CE

Know the 10 Signs: Early Detection Matters: An educational program with video and audio that discusses the myths about Alzheimer's disease and explains the difference between normal aging and Alzheimer's. The program highlights the importance of the getting an early diagnosis to benefit from current treatments. The program covers ways to reduce your risk for developing Alzheimer's that includes maintaining a healthy brain.

Julie McMurray, MA LMHC, Regional Manager, Central Regional Office, Alzheimer's Association Massachusetts New Hampshire Chapter

T2-3 Hoarding, Organizing and Safe Mobility in the Senior's Home

Brookfield

1 SW CE

Taking the first step in getting organized. Whether it is hoarding, coming back from rehab, too much stuff, new medical diagnosis that affects mobility in the home, or just can't keep up with maintaining their home - we have tips and resources for helping the seniors in your community.

Brandon Bronaugh, CEO, Top Notch Transitional Services

Kate Granigan, LICSW, C-ASWCM, Vice President of Care Management, Overlook CARE

T2-4 Medicare Updates and Issues for Consumers and Advocates

Cheshire

1 Nursing CEU, 1 SW CE

Overview and interactive discussion of Medicare coverage with emphasis on current and proposed issues of which consumers and advocates should be aware.

Diane F Paulson, Senior Attorney, Medicare Advocacy Project, Greater Boston Legal Services

Thursday, October 8, 2015

Workshop Session II *continued* 10:45am – 12:00pm

T2-5 Virtual Technology: Innovations in Senior Center Programming

Abbingdon

Imagine bringing presenters from the Smithsonian, Presidential libraries, Rock and Roll Hall of Fame, Mt. Washington Observatory and more to your center! Imagine isolated older adults participating in senior center programs from their home! Join our interactive session to learn how the Norwell Council on Aging and Winona Friendship Center use innovative virtual technology to change the present and future of programming. With minimal equipment, you too can offer an exciting array of senior center programming.

Susan Curtin, M.S., Program Coordinator, Norwell Council on Aging, Norwell, MA

Malia Fox, Director, Winona Friendship Center, Winona, MN

Ellen Ervin, M.S. Ed., Co-Founder, Senior Learning Network, Kansas City, MI

Lynne Beachner, Ph.D, Co-Founder, Senior Learning Network, Kansas City, MI

T2-6 What Is PACE and How Can It Benefit Your Most Vulnerable Community Members?

Brimfield

1 Nursing CEU, 1 SW CE

This session will provide an overview of Programs of All-Inclusive Care for the Elderly (PACE) and offer an update on these programs in the Commonwealth. PACE organizations are centered around helping preserve independence and supporting individuals in remaining at home for as long as they are able. To do so, the PACE model offers insurance and directly provides comprehensive medical care and support services to individuals who are 55+ and require a nursing home level of care. PACE also offers onsite adult day health services which include social and recreational activities, meals, and other benefits that lead to documented quality-of-life improvements. Although PACE has been an option for older adults in Massachusetts for over 25 years, it is an evolving approach that is ever changing to meet the needs of aging adults. This session will cover the core components of the PACE model and offer attendees insights into the latest PACE developments and provide an opportunity for discussion of how PACE and COAs can collaborate to meet the needs of an aging population.

Roberta Robinson, Director of Marketing & Outreach, Elder Service Plan of Cambridge Health Alliance

Christopher Mauro, LICSW, Center Director, Elder Service Plan of Cambridge Health Alliance

Paula Chauvin, MBA, Med, BSN, Director of Enrollment and Outreach, Summit ElderCare

Valerie Mancini, Ed.D., RN, Site Director, Summit ElderCare

T2-7 Improving the Livability of Boston for Older Adults: Boston's Age-Friendly City Initiative

Oxford

Age-friendly initiatives have emerged to guide communities striving to create environments that support their aging populations. These initiatives, based on eight domains constituting the World Health Organization's Age-Friendly framework, are meant to identify and improve community attributes that promote active, involved aging and quality of life. This session will outline the recently launched Age-Friendly Boston Initiative. Providing an overview of the full 5-year project, with particular focus on the initial assessment process as well as the steps taken to engage the local community, attendees will learn about the progression of the Age-Friendly Boston Initiative.

