



2010 Annual Report

MASS MEALS ON WHEELS

President's Message continued from page 1

We kept up with our day jobs. We delivered over 7 million meals to the homebound, and served over 4 million meals at congregate sites. We actively participated in the 2010 March for Meals Campaign, talking to thousands of people about ending Senior Hunger by 2020. We have just completed our participation in the Farmers' Market Coupon and Fresh Farm Produce Programs. Five programs went out for bid this year. We continued to attend SAMS training on Nutrition issues, and hosted Regional training seminars for site staff on Customer Service. Tighter State standards were implemented in sodium content, allergy awareness, standards for frozen meals, and information to our consumers. Nutritionists spent a lot of time working with caterers to improve the nutritional content of our menus.

By summer, we needed a retreat. We took a day, we got away and we worked. We thought about who we are, what we do, and where we want to go. We identified our strengths and weaknesses. We re-structured and we made a plan. At the end of the day, we re-affirmed our mission.

I had the privilege of representing this group at the annual MOWAA Conference in Atlanta in September. 650 of us were there, with the same concerns: fundraising, finding the next generation of volunteers, collaboration, improving elder nutrition, and the same goal: to end Senior Hunger. Six million elders are going hungry right now. It isn't right, and it isn't necessary.

It is an honor to be a member of this group. I want to thank all the officers for their hard work (and millions of emails!). Ayn, thank you for your ideas, your editing, and involvement. Jane, thank you for your steadfastness, your participation, and your input. Jenn, thank you for your organization, your outstanding meeting minutes, and your accuracy. Kellie, thank you for your record-keeping, your timely responses to requests, and all your thoughtful contribution. It has been a pleasure to be a member of this team.

Linda Zevitas, Co-President



Comings & Goings 2010

This year, MAMOW member organizations welcomed the following new Directors and Nutritionists:

- Barbara Gold**
Nutritionist, BayPath Elder Services
- Joshua Hammond**
Nutritionist, Springwell
- Mary Jenewin-Caplin**
AAA Director, Greater Springfield Senior Services

In the past year, MAMOW bid farewell to the following Nutrition Program Directors and Nutritionists. We wish them well on their new endeavors:

- Laurie Cassidy**
AAA Director, Greater Springfield Senior Services
- Mary Ellen Guittarr**
Nutritionist, HESSCO
- Joanne Gunnard**
Nutrition Program Director, Kit Clark Senior Services
- Nancy Keith**
Nutritionist, Springwell
- Susan Lellis**
Nutritionist, Elder Services of Cape Cod and the Islands



MASS MEALS ON WHEELS

President's Message

2010- A year of adversity, collaboration, achievement, and introspection.

It was the climate: raging wildfires in California and Colorado, floods in the Northeast, South, and Midwest, tornadoes in New York City, and hurricanes still coming. It was the disasters: the H1N1 epidemic and the vast BP oil spill. It was the national economy: no jobs and no money, and debt, debt, debt. It was the State economy: budget cuts, cuts to towns and cities, layoffs, and more to come. It was our Agencies: layoffs, Home Care Wait Lists, "belt-tightening" all around. Our Nutrition Programs have more elders to serve, with level Federal funding for over 30 years.

We started 2010 looking for help. We ended 2010 helping ourselves. In February, by collaborating with the Executive Office of Elder Affairs, NANASP, the Commission on Affairs of the Elderly, Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University, Connecticut Community Renewal Team, Inc, the New Hampshire Rockingham Nutrition & Meals on Wheels, and Rhode Island Senior Service, Inc., we staged the first Listening Forum in the country devoted to Nutrition, in testimony towards the reauthorization of the Older Americans Act. We heard experts explain the effects of good nutrition and nutrition education in prevention of disease and the extension of the quality of life of our elders. We renewed our devotion to those elders by listening to their testimony, from all over the State, singly and in groups, about what our programs meant to them. We learned we could, as a team, pull together a complicated agenda, with lots of different groups, in a very short time frame, and even produced a film that exemplifies who we are, what we do, and why. In the 18 minutes of that film, our elders make clear what the Nutrition Program means to them and how it helps keep them in their homes, provides nourishment and socialization, and improves their quality of life - our MAMOW mission.

