

**Central Massachusetts
Agency on Aging**

**FY 2014 - 2017
Area Plan**

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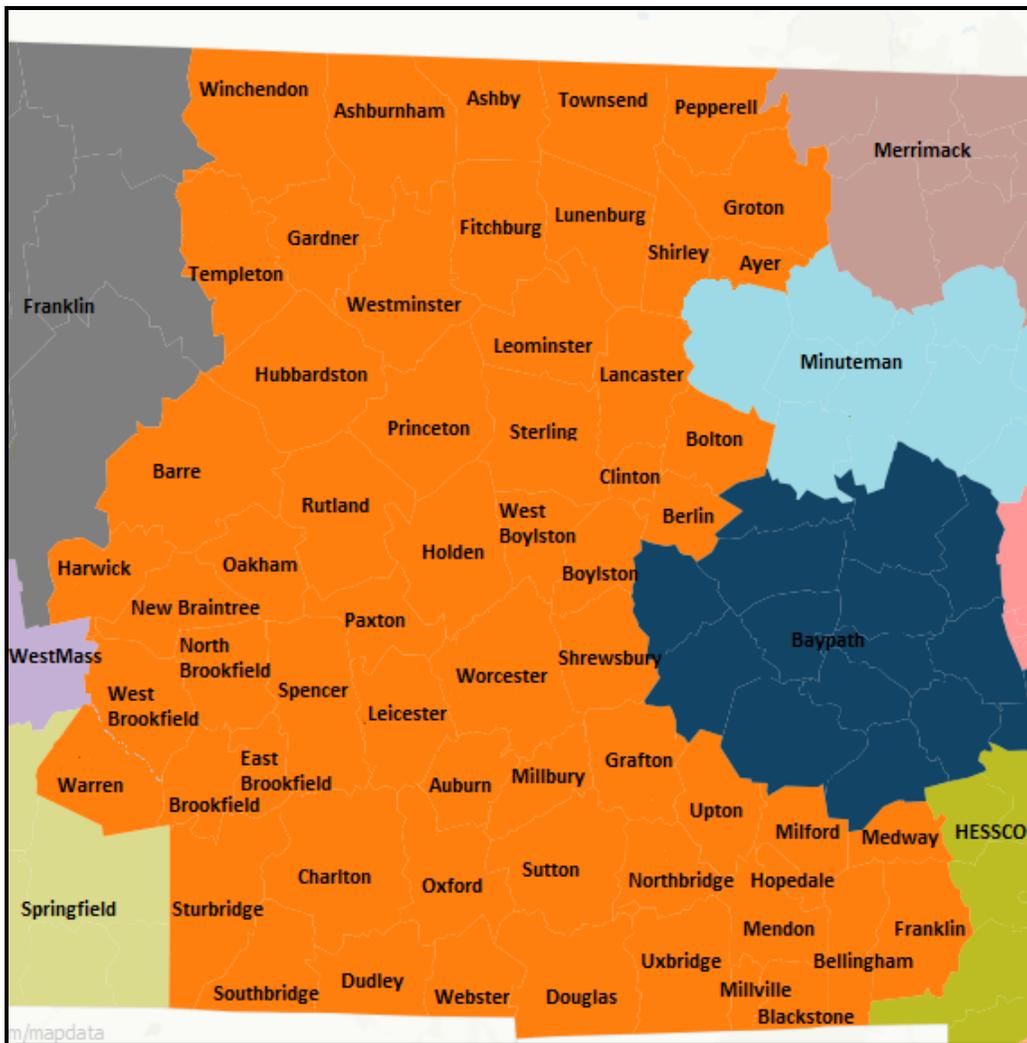
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**Central Massachusetts Agency on Aging
Area Agency on Aging**

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AGENCY OVERVIEW AND PLAN SUMMARY

THE MISSION OF CENTRAL MASSACHUSETTS AGENCY ON AGING

TO ENHANCE THE QUALITY OF LIFE FOR AREA OLDER PERSONS AND CAREGIVERS, THE CENTRAL MASSACHUSETTS AGENCY ON AGING WILL PROVIDE LEADERSHIP, RESOURCES, COORDINATION OF SERVICES AND ADVOCACY

This means that Central Massachusetts Agency on Aging is the leader in the planning, development and funding of a comprehensive and coordinated community-based service system throughout our planning and service area. CMAA holds a preeminent place in the provision of information on the World Wide Web helping all consumers in leading independent, meaningful and dignified lives, in their own homes and communities, for as long as possible.

