

# MCOA News

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Notes from the Executive Director: September 2010

**Please Circulate to Your Staff**

## Enclosed in This Mailing:

- **Highlights of our Fall Conference: October 6-8<sup>th</sup> at the Sea Crest Resort- Deadlines Approaching**
- **An Open Letter and Invitation to All New Directors in our COA Network**
- **MCOA's Call for Nominations for MCOA's 2010 Awards**
- **Legislative Update: Preparing for the 2011-2012 Legislative Session**
- **MCOA Outreach Meeting: Sept 22: *Staying Connected to Utilities & the New Health Care Law***
- **MCOA Briefs including News You Should Use, UpComing Events, Member Requests, and Personnel Updates**

## Things You Should Know

1. **MCOA's Fall Conference is scheduled for October 6, 7, & 8, 2010 at the Sea Crest Resort with the theme "Aging Well in Massachusetts and Beyond."** We plan to offer 32 workshops on Wednesday and another 32 on Thursday, with four Intensives on Friday. Our Annual Meeting Dinner Dance will take place on Wednesday night with a more casual affair slated for Thursday. The Sea Crest is under new ownership and significant upgrades have been made to the facility and the menu. The Sea Crest is on the ocean with many rooms facing the water. **The biggest draw will be the fact that the National Institute of Senior Centers (NISC) Delegate Council Meeting is scheduled to be conducted just prior to our event and we have enticed many Delegates to stay and provide a national perspective and fresh approaches during our 3-day event.** So far more than a dozen of the workshops offered will be from COA Directors and other Eldercare Professionals from outside MA. **Details and the Registration kit online at [www.mcoaonline.com](http://www.mcoaonline.com)** Hard copies will be mailed upon request by calling 413.527.6425. **It is still not too late to register.**
2. At the September 17<sup>th</sup> MCOA Membership Meeting the assembled approved several changes to the ByLaws as recommended by the Governance Committee and Board. The recommendations are posted on our website and the updated version of the ByLaws will be posted by month's end.
3. MCOA is currently developing our **Goals and Objectives for FY11-12.** Your input is sought as to what we should prioritize during the coming 24 months. Submit suggestions to David P. Stevens at [david@mcoaonline.com](mailto:david@mcoaonline.com) The current draft is posted on our website under ByLaws
4. **Celebrations:** We have a lot to celebrate including maintaining the \$7/Elder/Year Formula Grant in FY11; so the Local Arrangements have arranged two functions — on Wednesday there will be a Beach Barbeque and the oldies dance band "The Relics"; and on Thursday there will a Cape Social with the theme of Old Friends/New Friends as we say to goodbye to some directors and welcome others. **Everyone is welcome to join these celebrations.**
5. By the first week in October the Fall 2010 edition of *Focal Points* will arrive at your senior center. We ask you to distribute the five copies among staff, Board, Mayor/Town Council, Select Board/City Council, and Finance Committee. In addition to all COA Directors, this magazine is sent to over 250 elder advocates, members of the Administration and all Beacon Hill Legislators. **Within this issue of Focal Points we asked over 40 leaders in the elder care network to answer a simple question: From your vantage point, what should the top priority be over the next four years?** We received answers from the current and former Secretaries of Elder Affairs, state legislators, elder advocates and service providers, and we provide additional comments from MCOA Board and staff members. These unedited responses, from each author's unique vantage point, help illuminate the issues at hand, and hopefully open dialogue between decision makers, consumers, advocates, and providers; which in turn will help set priorities for the next few years. We hope this exercise provides useful roadmap.

## **Things You Should Know- continued**

6. The Nomination Committee has submitted the following names to serve on the Board of Directors for the coming year. We still seek Regional Representatives. Interested parties should contact David P. Stevens at 413.527.6425. Those who wish to nominate alternative Board of Directors are asked to contact David prior to October 1<sup>st</sup> so we can prepare for a written ballot. The election is slated for October 6, 2010 at our Annual Meeting at the Sea Crest Resort.
7. MCOA Award Committee has announced their choices for this year's awards. The ceremony will be held on October 7<sup>th</sup> during our Thursday's Plenary Session at the Sea Crest Resort.
  - Director of the Year – Carolyn Brennan, East Longmeadow
  - Advocate of the Year– Joanne Champa, Program Coordinator for the MA Dept of Transportation
  - Innovator of the Year – Ye Olde breakfast Shoppe, Rochester COA
  - Special recognition to NISC for advancing the mission and profile of Senior Centers
  - Lifetime Achievement Award – Frank Ollivierre

## **MCOA 2010-2011 Nominations for Election of Officers- Board of Directors**

Submitted by the Nominating Committee: Chair Kathy Bowler, Holyoke, Mary Parcher, Framingham  
Laura Mailman-Merrimac, Coral Grande- Cohasset, Deb Jenkins- Fairhaven

<b><u>Board Position</u></b>	<b><u>Slate to be elected on October 6, 2010</u></b>	<b><u>Region</u></b>
President	Barbara Farnsworth –	SE
Vice President	Jayne Colino – Newton	Metro
Secretary	Laura Mailman – Merrimac	NE
Assistant Secretary	Marge McDonald – Burlington	NE
Treasurer	Sandra Lapollo – Chicopee	West
Assistant Treasurer	Carolyn Brennan – East Longmeadow	West
Conference Chair	Kathy Bowler – Holyoke	West
Legislative Chair	Ruthann Dobek – Brookline	Metro
Past President	Sharon Lally – Rochester	SE
At Large	John Jope – Arlington	NE
At Large	Norma Simons Fitzgerald – Sharon	Metro
At Large	Cindy Hickey – Somerville	Metro
At Large	Pat Roberts – Marblehead	NE
At Large	Amy Waters – Worcester	Central
At Large	Joanne Moore – Duxbury	SE
At Large	Donna Popkin – Billerica	NE
At Large	Tina Gorman – Westfield	West

The Nomination Committee is still soliciting names for Regional Representatives. If you are interested contact David P. Stevens, [david@mcoaonline.com](mailto:david@mcoaonline.com) Any candidate wishing to run from the floor should also contact David prior to October 1<sup>st</sup>.

## **Congratulations to the 2011 MCOA Staff Certification Class:**

**From Co-Chairs Joanne Moore and Pat Roberts**

Great News! All six candidates who completed the certification process have passed—with flying colors! The recognition ceremony will be held Thursday October 7<sup>th</sup> during Thursday's Plenary Session at our Fall Conference at the Sea Crest Resort.

### **NEWLY CERTIFIED DIRECTORS**

Laura DeMattia  
Laura Dillingham-Mailman  
Colleen Ranshaw-Fiorello  
Elizabeth Pettis  
Mary Parcher

### **NEWLY CERTIFIED PROGRAM MANAGER**

Sheila Ronkin

This year's reviewers included: Ted Lang, Woody Woodruff, Donna Pizura, Joan Wright, and Lynda Chuckran. We congratulate the successful candidates and thank the outside reviewers!

# “Aging Well in Massachusetts and Beyond”

MCOA’s Fall Conference

October 6-8, 2010

Sea Crest Resort, Falmouth MA



## 7 Things You Should Know About this Year’s Fall Conference

1. This year a special feature will be the presence of the National Institute of Senior Center’s (NISC) Delegate Council. They will be on-site to share resources and best practices from around the nation. Come find out about the future of Senior Centers.
2. We have scheduled over 60 workshops, including presentations from the NISC Delegate Council, and from government officials. We have asked many of our best presenters to return.
3. Over 70 vendors –including many with cutting-edge products to help improve the operation of your senior center and the lives of older adults in your community– will be available for consultation on Wednesday and Thursday.
4. Wednesday’s Plenary will be “Senior Centers: Relevant or Relics? Pundits Weigh In” with a nationwide panel of Senior Center Providers and Elder Care Professionals.
5. For Thursday’s Plenary we have invited EOHHS Secretary JudyAnn Bigby MD to address the gathering and we will present our MCOA Awards for Innovation, Advocacy, and Director of the Year. Also the newest class of Staff Certification Candidates will be inducted.
6. Our Annual Meeting has been moved to Wednesday evening with the Election of Officers & Acceptance of our Annual Plan.
7. Celebrations: We have a lot to celebrate including maintaining the \$7/Elder/Year Formula Grant in FY11; so the Local Arrangements have arranged two functions — on Wednesday there will be a Beach Barbeque with the oldies dance band “The Relics”; and on Thursday there will a Cape Social with the theme of Old Friends/New Friends as we say to goodbye to some directors and welcome others. **Everyone is welcome to join these celebrations.**

For More Conference Details and Online Registration go to [www.mcoaonline.com](http://www.mcoaonline.com)

Hard copies available upon request 413.527.6425

Hotel Registration Deadline: ~~September 4, 2010~~ Rooms still available

Conference Registration Deadline: ~~September 4, 2010~~ Not too late!

## Open Letter to All New Directors of Municipal Councils on Aging



*At the Center of it All.*

**The Massachusetts Association of Councils on Aging recognizes that we as a network have undergone a tremendous turnover in membership during the last several years.** As many of our more experienced Directors have retired, we have welcomed many new professionals into our statewide association. We have sought feedback from these individuals on how we can be of assistance, and the results indicated a need to redouble our efforts to respond to the needs of these newer members.

To that end, **MCOA has begun a complete upgrade to our services for New Directors in our network.** A team of Board and Advisory Council Members are developing a new protocol to welcome all Members that includes:

- A revised training manual
- A new curriculum for New Director's Workshops
- A Mentor Program that will formally assign new directors to a local 'more seasoned veteran' who can provide advice during the first few years.
- The addition of an online 'chat room' where questions can be posted and answered.

Your input on these new features is welcome and we encourage you to join this team to make these components even more responsive to your needs. To join, see the Call for Participation form online at [www.mcoaonline.com](http://www.mcoaonline.com) (bottom of the blue column on the left) or look for it in MCOA's Dues Mailing sent in early July.

In addition, it was suggested that we add a feature to the Fall Conference where we formally welcome all New Directors and recognize the retirements of others. **On Thursday October 7<sup>th</sup> the evening social will focus on "Old Friends- New Friends."** This event will run from approximately 5:30 to 8pm. We are hoping that many of you can join us and bring your predecessor along. To entice you further, we are willing to reduce the ticket price for all retiring Directors to \$15 (half price) in the hopes to lure them out of retirement for one night and a chance to say goodbye to a network that they helped build. It will be a chance for you to meet some of MCOA's Leadership and make initial contacts, in an informal setting, which will help you with your job. A variety of 'heavy' hors d'oeuvres will be served with a cash bar. **We are formally asking you to contact your predecessor since we do not have addresses of retirees. We hope you will join us Thursday night October 7<sup>th</sup> at the Sea Crest Resort in North Falmouth, MA.**

**As a New Director we also want to make sure that you are aware that the New Director Training Committee will conduct its first workshop on the new curriculum that Friday October 8<sup>th</sup> at the Sea Crest Conference.**

For more details on these events and the Fall Conference go to [www.mcoaonline.com](http://www.mcoaonline.com) .

