

**Central Massachusetts
Agency on Aging**

**FY 2018 - 2021
Area Plan**

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

www.SeniorConnection.org

**360 West Boylston Street
West Boylston, MA 01583**

**508-852-5539
FAX: 508-852-5425
TDD: 508-852-5539**



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*

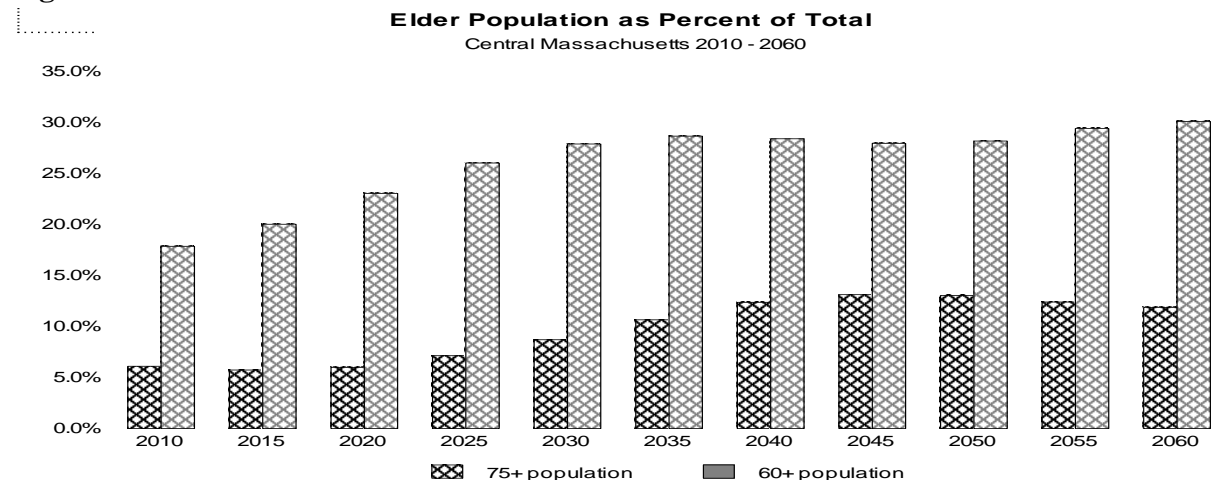
The 2010 census documented some trends that CMAA has observed over the past few years:

- 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, the Research Unit of the Massachusetts Executive Office of Elder Affairs 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

The Needs of Senior Citizens in Central Massachusetts:

In the Fall of 2016 the Central Massachusetts Agency on Aging began our Needs Assessment to determine funding priorities for FY18-21. This process included Focus Groups, Surveys, and Fact Finding Missions. Our findings are as follows:

Focus Groups:

- The Rainbow Lunch Club (LGBT Lunch Group)
- Central Massachusetts Regional Planning Commission (Transit)
- Centro (Latino Elders)
- Wise (An program for older adults at Assumption College)
- Vietnamese Elders
- Arabic Elders
- Chinese Elders

Fact Finding Missions and Surveys:

- Opioid Forum
- Phone Survey from the Worcester Islamic Center
- Grandparents Raising Grandchildren Support Group
- Grandparents Raising Grandchildren Forum
- WHEAT Food Pantry (Clinton)
- Massachusetts Legal Assistance Corporation
- Interviews with Rural and Small Community Senior Center Directors (Barre, Hubbardston, and Princeton)
- Important information was also provided by CMAA's Grantees during annual monitoring visits. This information included quantitative data from grantees' surveys as well as observations from professionals who work directly with seniors and their caregivers

Emerging Trends Uncovered During the Needs Assessment:

- There is an increase in younger senior citizens seeking services.
- More issues related to mental illness are occurring. This can be attributed to a variety of factors such as financial stress caused by the economic crisis, better diagnosis of mental illness than in the past, and the fact that mental illness holds less of a stigma for Baby Boomers than for prior generations.
- The Opioid Crisis is having an impact on elders. This trend manifests itself in terms of seniors being addicts themselves, exploitation by family members who have an addiction, and being forced into the role of caregiver for grandchildren because their children are not capable of being effective parents. Substance abuse in nursing homes is also a growing problem. Staff at many facilities lack adequate training to confront this issue effectively.
- There appears to be a knowledge gap with regards to available services and consumers' awareness of these services. This issue transcended socio-economic status and ethnic categorizations.