CENTRAL MASSACHUSETTS PLANNING AND SERVICE AREA COMMUNITIES:

Ashburnham	Hardwick	Rutland
Ashby	Holden	Shirley
Auburn	Hopedale	Shrewsbury
Ayer	Hubbardston	Southbridge
Barre	Lancaster	Spencer
Bellingham	Leicester	Sterling
Berlin	Leominster	Sturbridge
Blackstone	Lunenburg	Sutton
Bolton	Medway	Templeton
Boylston	Mendon	Townsend
Brookfield	Milford	Upton
Charlton	Millbury	Uxbridge
Clinton	Millville	Warren
Douglas	New Braintree	Webster
Dudley	North Brookfield	West Boylston
East Brookfield	Northbridge	West Brookfield
Fitchburg	Oakham	Westminster
Franklin	Oxford	Winchendon
Gardner	Paxton	Worcester
Grafton	Pepperell	
Groton	Princeton	

The Central Massachusetts Agency on Aging is the largest, both geographically (over 1,500 square miles) and numerically (over 150,000 elders) of the twenty-three area agencies on aging (AAA) in the Commonwealth. Central Massachusetts Agency on Aging works with three independent aging services access points (ASAPs, formerly known as home care corporations) as

well as sixty-one Councils on Aging and dozens of human service providers to build the capacity of the entire elder service system. As an Area Agency on Aging, CMAA is charged with administering programming under the federal **Older Americans Act** in the 61 communities that comprise the Central Massachusetts Planning and Service Area (PSA).

The primary source of funding for the agency and its operations is Title III of the Older Americans Act. These are federal funds from the Administration on Aging that are managed and distributed by the Massachusetts Executive Office of Elder Affairs. In addition, CMAA has received other financial support in the past. This support has included program-specific grants from Fallon Community Health Plan as well as contributions from individuals and private corporations, both financial and in-kind.

This Area Plan will summarize major needs of elders in Central Massachusetts and outline how CMAA intends to address them over the next four years. In addition to employing Older Americans Act funding to support local agencies efforts to address these issues, CMAA will also continue to develop means to reach the public and providers network via expanded use of the internet and social media. New initiatives focusing on promoting cost-efficient transportation and improving the measurement of program outcomes are also planned

AREA PROFILE

Table 1. Central Massachusetts and Massachusetts Population Aged 60+ 2000 – 2020

	2000	2010	2020 est*
CMAA	126,956	150,280	201,326
MASS	1,096,567	1,273,271	1,632,168
% of MA 60+ Pop	11.6%	11.8%	12.3%

**Estimates from The Research Unit, Executive Office of Elder Affairs, based on MISER projections*

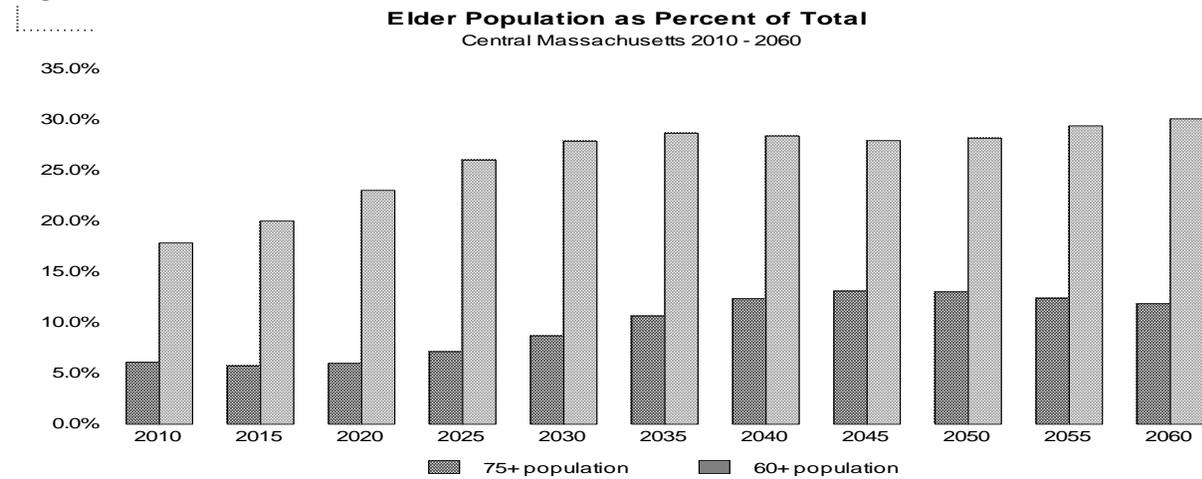
The 2010 census documented some trends that CMAA has observed over the past few years:

- The overall population of the Central Massachusetts region increased by 6.44%, more than twice the state increase of 3.13%.
- The 60+ population of Central Mass increased 18.4% to 150,280 in comparison to the statewide increase of 16.1%.
- This area now comprises 11.8% of the Massachusetts 60+ population, compared to 11.6% in 2000.
- Geographically, the communities bordering the I-495 belt in the northeastern part of the region and the Blackstone Valley have shown substantial gains in elder population.
- On the other hand, larger cities (such as Worcester and Fitchburg) and former factory communities (such as Clinton, Hopedale and Southbridge) have seen little or no change in 60+ population.

The increased geographic dispersal of the Central Massachusetts elder population may mean that community-based providers might experience increased transportation costs in reaching their elder clients in the future; a trend that CMAA continues to monitor.

Looking forward, MISER estimates that the 2020 elder population for Central Massachusetts will be 201,326. Barring substantial changes in migration patterns and birth rates, we expect that the 60+ portion of the population of Central Massachusetts will increase from 17.8% of total population in 2010 to about 28% in 2030 due to the aging of the baby boomer generation. At the same time, we expect the 75+ portion of the population to remain approximately level or even decline somewhat from 2010 until 2021 when the baby boomers once again will produce rapid growth in this age cohort (see Figure 1).

Figure 1.



Since it is the population aged 75 and older that is most likely to need supportive services, we expect the demand for such services to level off to some degree for the next few years. However, if those over 75 years of age continue to live increasingly longer than in the past and if there is a greater emphasis on helping them to remain in the community, the “baby bust” legacy of the Great Depression will not lead to a decline in the demand for community-based support services.

Elder Needs in Central Massachusetts

In the Fall of 2009 Central Massachusetts Agency on Aging undertook a survey of people aged 60 and older in the 61 communities comprising our service area focusing on demographic characteristics and needs. This survey followed the same procedure as earlier surveys in 1993, 1997, 2001 and 2005. The survey also included a specific focus on elders residing in rural and small communities. Major findings included:

- Financial issues such as finding employment and help with financial assistance were much more important compared to earlier surveys. In addition, the poverty rate was higher than in any past survey and the percentage of self-identified caregivers reporting a financial burden due to their caregiving role showed an eight-fold increase.
- Residents of smaller and rural communities reported less than half the poverty rate of larger communities as well as a generally lower level of both need and unmet need. The main exception to this pattern was in transportation.
- Compared to the 2005 survey results, there was an increase in the proportion of respondents indicating a high risk of depression. This may be related to economic circumstances.
- The Elder Economic Security Standard (EESS) developed at UMass/Boston was used as a tool to look at the economic status of elders in Central Massachusetts. The data indicated that approximately one-third of Central Massachusetts elder households may fall below the EESS and thus face at least some degree of financial hardship.

- Compared to past surveys, the 2009 survey found higher rates of problems with one or more disabilities even with the sample population having a younger age profile.
- In looking at nutritional status trends, the 2009 survey population showed a higher proportion of elders at an elevated level of nutritional risk, again with a younger survey population age profile.

During the fall of 2012 CMAA conducted a series of eight focus groups targeting a range of elder populations that are not effectively accessed via broad-based surveys such as that CMAA undertook in 2009. These include:

- Deaf elders
- African American elders
- Southeast Asian elders
- Latino elders
- LGBT elders
- Low income elders

The major Issues that cut across these sessions were:

- Transportation (8 groups) – little availability in some areas, accessibility issues in others.
- Housing (7 groups) – issues were: long wait lists, cost of non-subsidized housing, lack of ADA compliance in older units, home repairs, acceptance issues (for LGBT elders, to a lesser extent ethnic minorities)
- Information on available services (5 groups) – this was related to communication barriers (deaf & linguistic minority), complicated health insurance, insufficient outreach.
- High cost of living (5 groups) – prices for food, housing, heating oil, etc. are rising faster than elders' incomes. Many elders had low incomes during their working years and thus have low Social Security checks.
- Communication barriers (4 groups) – These were all related to deaf or linguistic minority status, but also include cross-cultural misunderstandings. Such barriers complicate access to all other services.