Hayley Gleason, Researcher, Center for Social and Demographic Research on Aging

Jan Mutchler, Director, Center for Social and Demographic Research on Aging

Emily Shea, Commissioner, City of Boston Commission for the Affairs of the Elderly

Kara Cohen, Community Outreach Director, AARP Massachusetts

Thursday, October 8, 2015

Workshop Session II *continued* 10:45am – 12:00pm

T2-8 Writing a Winning Grant Proposal

Sturbridge

This workshop will cover the essential elements of grant proposal writing from what you need to know to get started, to where to look for grants, and finally, how to deal with those pesky online grant applications. Whether you are writing your first proposal or settling in for the long haul with a federal application, this workshop will provide you with the necessary information, tools and templates to make your life easier and your writing more successful.

Denise Sheppard, CAES Consultant

T2-9 How to Make Your Senior Center Shine

Executive

How to change the dynamics of your senior center by making it not only a second home for seniors, but also a safe exciting environment for all.

Patrice Rousseau, Director/Outreach Manager of the Douglas Senior Center

Sandy Hansen, Administrative Assistant, Douglas Senior Center

T2-10 “8 to 80”: A Lifespan Approach to Healthy Community Design

Charlton

“8 to 80”, developed by Gil Penalosa, executive director of 8 to 80 Cities, is an important concept in municipal planning and design that promotes a community-wide approach to creating livable, age-friendly built environments that can meet the needs of people of all ages. MCOA, working in conjunction with the Massachusetts Department of Public Health and the Massachusetts Executive Office of Elder Affairs, funded 3 councils on aging and Mass in Motion Communities to look at creating such communities. Come learn how those communities worked with the Pioneer Valley Planning Commission and utilized its innovative Toolkit, “Healthy Community Design Toolkit: Leveraging Positive Change,” to engage in an in-depth review of municipal policies and regulations with a goal of improving those policies to promote healthy community design for all.

Catherine Ratte, Principal Planner/Section Manager, Environment and Land Use Section, Pioneer Valley Planning Commission
Ben Wood, Healthy Community Design Coordinator, Division of Prevention and Wellness, Massachusetts Dept of Public Health

Lunch 12:00 to 1:00

Hawthorne Exhibit Hall

Sponsored by Blue Cross Blue Shield MA

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A final workshop syllabus will be available at registration

Thursday Afternoon Plenary Session

1:00pm to 2:00pm

Sponsored by *myseniorcenter*



Dr. Maria Sirois

**The Resilient Life: Thriving
Through the Challenges of Life**

In this keynote address, Maria Sirois offers us wisdom, research and no small amount of humor to help us understand what it takes to rise in capacity, irrespective of what life has thrown our way. Offering insights from the fields of positive psychology and mind/body medicine, we will weave together understandings such as what is really meant by resilience, what are the characteristics of the most resilient folk and how we can strengthen resilience each and every day. These perspectives, offered for both professionals and MCOA constituents enables to reshape our understanding of what is possible within each of our lives and how we move from simply getting through to thriving.

Dr. Maria Sirois, PsyD, is a psychologist, inspirational speaker, seminar leader, and author who has worked at the intersections of wellness, psychology, and spirituality for nearly 20 years. As a wellness guide, Maria has been invited to keynote internationally at conferences for wellness centers, hospitals, hospices, philanthropy, business, academic and corporate institutions, as well as for the general public. Her works integrates the latest research and applications from the fields of positive psychology and mind/body medicine to address the topics of resilience, happiness and recovery from loss. She has been called both a true teacher and an orator of great power and beauty. Her book, *Every Day Counts: Lessons in Love, Faith, and Resilience from Children Facing Illness*, is a teaching guide for hospital and hospice staff throughout the United States who care for those who are dying.

Thursday, October 8, 2015

Workshop Session III 2:15pm – 3:30pm

T3-1 The Art and Science of Resilience

Abbington

This 75 minute workshop will offer practical tools that strengthen both resilience and our capacity to be happier at work and at home. We'll consider the application of signature strengths, benefit-finding (which helps us fail really well!) and gratitude and discuss the science behind each tool and the art of knowing how to apply this directly to one's own life. Further, we'll explore the elements of Post-Traumatic Growth and what it has to teach us about reaching a life of growth and enlivenment, even as we age.