The Major Issues That Cut Across These Sessions Included:

- Reliable transportation.
- Affordable and accessible Housing.
- Inadequate infrastructure, such as a lack of sidewalks, is a problem for many communities.
- A lack of affordable, quality healthcare as well as uncertainty of about the costs of these services in the future.

Issue that Relate to Specific Populations:

- The HIV/AIDS Crisis of the 1980s decimated a generation of the LGBT community which has led to a generational gap within this population. Many LGBT people also do not have children of their own. This means that for many members of this community the only potential caregivers are of the same generation and thus are more likely to face their own financial and health problems.
- The lack of affordable transport means that some groups have limited culturally specific recreational opportunities. For example, some LGBT elders cannot afford to travel regularly to Boston where there are more events/activities that cater to their community than in Central Massachusetts.
- At the Central Massachusetts Regional Planning Commission (Transit) Focus Group respondents expressed concerns about having to walk 3/4s of a mile to access transport with inadequate infrastructure (e.g. a lack of sidewalks) and by the lack of safety rails and lower steps on vans.
- A lack of access to or an aversion of using technology contributes to social isolation and widens the information gap between services that are available and knowledge of these services. Recently, we have seen some evidence of an uptrend in the use of technology amongst seniors that may be countering this issue. We will continue to monitor whether or not this shift is addressing this problem.
- Many senior centers in rural and small communities are unable to offer the range of programming and services that larger, urban and suburban COA's can provide. Mergers have begun to occur to address this issue. From an economic and service provision standpoint pooling resources makes sense, however, transportation is problematic as is the resistance of communities who resent having their senior center taken away.
- Seniors in rural areas who rely on public transportation to get to doctor's appointments often find themselves waiting for hours at the doctor's office due to the van's schedule.
- Many of the newly arrived Muslim seniors in Central Massachusetts are refugees. The trauma that they and their caregivers have experienced combined with language barriers has led to a lack of knowledge of available services, social isolation, and mental health issues. Many Muslim caregivers express concern about letting their older loved ones go out alone which contributes to social isolation.
- Though ESL courses are available for non-English Speaking elders the hours available per week are limited. Many seniors who take advantage of these programs also only speak English during class which hinders the development of their English skills.

- CMAA attempted to contact representatives of the indigenous community in our territory on multiple occasions. We received no response. Per the secondary research that we conducted on the needs of this population we know that affordable housing, reliable transport, and quality healthcare are primary needs for this population.

Other Comments:

- Many consumers appear to be unaware of available services. We are investigating the reasons for this. CMAA has also started tracking participants' access and comfort using technology such as smart phones, apps, and laptops.
- There are concerns regarding social inclusion and a lack of "Safe Spaces" within the LGBT and Latino Communities.
- Job opportunities that pay a living wage for working class elders are limited. A lack of reliable transport is also a formidable barrier that prevents seniors from working.
- Social isolation is often a problem for elders. The reasons for this issue include a lack of transportation, family members who work during day or live far away, living in unsafe neighborhoods, financial instability, and other causes.

To address these concerns CMAA has identified several likely Funding Priorities for FY 2018-2021.

FY 2018-2021 Title III Funding Priorities

Title III of the Older American's Act is the source of much of the funding for the Central Massachusetts Agency on Aging. The goal of CMAA is to address the most critical needs of elders throughout the region. These funds allow us to achieve this end by working through service providers. Generally, preference will be given to applicants who are locally-based providers, with collaborative proposals and to those that intend to serve the entire planning and service area.