Hard copies are available by calling 413.527.6425.

Your input is welcome and your involvement is sought.

David P. Stevens  
Executive Director

## **MCOA News You Can Use: Important Notice Re: 501c3 Status of Friends Groups**

### **Thanks for the heads-up to Donna Popkin/ Billerica COA and the MA Board of Library Commissioners for this email which has been modified for COAs.**

In the past year, the U.S. Internal Revenue Service has been reviewing the tax-exempt status of small, non-profit organizations. They are checking to see if these organizations are filing the required annual reports with the IRS. The IRS is saying that the tax-exempt status of these organizations will be revoked if they have not made the required annual filing for the past three years.

The IRS recently published a list of the Massachusetts-based organizations which are in danger of automatically losing their tax-exempt status by **October 10, 2010**. The link below will lead you to a page on the IRS website which will lead to the Massachusetts list and to an explanation of the IRS rules.

Please note that there are a significant number of Friends groups on the IRS list. You can search this list (which is over 260 pages long) using the name of your town or senior center to see if any organization you are associated with is listed.

#### **List of Organizations At Risk of Automatic Revocation of Tax-Exempt Status:**

<http://www.irs.gov/charities/article/0,,id=225889,00.html>

As I am sure you know, MCOA has no role in reviewing the tax-exempt status of Friends Groups. All questions regarding tax-exempt status of an organization should be addressed to the U.S. Internal Revenue Service. Their website provides complete contact information.

#### **MCOA News You Can Use:**

University of Massachusetts Boston Gerontology Institute

### **Guide for Elders: Planning that Protects You and Your Assets**

The newly updated *Guide* is available for \$10 (bulk discounts also available).

To obtain a copy, please send a check to:

Gerontology Publications Gerontology Institute UMass Boston

100 Morrissey Blvd. Boston, MA 02125

The *Guide* covers such topics as: Powers of Attorney, Health Care Proxies, Wills, Guardianship, and Considerations before Entering a Nursing Home, among others.

**MCOA News You Can Use: FOR IMMEDIATE RELEASE (September 7, 2010)**

**CONTACT: Dave Nathan or Michelle Alvarez, AARP – 202-434-2560**

## **AARP STEPS UP ONLINE CAREER RESOURCES WITH NEW ONLINE JOB SEARCH SERVICE**

*Job Seekers Will Have Broader Selection of Openings, More Focused Search*

**WASHINGTON** – Older workers seeking new employment possibilities will greatly benefit from a free new online job service – **the AARP Job Search Engine** – which launched today and is available on the non-profit organization’s newly-revamped website ([www.aarp.org/jobs](http://www.aarp.org/jobs)). Still buffeted by the worst employment environment since the Depression, 50+ Americans will now be able to search at any time among more than 1 million jobs aggregated by the new service, powered by Indeed, a meta-search engine for job listings.

“This new collaboration between AARP and Indeed will enable job seekers to identify very specific job openings that are, in effect, tailored to their situation,” said Deborah Russell, AARP’s Director of Workforce Issues. “We’re proud to say AARP now has one of the most robust and experienced job search sites for mature jobseekers in the country and hope the service will benefit many of our members.”

Visitors to AARP’s website will now be able to search job openings by state and zip code. The jobs will be broken down by industry, occupation and even title. This free service can be accessed at [www.aarp.org/jobs](http://www.aarp.org/jobs).

“In these tough economic times, free resources like the AARP job search engine are invaluable to many people trying to get back in the work place,” said Nataki Clarke, vice president, online marketing, AARP. “The 50+ audience is going online like never before and our goal is to make aarp.org a one-stop destination to provide them with information and tools they need to live their best lives.”

Announcement of the new service comes as recent AARP Public Policy Institute calculations, based on Bureau of Labor Statistics data, show that more than 2.2 million people aged 55 and older were unemployed in August. The average period of unemployment for those 55 and over was nearly 10 months (39.2 weeks) in August, about double the 20.2 weeks average when the recession began in December, 2007.

The Indeed collaboration is the latest move by AARP to expand its workforce programs to better serve workers 50+ and comes on the heels of the organization re-launching its website. This year, AARP is conducting more than 40 career fairs for older workers in areas of the country with high unemployment. AARP sponsors the National Employer Team, which connects job seekers with employers; honors Best Employers for Workers over 50, and, offers online job tips that help persons boost their job search efforts. In addition, the AARP Foundation provides a variety of direct services to help mature workers at or below the median income through its WorkSearch website. For more information on the programs mentioned above, please visit [www.aarp.org](http://www.aarp.org).

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### **About AARP**

AARP is a nonprofit, nonpartisan social welfare organization with a membership that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP The Magazine, the definitive voice for 50+ Americans and the world’s largest-circulation magazine with over 35.1 million readers; AARP Bulletin, the go-to news source for AARP’s millions of members and Americans 50+; AARP VIVA, the only bilingual U.S. publication dedicated exclusively to the 50+ Hispanic community; and our website, AARP.org. AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

## **MCOA News You Can Use: from Emmett Schmarsow EOE- 3 things**

1. You may shortly expect a delivery of brochures relating to the “**Embrace Your Future**” initiative. As you may recall, “Embrace Your Future” is a new state venture, a partnership among state executive offices (Elder Affairs and Health and Human Services), Governor Deval Patrick, the Office of Consumer Affairs and Regulation, and the Office of Long-Term Support Studies (LTSS) at the University of Massachusetts Medical School. In recognition of the rapid rise in the senior population as baby boomers (people born between 1946 and 1964) age, Massachusetts has joined with twenty-four other states and the federal government in launching a Long-Term Care Awareness Campaign, promoting earlier planning for later life. The Massachusetts campaign is entitled “Embrace your Future” and it serves as the title of a 44-page Massachusetts-specific Long-Term Support guide that is being mailed to your agency in early/mid September.

“Embrace Your Future” offers options for controlling your future by planning ahead. This is essential given that Medicare does not pay for long-term care support – even though most people need help as they age. The earlier we take action with respect to future needs, the more likely we are to have a secure later life.

Please feel free to share these brochures with local libraries, schools, other public agencies, businesses with **Employee Assistance Programs**, hairdressers/barbers, housing authorities or any other locale where people might have time to consider the aging options and choices.

2. Please inform this office of delays in submitting FY11 Formula related materials after indicated due dates (if you have not done so already). COAs are reminded that the “Statement of Allocation/Grant Balance” is due **regardless of the amount remaining unexpended at the close of Fiscal Year 2010!** This is part of the contracting process. Thank you.

### **3. Acushnet COA and Police Department Announce New Outreach Program (BINGO)**

**Acushnet, MA** – The Acushnet Council on Aging, in conjunction with the Police Department, are proud to announce the implementation of a new Outreach Program, *Benefiting Individual Needs, Goals, Objectives* (BINGO), designed to help the Town’s most vulnerable residents lead productive, successful, safe lives in the home setting for as long as possible. BINGO is an outreach response program that identifies Acushnet individuals and families, through several different means, that are in need of federal, state and local resources and services for successful daily living. Residents that qualify are over the age of 59 or are an adult living within the town that has a disability. “It’s about Acushnet taking care of its’ own and being proactive to help our seniors and their families in a time of need,” said Heather Sylvia, Council on Aging Director.

For more information or to make a referral, contact the Acushnet Council on Aging at 508-998-0280.

## **MCOA News You Can Use: from Paul Lanzikos, NSES**

This report contains a good compilation of articles on pertinent current public policy topics regarding home and community based long term supports and services. **Advancing Home and Community-Based Services: Transforming Policies, Programs, and Service Delivery in Long-Term Care – Public Policy & Aging Report** <http://www.hcbs.org/moreInfo.php/nb/doc/3312/f2f>

## **MCOA News You Can Use: from Alissa Weintraub, Mass Senior Care**

**Worrying about falling over makes it more likely to happen:** Elderly people who worry about falling may actually double the chances that they will take a tumble, research has suggested. By Rebecca Smith, Medical Editor, Telegraph (UK). August 20, 2010 "Overall, it seems that high levels of perceived fall risk may lead to future falls, independent of physiological risk, and that the disparity between physiological and perceived fall risk contributes to fall risk mainly through psychological pathways," wrote lead author Stephen Lord, Senior Principal Research Fellow at the Falls and Balance Research Group.

The findings could help caregivers design programs that encourage positive exercise and behavior attitudes.

<http://www.telegraph.co.uk/health/healthnews/7953726/Worrying-about-falling-over-makes-it-more-likely-to-happen-research.html>

## **MCOA Legislative Alert: 2011-2012 Legislative Session Starts Jan 2011 - FY11 Outlook Improves –FMAP \$ Stall– ASAP Waiting List Grows- Bad Poll News on Question #3**

**2011-2012 Legislative Session Starts Jan 2011** If any member wishes to advance legislation thru MCOA we need to get you ideas and proposals to us by October 31<sup>st</sup>. Send information to [David@mcoaonline.com](mailto:David@mcoaonline.com)

*We are collecting info on any cuts...*

**SAVE OUR Senior Centers Task Force:** Is actively tracking the impact the FY09 budget on senior centers and staffing. Please send updates and your concerns to Ruthann Dobek/Brookline — [Ruthann\\_Dobek@town.brookline.ma.us](mailto:Ruthann_Dobek@town.brookline.ma.us) and Jayne Colino/ Newton — [jcolino@newtonma.gov](mailto:jcolino@newtonma.gov) **We also need a copy sent to [Peter@mcoaonline.com](mailto:Peter@mcoaonline.com)**

### **STATE HOUSE** **NEWS SERVICE**

STATE CAPITOL BRIEFS – WEDNESDAY, SEPT. 15, 2010 STATE HOUSE NEWS SERVICE  
BUDGET CHIEF TELLS LOCAL OFFICIALS FUTURE BRIGHTENING

A pair of Patrick administration Cabinet chiefs offered local government officials an upbeat assessment of the state's economic prospects and education advancements, painting a picture starkly at odds with steady reports of turbulence in the job and housing market, state budget difficulties, and campaign trail criticism of state policies as anti-business. Addressing mayors, selectmen and town administrators in the Governor's Council chamber, Administration and Finance Secretary Jay Gonzalez said Massachusetts compares favorably to other states on job and economic growth measures, noted business confidence is up over last year and said consumer confidence has risen for 14 of the last 16 months. "All of those are very good signs, very good news for Massachusetts," Gonzalez said. Two months into the new fiscal year, state tax revenues are closely tracking benchmarks and administration officials are in active discussions about how to allocate \$449 million in onetime federal MassHealth funds intended for this year's budget. "I am hopeful that we come to some agreement with the Legislature very quickly," he said, repeating a desire he expressed last month and not stipulating a deadline or timeframe. He said "there is an urgency to allocating this funding" because the administration needs to make decisions about the extent of reduced programs and services under this year's budget. Gonzalez did not delve in any detail into administration efforts to manage a potentially significant gap in this year's budget or predictions of a roughly \$2.5 billion gap in the fiscal 2012 budget, which will demand attention from Beacon Hill early next year. In spite of the recession, the state is spending at historically high levels on K-12 education, has preserved its health insurance access gains, and has doubled annual capital spending from \$1.7 billion to \$3.4 billion, Gonzalez said. The state budget chief noted that while the state's 9 percent jobless rate is lower than the national rate of 9.5 percent, many state residents need work and this year's expected tax take, even after last year's sales tax hike, is 4 percent lower than in 2006 when Gov. Deval Patrick took office. "We still are digging ourselves out of a big hole," he said. Education Secretary Paul Reville, shortly before the state announced that more schools are falling short of federal education standards, said it was a bright time for public education in Massachusetts due to strong student performance on the MCAS and SAT exams, the receipt of \$204 million in onetime education funds aimed at preserving jobs, and the state's securing of \$250 million in federal Race to the Top funds over the next four years. Reville also said the state's participation in a national effort to update student assessment systems did not represent an abandoning of the MCAS and could lead to the delivery of "real-time" data to help educators and student make immediate adjustments to test results.