Dr. Maria Sirois

T3-2 Best Practices in Home Care Referrals: Consumer Protection & Quality

Seminar

1 Nursing CEU, 1 SW CE

Because Massachusetts does not license private home care providers, Councils on Aging have few tools to help them ensure that providers in their areas are ethical and provide safe, effective services. In addition, few families and elders understand the serious financial and liability risks of hiring independent workers rather than obtaining services through a home care agency. This presentation will outline the legal, safety, and financial risks of hiring independent home care workers; describe an independent home care accreditation program that includes quality standards addressing client rights, caregiver qualifications, and ethical business practices and standards; and outline the benefits of accreditation for consumers.

Timothy Burgers, Associate Director Home Care Alliance of Massachusetts, Boston

Laurie S. Bender, RN, MS, CCNS, Owner Hearthside, Inc., dba Home Instead Senior Care, Northborough

T3-3 Senior Centers Welcoming People of All Ages: Ideas for Effective Intergenerational Programs

Brookfield

1 SW CE

Many senior centers have found creative and effective ways to include people of all ages, especially the communities' youngest citizens. Come learn about some easy to implement programs and ways to get started in intergenerational programming.

Andrea Weaver, Founder & Executive Director, Bridges Together Inc.

This Conference Booklet was generously sponsored by



Thursday, October 8, 2015

Workshop Session III *continued*

2:15pm – 3:30pm

T3-4 Realities of the Roadway for Our Aging American Population

Cheshire

1 Nursing CEU, 1 SW CE

AAA National has updated our Mature Operator programs to address specific problem areas for seniors. Our newest information gives statistically-driven information on problem issues that relate to senior driving. - Do you know the specific problem areas seniors encounter on the roadway every day - and they are not even aware of? - What are the signs we can help seniors and their families identify as red flags to recognize danger? - Giving Up the Keys – How does a person (or their loved ones) determine when it's time to stop or limit driving? This is a complicated issue that families are continuously looking for guidance on. - Texting, Distracted, Drowsy and Impaired Driving – How can anyone stay safe on today's roadways when there are so many drivers distractions such as texting, talking on cell phones, impairment and general inattention? - New Car Technology – What technology will be available and how soon? How will it affect or benefit Senior drivers? - How does aging affect driving abilities and how can we help Seniors to continue to drive as safely as possible for as long as possible?

Eleanor Baker, Manager, Public Affairs AAA Northeast

John Paul, Senior Manager, Public Affairs, AAA Northeast

T3-5 Blended Training in Behavioral Health and Aging: The Center for Aging and Disability Education and Research (CADER) /MCOA Experience

Danforth

1 Nursing CEU, 1 SW CE

Unrecognized, undiagnosed, and untreated mental health issues are costly and even lethal. One of the greatest barriers to the provision of mental health services is the lack of a trained workforce. This workshop will describe a blended training program offered to the Massachusetts Councils on Aging by the Center for Aging and Disability Education and Research. Included will be an overview of the behavioral health competencies needed for those working in the areas of mental health and aging, substance use among older adults and suicide prevention in aging populations.

Kathy Kuhn, MSW, LICSW, Director of Workforce Development, Center for Aging and Disability Education and Research, Boston University School of Social Work (BUSSW)

Marie Westburg, Director, Williamsburg Council on Aging

Erica Sawyer, MSW, former student intern at BUSSW

T3-6 What if My Loved One Needs a Guardian? Support for Family Members, Volunteers and Service Providers

Brimfield

Sometimes an elder experiences an acute medical crisis, or a decline in capacity, which poses new challenges for family and service providers. Families may need to consider taking on new roles as a guardian and/or conservator. What are the issues they need to think about? What responsibilities are involved in serving in these roles? What are the options? Where can they get help and guidance? How can community service providers provide help?

Wynn Gerhard, Senior Attorney; Elder, Health and Disability Unit, Greater Boston Legal Services

Thursday, October 8, 2015

Workshop Session III *continued*

2:15pm – 3:30pm

T3-7 The Value of National Senior Center Accreditation

Oxford

NISC has developed nine standards of excellence for senior operations to advance the quality of senior centers nationwide. These standards serve as a guide for all senior centers to improve their operations today and position themselves for the future.

This session will give an overview of the National Senior Center Accreditation Program. National accreditation is official recognition that a senior center meets the nine standards of excellence. More than 250 senior centers have been accredited. Learn about the value of the self-assessment process and accreditation and the opportunity to improve your infrastructure, develop a vision for the future and showcase your center in the community.