Title III-B – Supportive Services

Access for Elders

Outreach and Interpretation programs targeting one or more of the following groups: minority and/or non-English speaking populations, rural, low-income, disabled, Native Americans, the LGBT community, and Alzheimer's patients and their caregivers. Proposals should address areas and/or populations that are demonstrably without services, or are underserved.

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. Programs that provide transportation to recreational facilities that can reduce social isolation will be considered as well. The vehicles that will be utilized by the program must have appropriate Safety Features such as handrails.

Crisis Intervention

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

Emergency 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.

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 (mandated) /Guardianship

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

Long Term Ombudsman (mandated)

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

III-C – Nutrition Services

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. Eligible programs must adhere to the Administration for Community Living's definition of "Evidence Based".

The Programs that currently receive Title III funding from CMAA address populations identified by EOEA:

- ***Elders Living Alone and Socially Isolated Elders*** are served by the in-home service providers that we have funded who meet needs such as 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 reached via the programs that CMAA supports that target the large Hispanic populations in Worcester, Fitchburg, Southbridge, and Leominster. In addition to this the Worcester Senior Center's Osteoporosis Prevention Program has significant Vietnamese elder participation. We have also begun reaching out to the Islamic Community in a manner that we have not in the past.
- According to the 2010 census there are 208 ***Native American Elders*** in Central Massachusetts comprising 0.14% of the overall elder population. A member of our Advisory Council, who is of the Pocasset Wampanoag Tribe, has offered to help us find contacts with the Nipmuc Tribe that resides in our services area.

- All grantees that include *Rural Elders* in their service area must provide proportional levels of service to these elders. This stipulation is cited in contract with organizations receiving Title III funding.

EOEA Focus Area Summary

Older Americans Act Core Programs:

Supportive Services, Nutrition Services, Disease Prevention/Health Promotion and Caregiver Programs are included in the Funding Priorities for CMAAs grant making process outlined above.

CMAA recognizes and responds to the changing demographics of our territory. We also understand that cultural difference can hinder the provision of needed services that fall under the Core Programs addressed by the Older Americans Act. To address this we are increasing our outreach to various communities such as the Muslim population, the Vietnamese community, and Chinese elders and their caregivers, etc... Through a combination of surveys, an increase in our presence in the community, Focus Groups, and recruiting representatives of these groups for our Advisory Council we aim to better identify and overcome obstacles that have prevented seniors and their caregivers from accessing services that would improve their quality of life.

The Central Massachusetts Agency on Aging continues our support in addressing the needs of the LGBT senior community by continuing our participation in and supporting the Worcester LGBT Elders Network (WLEN).

Health Promotion/Disease Prevention – In addition to funding Title III-D Programs, CMAA understands that we are a piece of a much larger system that meets the needs of the population of Central Massachusetts. To stay informed of changes to our Healthcare system and related issues our staff regularly attend CHNA 6 and CHNA 9 meetings. We also maintain a presence at events that address the opioid crisis, homelessness and the increase in grandparents raising grandchildren as well as attending the quarterly Summit Eldercare Caregiver meetings. We continue to conduct secondary research on the emerging trends that we have identified (e.g. the opioid crisis) and will continue to conduct research as part of our outreach and data management strategies. We are also evaluating how emerging technologies, such as virtual reality and artificial intelligence, can reduce social isolation amongst our seniors and promote healthier living. CMAA staff has also attended workshops on how to best address the issue of hoarding.

Participant-Directed/Person-Centered Planning.

CMAA has been actively engaged with the ADRC in Central Massachusetts since its beginning. We have recently complied with our ADRC's "No Wrong Door" policy to ensure that consumers are directed to the most appropriate sources of information, are empowered to take control of their day-to-day affairs, and are informed of the available services that can help them live the life that they want to live to the fullest.

CMAA hosts the SHINE program in Central Massachusetts by providing space for peer counseling in our office. In addition, SHINE information is included on the CMAA website, www.seniorconnection.org.