## **MCOA Legislative Alert: The FMAP Money Was Signed 38 Days Ago! Let's Ask State Lawmakers To Get The Fmap Out!**

Fr: Al Norman

Please spread this email to any emails lists you have!

There are rumblings in the State House that next week a 'deficit supplemental' may start to move in the House. It is not clear what will be contained in this vehicle, but we want to use the occasion to remind lawmakers that **we want FMAP money, and don't want to wait until January.**

We have also been told that the FMAP funds which came to MA were around \$450 million—and lawmakers had been hoping for roughly \$653 million. Given the \$300 million deficit in Medicaid, the thought was that large-scale release of FMAP money was not likely to happen in this deficit, but there is a chance that some smaller levels could be released. We only want \$15 million for home care and related items.

**PLEASE SEND AN EMAIL TOMORROW TO YOUR REPS AND SENATORS, WITH THIS MESSAGE:**

Dear \_\_\_\_\_,

It has been roughly **38 days since President Obama signed the FMAP law** to release additional Medicaid funding to the states. We are anxiously on the waiting end of that money. There are over 3,500 seniors on a home care waiting list, and every day more seniors are told to take a number. Please don't let this money sit. Let's put it to immediately use.

We have been told that a deficit budget could be in the works next week, and we wanted to remind you that the following FMAP relief funds are still on our list, and we hope you have not forgotten us:

\$7.941 million for 9110-1630 home care

\$2.853 million for care management for seniors, item 9110-1633

\$1.574 million for elder abuse investigations/protective services 9110-1636

\$2.5 million for nursing home pre-screening, item 4000-0600

\$ .361 million for grants to councils on aging 9110-9002

\$15.229 million TOTAL

If any deficit/supplemental bill is taken up next week —**BRING HOME THE HOME CARE**— and get the FMAP money where Congress wanted it to go. Remember, home care services dollars not only help seniors avoid institutional care, but the funding goes to low income homemakers, who use the money to pay their rent, their utilities, their gas, and their food bills. It goes right back into the Massachusetts economy! Don't freeze us out until January.

Thank you for remembering to take care of the elderly with FMAP funds!

# MCOA Legislative Alert: Question 3? Answer is no

By [Yvonne Abraham](#) Globe Columnist / September 9, 2010

Here's a rare find: an issue on which all four candidates for governor — and three treasurer hopefuls — agree.

Slashing the sales tax from 6.25 percent to 3 percent is a very bad idea, they all say. And they're right.

What's scary is who is not part of this group hug: the public. A State House News Service poll this week found that 54 percent of voters surveyed favor the rollback.

That's one whopping disconnect.

Leading the charge for the disaster known as Question 3, to appear on November's ballot, is professional irritant Carla Howell and an army of mad-as-hell small-government types. They're using the same daffy logic they deployed in their 2008 attempt to do away with the state income tax.

Government wastes huge amounts of our money, they say. Their evidence: a 2008 survey showing voters believe government wastes huge amounts of our money — 41 cents on every dollar, to be precise, according to a randomly-selected group of 500 voters asked to pull figures out of the air.

Five hundred voters might declare I'm a millionaire. Sadly, that doesn't make it so. Still, advocates use the silly 41 percent figure to argue that the \$2.5 billion the rollback would pull from state coffers won't hurt a bit.

For voters understandably angry about paying higher taxes during hard times, it's a seductive argument. Especially when lawmakers do a lousy job of making clear what we get in return for our taxes — and tolerate some government waste.

But the rollback would hurt. A lot.

Even if the economy begins to recover, Massachusetts will still face a massive budget shortfall of at least \$2 billion next fiscal year, says Mike Widmer, president of the Massachusetts Taxpayers Foundation. This is largely because the stimulus and rainy day money we've been using to plug deficits during the recession will have dried up. Subtract another \$2.5 billion, courtesy of Question 3, and you have a disaster.

The state has already cut \$3 billion from budgets in the three years since the recession hit, according to the Massachusetts Budget and Policy Center. Where will a further \$5 billion come from?

Maybe there are too many state employees. But you'd have to fire every single one of them to get to \$5 billion. Do we spend too much on public safety? Eliminating the entire judiciary, all DAs, sheriffs, the State Police, and the entire Department of Corrections wouldn't get us even halfway.

How about human services, the huge bureaucracy that handles mental health, public health, and services for families, seniors, and veterans? Erase all of those services and you'd still be more than a billion short.

There are definitely places government could make relatively painless cuts going forward. But none of it rises to the magnitude we're talking about.

The candidates realize that, though they express their disagreement with varying degrees of courage. Governor Deval Patrick calls the consequences of Question 3 "calamitous." Independent Tim Cahill and Green-Rainbow candidate Jill Stein say it goes too far.

Republican gubernatorial candidate Charlie Baker says it's "too much, too fast" (though his own proposal to cut sales, income, and corporate taxes to 5 percent in his first term would also leave a huge hole in state finances).

And GOP treasurer candidate Karyn Polito agrees, though her position is tortured (she wants voters to pass Question 3 to "send a message," then she wants legislators to move the sales tax to 5 percent). Her Democratic counterparts oppose the rollback.

In these fractious times, that's a remarkable consensus. The fact that not one of the candidates — some of them champion panderers — is willing to go as far as those 54 percent of voters is a testament to the severity of our situation. And to the wrong-headedness of Question 3.

*Yvonne Abraham is a Globe columnist. She can be reached at [abraham@globe.com](mailto:abraham@globe.com) ■*

# MCOA Legislative Alert: Bad News

## Sales Tax Rollback Wins Support Of 54 Percent In Latest SHNS Poll



By Jim O'Sullivan and Craig Sandler  
STATE HOUSE NEWS SERVICE

Enhanced resources for this story are available at [www.statehousenews.com](http://www.statehousenews.com)

STATE HOUSE, BOSTON, SEPT. 8, 2010.....By a 10-point margin, Massachusetts voters favor slicing the state sales tax from 6.25 percent to 3 percent, according to a State House News Service poll - a ballot referendum that would chop roughly \$2.4 billion from Beacon Hill coffers and has drawn opposition from all four gubernatorial candidates. The rollback earned 54 percent support in the survey of 400 Massachusetts residents conducted at the end of August, with 44 percent against the ballot measure, known as Question 3, and 2 percent undecided. The survey has a margin of error of plus or minus 4.8 percent.

Question 1 on whether to remove the sales tax from alcohol, a budget-balancing maneuver approved in 2009, would fail 38-60 percent if the vote were held tomorrow, the survey showed. Respondents rejected Question 2, asking about repeal of the state's "40B" law, which facilitates mixed used, affordable housing construction in communities with insufficient supplies of affordable units, by a 36-54 percent margin, with 10 percent undecided.

State House News pollster Gerry Chervinsky said August results are a good baseline, but far from a prognostication of how people will vote Nov. 2.

"Certainly the people who will spend millions and millions to defeat the rollback have their work cut out for them - but we know that's going to happen, and these numbers will change," Chervinsky said.

Chervinsky said he thought the alcohol tax and housing questions were losing by wide enough margins that they would likely fail. Chervinsky said respondents' enthusiasm for one tax cut, and simultaneous disapproval of another, showed that support for the sales-tax rollback is not just an anti-tax knee jerk reaction in bad economic times. "But ballot questions are touch-and-go," he said.

The Legislature and Gov. Deval Patrick raised the sales tax from 5 percent to 6.25 last year to close a multi-billion dollar budget gap. Patrick has described the prospective revenue loss from the rollback as "calamitous," while soft-pedaling answers to media inquiries about whether he would adhere to the mandate. Asked Tuesday whether Patrick would implement the rollback, communications director Kyle Sullivan said, "Yes," and referred to Patrick's previous assertions that he would "respect the will of the voters." During a Tuesday night debate, Patrick said "If the voters vote in that way, then I don't think we have any choice but to respect the will of the voters."

Republican Charles Baker, Patrick's closest rival, has said he would implement the tax cut, though he does not support it. Baker wants to bring the sales tax rate back to 5 percent, its level prior to last year's round of tax hikes.

Independent Treasurer Timothy Cahill is "concerned" with the prospect of the lost revenue, his campaign spokeswoman said last week, but would follow through with the mandate.

Green-Rainbow candidate Jill Stein said she would package the sales tax cut with a larger restructuring of the tax code, designed to ease the burden for lower- and middle-income taxpayers while increasing it for the wealthiest.

Proponents posit the massive tax cut as a means of goosing the economy and relieving years of tax hikes.

"Regardless of what [Patrick] says, or any governor candidate says, the fact of the matter is this is a binding law, and ballot initiatives are by far the most powerful tool voters have for cutting taxes, bar none," said Carla Howell, lead sponsor of the initiative.

"It will help to save small businesses, retailers, especially near the New Hampshire border, where they have a zero-percent sales tax, and in the south and west" where shoppers from Rhode Island and Connecticut would come to Bay State stores, Howell said.

"This is a chance for voters to directly cut taxes, roll back state spending by 5 percent, force the Legislature to cut waste, stimulate the economy and create jobs," she said.

Critics say paring the sales tax by more than half would suck about 13 percent of the state's tax revenue stream dry and lead to damaging reductions in government programs.

"Question 3 will devastate the services that people rely on in their local communities," said Stephen Crawford, spokesman for Vote No on Question 3.

"Businesses throughout the state are just as ... supportive of strong local services, good schools, good police, good fire protection as residents are, which is why so many of the leading business groups in this state are opposed to Question 3," Crawford said.

Among voters ages 18 to 39, 62 percent would vote to lower the rate, while 36 would not. Fifty-two percent of voters between 40 and 64 years old would vote for the cut, while 46 percent would not. In the 65-plus category, the question wins with 59 percent of the vote, 40 percent opposed.