Other specific points were made as well. These included:

- While medical care was perceived as good, LGBT elders have difficulty finding understanding and supportive providers. This is especially true for transgender elders who generally don't fit well with the larger lesbian & gay community.
- Discrimination is faced by LGBT and by minorities in various forms.
- Employment opportunities that pay a living wage are limited, especially for working class elders.
- Social isolation is often a problem. This can be due to lack of transportation, family members working during day, living in an unsafe neighborhood and other causes.

- There is a general shortage of mental health services (including age-appropriate substance abuse treatment) and of health care providers of any kind in some areas (e.g. rural western part of Central Massachusetts).

Overall, the primary supportive service needs identified in the CMAA needs assessment process fall into a few broad categories. These are consistent with past needs assessments and include:

- **Access Issues** such as transportation, language barriers and lack of information about service availability.
- **Housing Issues** such as long wait lists for elder housing, high costs and home repair.
- **Financial Issues** such as finding employment, managing financial affairs and dealing with increased costs of living (e.g. food, fuel).

In addition, under the Older Americans Act there are specified needs that must be addressed:

- **Legal Services** targeting the needs of vulnerable elders (e.g. public benefits issues, eviction).
- **Nutrition** including both congregate and home delivered meals.
- **Health Promotion and Disease Prevention** addressing significant local health needs or gaps in available health promotion programming.
- **Caregiver Support** to assist family caregivers to better provide assistance to elders.

For a more complete review of elder needs in Central Massachusetts please follow the link on our website: www.seniorconnection.org.

FY 2014 – 2017 Funding Priorities

To address these identified needs CMAA has defined a number of priorities for funding under Title III during FFY 2014-2015:

Title III-B – Supportive Services

Access for Elders

a. **Outreach and Interpretation** programs targeting one or more of the following groups: minority and/or non-English speaking populations, rural, low-income, people with disabilities, Native Americans, LGBT and Alzheimer’s victims and their caregivers.

b. **Medical Transportation** in areas where significant unmet need is clearly demonstrated. Proposals should include service to residents in more than one community whose residents would otherwise not have access to medical transportation and/or escorted transportation where necessary to access health care.

Home Repair

Repair and maintenance services for elders within the entire CMAA service area who are at risk from health and safety hazards or at risk of being homeless. Grant funds will be limited to providing the skilled labor required to make needed repairs and modifications with the expectation that homeowners or other resources will provide any required materials.

Crisis Intervention

Short term intensive counseling or problem solving assistance to help seniors deal with crisis situations

Money Management for eligible seniors throughout the CMAA service area to provide financial counseling, checkbook balancing, bill paying and related services to elders in multiple communities.

Legal Services /Guardianship

Includes help in obtaining or restoring public benefits, guardianship services, resolving housing problems or other appropriate concerns.

Long Term Ombudsman

Volunteers and stipended staff serving nursing home residents by investigating and resolving complaints made by the residents, or on their behalf.

III-C – Nutrition Services

To provide regional congregate and home delivered meal services. Projects must meet federal regulations governing Nutrition Programs.

III-D - Disease Prevention and Health Promotion Services

Programs may focus on the prevention and mitigation of the effects of chronic disease (including osteoporosis, hypertension, obesity, diabetes, and cardiovascular disease), alcohol and substance abuse reduction, smoking cessation, weight loss and control, stress management, falls prevention, physical activity, improved nutrition and related health screenings. Further, program designs should be demonstrated through evaluation to be effective for improving the health and well-being or reducing disease, disability and/or injury among older adults and service should be provided by community-based organizations employing appropriately credentialed practitioners.

Programs that currently receive Title III funding address all of the target populations identified by EOEA.

- *Elders living alone and socially isolated elders* are served by in-home service providers such as the nutrition, crisis intervention, money management, home repair and other programs.
- *Low income elders* are targeted by the types of services provided by Title III grantees. For example, Title III supported legal services focus on public benefit and eviction cases, but not estate planning.
- *Minority populations* are addressed by all programs that serve areas with identifiable minority communities. CMAA also supports programs targeting the large Hispanic populations in Worcester, Fitchburg and Leominster. In addition, the Worcester Senior Center's Osteoporosis Prevention Program has significant Southeast Asian elder participation.