The 20th New England Regional Conference in April provided an excellent opportunity to gain relevant information on a diverse array of subjects from experts across the country. Participants also had a chance to meet with their colleagues from across New England to discuss mutual concerns and learn from one another's experience and best practices.

Member Organizations

- Belchertown Council on Aging
- Bristol Elder Services
- Chelsea/Revere/Winthrop Home Care
- Coastline Elderly Services
- Elder Services of Berkshire County
- Elder Services of Cape Cod & the Islands
- Elder Services of Worcester Area
- Ethos
- Franklin County Home Care
- Greater Lynn Senior Services
- Greater Springfield Senior Services
- Health & Social Services Consortium
- Highland Valley Elder Services
- Kit Clark Senior Services
- Merrimack Valley Nutrition Project
- Minuteman Senior Services
- Montachusett Opportunity Council
- Mystic Valley Elder Services
- North Shore Elder Services
- Old Colony Elder Services
- SeniorCare, Inc.
- Somerville/Cambridge Elder Services
- South Middlesex Opportunity Council
- South Shore Elder Services
- Springwell
- Tri Valley, Inc.
- WestMass Elder Care

Training Committee Report

In 2010 MAMOW continued to focus on promoting great customer service. Each member agency received a copy of "50 Activities for Achieving Excellent Customer Service." This manual was used in sessions held in regional service areas for support staff trainings. The resource manual is also being used for trainings within individual agencies as well as future state-wide trainings.

*Jane Severance, Chair
Incoming Co-President MAMOW*

Futures Committee Report

The Futures Committee focused much of their efforts this past year serving as the steering committee for the New England Older Americans Act Reauthorization Listening Forum. The group worked with Shirley Chao, MA Director of Nutrition Services, NANASP representatives, local caterers, and nutrition program staff from Connecticut, Rhode Island and New Hampshire to plan and sponsor this successful event. The forum was held at the Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University in Boston on February 12, 2010. Committee members worked diligently to spotlight the role of elder lunch programs and the importance of increased funding to allow for expansion of that role in the future. The attendees included nutrition professionals, researchers, congregate participants, and lay people who all gave testimony on the importance of healthy aging through proper nutrition. The event included a video of Meals on Wheels participants giving their moving, personal messages in support of the food services that help them to stay safely in their own homes. The written and oral testimony collected is intended to influence officials who will meet in 2011 to determine the future of the Older Americans Act, to set national policy, and to shape the role of our nutrition programs over the next decade.

Carol Muschler, Chair



SAMS Committee Report

This past year, the mission/purpose of the SAMS Committee was written and approved by the MAMOW membership. The purpose of the committee is to ensure that the Nutrition Directors will have the information needed to use SAMS to accurately order and deliver the correct meals for both home delivered and congregate, post service deliveries of meals and services, and be able to generate accurate reports from SAMS regarding the Nutrition Program.

The committee acts as a resource to other Nutrition Programs as questions or issues arise; a liaison with EOE and SIMS Support to solve issues with the system and recommends enhancements on behalf of the Nutrition Programs across the state; and facilitates training by EOE/SIMS Support on the use of SAMS, focusing on the Nutrition applications.

SIMS Support continues to be committed to providing nutrition specific trainings. A training was conducted in April, 2010, which was

Commodities Committee Report

The Commodities Committee continues to monitor USDA commodity products made available to the Elderly Nutrition Programs in Massachusetts. The committee also serves as a conduit between individual nutrition programs and the EOE to relay quality control and consumer acceptance of commodity food items.

MAMOW continues to utilize USDA commodity foods across the state as an important means to contain food costs.

Nancy Mathers, Chair

expanded to include a combined agenda for both the Nutrition Directors and the Nutritionists. Training topics included a demonstration of the new Agency Reporting tool, posting nutrition counseling and nutrition education service deliveries, documenting eligibility for NAPIS meals, and a discussion of undelivered meals. The Nutrition Best Practices Job Aid was updated and distributed at this training.

By communicating our needs to SIMS Support and EOE, and offering suggestions for improvement and trainings, we will make SAMS a more efficient tool in managing our Nutrition Programs.