Self-identified Democrats would vote against the measure by a 56-43 split, while Republicans and independents oppose it at roughly the same 36-62 rate.

Thirty percent of Patrick voters would vote yes, while 68 percent would vote no. Among Baker voters, the referendum would pass with 73 percent, just 26 opposed. Cahill supporters broke 59 in favor, 39 against.

Beacon Hill has a mixed record of abiding by voter mandates. In 2000, the electorate opted for an income tax rollback to 5 percent that state government rejected, instead instituting a series of triggers ostensibly designed to take the rate down to 5 percent. The current rate is 5.3 percent.

The sales tax hike from 5 percent to 6.25 percent passed last year as the Legislature's chosen alternative to Patrick's bid to boost the gas tax as a way of averting a major Turnpike toll hike.

Packaged with the overall sales tax boost was a new retail sales tax on alcohol, an exemption removal that the Department of Revenue said was worth \$97 million during the 10 months it was in effect last fiscal year.

The 40B "anti-snob" zoning law has come under fire for misuse by developers, and because, critics say, most of the funds go to market-rate units. Defenders call the statute a key driver of affordable housing creation.

The State House News Poll is a telephone poll conducted among 400 adults living in Massachusetts by KRC/Communications Research for The State House News Service. The poll was conducted August 29-31, 2010, using standard random-digit-dialing techniques, and carries an overall margin of error of +/-4.8 percent, with a margin of error of +/-5.0 percent for the subset of 362 registered voters and a margin of error of +/-6.1 percent for the subset of 250 likely Democratic primary voters.

## MCOA News You Can Use:

**New Exercise Recommendation Tool:** Recommended by the American Geriatrics Society, this link provides a new screening tool that ‘personalizes’ the best type of exercise for someone:

<http://www.easyforyou.info/>

Courtesy: Linn Morrill, Community Liaison, Healthy Aging, Health & Disability Unit, Mass DPH

## **Consejos para Tomar sus Medicamentos de Forma Segura: Tips for Taking Rx Safely**

This AHRQ Podcast advises Spanish speakers to tell their health care providers about all the medications they're taking, including herbal supplements, so they can avoid dangerous interactions. Listen to the Podcast at:

<http://healthcare411.ahrq.gov/radiocastseg.aspx?id=1123&type=seg>.

For other Spanish language Podcasts and consumer information, go to:

<http://www.ahrq.gov/consumer/espanoix.htm>.

**Resources for Multicultural Outreach:** <http://www.disabilityinfo.org/MNIP/MCR/>

## **From our Emmett Schmarow/EOEA**

Please see the remarks from MassMedLine, below. It seems particularly unfortunate that new discount cards are being promoted with intimations that they are part of an “official” Elder Affairs (or other state-sponsored) effort: **that is not the case.** *There has been a recent increase in the development of new discount cards initiatives providing discounts on both brand and generic medications at pharmacies across the state. Some plans indicate that they are a “statewide initiative” which may be misinterpreted by the consumer that the program is a product of the Commonwealth of Massachusetts. There are multiple programs for patients to obtain their medications at an affordable cost. Please know that you can reach **MassMedLine** (toll-free: 1-866-633-1617) as a trusted resource for all programs (federal, state and private) that provide assistance accessing medications and available plans. MassMedLine is the result of a long-standing partnership between the Massachusetts College of Pharmacy and Health Sciences and the Massachusetts Executive Office of Elder Affairs. Please encourage consumers to use the toll-free help line, or click on the “Ask The Pharmacist” link on our web site [www.massmedline.com](http://www.massmedline.com)) to ensure they are utilizing the programs that are best for them.*

*Mary B. Sullivan, PharmD, Director, Pharmacy Outreach Program MassMedLine*

*Massachusetts College of Pharmacy and Health Sciences 25 Foster Street Worcester, MA 01608*

**Mass. bans use of word ‘retardation’ in state laws – By Associated Press** Thursday 5 August 2010 Gov. **Deval Patrick** has signed a bill banning the use of the word "retardation" in Massachusetts laws. The new law signed by Patrick today replaces the words "mental retardation" with "intellectual disabilities or disability" wherever they appear throughout the Massachusetts General Laws. Patrick said the change is designed to help promote dignity for one of the state’s most vulnerable populations.

## **From the Desk of Linn Morrill/ DPH**

Here is a resource for falls prevention training designed for home health aides, sponsored by the National Council on Aging. <http://phinational.org/training/resources/phi-curricula/fall-prevention-awareness/>

## **2011 Medicare Part D Cost Sharing**

Revised chart with 2011 Massachusetts Low Income Subsidy Amount

Chart: <http://www.mcoaonline.com/content/wellness/medicare.php>

## **MDPH Suicide Prevention Workshops**

Suicide Prevention Calendar: <http://www.mcoaonline.com/content/wellness/index.php>

## **MCOA News You Can Use:**

### **Hurricane Season Emergency Mgt**

#### **PREPAREDNESS IS KEY FOR HURRICANE SEASON**

Threat of Hurricane Earl Reminds Families of Importance of Preparedness

FRAMINGHAM, MA – The potential threat of Hurricane Earl reinforces the importance that everyone take the proper preparedness steps. Now is a good time to take to heart the three steps being reinforced by the President, as he proclaimed September as ‘National Preparedness Month’: Prepare a Kit, Have a Plan and Be Aware.

“Every home and business should have a stocked basic emergency supply kit that could be used for any emergency, regardless of the time of year,” states MEMA Acting Director Kurt Schwartz. “Everyone should keep certain items around the house and workplace in the event you are isolated for three to five days without power” Each kit will be unique to each family, but should include a portable radio, flashlight, extra batteries, a supply of non-perishable foods, along with bottled water, a first aid kit, extra prescription medication, and extra food and supplies for infants and pets. “All families should develop a ‘Family Emergency Communication Plan’ with an ‘outside the area’ contact to help ensure everyone is safe. You should reach out to your local authorities to learn about your community’s potential evacuation routes and the location of possible emergency shelters,” said Schwartz. “It is always important to familiarize yourself with your Community’s Emergency Plans before an emergency situation occurs.” Also, develop a Disaster Supply Kit ‘Go Bag’, with essentials in case you must evacuate quickly. The Massachusetts Emergency Management Agency (MEMA) is the state agency responsible for coordinating federal, state, local, voluntary and private resources during emergencies and disasters in the Commonwealth of Massachusetts. MEMA provides leadership to: develop plans for effective response to all hazards, disasters or threats; train emergency personnel to protect the public; provide information to the citizenry; and assist individuals, families, businesses and communities to mitigate against, prepare for, and respond to and recover from emergencies, both natural and man made. For additional information about MEMA and National Preparedness Month, go to [www.mass.gov/mema](http://www.mass.gov/mema) and [www.Ready.Gov](http://www.Ready.Gov). Continue follow MEMA updates on Facebook and Twitter. Peter W. Judge, Massachusetts Emergency Management Agency, 400 Worcester Road, Framingham MA 01702-5399 Direct: 508.820-2002 — 24 hr.: 508.820.2000 — Fax: 508.820.2030 — [peter.judge@state.ma.us](mailto:peter.judge@state.ma.us)

### **Check 1<sup>st</sup> with HOME for Refinancing!**

Check with Homeowner Options for Massachusetts Elders (HOME, Inc.) at 781-848-5200 or go to [www.elderhomeowners.org](http://www.elderhomeowners.org) before refinancing! Their web-site needs updating but still a good resource. Courtesy of Emmett Schmarsow, Prog. Mgr. COAs & Senior Centers, ELD

### **Prescription Drug Disposal Program**

#### **FEDS TO COLLECT, DESTROY PRESCRIPTION DRUGS**

Americans will have an opportunity to safely dispose of unwanted prescription drugs during the country’s first-ever take-back day initiative scheduled for a four-hour period on Saturday, Sept. 25, federal officials announced Thursday. The federal Drug Enforcement Administration said the program would be “free and anonymous, no questions asked” and would run from 10 a.m. to 2 p.m. at locations nationwide. “As we know all too well in New England, prescription drug abuse destroys people’s lives. Medication in our homes that is no longer needed become an unnecessary hazard to the ones we love,” said regional DEA Special Agent in Charge Steve Derr said in a statement. “This is a unique opportunity to dispose of these unwanted medications before they can be abused and destroy someone’s life, result in an accidental overdose or harm our environment.” Federal officials said the effort is aimed at tackling “alarming” increases in the rates of pill abuse and theft, accidental poisonings and overdoses, and helping to clear homes of “dangerous, unused and unwanted prescription drugs.” According to the DEA, many Americans don’t know how to properly dispose of unused medicines, often flushing them down the toilet or throwing them away with the trash, methods of disposal that the federal government says pose safety and health hazards. Collection sites in every local community can be found by going to [www.dea.gov](http://www.dea.gov). Stay tuned to this column for more details at they become available. – David P. Stevens

## MCOA News You Can Use:

**New More Effective CPR Method** Short Video on Continuous CPR: <http://tinyurl.com/2fx8r59>  
Courtesy of Nina Simons Fitzgerald, Director, Sharon COA

### **SAM – Suitability Assessment of Materials**

SAM – Suitability Assessment of Materials for evaluation of health-related information for adults  
<http://www.beginningsguides.net/pdfs/SAM-for-Beginnings.pdf>  
Courtesy of Linn Morrill, MA Department of Public Health

### **Sept. Alzheimer’s Listening Sessions**

The newly formed MASSACHUSETTS ALZHEIMER’S DISEASE and RELATED DISORDERS (ADRD) STATE PLAN STEERING COMMITTEE is conducting Alzheimer’s Listening Sessions across Massachusetts.  
Schedule of Listening Sessions: <http://www.mcoaonline.com/content/wellness/index.php>  
Courtesy of Emmett Schmarsow, Prog. Mgr. COAs & Senior Centers, Exec. Office of Elder Affairs

### **New Exercise Recommendation Tool**

Recommended by the American Geriatrics Society, this link provides a new screening tool that ‘personalizes’ the best type of exercise for someone: <http://www.easyforyou.info/>  
Courtesy: Linn Morrill, Community Liaison, Healthy Aging, Health & Disability Unit, Mass DPH

### **Physical Activity for Arthritis**

Why is physical activity important for arthritis?

Scientific studies have shown that physical activity can reduce pain and improve function, mood, and quality of life for adults with arthritis. Physical activity can also help manage other chronic conditions that are common among adults with arthritis, such as diabetes, heart disease, and obesity.

How much physical activity do adults with arthritis need?

2 hours and 30 minutes (150 minutes) of moderate-intensity aerobic activity per week OR  
1 hour 15 minutes (75 minutes) of vigorous-intensity aerobic activity per week OR  
an equivalent combination\* of moderate and vigorous activity.