- According to the 2010 census there are 208 *Native American elders* in Central Massachusetts comprising 0.14% of the overall elder population. The most common tribal identification is Nipmuc, the native group resident in Central Massachusetts at the time of European settlement in the 1600's. There is a small Nipmuc reservation on Brigham Hill in Grafton, although there are no permanent residents there. In general, we can say that Central Massachusetts Native American elders participate in Older Americans act programs at least in proportion to their representation in the elder population.
- All grantees that include *rural elders* in their service area are expected to provide proportional levels of service to these elders and this is cited in contracts with organizations receiving Title III funding.
- The Elder Services of Worcester Area Nutrition Project as part the Worcester LGBT Elder Network (WLEN) sponsors the Rainbow Lunch Club.
- All programs supported by CMAA though Title III funding meet Americans with Disability Act (ADA) requirements.

Focus Area Summary

The Massachusetts Executive Office of Elder Affairs has identified four major “focus areas” to be addressed through the FY 2014-2017 Area Planning process.

1. Older Americans Act Core Programs

Supportive services, nutrition services, disease prevention/health promotion and caregiver programs are all included in the funding priorities for the CMAA grant-making process noted above.

In addition to grant funded services, CMAA is making specific efforts to address particular identified needs. These include:

Transportation – given the very limited Title III resources, it is important to find new ways to address transportation needs, especially in smaller communities which often lack public transportation services. To this end, CMAA has identified model transportation programs that might be implemented in Central Massachusetts such as the Independent Transportation Network (ITN) <http://itnamerica.org/> and the Transportation Reimbursement and Information Project (TRIP) promoted by the STP Exchange <http://www.stpexchange.org/index.htm>

CMAA will provide information on these models and work with interested local COAs and other organizations on implementation.

LGBT elders – CMAA continues to work with the Worcester LGBT Elder Network (WLEN) and has added representation to our Advisory Council to better highlight the specific issues and barriers faced by LGBT elders. In addition to supporting the activities of WLEN, CMAA will continue to promote awareness of these barriers to service and other issues among the local

provider network and general population through social media, the seniorconnection.org website and other means.

2. ACL Discretionary Grants

Health Promotion/Disease Prevention – All currently funded Title IID programs now meet at least the minimum evidence-based standard defined by EOEI. In addition to programs supported by Older Americans Act funding, there are a number of other organizations providing elder-targeted health promotion services in Central Massachusetts including three ASAPs, the Area Health Education Center and eight VNAs.

CMAA staff will remain engaged with area Community Health Network Areas (CHNAs) which also support programs addressing elder health needs. Over the past two years at least one ASAP and two Councils on Aging have received CHNA funding. Other programs that have included elders as a target population have also been funded. In addition, CMAA staff participates in a similar fashion on the St. Francis Community Health Foundation.

3. Participant-Directed/Person-Centered Planning

CMAA will continue to be actively engaged with the ADRC in Central Massachusetts since its inception. CMAA staff also serves on the ADRC leadership team. CMAA makes regular referrals to ADRC partners and will continue to support the goals of the consortium.

CMAA supports the SHINE program in Central Massachusetts by hosting counselors who meet with elders at the CMAA office and by providing space for counselor training. In addition, SHINE information is included on the CMAA website, www.seniorconnection.org.

CMAA remains active in disseminating information to individuals through community education efforts. This includes participation in health fairs and other community events and regularly updating the features and information on the www.seniorconnection.org website. CMAA staff plan to increase the use of social media such as Facebook, Twitter and maintain a blog which includes a caregiver advice column. To better promote the use of these resources CMAA will develop a presentation for local distribution focused on how to better use our web-based resources such as the searchable on-line database of available services and caregiver stress assessment tool.

CMAA staff participates on the Worcester Regional Transit Authority's (WRTA) Transportation Planning and Advisory Group (TPAG) which acts as a forum for individual consumer participation in discussing regional transit and ADA paratransit services. CMAA is also represented on the WRTA appeals panel addressing issues related to ADA services.

4. Elder Justice

Hoarding behavior can create a health and safety hazard and put elders at risk of eviction from housing facilities. This problem is becoming widely recognized and to address the issue CMAA staff participates in the regional hoarding task force which brings together a number of local

agencies and service providers to better coordinate action and promote greater awareness of hoarding issues.

In conjunction with the Molly Bish Center, CMAA hosts the Elder Abuse Roundtable which seeks to better coordinate service and raise awareness of elder abuse among caregivers, professionals and older adults.

CMAA ACTIONS AND PROGRAMMING

Central Massachusetts Family Caregiver Support Program

The Central Massachusetts Family Caregiver Support Program is funded under Title III-E of the Older Americans Act. It empowers elders, caregivers and professionals by providing information, education, support, and services that enhance quality of life. This program was initiated in an effort to help individuals manage the enormous personal, social, and economic challenges of caring for an elderly parent, relative, or friend. It is a cooperative effort of Central Massachusetts Agency on Aging, Montachusett Home Care Corporation, Elder Services of Worcester Area, Inc. and Tri-Valley Elder Services, Inc. designed to bring care for seniors and caregivers to a new level in the 61 cities and towns of Central Massachusetts.