CMAA is in the process of updating our website to help consumers locate the information they need to make informed decisions about what services they need, their eligibility, and where and when to access these services. CMAA is working to enhance our data management strategies to parse survey results, I&R statistics, and other relevant data. In addition to helping us identify trends, these observations can provide quantitative data that we can use to gain greater insight into how we can best address the knowledge gap between services offered and the awareness of these services by our target populations. In addition to using our own data our ambition is to be able to integrate other data sets (e.g. Census research) to see how our territory compares to the rest of the country as well as communities that have similar demographic profiles to our region.

CMAA staff participates in both The Transportation Planning Advisory Group (TPAG) and the Worcester Regional Coordinating Councils (RCC). The WRTA is consumer advisory committee that offers seniors (age 60+) and people with disabilities the opportunity to address issues related to transportation service. The Worcester RCC is an advisory group that affords its members a space discuss local and regional transportation priorities.

Elder Justice:

CMAA manages the finances for and hosts the Elder Abuse Roundtable. This group is a symposium for professionals, cooperating with the Worcester District Attorney's Office and other providers, who are committed to fighting elder abuse in Central Massachusetts. The Roundtable employs tactics such as developing trainings (e.g. a video that teaches people how to intervene when they witness the bullying of a senior citizen) to address such incidences of elder abuse.

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.

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.

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.

- 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.

As an adjunct to the website, CMAA has a presence on Facebook, Twitter, Instagram, and Pinterest. The links to these are accessible at www.seniorconnection.org. CMAA also distributes a weekly e-newsletter to approximately 601 recipients.

In FY17 CMAA Staff attended 31 public events to publicize our agency and the services that we fund.

During the period from October 1st, 2016 to August 23rd 2017, the most frequently cited problems among I&R calls focused on:

- | | |
|---|-------------|
| • Information on contacting service providers | 2,265 Calls |
| • Public benefits and financial assistance | 1,535 Calls |
| • General information | 644 Calls |
| • Health/in-home services | 793 Calls |
| • Housing | 475 Calls |
| • Transportation | 364 Calls |
| • Legal Issues | 369 Calls |
| • Nutrition | 106 Calls |
| • Complaints | 119 Calls |
| • Health Benefits/Health In Home Services | 1,065 Calls |
| • Other | 765 Calls |

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
 - Greater Milford Geriatric Providers Council
 - Central Mass Regional Planning Commission Elders and Transit Group

- Worcester LGBT Elder Network (WLEN)
- Local Community Health Network Areas (CHNAs)
- Worcester County Elder Abuse Roundtable
- Central Massachusetts Hoarding Task Force
- Worcester Area Geriatric Service Providers
- Summit Elder Care Participant Advisory Committee (Caregiver Support Group)

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.

CMAA FY2018-2021 GOALS AND OBJECTIVES

CMAA has categorized our FY18-21 Goals within the guidelines proposed by EOE. They are as follows:

Goal 1. Support Aging in the Community, Including Supporting Age-Friendly and Dementia- Capable Communities

- CMAA will continue to support access-related services such as medical transportation, outreach, and interpretation as well as others in Central Massachusetts. We will make a concentrated effort to target marginalized and underserved communities as well as increasing our Cross-Cultural Outreach.
- CMAA will continue to support in-home services such as home repair, crisis intervention, and money management as well as others in Central Massachusetts. We will be taking extra care to monitor and respond to emerging problems such as the Opioid Crisis, the spike in mental health issues, and the trend of younger seniors seeking services with regards to in-home services.
- CMAA will continue to support nutrition services for elders in Central Massachusetts.
- To better reach targeted populations, CMAA will continue to distribute Spanish-language versions of the CMAA agency brochures and other materials at health fairs, caregiver and community education events. CMAA will make information accessible in other languages via the www.seniorconnection.org website. We also have multilingual staff members and have advocated for the translation of resource material to better inform underserved populations who do not speak English. CMAA continues to maintain the capability to address the needs of consumers whose primary language is not English by contracting with *LanguageLine* interpreter services.
- 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.
- 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 areas throughout the local provider network.