See: <http://www.mcoaonline.com/content/wellness/index.php>

### **Great Opportunity that MCOA Completely Endorses**

On behalf of Governor Patrick, we would like to introduce you to Commonwealth Corps, the first statewide initiative to engage Massachusetts residents of all ages and backgrounds in service to their community. Launched in 2008, Commonwealth Corps works with non-profit organizations and public entities to reinvigorate civic involvement to help address the Commonwealth's most urgent needs. Since the program's inception, over 500 Corps members aged 18-82 have helped students improve grades, reduced hunger, educated elders about services and answered calls of distress. Through their efforts, Corps members are building a grassroots movement of volunteerism in the Commonwealth in areas such as education, public health, safety and the environment. Watch the brief video of the first year of the Corps here: 20 partner organizations are recruiting to fill their Commonwealth Corps member positions for the upcoming 2010-2011 service year that will begin this September. ***Do you know someone who can make a difference?*** Residents can view Corps opportunities listed by host organizations throughout the Commonwealth from Holyoke to Roxbury, Lowell to New Bedford, and dozens of communities in between by visiting Connect and Serve, the statewide volunteer web portal. Corps members serve up to twelve months in full-time, part-time or flex-time capacities and receive a stipend. **Please help us spread the word about Commonwealth Corps opportunities and encourage members of your community to consider this service opportunity! Please forward this email or share the attached flyer.** If you would like more information, please contact me at 617-725-4036 or via email at [Commonwealth.Corps@state.ma.us](mailto:Commonwealth.Corps@state.ma.us). Sincerely, Cynthia Orellana, Director of Commonwealth Corps, Office of Governor Deval Patrick

## News You Should Use: Employment Assistance for Seniors

Please see attached for possible use as an article for your newsletter (or a local newspaper). For more information regarding employment/civic engagement programs, please contact: Mary Kay Browne at Elder Affairs (617-222-7435) or [Mary.K.Browne@state.ma.us](mailto:Mary.K.Browne@state.ma.us) If you wish to learn more about the range of employment services COAs can provide, consider attending the "Older and Out of Work" workshop on Thursday afternoon, October 7th, during the upcoming MCOA Conference.

### News Article for Local COA Newsletters September/October 2010

How Getting a Job Has Changed - Referral to Career Centers – Announcement of the Next Wisdom Works Job Search Skills Program (where applicable)

#### The Importance of Extending Your Employment Years

For the past few decades, the health of older Americans has been improving, while changes in occupations associated with the growth of the service economy have made work less physically demanding. In addition, life expectancies have increased steadily, increasing in turn the financial resources required to maintain one's standard of living over throughout one's life.

In the past, generous retirement benefits made it attractive for Americans to retire at younger ages despite their increased life expectancy. In the future, however, financial realities are likely to make it more attractive for Americans to keep working later than age 62, the most popular age for retiring. The continuing shift away from defined benefit retirement plans and retiree health insurance will mean that that many more Americans will need to save even more to ensure adequate income throughout one's retirement.

Yet a 2006 survey of adults conducted by the Employee Benefit Research Institute (EBRI) showed that many do not fully understand how these changes affect their retirement security, and, among those who do, few have altered their savings behavior to compensate for the decline in generosity of retirement income provided by employers. For these reasons, staying employed until later years is more important than ever.

Searching for full time or part time jobs can be difficult for several reasons. Here are some of the challenges facing adults age 55 and older in obtaining employment:

- ◇ The methods for finding jobs as changed. Today, nearly 85% of all jobs are posted only on the Internet! Many adults may not know how to use the internet or how to best utilize it to find new work.
- ◇ Job search techniques have changed. For example, résumé formatting has changed over the years.
- ◇ The importance of social networking has increased over time. We really need to seek jobs via social networks -- ads and unions alone are not enough.
- ◇ Older job applicants must develop savvy methods for dealing with age biases that job interviewers may have.

If you are unemployed or underemployed and want to find a new job, you should make sure you visit on the One-Stop Career Centers in Massachusetts.

#### Get Help at the One-Stop Career Centers across Massachusetts

An extraordinary variety of employment-related services for job seekers are available at the Commonwealth's network of One-Stop Career Centers. Services for job seekers include:

- ◇ job search assistance and access to online job listings
- ◇ career counseling
- ◇ coaching on job search skills
- ◇ Workshops on a variety of job search strategies
- ◇ access to resources including PCs, reference materials, resume building software, and economic data
- ◇ networking groups
- ◇ unemployment insurance walk-in services

There are 32 One-Stop Career Centers located across the state in every major city, with branch offices in additional communities. In addition to individual and customized services, Career Centers hold workshops, sponsor job fairs, and work with local employers to recruit workers for available job openings. Most all services are free of charge.

In many centers, services are available in languages in addition to English. Depending on location, these languages may include Spanish, Chinese, Portuguese, Russian and Vietnamese plus others.

Call 617-626-5300 for more information or to locate a Career Center.

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#### A New Job Search Skills Training Program Offered at the Local COA *(For the 12 COAs with Wisdom Works Program currently enrolled)*

The Council on Aging is offering a new job search skills training program. The program includes 4 2-hour training sessions led by HR professionals who serve as volunteer workshop leaders. Job search techniques training help adults to update and re-shape their résumé, understand how to use social connections to find their next job, and learn how to deal with questions about being overqualified. (In fact, older workers can often be more reliable than younger workers!)

The next workshop at the \_\_\_\_\_ Council on Aging starts on \_\_\_\_\_(date). You may call \_\_\_\_\_(name) at 781-xxx-xxx to reserve a seat in the training.

## MCOA Briefs: PCA Workforce Council

As I mentioned in my voicemail yesterday, the Office of Attorney General has requested that the Council submit additional names for the MCOA vacancy currently existing on the Council. I realize that you conducted an extensive outreach effort this past spring and summer and I appreciate your undertaking additional work at this time. I have attached an updated version of the flier we prepared to recruit candidates for the Council. With your permission, I will also circulate this to EOEa with instructions that interested candidates must contact MCOA. If there are other tasks that I can do to help recruit candidates, please do not hesitate to contact me.

Thanks,

Jack Boesen, Director  
PCA Quality Home Care  
Workforce Council  
600 Washington St., Room 5189  
Boston, MA 02111  
617-210-5083  
[Jack.Boesen@state.ma.us](mailto:Jack.Boesen@state.ma.us)  
Website: [www.mass.gov/pca](http://www.mass.gov/pca)



### *Personal Care Attendant Quality Home Care Workforce Council*

The Council is looking for a new member. The Council, a nine-member body, meets every other month in Boston and is charged with stabilizing and improving the Personal Care Attendant workforce. Current Council projects include bargaining with the union representing PCAs and operating a web-based directory to make locating possible PCAs easier. **The new member must be a consumer of MassHealth PCA services.**

If you are interested, please call David Stevens of Massachusetts Councils on Aging at (413) 527-6425. For more information on the Council, go to [www.mass.gov/pca](http://www.mass.gov/pca) or call Jack Boesen at 617-210-5083.

# MCOA Briefs: Job Opportunity

## Town of Sudbury Director, Council on Aging

The Town of Sudbury seeks a qualified Council on Aging Director. The Director is appointed by and works under the general direction of the Town Manager and policy direction of the Council on Aging. The successful candidate will possess superior leadership, administration, management, interpersonal, oral/written communication, computer proficiency and organizational skills. Knowledge of federal, state, regional and local agencies and organizations within the elder services network is essential. Minimum qualifications: Bachelor's degree and three years responsible experience in human services and elder services management, or equivalent combination of education and experience. Salary Range \$61,016 to \$63,407 DOQ. Letter of interest and resume to HR Director, 278 Old Sudbury Road, Sudbury, MA 01776 or by e-mail to [bilodeaum@sudbury.ma.us](mailto:bilodeaum@sudbury.ma.us). A formal Town employment application will also be required. Position will remain open until filled. AA/EOE

## TOWN OF NORTH BROOKFIELD COUNCIL ON AGING DIRECTOR

The Town of North Brookfield is seeking qualified candidates for the position of Council on Aging Director. Duties include oversight of Senior Center building, supervision of staff and volunteers, development and management of departmental budget. Minimum qualifications: Bachelor's degree with concentration in Social Service or Gerontology preferred, three years experience serving elders or equivalent combination of education and experience. Strong social and interpersonal skills are essential. Please submit resume and three professional references to Board of Selectmen, 215 North Main Street, North Brookfield, MA 01535. Applications will be accepted until October 8, 2010. The Town of North Brookfield is an Equal Opportunity Employer.

## Monson COA – PT Outreach Coordinator

Outreach Coordinator (Part Time): 19 hrs. wk. Work w/ elders in town of Monson. Identify needs & match w/ social service and govt. programs. Social work or nursing background preferred. Send resume and letter of interest to Monson Council on Aging, 106 Main Street, Monson, MA 01057. **Closing date: Sept. 30, 2010**

### TILL WE MEET AGAIN:

Dear Staff, Volunteers, Clients and Friends,

As I prepare to retire as Director of the Department of Human Services/ Council on Aging, I would like to take this opportunity to express my sincere thanks to my team of professionals paid and unpaid as we have worked tirelessly to improve the quality of life for our residents in their homes and at our center.

People do not realize the wide range of services our agency provides to over several thousand clients each year. The main reason for this is because our work is confidential. We in many instances are the silent side of public safety who work with the clients after the emergency has happened and the personnel have gone on to the next case. We advise them of their choices and help guide them as they go forward putting their lives back together. Our agency has been the lead in many programs as well as partnering with agencies to develop or expand programming in the areas of nutrition, health prevention, transportation and mental health programming. Our pro-active approach has brought millions of dollars in grant monies to our city for our clients.

I want to thank you for the privilege of serving you for over thirty years and wish you well as I move on to a new chapter in my life.