Barbara Rougier, Chair

NANASP

With increased costs and demand to feed seniors across the United States, the 2009/2010 Resolutions recognized the ongoing economic crisis that impacts Senior Nutrition Programs. In response to these funding constraints, NANASP worked with the Legislature to include the nutrition programs in 2010 ARRA funding. NANASP is also urging Congress to provide increased funding for the Senior Nutrition Programs in the 2010 Labor, Health and Human Services Appropriations Bill.

In addition to advocating for increased funding, NANASP is working alongside other long-term care

stakeholders, to ensure a defined track related to nutrition and health as it relates to older persons in the White House Conference on Food and Nutrition. NANASP is also a key player in the Elder Justice Act of 2009/2010 and supports the Project 2020 initiative on the utilization of evidence-based disease management programs as a gateway to better health.

Executive Director, Bob Blancato was presented with the Arthur S. Flemming award by the National Association of State Units on Aging. This award is given to notable leaders whose work has positively impacted the lives of older Americans and people with disability.

The annual NANASP Conference again proved worthwhile with keynote speaker Joaquin Anguera providing insight into the future of aging and creating new images of aging. Also noteworthy, HHS Assistant Secretary Kathy Greenlee provided information on the reauthorization of the Older Americans Act with emphasis on the role of health and nutrition in these programs. The 2011 conference will be held July 7-9, 2011 in Washington D.C.

*Chandra Ganapathy, NANASP
Representative and Board Member*

MOWAA

Elderly Nutrition Program representatives from across the country attended the 2010 MOWAA Conference in Atlanta, Georgia. Participants discussed mutual issues and formed plans to resolve common concerns.

The cornerstone of MOWAA's Strategic Plan is ending Senior Hunger by 2020. To further that goal, workshops and group meetings on Nutrition, Leadership Development,

MAMOW Retreat

This year's MAMOW retreat was held in August in Lynn, MA with the goal of strategically aligning nutrition programs in the state to provide the best quality of service to seniors in Massachusetts. The discussion began with MAMOW's initial purposes that were legislative in nature: to increase awareness and funding for elder nutrition. After much discussion, members confirmed these initial goals are still in line with today's mission and vision for the association. A SWOT analysis was conducted to determine the group's strengths, weaknesses, opportunities, and threats. Through this, members verified the group does a good job meeting its core service, feeding seniors, but would benefit from sharing best practices across agencies to assimilate individual programs. Another reoccurring theme included the use of technology to connect members and increase public awareness of Meals on Wheels in the state and increase funding opportunities.

As a next step, the group voted to restructure MAMOW with the addition of several new working groups (Public Relations, Communications, and Training) in addition to committees already established (Futures, Sunshine, Refreshment, SAMS, and Commodity). Members of the group also recognized the importance of assisting elder nutrition ally's at the state level through the working groups and committees. Overall, the retreat proved successful in that it allowed newer members of the association to gain a better understanding of MAMOW via input from experienced members as well as revitalize the group through redefining its mission.

Ayn Yeagle, Co-President

Fundraising, Communications and Volunteer Management addressed how to accomplish ending senior hunger. Participants had conversations with news anchor Sam Donaldson and Ambassador Tony Hall, as well as leading Foundation Executives, including representatives from Walmart, Harrah's, Bridgestone Retail Operations, and the Merck Company Foundation. Meeting attendees, led by musicians playing "When the Saints Go Marching In," marched from the Omni Hotel to the Atlanta Aquarium holding aloft tablecloths bearing thousands of signatures supporting the goal of ending Senior Hunger by 2020 obtained during this year's March for Meals Campaign.

To attain the vision of eradicating senior hunger by 2020 MOWAA's Strategic Plan for 2010-2011 addresses meeting the following goals by 2020:

Senior Nutrition programs in the U.S. should be able to meet the full nutrition needs of their current clients. No senior who requests service from a Senior Nutrition Program should be turned away or wait-listed. Every senior in the U.S. has a program to go to. Every senior in need knows that senior nutrition services are available and knows how to ask for help.

MOWAA also offers opportunities for member programs to apply for grants. In 2010 nine Massachusetts programs received grants totaling \$10,400 for their March for Meals Campaigns. One program received a grant from Bank of America and two received grants from the Subaru Share the Love Campaign.

*Marge Scott,
MOWAA Representative*