In the Family Caregiver Support Program, CMAA takes the lead on:

- **Lending Library** which provides residents of Central Massachusetts with free and open access to relevant books and videos on aging and caregiving networks.

CMAA and its partners share responsibility for:

- **The Caregiver's Guide** which offers concise information and comprehensive community resources to people who are caring for an elderly parent or relative. A Spanish language version of this publication is available.
- **Information and Referral** about local and long distance caregiving, available services, community resources and local programs.

The three collaborating ASAPs also focus on providing:

- **Elder Care Advisors** who are professionally trained to provide free in-home assessments; information and recommendations; connections to ongoing support & services and provide educational resources tailored to the specific needs of the elder or caregiver.
- **One-on-one assistance** to assess needs, identify options and gain access to community-based services.
- **Training, support and counseling** such as caregiver support groups and training to assist caregivers in making decisions, solving problems and managing stress.

- **Caregiver Service Scholarships** for temporary relief services through in-home respite care, adult day care or emergency respite, or other one time needs that arise.

Community Outreach and Education

One of the functions of an Area Agency on Aging is to assure the availability of Information and Assistance services for the planning and service area. CMAA's Community Outreach and Education Department provides comprehensive state of the art Information and Assistance. Specially trained Information and Referral Specialists are knowledgeable about all of the resources available to elders and caregivers throughout the 61 cities and towns in the Central Massachusetts region. We assist consumers in identifying their needs and then research potential referrals from which they may choose to address their problem. CMAA also makes referrals to our ADRC partners. We also make referrals to Area Agencies on Aging around the country. We participate in problem-solving with individual agencies and serve as brokers between successful elder and caregiver service providers and those seeking assistance.

During FY 2012, CMAA received requests for Information and Referral from 765 unduplicated consumers. Over 1,621 problems or needs were identified by consumers with the assistance of CMAA I&R Specialists, with 2,897 referrals made to 670 different programs.

Health Fair and Community Education events offer CMAA the opportunity to carry clarifying information about the complicated aging and caregivers networks out into the community. Whether a small presentation to 7 people or a large event for over 500 people, each opportunity is important to potentially change our consumers' lives by offering them skills or information.

During FY 2012 CMAA staff provided information to 1,923 individuals at health fairs throughout Central Massachusetts and participated in 21 Community Education Events reaching an additional 744 individuals.

While no longer operating the SHINE program in Central Massachusetts, CMAA has remained a member site ensuring counselors are available for phone or in-person consultations two days every week.

CMAA has also established the Central Massachusetts Agency on Aging Lending Library that includes reference materials for use at CMAA as well as other materials that may be lent to elders, caregivers or professionals. The current inventory of resources includes 150 books, 150 videos and 3 audio "talking books", all focused on elder and caregiver issues.

CMAA Website (www.SeniorConnection.org)

All CMAA elder and caregiver support services information is available though our online presence at www.SeniorConnection.org and its subsite *Connection for Caregivers*. The website is regularly revised to better provide support services to seniors, caregivers and professionals. The site includes an extensive database, *The Guide to Elder Services*, which lists more than 2,000 agencies and programs. In addition, the site now offers explanations of the aging network as well as volunteer and intern opportunities with related application forms.

Major features of the *Connection for Caregivers* site include:

- Articles written by community experts relating to caregiver issues are posted on a monthly basis. Past articles are archived so that they remain available to website visitors.
- An online resource list of books for caregivers of elderly or disabled individuals, grandparents raising children and children with elderly relatives.
- A regularly updated list of community news and events of interest to elders, caregivers and professionals in the aging network
- An ongoing 24 hour Caregiver Peer Support Group.
- *Helping an Older Adult; a Caregiver's Journey*. This is a new interactive section of CMAA's website. Caregivers can take a survey to assess their caregiver stress level. After they have answered the survey questions each caregiver will receive their individual stress level score as well as a comparison of where their stress level falls compared to others who have previously taken the assessment. After taking the assessment caregivers can then read over the 11 resource sections we have made available. The resource section cover topics such as housing options, home and personal safety concerns, benefits available for older adults, transportation options, medical and mental well-being of both the older adult and the caregiver, end of life, the community services available and information on general caregiver concerns. Each of these resource sections contains a general overview of the topic, a glossary of terms, a list of useful websites and pre-populated searches of local agencies and their programs that provide services related to that specific topic.