Sincerely,  
*Robert L. Cammarata*

## **MCOA Briefs: Transitions** (submit new info to [janiee@mcoaonline.com](mailto:janiee@mcoaonline.com))

**New Address for Jim Callahan/ MAMHC.** Hawthorn Services has merged with CHD (Center for Human Development) in Springfield. Jim Callahan, Vice President Elder Division, CHD/Hawthorn, 332 Birnie Avenue, Springfield MA 01107-1104 — 413.4392165

### **Congrats to Deb Jenkins**

FAIRHAVEN — The Fairhaven Police Department has honored Deborah Jenkins, director of the Fairhaven Senior Center with its "Above and Beyond Award." "This award is reserved for community members who go above and beyond the call of duty in providing a service, which otherwise would go unnoticed in the community," said Detective Pamela A. Bourgault of the Fairhaven Police Department, who nominated Jenkins. "I have had the pleasure of working along side Deborah Jenkins since her arrival at the Fairhaven Senior Center in September 2002," Bourgault wrote in her nomination. "Ms. Jenkins seamlessly stepped into the position of director hitting the ground running and has never looked back." Bourgault went on to say that Jenkins "has proved herself to be an important asset for the Police Department when it relates to dealing with elders in need of services within our community ... Deborah's dedication to the protection and dignity of elders is second to none." On a personal note, the detective said Jenkins "has been a treasured mentor of mine. She has played an important role in shaping the elder officer that I have become ... She continues to go above and beyond her job description by volunteering her time on the weekend to paint the kitchen and dining room areas at the center to eliminate disruptions in food service. Furthermore, she unselfishly volunteers her time after hours and/or on weekends if (police) call for assistance." Bourgault added that Jenkins "is a team player who feels and truly believes that no job is beneath her. For example, when it was time to improve the landscape of the Senior Center, she donned her work clothes and dug right in .. helping ... shovel mulch. She also performs other odd jobs around the center that are too numerous to list." Jenkins also "communicates on a weekly basis with the Police Department on matters pertaining to elders (and) responds with (police) to the most difficult cases and provides needed resources until the conclusion of such cases." Her many accomplishments include implementing the "In My Senior Center Software Program," a computerized program which tracks the comings and goings of seniors, utilizing the many services the center offers throughout the week. Said Bourgault, "The mission statement of the Fairhaven Senior Center 'is to advocate for improved quality of life for all seniors through supportive services, programs and education.' Deborah Jenkins personifies the values outlined within this very ambitious statement. The Fairhaven Senior Center is truly blessed to have Deborah Jenkins as its director."

### **Another Major Resignation; Southern Hilltown Consortium – Elethea Goodkin**

Dear David, \ I just wanted to let you know that I am resigning my position of Regional COA Coordinator as of September 13, 2010. George Reichert is taking my place. He has a lot on his plate since we understand that funds may not be available for Consortia Incentive Grants in 2011 or will be drastically reduced. I know you will all help him as much as possible. I'm going to do a little consulting with him for a while when he has questions, although he has really gotten into the job and has learned a lot very quickly. It's been so good working with you. You've always been so helpful to our group and have done so much for seniors all over the state including our rural, Western Mass. seniors/COAs which are a special group, as you know. It's just time after 15 ½ years for me to switch to a more flexible life style, if you know what I mean? I'll be keeping abreast of what goes on in and wish you all the best! It's possible I will go to the MCOA meeting in September just to say "So long." Best wishes, Elethea

### **Retirement Parties Announced**

**Sandy Vickery's Retirement Party** has been set for Wednesday, September 22, 2010 with cocktails at 6pm and dinner at 7pm. The event will be at the Pocasset Golf Club, Pocasset, MA. Contact Bourne COA for more details 508.

# MCOA Briefs: UpComing Events

## **Gen Silent (film)**

GEN SILENT : A Film and Discussion about LGBT Aging and Caregiving

**Thursday 30 September 2010** — Hogan Center, Holy Cross Worcester – 12pm - 3pm

2 CEUs and lunch included – Fee: \$25.00 per person

Flyer: <http://www.mcoaonline.com/content/conferences/index.php>

## **THE MASSACHUSETTS ALZHEIMER'S DISEASE and RELATED DISORDERS (ADRD) STATE PLAN STEERING COMMITTEE LISTENING SESSIONS**

The newly established Massachusetts ADRD State Plan Steering Committee will be hosting four statewide listening sessions to hear from patients, family members, friends, caregivers, providers and interested residents who may have comments and concerns about Alzheimer's and related disorders. The Steering Committee will be compiling information to use in developing one-, three- and five-year strategies and recommendations for serving the needs of the increasing number of people affected by these conditions.

### **Listening sessions:**

**9/15: Chicopee, Elms College, 291 Springfield Street 6:00-7:30 p.m.**

**9/16: Boston area (location to be announced) 6:00-7:30 p.m.**

**9/23: Worcester, Worcester Senior Center, 128 Providence Street 10-11:30 a.m.**

**9/30: Fall River, Bristol Community College, 777 Elsbree Street 6:00-7:30 p.m.**

**We invite you to join us. To RSVP or for more information, please call Jennifer Carter at: 617-868-6718**

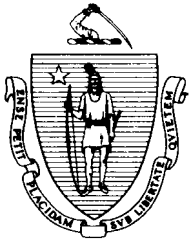
## **On-Line CDMP Programs**

Dear Aging and Public Health Partners,

In addition to our current statewide project to implement My Life, My Health the Stanford University Chronic Disease Self-Management Program is available on-line. The on-line program is called Better Choices, Better Health. I want to let you know that Better Choices, Better Health is now registering participants in our state. Massachusetts is participating in seven state pilot project. This free, six-week, interactive workshop is designed for people with a whole range of health conditions from diabetes to cancer. It can be completed from any computer with an Internet connection (including dial-up). Rigorously tested by Stanford, Better Choices, Better Health™ helps people learn how to set their own goals, make step-by-step plans to manage their health and develop the confidence they need to improve their lives. If you want more information or if someone wants to sign up, please go to: <https://selfmanage.org/BetterHealth/SignUp>

We encourage you to think about potential participants who may benefit from this opportunity particularly people who for some reason find it difficult to attend the community-based My Life, My Health. See the attached flyers at <http://www.mcoaonline.com/content/wellness/index.php> for an overview of the program and contact information for registration. For further information, please feel free to contact: Anita Albright, Director, Office of Healthy Aging & Disability, MA Department of Public Health, 250 Washington St., 4th floor, Boston MA 02108 — Tel: (617) 624-5440 — Fax: (617) 624-5075 — TTY: (617) 624-5992

The Division of Local Services will offer the annual seminar "What's New in Municipal Law" on Friday, September 24, 2010 at The Log Cabin Banquet & Meeting House in Holyoke and Friday, October 1, 2010 at The Lantana in Randolph. Pre-registration is required. Registrations are due on or before Thursday, September 16th. For more information regarding this training opportunity, please click [here](#) or copy and past the link below into your browser: [http://www.mass.gov/Ador/docs/dls/publ/bull/2010/2010\\_6B.pdf](http://www.mass.gov/Ador/docs/dls/publ/bull/2010/2010_6B.pdf)



The Commonwealth of Massachusetts  
Executive Office of Health and Human Services  
Department of  
250 Washington Street, Room 1000  
Boston, MA 02108-4619



DEVAL L. PATRICK  
GOVERNOR

TIMOTHY P. MURRAY  
LIEUTENANT GOVERNOR

JUDYANN BIGBY, MD  
SECRETARY

JOHN AUERBACH  
COMMISSIONER

## Keep Moving Program- Two Walks Remain

**LOOK PARK** 300 North Main Street Florence, MA **Friday, October 1, 2010**  
**SHINING SEA BIKEWAY** Depot Street Lot Falmouth, MA **Tuesday, October 5, 2010**

The **Keep Moving Program** invites you and your walking club to participate in upcoming Autumn Regional *Keep Moving* walks to celebrate senior fitness and to meet other walkers from around the state.

The walks will take place on the dates and times noted on the enclosed registration form **RAIN OR SHINE**. Dress for the weather! **Registration and warm up start at 10:30 a.m. Walks start at 11:00 a.m.** and conclude at 1 p.m. For inclement weather cancellation notices, please check the message at 617-624-5972 on the day of the walk.

There will be one-mile and three-mile walking routes. Bring a picnic lunch to enjoy following the walk! Picnic tables are available at the walk sites.

Enclosed are the walk locations and directions to the sites. All walkers will receive a complimentary gift. Please complete the enclosed registration form and return it by **September 10, 2010**.

*Keep Moving* clubs are encouraged to explore transportation options with *Keep Moving* clubs in surrounding communities. There is limited transportation assistance available to *Keep Moving* clubs. Please contact Ed Pomfred at (617) 624-5972 or [edward.pomfred@state.ma.us](mailto:edward.pomfred@state.ma.us) to discuss transportation assistance. Make your travel arrangements early.

Sincerely,

Ed Pomfred, Director  
*Keep Moving* Program

*Keep Moving* is supported by the Massachusetts Department of Public Health, the Massachusetts Executive Office of Elder Affairs, the Massachusetts Councils on Aging and Senior Center Directors, and Blue Cross Blue Shield of Massachusetts.

Walks begin with registration and warm-up at 10:30 A.M. There are one-mile and three-mile walking routes.

Walks will be held RAIN or SHINE. Meet **Keep Moving** walkers from across the state. Bring a picnic lunch. Make new friends!

**Keep Moving** club leaders should contact Ed Pomfred to discuss transportation scholarship assistance. Please make your transportation arrangements early.

Pre-registration required. For more information contact Ed Pomfred: 617-624-5972 or e-mail: [edward.pomfred@state.ma.us](mailto:edward.pomfred@state.ma.us)

The Department of Public Health and Blue Cross Blue Shield support the **Keep Moving** program in partnership with the Executive Office of Elder Affairs and the Massachusetts Association of Councils on Aging and Senior Center Directors.



If you are deaf or hard of hearing, or are a person with a disability who requires accommodation, contact Ed Pomfred: 617-624-5972 or TTY: 617-624-5992 or e-mail: [edward.pomfred@state.ma.us](mailto:edward.pomfred@state.ma.us) by September 10, 2010.

### Directions to **KEEP MOVING** Regional Autumn Walks

#### **Look Memorial Park 300 North Main Street Florence, MA Friday, October 1, 2010**

<http://www.lookpark.org/index.php> — Directions to Frank Newhall Look Memorial Park

MapQuest query official address: 300 North Main Street, Florence, MA 01062 413.584.5457

From Springfield area: I-91 north to exit 19; at end of ramp, follow attractions sign arrows. Cross route 9. You are now on Damon Road. Go to next light and go straight through. This is Bridge Road. Approximately 2 miles to Look Park, 25-35 minutes.

From Amherst area: Route 9 west over Coolidge bridge to light, turn right. At next light, go straight 2 miles to Look Park, 25-35 minutes.

From Greenfield area: Take I-91 south to exit 20. At light turn right Approximately 2 miles to Look Park, 25-35 minutes.

From Pittsfield area: From Lee, Lenox or Adams route 7 to route 9. Take route 9 East toward Windsor and Northampton. The park entrance is on the right just past the V.A. Medical Center. Approximately 1 hour driving time.

From Boston area: Take Mass Turnpike west to exit 4 West Springfield. Follow directions from Springfield. Approximately 2 hours.

From Westfield/Southwick area: Route 10 to Northampton Center, at light (Academy of Music on right and Edwards Church directly ahead of you) turn left onto route 9 west. Stay on route 9 through the village of Florence until you come to Look Park on your left. Approximately 30-40 minutes.

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#### **SHINING SEA BIKEWAY Depot Ave Parking Lot Falmouth, MA Tues., Oct 5, 2010**

[http://www.falmouthmass.us/bike/shiningseabikeway\\_map\\_2009\\_logos\\_lowrez.pdf](http://www.falmouthmass.us/bike/shiningseabikeway_map_2009_logos_lowrez.pdf)

Directions to the Shining Sea Bikeway

From Boston:

Take route 24 south to I-495 south to the Bourne Bridge. Or take Route 3 south to the Sagamore Bridge Rotary. Follow signs to Buzzards Bay/Falmouth, then cross the Bourne Bridge.

