

NEWTON DEPARTMENT OF SENIOR
SERVICES AND THE COUNCIL ON
AGING - TOGETHER!

2013-2014 Accomplishments

NDSS & COA VISION



Provide sustained leadership that helps Newton be a
Livable and Age Friendly Community for all who
choose to live here.

NDSS & COA MISSION



Optimize quality of life for older adults and those who support them through welcoming, respectful, and meaningful opportunities that engage and value older people, and empower them to remain independent and to be important assets in our community

STRATEGIC GOALS



- Achieve Financial Sustainability
- Identify senior population needs, skills and diversity
- Advocate for seniors and their families and those who support them.
- Build partnerships and bridges
- Improve community awareness
- Ensure and improve access to resources
- Develop effective marketing & communication
- Maintain, strengthen and create programs

AREAS OF FOCUS/CONTEXT



Livable/Age Friendly Communities

- Housing
- Transportation/Mobility
- Community Involvement & Engagement

OVERARCHING



- Staff & COA working on clear & common goals
- New staff & COA members bring new skills
- Increased community collaborations
- New programs & services
- Acknowledging diversity
- Broadening Awareness throughout the community

Goal: FINANCIAL SUSTAINABILITY



- City Budget increase (program and operations)
- Approved for a grant from Bridges Together for intergenerational program
- Applied for a grant from Griswold Foundation
- Small increase in CDBG grant for FY14 and FY15
- Successfully advocated for increase in State Formula Grant line item.

Goal: ID Population Needs, etc.



- U Massachusetts: Needs Assessment
- Tufts Health Plan Foundation/U Massachusetts: Community Profiles
- Charlie Card Surveys regarding transportation/mobility
- Benchmarking Project initiated
- CDBG Consolidated Planning process

ADVOCATE FOR SENIORS & FAMILIES

- MCOA – Jayne Colino, President; Director of TheYear
- COA Committees & Newton City Committee representation
 - Transportation/Mobility
 - Housing
 - West Suburban Area Alzheimers Partnership
 - Relationship Violence Action Committee
 - Newton Cares Coalition
 - West Suburban Outreach Group
 - Hoarding Task Force
 - CDBG Consolidated Planning process
- Mayor's Sustainable/Livable Community effort
- New COA/Staff members bring new skills and expertise
- LGBT Initiatives
- COA self-education

BUILD PARTNERSHIPS & BRIDGES

- Department of Parks and Recreation
 - Transportation to P & R programs
 - Senior Prom; <http://www.newtv.org/video/NewtonNews/may-22-2014/seniors-prom/> with All Students Care (ASC) and NNHS students
- Newton Schools
 - Spring Fling with ASC
 - Horace Mann 5th grade annual program
- MBTA – Charlie Cards
- Host community programs and meetings
- Newton Free Library-Financial Planning series
- Historic Newton- Newton Salutes and co-sponsorship of programs
- New host site of Veterans' Center
- Alzheimer's Association-Walk to End Alzheimers
- Ongoing financial support from the Senior Citizens Fund of Newton Inc.

IMPROVE COMMUNITY AWARENESS

- Newsletter-mailed to 40% of households six times/year
- Newton TAB-continued presence with Marian's articles and the improved 55 + page
- Presentations
 - Weeks House
 - Nonantum Village Place
 - Casselman House
 - Temple Emmanuel, Sacred Heart
- 20th Anniversary Video funded by Senior Citizens Fund of Newton Inc. –to be posted on YouTube and our website
- Facebook presence
- Meet up page
- Planned presentation of Needs Assessment finding and implications.

ENSURE & IMPROVE ACCESS



- Transportation
 - City programs
 - Village Centers
 - ITN
- Charlie Card passes
- Increased Parking sticker sales
- Increased numbers served through social services
- Increased pieces of Durable Medical Equipment

EFFECTIVE MARKETING STRATEGIES

- Newsletter-mailed to 40% of households six times/year
- Newton TAB-continued presence with Marian's articles and the improved 55 + page
- Presentations
 - Weeks House
 - Nonantum Village Place
 - Casselman House
 - Temple Emmanuel, Sacred Heart
- Video
- Facebook presence
- Meet up page
- Expanded listserves for communications
- Representation on City Committees

CREATE PROGRAMS & SERVICES

- New Volunteer Coordinator position
- LGBT advisory board and programs
- Trips
- Birdwalks
- Improved computer classes
- Friendly visiting/calling program
- Handiman service
- Motorcycle Lovers club
- Theater workshop/programs
- New art classes
- Housing 101 - small group trainings on how to apply for housing

2014-2015



- Library Program – three sessions
- New COA members to be recruited
- Present finding and implication of needs assessment
- Expand volunteer roles
- Expand transportation services to 5 days/week for all destinations
- Initiate NISC Accreditation process
- Explore World Health Org. Age Friendly process
- Implement Bridges together with Boys and Girls Club
- MORE, MORE, MORE.....