Both *SeniorConnection* and *Connection for Caregivers* were made handicap accessible to enable easy usage for individuals utilizing screen readers and other adaptive equipment.

During FY2012 the CMAA *SeniorConnection* website and its sub-site *Connection for Caregivers* received 1,536,135 hits from 161,594 unique visitors. There were 7,506 hits on the online *Guide to Elder Services*, CMAA's database of programs serving Central Massachusetts elders.

As an adjunct to the website, CMAA has a presence on Facebook and Twitter as well as maintaining a blog. The links to these are accessible at www.seniorconnection.org. CMAA also distributes a weekly e-newsletter to approximately 4,000 recipients.

Advocacy

Advocacy efforts at CMAA link to the community in a variety of ways.

- CMAA staff provides information concerning the elder population of Central Massachusetts and their caregivers to legislators, local government officials, local media and the general public. Through these publicity efforts CMAA helps to increase awareness of elder issues and encourage actions to address identified needs.

- CMAA staff works with area Community Health Network Areas (CHNAs) that target elder health issues. This encourages the local health network to maintain a focus on elder health issues.
- *SeniorConnection* staff advocate on behalf of individuals who are not able to do so for themselves. The necessity of performing such advocacy is determined on a case by case basis.
- CMAA staff are participants with a variety of community organizations including:
 - Worcester Regional Transit Authority Transportation Advisory Group
 - Attorney General’s Elder Abuse Roundtable at the Worcester Senior Center
 - Greater Milford Geriatric Providers Council
 - Central Mass Regional Planning Commission Elders and Transit Group
 - Worcester LGBT Elder Network
 - local Community Health Network Areas (CHNAs)
 - Worcester County Elder Abuse Roundtable
 - Central Massachusetts Hoarding Task Force
 - Lancaster and Milford Councils on Aging

Through this participation and other activities, elder needs and issues are highlighted to a broader public.

Quality Management

CMAA focuses on assuring the quality of services provided under the Older Americans Act. Depending on the characteristics of the service being delivered, a variety of methods must be employed to measure program effectiveness.

For those programs having readily measureable outcomes, such as legal assistance, crisis intervention and money management, outcome data on successful case resolution and improved financial status are routinely collected.

Quality assessment for other programs where the measureable outcomes are more difficult to define requires tailoring any evaluation methodology to be customized to the specific characteristics of the individual program. To this end CMAA staff work with agency staff to develop appropriate means of assessing program impact. For all programs, effectiveness is reviewed as part of the annual monitoring process.

The need to justify the expenditure of public funds in terms of achieved results is growing. In order to maintain support for Older Americans Act programming it is important to more clearly represent the difference these programs make in the lives of everyday people. To this end, CMAA will place increased emphasis on reviewing and refining outcome measures and evaluation methods for all programs in consultation with the service providers.

FY2014-2017 CMAA GOALS AND OBJECTIVES

Goal 1. To make it easier for older people to access an array of health and social supports

- 1.1 CMAA will continue to support access-related services such as medical transportation, outreach, interpretation as well as others in Central Massachusetts. Addresses Assurance 1A and EOEA goals b, d & f.
- 1.2 CMAA will continue to support in-home services such as home repair, crisis intervention, money management as well as others in Central Massachusetts. Addresses Assurance 1B and EOEA goals a, b, d, & f.
- 1.3 CMAA will continue to support nutrition services for elders in Central Massachusetts. Addresses EOEA goal b.
- 1.4 CMAA will continue to conduct research activities on the needs of Central Massachusetts elders in all their diversity and the available capacity to serve them as part of the preparation for the next two-year funding cycle.
- 1.5 CMAA will maintain the capability to address the needs of consumers whose primary language is not English by contracting with *LanguageLine* interpreter services. Addresses Assurance 2 and EOEA goals b & d.
- 1.6 To better reach targeted populations, CMAA will continue to distribute Spanish-language versions of the CMAA agency brochures, the Caregivers Guide and other materials at health fairs and community education events. CMAA will also make information accessible in other languages via the www.seniorconnection.org website.
- 1.7 CMAA will continue to work with the SHINE program to provide information on health insurance and prescription drug coverage to Central Massachusetts elders and their caregivers. This will include continued participation as a SHINE member site, ensuring counselors are available for phone or in-person consultations every week, hosting SHINE information on the CMAA website and providing facilities for counselor training as needed. Addresses EOEA goals a, b & f.
- 1.8 CMAA will continue to work with the Worcester LGBT Elder Network (WLEN) to better highlight the specific issues and barriers faced by LGBT elders. In addition to supporting the activities of WLEN, CMAA will continue to promote awareness of these barriers to service among the local provider network. Addresses EOEA goal d.
- 1.9 CMAA will provide information on model transportation programs and work with interested local COAs and other organizations to implement services based on these models to better meet transportation needs in Central Massachusetts. Addresses EOEA goal g.