From Springfield/Worcester: Take the Mass. Turnpike to exit I-495 south to Bourne Bridge.

From New York/Connecticut: Take I-95 to Providence, R.I. Then take I-95 to I-495 south to the Bourne Bridge.

From Bourne Bridge: Take route 28 south to Falmouth, route 28 also known as Palmer Ave. When Palmer Ave cuts down to two lanes, continue approximately 2 miles. Past Falmouth Elks on your right. Shortly after, take right onto Depot Ave; you will see a sign for Bus Depot. Go straight past Bus depot on right, public parking will be ahead on your left. Point #7 on map link above.

---

## Keep Moving Autumn Walks 2010

### Registration

PLEASE PRINT:

Name of Walking Club: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Address: \_\_\_\_\_

Street

City

State

Zip code

Please circle the walks and provide the number of walkers that will be attending.

1. Hopkinton State Park  
268 Cedar Street, Hopkinton, MA  
Thursday, September 16, 2010 (10:30 a.m. -1:00 p.m.)  
Number attending \_\_\_\_\_

2. Look Memorial Park  
300 North Main Street  
Florence, MA  
Friday, October 1, 2010 (10:30 a.m. -1:00 p.m.)

**Please note, a listing of individual walking club member names will be needed with this registration to expedite free entry into Look Park. Please attach separate list of walkers.**

Number attending \_\_\_\_\_

3. Shining Seas Bikeway  
Falmouth, MA  
Tuesday, October 5, 2010 (10:30 a.m. -1:00 p.m.)  
Number attending \_\_\_\_\_

**Please return reservations by September 10, 2010**

**Ed Pomfred, Keep Moving coordinator**

MDPH, 250 Washington St., 4<sup>th</sup> Floor  
Boston, MA 02108

FAX to: (617) 624-5075      Phone: (617) 624-5972      TTY: (617) 624-5992  
e-mail: edward.pomfred@state.ma.us

John Auerbach, Commissioner of the Department of Public Health,  
Secretary Ann L. Hartstein,  
and the  
Massachusetts Falls Prevention Coalition  
*invite you to join us for*

## 4<sup>th</sup> Annual Falls Prevention Awareness Day

**September 22, 2010 10:00am-12:00pm Massachusetts State House**

Join us in the **Nurses Hall** as we celebrate our ongoing efforts and plan for the year to come!

Once again, clinicians, community activists, state officials and honored guests will gather at the Massachusetts State House to raise awareness that falls are both common and costly. Efforts are in place in our state to introduce falls prevention activities across the health care continuum and into the daily lives of older adults.

**Don't miss the Tai Chi demonstration  
featuring Brookline Tai Chi!**

*The mission of the **Massachusetts Falls Prevention Coalition** is to promote healthy lifestyles, behaviors and strategies to reduce the incidence and severity of falls and fall-related injuries across the lifespan in Massachusetts.*

**To RSVP to this event, contact Alissa Weintraub at  
[Aweintraub@maseniorcare.org](mailto:Aweintraub@maseniorcare.org)**

## SAVE THE DATE!

2010 Fall Policy Forum

“Health Care Reform: What’s An Elder to Do?”

Friday, October 15, 2010, 9:00am to 12:00pm

Lasell College, Newton, MA

The keynote speaker will be **Dr. Stuart H. Altman**, Professor of National Health Policy and former Dean at the Heller School, Brandeis University. Among his many professional achievements, he served 12 years as Chairman of the congressionally legislated Prospective Payment Assessment Commission (ProPac) formed to advise Congress and the Administration on the functioning of the Medicare Diagnostic Related Group (DRG) Hospital Payment System and other system reforms. He is also Chair of the Health Industry Forum which brings together diverse group leaders from across the health care field to develop solutions for critical problems facing the healthcare system.

Details about registration will be forthcoming soon on our web-site, [www.massgeron.org](http://www.massgeron.org)

## **MCOABriefs: UpComing Events (continued)**

### **MCOA Briefs: Upcoming Events — 2010 Fall Policy Forum**

Massachusetts Gerontology Association – 2010 Fall Policy Forum – “Health Care Reform: What’s An Elder to Do?” – **Friday, October 15, 2010**, 9:00am to 12:00pm – Lasell College, Newton, MA

The keynote speaker will be Dr. Stuart H. Altman, Professor of National Health Policy and former Dean at the Heller School, Brandeis University. Among his many professional achievements, he served 12 years as Chairman of the congressionally legislated Prospective Payment Assessment Commission (ProPac) formed to advise Congress and the Administration on the functioning of the Medicare Diagnostic Related Group (DRG) Hospital Payment System and other system reforms. He is also Chair of the Health Industry Forum which brings together diverse group leaders from across the health care field to develop solutions for critical problems facing the healthcare system.

Details about registration will be forthcoming soon on our web-site, [www.massgeron.org](http://www.massgeron.org)  
Massachusetts Gerontology Association, P.O. Box 540513, Waltham, MA 02454-0513

### **MCOA Briefs: Upcoming Events — Mass-ALFA Conference & Trade Show**

- Network with your peers on **Thursday 23 September**.
- Be inspired by two keynotes that will invigorate you and help you innovate and think "outside-the-box."
- 15 workshops that will inspire, challenge your thinking and expose you to new and innovative ideas in resident care, dementia care, legal issues and marketing and sales. Hear from innovators like Joe Coughlin, head of the MIT Age Lab in Cambridge and a wide range of local, regional and national speakers. To see the list of workshops and presenters, visit <http://www.massalfa.org/events/conference-2010>
- Shop the exhibit hall and you could even win a BOSE Wave Radio, iPod Touch or other great door prizes! (What a great addition one of these would be to your COA!)

Conference Brochure: <http://www.mcoaonline.com/content/conferences/index.php>

### **Fire and Life Safety Education Conference**

16th annual Fire and Life Safety Education Conference - **September 22-23, 2010**

State Fire Marshal Stephen D. Coan will be hosting the 16th annual Fire and Life Safety Education Conference on September 22-23, 2010. Classroom teachers, nurses, firefighters, school resource officers and injury prevention experts are invited to gather at the Westford Regency Inn and Conference Center for two days of training and skill development in 30 workshops and four general sessions presented by 40 speakers. There will be core workshops for new fire and life safety educators; workshops on new ideas, programs and teaching techniques to keep educators current; and workshops that continue to challenge and develop new skills for experienced educators. For the entire conference brochure listing all speakers look on-line at [www.mass.gov/dfs](http://www.mass.gov/dfs) and click on Public Education Conference under, What’s New.

**This year’s theme, Fire Safety Education: The Never-Ending Story** has two focuses. First, it reminds us that each year there are new students who need fire and life safety education to become safe, successful adults. Secondly, the workshops and keynote speaker look at ways of using story telling as a teaching tool, whether it is the instructors telling stories, or finding ways to encourage our students to use story telling to learn.

**Bill Harley, Grammy Award Winning Storyteller, will be the keynote speaker on September 23, 2010.**

His address, The Power of Story, will give insight into the power of story in our daily lives and help us as fire and life safety educators find ways to incorporate it into our work.

**Dr. Elizabeth Englander, director of the MA Aggression Reduction Center** will present a general session on cyberbullying and off-line safety. Dr. England is a powerful speaker and nationally known expert how schools and parents can address this issue. **2010 Fire and Life Safety Educator of the Year Award**

On September 22, the 2010 Fire and Life Safety Educator of the Year Award will be presented at a ceremony after lunch at 1:00 p.m. Conference Program: <http://www.mcoaonline.com/content/conferences/index.php>

## MCOABriefs: UpComing Events (continued)

### Free Hearing and Balance Seminar

The Department of Audiology at the Massachusetts Eye and Ear Infirmary will host our 10th Annual Public Forum on Hearing and Balance on **Saturday, September 25th starting at 9:00am**. Topics will be announced later in the coming months. After the program, attendees will have the opportunity to visit with our speakers to ask questions. There will also be a booth and Audiologist with information on noise protection. If there are other people you know that would be interested, please reply with contact information. As the date approaches more details of the program can be found at: [www.meei.harvard.edu](http://www.meei.harvard.edu) and will be updated with new developments. ...Just follow the links! This program is free, but seating is limited. (Registration opens at 8:30 a.m.) Call 617-573-3265 to reserve a space or R.S.V.P on-line at: [www.meei.harvard.edu](http://www.meei.harvard.edu) Meltzer Auditorium, 3rd Floor, Massachusetts Eye and Ear Infirmary, 243 Charles Street, Boston, MA  
This forum will feature:

- Handouts of lecture materials;
- Real-time transcription of lectures
- Assistive listening devices (ALDs) available for use during the lectures
- Opportunities for questions;
- Discounted parking in the MEEI lot

### 2010 AARP Webinar Series for Job Seekers

**AARP is offering webinars throughout 2010 to help you succeed in your job search.**

**To register for the next webinar, learn about upcoming ones, or view a recording of a past webinar, visit [www.aarp.org/jobwebinars](http://www.aarp.org/jobwebinars). Registrations fill up quickly!**

#### **Hot Jobs: Where They Are and How to Find Them**

December 9, 2:00-3:00 pm EST

At this AARP members-only webinar, employment experts will help you find out which industries, occupations, and types of employers have the most job openings (and which don't). Learn how to use your arsenal of job hunting skills to latch onto more possibilities for getting hired. Information includes:

- Tips for using job boards—and mistakes to avoid
- Using social networks to find job prospects
- Matching your qualifications to available jobs

Presenters:

- Melanie Holmes, Vice President, World of Work Solutions, Manpower, Inc.
- Katharine Hansen, career expert and Creative Director for QuintCareers.com.

**Learn more at [www.aarp.org/jobwebinar](http://www.aarp.org/jobwebinar)**

### **Rebuilding Sustainable Communities with the Elderly & Disabled People After Disasters.**

UMass Boston, The McCormack Graduate School, Center for Rebuilding Sustainable Communities.

For more information about the conference please contact Tara Desisto, CRSCAD Research Assistant at [CRSCAD@umb.edu](mailto:CRSCAD@umb.edu) You may also wish to check out their web-site: <http://www.rebuilding.umb.edu>

Courtesy of Emmett Schmarsow, Prog. Mgr. COAs & Senior Centers, Exec. Office of Elder Affairs

Agenda & Flyer: <http://www.mcoaonline.com/content/conferences/index.php>

### **Certified Community Transit Manager Class**

Certified Community Transit Manager Preparatory class and Exam **Tues-Thurs 21–23 September 2010**

Flyer: <http://www.mcoaonline.com/content/grants/index.php>

### **Save the Date! Mass Senior Care Association**

**4<sup>th</sup> Annual Falls Prevention Awareness Day September 22, 2010 10:00am-12:00pm**

Massachusetts State House **Join us in the Nurses Hall at the State House as we celebrate our ongoing efforts and plan for the year to come!** A more detailed announcement will be sent later this summer.