Maureen O'Leary, NISC Program Manager

T3-8 Life Reimagined Checkup

Charlton

A Life Reimagined Checkup is a local experience that helps people understand where they are in life and think about what their next move could be. Participants use a Life Reimagined journal to reflect on different phases of their lives, their gifts, passions, and values, and goals for their future. They learn about the Life Reimagined Approach and other resources that can help them achieve their goals.

Lisa Masters, Community Outreach Specialist (and a Life Reimagined Guide Volunteer), AARP Massachusetts

T3-9 Advance Care Planning: Exploring Options & Communicating Choices

Executive

1 Nursing CEU, 1 SW CE

In two sequential sessions we will first explore the basics of advance care planning in Session 1 and then in Session 2 use the Massachusetts MOLST (Medical Orders for Life Sustaining Treatment) form as a springboard for discussing various ethical, medical and practical choices at end of life. While these two sessions are designed to be taken together, they are also stand-alone workshops: participants are welcome to attend just one or the other. Session 1 explores the role of the Health Care Proxy? (who needs an HCP and why? What are the qualities of a good HCP? Who should we choose, and why? What is important for your HCP to know about your wishes? Session 2 will use the MOLST form as a means for exploring choices at end of life. Participants will learn the meaning of "full code", the definition of palliative and hospice care, pain management options, and special issues for dementia patients at end of life. If time permits we will briefly touch on Physician Aid in Dying and VSED (voluntarily stopping eating and drinking).

Lisa Ahbel, RN

Thursday, October 8, 2015

Workshop Session III *continued* 2:15pm – 3:30pm

T3-10 Mixed Age Group Community Centers- A broader Approach to Funding Senior Center Facilities

Sturbridge

At least eight Massachusetts towns now have MAG Community Centers and at least three more are in the planning stage right now. With town coffers tightening up in the last decade, towns have become more reluctant to finance new or improved senior centers. One popular way of gaining support for such improvements is to broaden the services to include residents of all ages in a MAG Community Center and thereby gain the support of voters of all ages at town meeting. This workshop will demonstrate through case studies a few ways this concept has succeeded as well as pitfalls to avoid.

William A. Sterling, AIA, LEED

Elaine Bello, Interior Architect and Educator

Garth Goldstein, Designer

Jemma Lambert, Director, Community Services Department, Town of Natick

Refreshment Break 3:30 to 4:00

Hawthorne Exhibit Hall

Thursday, October 8, 2015

Workshop Session IV 4:00pm – 5:15pm

T4-1 Advance Care Planning: Exploring Options & Communicating Choices

Executive

1 Nursing CEU, 1 SW CE

In two sequential sessions we will first explore the basics of advance care planning in Session 1 and then in Session 2 use the Massachusetts MOLST (Medical Orders for Life Sustaining Treatment) form as a springboard for discussing various ethical, medical and practical choices at end of life. While these two sessions are designed to be taken together, they are also stand-alone workshops: participants are welcome to attend just one or the other. Session 1 explores the role of the Health Care Proxy? (who needs an HCP and why? What are the qualities of a good HCP? Who should we choose, and why? What is important for your HCP to know about your wishes? Session 2 will use the MOLST form as a means for exploring choices at end of life. Participants will learn the meaning of "full code", the definition of palliative and hospice care, pain management options, and special issues for dementia patients at end of life. If time permits we will briefly touch on Physician Aid in Dying and VSED (voluntarily stopping eating and drinking).

Lisa Ahbel, RN

Thursday, October 8, 2015

Workshop Session IV *continued* 4:00pm – 5:15pm

T4-2 Old or Bold? Rusty or Golden? Overcoming Your Senior Center's Marketing Challenges Abbington

Are you offering all of your constituencies and target audiences clear and consistent messages about your Senior Center and the incredible work you do?

Are you being heard?

Do baby boomers, town administrators, elected officials, local businesses and the general community/taxpayer have an appreciation for all that you do – and the value you offer? What about current participants? What about people who fit your demographics but are not coming to the Center?

How do you assess who you are reaching and who you are not?

How can you become better known?

How can you make sure that your constituencies and target audiences appreciate all that you offer?