1.10 CMAA will continue to address the needs of rural elders by specifying target service levels in relevant Title III contracts. Addresses Assurances 2 and 6 and EOEA goal b.

1.11 CMAA will maintain regular communication with Councils on Aging and Senior Centers to strengthen ongoing relationships by working to maintain COA representation on the CMAA Advisory Council. Addresses EOEA goal g.

1.12 CMAA will continue to collaborate with Montachusett Home Care Corp., Elder Services of Worcester Area, Tri-Valley Inc. and the Center for Living and Working to effectively implement the goals of the ADRC in Central Massachusetts. Addresses EOEA goals b, d & f.

1.13 CMAA will develop a presentation focused on how to better use our web-based resources such as the searchable on-line database of available services and caregiver stress assessment tool. This will be promoted to Senior Centers and other organizations in Central Massachusetts.

1.14 CMAA will continue to work with area ASAPs to maintain a *Partnership Working Agreement* outlining mutual assistance to maintain delivery of essential services in the event of a local disaster situation. Addresses EOEA goal g.

Goal 2. To help older people to stay active and healthy

2.1 CMAA will continue to cooperate with local CHNAs and other state and local initiatives in distributing information on health issues affecting elders and their caregivers. Addresses Assurance 2 and EOEA goals f & g.

2.2 CMAA will support health promotion programming in Central Massachusetts that can be demonstrated through evaluation to be effective for improving the health and well-being or reducing disease, disability and/or injury among older adults and service and will be provided by community-based organizations employing appropriately credentialed practitioners. Addresses Assurances 1A, 1B and EOEA goals d & f.

2.3 CMAA staff will participate in Health Fairs and community education events throughout the service area in order to disseminate information on available programs and services including availability of flu shots and SHINE counseling.

Goal 3. To support families in their efforts to care for their loved ones at home and in the community

3.1 CMAA will collaborate with Elder Services of Worcester, Montachusett Home Care and Tri-Valley, Inc. to operate the *Central Massachusetts Family Caregiver Support Program*. This will include working with the collaborating agencies to revise, update and promote resource materials for seniors and caregivers. Addresses EOEA goal c.

3.2 CMAA will continue to develop the *SeniorConnection* and *Connection for Caregivers* websites. In addition, CMAA will continue to employ new communication avenues (e.g. Facebook, Twitter, Constant Contact, CMAA blog, etc.) to reach the widest possible audience. Addresses EOEA goal c.

Goal 4. To ensure the rights of older people and prevent their abuse, neglect and exploitation.

4.1 CMAA will continue to support legal services for elders in Central Massachusetts. Addresses Assurance 1C and EOEA goal b.

4.2 CMAA will continue to support Nursing Home Ombudsman services in Central Massachusetts. Addresses Assurance 1C.

4.3 CMAA will continue to participate in the Worcester County Elder Abuse Roundtable and the Hoarding Task Force. Addresses Assurance 1C and EOEA goal b.

Goal 5. To advocate for the interests of elders and caregivers.

5.1 CMAA will employ appropriate advocacy efforts around elders' priority needs, including participation in area groups and coalitions to maintain elder service needs such as area CHNAs, the Worcester County Elder Abuse Roundtable, Greater Milford Geriatric Providers Council, Central Mass Regional Planning Commission, St. Francis Community Health Foundation, Worcester LGBT Elder Network and others. Addresses EOEA goal g.

5.2 CMAA will continue to disseminate information concerning the elder population of Central Massachusetts and their caregivers to legislators, local government officials, local media and the general public to increase awareness of these issues. Addresses EOEA goal g.

5.3 CMAA staff will continue to supply material to journalists, create and be interviewed for articles in newsprint and on cable television and radio programs around the region. Addresses EOEA goal g.

5.4 CMAA will continue to seek collaboration opportunities with various agencies and organizations to ensure that the interests of elders and caregivers remain a priority. Addresses EOEA goal g.