**The National Indian Council on Aging** is hosting their 2010 Biennial Conference in Michigan from September 25-28, 2010. The theme is “Aging In Indian Country: Embracing the Past and Facing the Future.” I’ll be presenting the SMP message at the conference. The website is [www.nicoa.org](http://www.nicoa.org). Please check their website for more information. Welalin/Thank you! Terrie Drew SMP Integration Project Coordinator Elder Services of the Merrimack Valley, Inc. 360 Merrimack Street, Bldg 5 Lawrence, MA 01843 (978) 946-1243 [tdrew@esmv.org](mailto:tdrew@esmv.org)

**Mass. Law Reform Institute and Mass. Continuing Legal Education  
present the**

**2010-2011  
BASIC PUBLIC BENEFITS ADVOCACY TRAINING SERIES**

A series of 11 trainings for legal, social and health services, and community advocates who assist low- and moderate-income individuals and families.

**Go to the MCLE web pages (linked below) for complete details and registration information.  
Registration must be done through MCLE (not MLRI).**

Tuition for Legal Services Staff, Social Services/Health Services/Community and Non-Lawyer Advocates:

\$25 per person per session

Tuition for All Others: \$95 per person per session

Location: MCLE, 10 Winter Place, Boston (Downtown Crossing) Registration Details at [www.MCLE.org](http://www.MCLE.org)

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■ **SSI & SSDI Basics**

Wednesday, September 22, 2010, 9:30 am - 4:00 pm

■ **CORI Basics**

Thursday, October 7, 2010, 9:30 am - 12:15 pm

■ **Representing Unemployed Workers at Unemployment Insurance Hearings**

Thursday, October 7, 2010, 1:15 - 4:30 pm

■ **Assisting Families Experiencing Homelessness: Emergency Assistance Shelter & Benefits**

Wednesday, October 27, 2010, 9:30 am - 1:00 pm

■ **Health Care Access Programs**

Wednesday, November 10, 2010, 9:30 am - 4:00 pm

■ **Income Maximization for the Working Poor (Families and Individuals)**

Wednesday, December 8, 2010, 9:30 am - 1:00 pm

■ **Cash Assistance for Massachusetts Families & Individuals: TAFDC and EAEDC**

Tuesday, January 11, 2011, 9:30 am - 4:00 pm

■ **Food Stamps/SNAP**

Thursday, February 3, 2011, 9:30 am - 12:15 pm

■ **State and Federal Veterans Benefits**

Thursday, February 3, 2011, 1:15 pm - 4:00 pm

■ **Elder Benefits Programs**

Tuesday, March 1, 2011, 9:30 am - 4:00 pm

■ **Immigrants & Public Benefits**

Tuesday, March 22, 2011, 9:30 am - 4:00 pm

## MCOABriefs: Member Requests/Offerings

### MCOA Briefs: Member Inquiry — Friendly Visitor program training ?

I am in the process of revising our Friendly Visitor program at the Pepperell COA. I was wondering if you have any training materials I could have for training the volunteers?

Thanks, Ginny Spinney — [gspin4@yahoo.com](mailto:gspin4@yahoo.com)

### Refurbished Cell Phones for Seniors ?

Sometime ago there was information on Seniors getting refurbished Cell Phones that could be used only for an emergency (911). Does anyone have current information on this program...and have they or their seniors used the program? Thanks Marilyn Mansfield, COA Director, Lakeville MA.

### Short Trip Transportation Costs

Does anyone have knowledge of reasonable transportation for 10 to 20 people for short trips from 11AM to 4PM. I have a group that goes to lunch once a month, then to a museum, park, or some other event. They are looking for reasonable transportation, because many do not want to drive out of town!

Thank you, Marcia Cairns, RN, BSN, Director, West Boylston Council on Aging, 127 Hartwell St. Suite 100, West Boylston, Ma. 01583 — 508-835-6916 — fax; 508-835-3486

### Senior-Friendly Apple-Picking Farms ?

Looking for a senior friendly apple picking farm... Any ideas? Please email me at [tnowicki@chelseama.gov](mailto:tnowicki@chelseama.gov)  
Tracy M. Nowicki, Director, City of Chelsea Elder Affairs, 10 Riley Way, Chelsea, MA 02150  
617-466-4370 (w) — 617-466-4379

Without comment

## MCOA's President in her spare time

"I cannot believe they put this photo of me on our COA float this past Sunday at the Country Fair parade. Our float, "SUDS In The Bucket", which had to be a Hillbilly Theme this year, won 2<sup>nd</sup> place!  
I'm available for autographs for anyone who wants one!  
Just kidding! OMG!!! " S.L.



## MCOA Briefs: News You Can Use:

### SHOWCASING INNOVATION IN AGING SERVICES

*At the Massachusetts Gerontology Association's Annual Fall Policy Forum*

*October 15, 2010*

The Massachusetts Gerontology Association (MGA) invites providers of aging services to display information about innovative services or policies at its annual fall Policy Forum on **Friday, October 15**. The forum will be held at Lasell College in Newton. The forum will begin at 9 AM and end at noon.

Organizations interested in showcasing their innovative program or policy should send a one-paragraph proposal by e-mail to MGA's Innovation committee ([frank.caro@umb.edu](mailto:frank.caro@umb.edu)). **The deadline for proposals is Wednesday, September 8**. Exhibitors will be selected on a competitive basis.

Organizational members of MGA whose proposals are selected will be able to display their innovation without charge. Non-members will be asked to pay a \$50 display fee to help offset conference expenses.

The topic for the forum will be: **Implications of Health Care Reform for Older People**. Stuart Altman of Brandeis University will be the principal speaker.



## 2011 Martin Luther King, Jr. Day of Service \*\*Request for Proposals\*\*



The Massachusetts Service Alliance (MSA) is pleased to release the 2011 Martin Luther King, Jr. Day of Service Request for Proposals. The application is now available. [Click here to learn more.](#)

**Applications due: Friday, September 24, 2010 (by 12:00pm)**

MSA will provide technical assistance for the RFP on an individual basis. If you have any questions, please contact Kristen Nelson by phone (617-542-2544, ext. 221) or email ([knelson@mass-service.org](mailto:knelson@mass-service.org)).

Please help us spread the word about this funding opportunity by forwarding this email.

Thank you, Lindsay Snyder Director of External Relations & Development, Massachusetts Service Alliance

**Massachusetts Service Alliance 100 N. Washington St., 3rd Floor Boston, MA 02114  
P 617-542-2544 F 617-542-0240 [www.mass-service.org](http://www.mass-service.org)**

# Massachusetts Alzheimer's Disease and State Plan Steering Committee

*Invites you to participate in our statewide listening sessions*

*With a growing senior population, and more people likely to experience other cognitive disorders, the Commonwealth is committed to developing strategies to support seniors, their families and caregivers. We invite you about your concerns and your ideas for meeting the needs of seniors in their homes, communities and residential settings.*

## Listening Sessions

**Wednesday,  
September 15, 2010**  
Elms College  
291 Springfield Street  
Chicopee, MA  
6:00 – 7:30 p.m.

**Thursday,  
September 16, 2010**  
Alzheimer's Association  
311 Arsenal Street  
3<sup>rd</sup> floor  
Watertown, MA  
6:00 – 7:30 p.m.

**Thursday,  
September 23, 2010**  
Worcester Senior Center  
128 Providence Street  
Worcester, MA  
10:00 – 11:30 a.m.



Sponsored by:  
The Massachusetts Executive Office of Elder Affairs  
The Massachusetts Alzheimer's Association  
To RSVP, or for more information, please contact  
Jennifer Carter at: 617-868-6718, ext 202

Deliver Immediately to Outreach Staff

Reservation Due September 14, 2010

**MCOA  
OUTREACH SUMMIT WORKING GROUP &**

**BUFFET LUNCHEON**  
**Worcester Senior Center**  
**Wednesday, September 22, 2010**

**Agenda:**

**9:30 - 10:00    Registration**  
**10:00 - 10:15    Welcome and Introductions**

**10:15 – 12:15    “Staying Connected to Utility Service”**

**Darlene R. Wong** is a National Consumer Law Center (NCLC) staff attorney with a focus on utility issues affecting low-income consumers. For eight years before joining NCLC in 2009, she focused on public utilities regulation at the Pennsylvania Office of Consumer Advocate. She has litigated rate and service quality cases involving issues of rate setting, consumer protection, engineering and environmental concerns as relate to water, energy, and telecommunications companies. She is also a contributing author to NCLC’s publication, *Access to Utility Service 2010 Supplement*.

**12:15 -12:45    Lunch/Networking**

**1:00 - 2:45      “Health Care Reform and Medicare”**

**Cindy Phillips**, director of the Massachusetts SHIP. She started working with the Massachusetts SHIP Program. “SHINE”, in 1994 and has served in the capacities of Regional SHINE Director, Training Coordinator, Manager of Field Operations and now State Program Director. On March 23, 2010 comprehensive health care reform, the Patient Protection and Affordable Care Act, was signed into law. This workshop is designed to provide specific information about the impact of the law on Medicare beneficiaries and dual eligible individuals and the timeline of program implementation. Information specific to Massachusetts residents and the upcoming Fall Open Enrollment Period will be discussed.

\*\*\*\*\*

Registration deadline is Tuesday, September 14, 2010

**Registration: \$ 20.00 including morning coffee & luncheon**  
**\$ 10.00 for morning only**

**Registrant’s Name**

**COA/Agency**

---

**Total Due \_\_\_\_\_**

**Payment or Purchase Order should accompany registration form. Make checks payable to MCOA.**

Send to: MCOA, 116 Pleasant Street, Ste 306, Easthampton, MA 01027-1283

Or: Tel: (413)527-6425, Fax: (413) 527-7138 or Email: [janiece@mcoonline.com](mailto:janiece@mcoonline.com)

Directions to Worcester Senior Center  
128 Providence Street, Worcester 01064 - 508.799.1232

**From the North:** Route 190 South to 290 West. Take Exit 14, Route 122. This exit goes two ways: you should go straight and Route 122 bears right. Take a left onto Harrison Street. Go over bridge and to the stop sign at the top of the hill. Take a right onto Providence Street. Stay on Providence Street through one stop sign (Dorchester Street) and one street light (Winthrop Street). The senior center is the brick building on the right. Take the first right onto Spurr Street and the second driveway on the right is the parking lot.

**From the South, West and East:** Mass. Pike to 290 east. Take Exit 13, Vernon Street. Turn right at end of exit and go up Vernon Street. At the fork in the road, you can take the right (Vernon Street) and then a left onto Spurr Street. Or at the fork you take the left (Winthrop Street) and at the street light take a right onto Providence Street. The senior center is the big brick building on your right. Take the first right onto Spurr Street and the parking lot entrance is the second driveway on the right. The office is w/c accessible.