This workshop will provide tools and best practices to help you assess how your organization is perceived in your community. The workshop will also help you identify your target audiences and help you craft effective and powerful messages to reach those constituencies and convey the value of your center.

Barrie J. Atkin, President, Atkin Associates LLC Strategy & Fundraising

T4-3 Healthy Habits for a Healthier You

Cheshire

1 SW CE

Healthy Habits for a Healthier You provides information and tips on healthy aging. At any age, there are lifestyle habits we can adopt to help maintain or even potentially improve our health. These habits may also help to keep our brains healthy as we age and possibly delay the onset of cognitive decline. To help people age well, this workshop covers four areas of lifestyle habits that are associated with healthy aging: Cognitive activity, Physical health and exercise, Diet and nutrition, Social engagement. In each area, the program discusses what we know, drawing on current research, as well as what we can do — steps to take now to improve or maintain overall health in each area. Healthy Habits for a Healthier You is designed for individuals of any age who are looking for information on ways to age as well as possible.

Will Reiter, Vice President, Community Outreach and Education, Alzheimer's Association, Massachusetts and New Hampshire Chapter

T4-4 Certification Roundtable

Danforth

During this roundtable workshop, candidates for the 2015-2016 MCOA certification cycle are welcome to meet “face-to-face” with their mentors and program advisors to talk about their progress regarding certification. They will get an opportunity to ask questions, receive feedback or suggestions regarding their core service write-ups and portfolio. This workshop is highly recommended for those individuals pursuing certification or in finding out more about the process.

Laura DeMattia, Director, Bellingham Council on Aging, MCOA Certification Co-Chair

Barbara Farnsworth, Director, Hingham Council on Aging, MCOA Certification Co-Chair

Thursday, October 8, 2015

Workshop Session IV *continued* 4:00pm – 5:15pm

T4-5 The Aging Mastery Program Experience and Future Directions for 2016

Sturbridge

Find out from your peers who've hosted the Aging Mastery Program in their Centers what is so great about the Aging Mastery Program. Learn what their experiences were in building new relationships with experts in their area, how the program energized the students and boosted their participation in other center activities. how they intend to sustain the program for their Centers. MCOA will issue a Request for Proposals to new communities to apply for seed grant funding for the Spring of 2016 in October, immediately after the conference. Come learn what all the Aging Mastery Program buzz is all about!!!

A Panel of AMP Site Leaders and Facilitators Moderated by Mary Kay Browne

T4-6 Mindfulness and Movement: A Feldenkrais Method® Model for Cultivating Well-being and Connection

Brookfield

1 SW CE

Mindfulness, it turns out, doesn't start in your head. The interconnected nature of the nervous system, in which brain and body are in a constant flow of communication, suggests that the mindfulness paradigm might best be described as the intersection between actions, thoughts, perceptions, and emotions. The *Feldenkrais Method* of somatic-based learning explores these facets of mindfulness through a process that combines movement and metacognition. There is ample evidence to show that seniors are aware of and interested in the role that exercise plays in their well-being, and the *Feldenkrais Method* is very effective for bringing about greater comfort and ease of mobility. However, a recent survey of seniors by the Council on Aging in Dedham, Massachusetts (results available here: <http://www.dedham-ma.gov/index.cfm?pid=20464>) also points to their need for a sense of connection. Because the Feldenkrais Method potentiates growth, personal transformation, and healing, it can offer seniors a way to connect with themselves, each other, and their respective communities in a variety of meaningful ways. In this *Feldenkrais* workshop, you will experience a brief introduction to what a lesson is like. You will learn about some of the benefits and research that has been documented. You will also learn why thinking about this movement-based Method as a basis for life-long learning, can open up programming possibilities that could engage seniors through its application to wellness, healing, creativity, and more.

Andrea Higgins, MA, GCFP, Director and Founder of Kinesthetic Edge

T4-7 Fifty Shades of Outreach: Visibility Creates Opportunities

Seminar

Outreach takes many forms. This presentation covers basics and numerous variations that expand and extend awareness of agency programs, activities and services. Expect an interactive exchange of ideas and practices.