- 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. We will also continue to monitor pilot programs that address this issue as well as gathering our own data on this topic.
- CMAA will continue to address the needs of rural elders by specifying target service levels in relevant Title III contracts.
- 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.
- 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.
- CMAA will assess and responded to the needs of indigenous elders in Central Massachusetts
- CMAA will continue its role as a participation observer with programs such as the Worcester Senior Center's Memory Café and Purple Table as well as attending events related to issues such as the opioid crisis, grandparents raising grandchildren, cultural events, and related issues. Our belief is that we can improve access to services and the efficacy of programs by being active members of the community and ensuring that we are up to date with the latest developments with regards to trends impacting our seniors.

Goal 2. To Empower Healthy Aging

- CMAA will continue to cooperate with local CHNAs and the Central Massachusetts Center for Healthy Communities in distributing information on health issues affecting elders and their caregivers.
- 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 of older adults while minimizing the impact of disease, disability and/or injury in this population. We will address these needs by providing funding to community-based

organizations employing appropriately credentialed practitioners. We will also ensure that the Title III-D Programs that we fund meet the ACL's definition of "Evidence Based".

- CMAA will continue using #ageconnectsus as part of our outreach and marketing strategy to provide positive senior role models to our general population.
- 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 the availability of flu shots and SHINE counseling.
- CMAA will work with ASAPs, COAs, and other relevant parties to ensure that low-income seniors are aware of nutrition programs that can provide them with affordable, healthy food.
- CMAA will work with ASAPs, COAs, and other relevant parties to ensure that seniors are aware of transportation programs.

Goal 3. To Develop and Support the Careforce (Paid and Unpaid Caregivers)

- 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.
- CMAA will continue to host the *Caregivers Guide on SeniorConnection*.
- 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.
- 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.
- CMAA will continue to integrate outreach to Millennial Caregivers into our marketing strategy.

Goal 4. To Prevent Injury, Violence, and Exploitation of Older Adults

- CMAA will continue to support legal services for elders in Central Massachusetts.
- In FY20, the Central Massachusetts Agency on Aging took in-house the two Long-Term Care Ombudsman programs that had been operating in our territory. CMAA completed a successful transition of this program from Montachusett Home Care Leominster, MA and have reestablished the Long-Term Care Ombudsman program in the Tri-Valley region. CMAA will provide management and support so that the grievances, questions, and concerns of Nursing Home Residents in our Service Area are addressed. We will also work to ensure that Ombudsman Staff and Volunteers represent the diversity of the population of our PSA and residents who reside in Nursing Homes in our territory.
- CMAA will continue to participate in the Elder Abuse Roundtable and the Hoarding Task Force.

Goal 5. To Strengthen “No Wrong Door” Access to Aging and Disability Services

- CMAA has initiated the use of a “Warm” Transfer Policy to ensure that inquiries are directed to the appropriate sources of information. We continue to work with staff at ASAPs throughout our ADRC to improve the effectiveness of this policy.
- CMAA is redesigning our website to be more person centered and to provide our consumers with a better experience regarding front facing data access.
- CMAA is participating in iCarol which is the ADRC approach to managing information services.

Goal 6. To Ensure Quality, Value, and Person-Centered, Community-Based Care, Through Data Driven, Evidence-Informed Methods

- CMAA will conduct research activities on an ongoing basis with regards to the needs of Central Massachusetts elders and their caregivers in all their diversity. These activities will ensure that we are aware of emerging trends in real time and have adequate time to prepare a response to these events.
- CMAA will continue to seek collaborative opportunities with various agencies and organizations to ensure that the interests of elders and their caregivers remain a priority.

- CMAA will develop a presentation focused on how to better use our web-based resources.. This will be promoted to Senior Centers and other organizations in Central Massachusetts. We will also be enhancing our research capabilities and creating the infrastructure to manage an array of data sets which will help us to better track, parse, and visualize large data.