Emmett Schmarsow, EOEA

Thursday, October 8, 2015

Workshop Session IV *continued* 4:00pm – 5:15pm

T4-8 The Evolution of LGBT Programs in Senior Centers - Connecticut's Experience

Charlton

1 Nursing CEU

The LGBT community is aging at the same rate as the rest of the population. This population is far less likely to have family supports and, at the same time, is far less likely to access formal supports. We know that there are LGBT older adults in our communities and we want them to feel welcome and included in our senior centers. In this session we will present the real experiences of three small senior centers in three small, conservative communities in Connecticut that began offering LGBT programs and how that evolved into a pilot to create a "moveable" senior center across five centers in the Greater Hartford Area. The presenters will provide information about what went right, what went wrong and where they are going next.

Dianne Stone, Director, Newington Senior and Disabled Center

Jennifer Bennett, Coordinator, Avon Senior Center

Kathleen Marschall, Coordinator, Simsbury Senior Center

T4-9 The BEST class (Balance, Endurance and Strength Training)

Brimfield

The BEST class components of balance, endurance and strength training are geared to those of us 55+ who want to maintain a healthy level of physical activity and help make those ADLs(Activities of Daily Living)that much easier. This 45-50 minute activity session uses small exercise balls and resistance bands to perform a range of exercises in a guided, safe and effective class environment.... and it's fun!

Margaret Iutzi, Feeling Better Move Well program coordinator, Community Support Services, Guelph Wellington Senior Association

T4-10 Discover Your Encore

Oxford

As people move into midlife and approach or enter their retirement years, many seek ways to achieve greater purpose in their work, engagement in their communities or the world at large, and balance in their lives. Often, this search leads to encore opportunities - paid or volunteer work that combines personal meaning and social impact. Typically, this involves transitioning skills acquired through business or professional careers to the social-purpose, nonprofit and/or government sectors. This presentation introduces the concept of encore work and offers examples, resources and approaches for participants to use in exploring and pursuing encore opportunities for themselves.

David Guydan, Director Discovering What's Next Program, ESC of New England

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control

A final workshop syllabus will be available at registration

For Your Thursday Evening Entertainment We Present **Dinner and a Movie**

“Creating A Welcoming Place for All: Latino Older Adults Share Their Experiences” is the first in a series of videos where older adults from traditionally underserved groups reflect on the impact of senior centers in their lives and what makes them feel welcomed at the senior center.

Mastering Longevity

NCOA is premiering *Mastering Longevity* at the MCOA Fall Conference. The video is a combination of interviews, news items, and editorial profiles focused on what we see as the challenges facing seniors and how NCOA and other organizations are developing innovative solutions. The program is part of an online communications partnership between NCOA and ITN Productions.

The **Age of LOVE**

It's never too late to date.



An unprecedented speed dating event for 70- to 90-year-olds serves as the backdrop for **THE AGE OF LOVE**, an alternately poignant and funny look at the search for love among the senior set.

Over one summer, we intimately follow as ten speed daters—recently widowed, long-divorced or never-married—prepare for the big day, endure a rush of encounters, then anxiously receive their results. Fearlessly candid about themselves and what they’re seeking, these WWII babies are spurred to take stock of life-worn bodies and still-hopeful hearts.

Then, as they head out on dates that result, comic and bittersweet moments reveal how worries over physical appearance, romance and rejection, loss and new beginnings change—or don't change—from first love to the far reaches of life.

The Age of Love is a story of the universality of love and desire, regardless of age.

Friday Activities: October 9th

7:00am–8:00am	Exercise Walk – meet at the Resolution Desk
7:00am–9:00am	Breakfast, Hawthorne Exhibit Hall
8:00am–12:00pm	Registration Desk and Resolution Desk Open
9:00am–12:00pm	Morning Intensive Session
12:00pm–1:00pm	Lunch, Hawthorne Exhibit Hall
12:45pm–2:15pm	Afternoon Wrap-Up Session
2:15pm	Conference Adjournment until 2016

Friday, October 9, 2015

Workshop Session I 9:00am – 12:00pm

F1-1 Community Transit Grants and Coordination Strategies

Abbingtion

3 SW CE

MassDOT’s Community Transit Grant Program provides funding for Council on Aging vehicles, transportation operations, and mobility management projects in Massachusetts that increase mobility and access for seniors and people with disabilities. Price Armstrong will present an overview of the grant program, including changes and updates MassDOT has made to the process. Due to stagnant federal funding and an increased number of applications, the grants have recently become more competitive. Staff from the MassMobility project will share strategies Councils on Aging can use to coordinate with each other and with other organizations. Coordination can make limited funds go further, helping more seniors make more trips. Coordination also makes applications more competitive. The workshop will include an interactive component where participants work in small groups to brainstorm how to apply these strategies locally. A portion of the presentation will be devoted to the Massachusetts Senior Medicare Patrol (SMP) Program and its ongoing efforts to engage healthcare consumers in reducing Medicare and Medicaid fraud, errors and abuse in the Commonwealth.

Price Armstrong, Transit and Capital Analyst, MassDOT Rail and Transit Division
Theadora Fisher, Mobility Outreach Coordinator, MassMobility/EOHHS
Rachel Fichtenbaum, Mobility Information Specialist, MassMobility/EOHHS
Lucilia Prates, Massachusetts Senior Medicare Patrol (SMP) Program
Pamela Campbell, MS, OTR/L, Director, Littleton Elder and Human Services
Emmett Schmarsow, EOE

This Conference Booklet was generously sponsored by



Friday, October 9, 2015

Workshop Session I *continued* 9:00am – 12:00pm

F1-2 Diversity Management – Creating a High Performance Culture

Cheshire

Smart employers recognize that in order to create a “Culture of High Performance” in the workplace, supervisors must have the skills and abilities to (a) appreciate the importance of diversity; (b) address performance issues in an effective manner; (c) create high expectations and reward employee success; and (d) understand employment law minefields. When an employer successfully incorporates “Diversity Management” into its organizational culture, employees are empowered, focused and engaged, and legal risk is minimized. As a mean’s of recognizing the most important aspects of “Diversity Management”, in this workshop supervisors will be introduced to the “Diversity Pyramid”, which illustrates the interrelationship between “Equal Employment Opportunity”, “Diversity” and “Inclusion.” The workshop is then divided into four learning modules, each of which examines the essentials necessary for “Creating a Culture of High Performance”: (1) Equal Employment Opportunity; (2) Diversity Management; (3) Successfully Managing Performance; and (4) Coaching and Counseling.

Ed Mitnick, Just Training Solutions, LLC

F1-3 Dementia Friendly Massachusetts Train the Trainer

Seminar

3 Nursing CEU, 3 SW CE

Our Interactive Dementia Training is an awareness and sensitivity program with 4 components: 1. The “Dementia Experience” uses sensory modifications and role playing activities to thrust participants into a world that someone with dementia faces day-to-day 2. “Dementia 101” Presentation and PowerPoint reviews what dementia is, what the causes are, how to recognize it, and who to call for more information. 3. Guided Group Discussion provides an emotional exploration that delves into the loss of one’s independence 4. Communication Training provides tips, practical advice and sample scenarios tailored to specific groups and industries, including EMTs, Police & Fire, hospital emergency room staff, and customer facing staff of municipal governments, retail establishments and banks.

Beth Cardillo, Executive Director Armbrook Village Senior Living

Pamela Maloney, Senior Living Residences

F1-4 Life Reimagined Guide Training for MCOA and Senior Center Staff

Brookfield

This morning workshop will be focused on Train the Facilitator. The goal is to train those interested in facilitating Life Reimagined Checkups in their centers. AARP will provide the tools and resources on an ongoing basis for MCOA to continue to offer this valued program to all interested visitors.

Lisa Masters, Community Outreach Specialist will be joined by Life Reimagined Guide Volunteers

F1-5 A Conversation with Jim Firman

Danforth

This small group networking session is designed for those who wish to have a smaller group discussion with [James Firman](#) and those interested in the Aging Mastery program. ***Space limited!***

Jim Firman, President & CEO, NCOA

Friday, October 9, 2015

Wrap-Up Session 12:45pm – 2:15pm

Abbingdon

National Institute of Senior Centers

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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 info go to:

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

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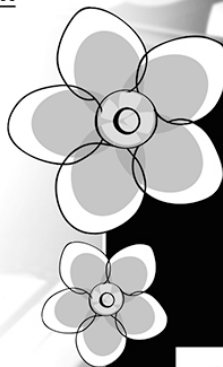
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Connecting and Empowering Professionals on Intergenerational Programs



This moment was created after a staff member attended a **Bridges Together/MCOA Plan Your Intergenerational Program (Bootcamp) Workshop**

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Student's artwork before an (IG) program



Student's artwork after an (IG) program

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**Senior Living Residences –
Friday Breakfast**

MCOA Honor Roll

MCOA Certified Senior Center Directors

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

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.

For more info go to: www.mcoaonline.com see About Us/ Staff Certification

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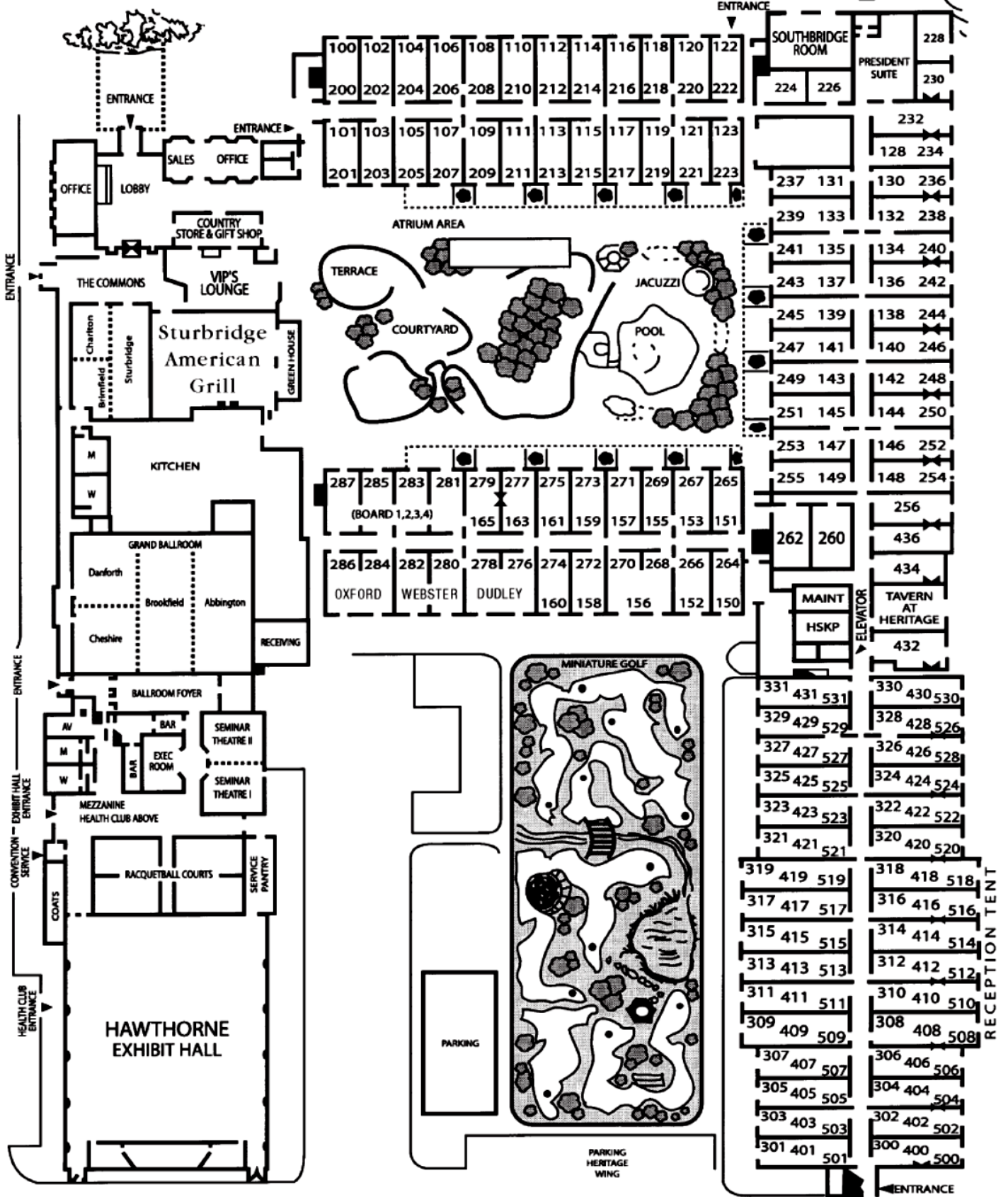
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Brian T. O'Grady is awarded MCOA Director of the Year by past Director of the Year Jayne Colino



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 (left) DeMattia 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