The CAL
FY 2021 ANNUAL REPORT

Prepared by Plymouth Council on Aging Strategic Planning Committee:
Ann Hieser (Chair), Michelle Bratti (Director),
Elizabeth Cadigan, Kathy Castagna, Marianne Kirby, Joanne LaBelle

44 Nook Road Plymouth MA 02360
Phone: (508)830-4230 Fax: (508)830-4233
www.plymouth-ma.gov/center-active-living
www.facebook.com/COAPlymouth
HOW TO FIND US

IN PERSON

Business Hours: Monday-Friday, 8:00 am – 4:00 pm
Address: 44 Nook Road, Plymouth, MA 02360
Phone: (508) 830-4230
Fax: (508) 830-4233

DIGITALLY

Email: mbratti@plymouth-ma.gov
On-line: http://www.plymouth-ma.gov/center-active-living
Facebook: http://www.facebook.com/COAPlymouth
YouTube: Search: Center For Active Living (CAL) Plymouth, MA

IN PRINT

View and download our latest newsletter by visiting
https://ourseniorcenter.com/find/plymouth-council-on-aging

Our Patrons
Background Photo by Victor "Vic" Zigmont
Covers by Renate Lwow & Larry Altrich
Fiscal year 2021 saw a continuation of historical times due to the COVID-19 pandemic. It has truly been a year filled with challenges, a year in which we re-opened temporarily with strict mandated safety measures in place, only to close again when COVID cases increased. Despite these challenges, the CAL was committed to providing a wide range of programming options for those with virtual means and those without. The CAL provided essential services to those in need, maintained our critical Meals on Wheels program, navigated the state vaccination system for seniors, and partnered with Skin Esteem Med Spa and Harbor Health to provide vaccination opportunities for over 600 Plymouth seniors.

The CAL staff refused to compromise on excellence. The Plymouth Select Board proclaimed September 15th as “Senior Appreciation Day” in Plymouth. In partnership with Beth Israel Deaconess Hospital and the Chamber of Commerce we honored our seniors with a drive-thru parade and gifts at three community locations. We enlisted the Plymouth Philharmonic to do a live serenade for over 800 seniors restricted to their homes in Plymouth Senior Housing complexes. In partnership with Plymouth Area Communication Television (PACTV) and the Duxbury, Pembroke, and Kingston Councils on Aging, the CAL won first place in the National 2020 Program of Excellence awards for the creation of the PACTV Guide. In collaboration with local community volunteers we held a drive-thru Holiday Parade that brought joy to our facility. Joining forces with PACTV we filmed and produced an award-winning documentary featuring 6 CAL patrons that showed despite a pandemic and fears associated with it seniors have the tenacity and capacity to withstand the hardest of struggles. Simply put, we cranked the volume on otherwise muted voices.

The National Council on Aging/National Institute of Senior Centers (NCOA/NISC) Accreditation Board unanimously approved the recommendation for CAL’s re-accreditation and cited the CAL’s outstanding leadership, commitment to quality programs and services, and robust partnerships in the community. We will always maintain this caliber of service while proudly serving our senior population!

Hope lies in the strength of our unity, and “together” truly is better.

Michelle Bratti

OUR MISSION

To provide our community with safe and trusted environments, both physical and virtual, where information and access to programs and services foster a healthy and vital lifestyle throughout the aging process.
FY 2021

OUR BUDGET

EXPENSES
Personnel & Mileage $ 406,323
Repairs/Maintenance & Grounds $ 73,290
Nutrition $ 20,000
Postage, Office Supplies, Printing, & Consumables $ 12,000
Tech Supplies $ 8,300
Professional Services $ 4,000
Dues/Membership $ 3,750
Training $ 1,000
Departmental Equipment $ 5,780

INCOME
EOEA State Formula Grant $ 144,192
Title III Nutrition Grant $ 12,000
Town of Plymouth $ 535,943

OUR NEW GRANTS

The Massachusetts Council on Aging (MCOA), through funding provided by the Massachusetts Executive Office of Elder Affairs, awarded the CAL $1,430 to offer the Living Your Best Life Resiliency Training in the Spring of 2021. This was offered both virtually and in person for 10-weeks and provided seniors an opportunity to learn about the Ten Tools for Resilience developed by Mental Health America. The sessions were run by a Licensed Social Worker and the CAL Activities Coordinator. Seniors received educational materials about each tool, their own personal notebook, shared personal insights and learned new strategies to build resiliency into their lives.

The Cape Cod 5 Foundation awarded the CAL $500 to support our efforts to become a designated Age and Dementia Friendly Community. Funding will support initial efforts to convene a community action team to conduct a needs assessment of our senior population in support of our application to AARP and Dementia Friendly Massachusetts. A variety of programs and initiatives will be developed to assist our seniors to age well in our community with the support of local businesses, non-profits, governmental agencies and the community as a whole.
Our Special Programs

Massachusetts Council on Aging (MCOA) - In partnership with the Duxbury Senior Center the CAL received funding from MCOA to tackle issues of social isolation and loneliness due to the Covid-19 pandemic.

The FY21 Field Demonstration Project was a multi-faceted program designed to reduce loneliness, provide opportunities to reconnect with friends, learn new skills, learn how to cook a healthy meal, be introduced to new restaurants, and receive a “wellness check” during the drive-thru recipe kit pickup and on-site programming.

Activities included Cooking Demonstrations with MCOA’s Tara Hammes and CAL’s Delicious and Nutritious hosts Marcia Richards & Jerry Levine, Floral Arranging and Lunch Sharing with a Friend, a live Grill Mastery demonstration at a local restaurant, and a Plymouth versus Duxbury Cornhole Tournament for town “bragging rights.”
86% of the year the building was closed

4,253 outreach contacts

3,449 Grab & Go lunches
158  
**director calls**

6,737  
**wellness check calls**

7,516  
**birthday calls**
FY 2021
OUR STORIES

Meals On Wheels (MOW) Driver - Robert "Brad" Bradley

I have been retired for five and a half years and have been volunteering for MOW for three years. MOW has given me a purpose. I enjoy meeting the seniors on my route and checking in on them. Some folks needed conversation with me and my help with some things when I delivered the meals. COVID stopped MOW for a month but when Old Colony Elder Services (OCES) started it again we wore masks and gloves. I could see how COVID affected these seniors. It was difficult for many because I could not help them unload the heavy MOW bags and if some wanted to talk to me, I could only do it in the driveway. Now MOW has gone back to delivering one meal a day. It is with great enjoyment that I can continue to help these seniors.

CAL Member - Renate Lwow

Several years ago I took some exercise classes at the CAL. I was ready to return to the CAL, but COVID happened. I did not do ZOOM, but I had many projects going. Then I received a questionnaire from the CAL with a gift certificate to Market Basket if I answered, so I did. I was one of the six selected to be in a documentary about senior resilience. Part of my story was about my son, Alex, who passed away. After his death, I wondered what my purpose was. I write letters to him, and I am publishing a book about it, hopefully to help other parents. Now that COVID is over I want to engage more at the CAL. All the programs at the CAL are fabulous and I will be participating in some classes in this beautiful building.

CAL Member - Myra Glansberg

I was involved with the CAL years ago playing bridge. When I retired in 2019, I started coming to the CAL taking the Mindfulness class which became the center point of my week. I have taken more classes and have made wonderful connections with other people. I appreciate the CAL as a valuable resource to this community. All the people who work here are so positive and show a genuine camaraderie. The CAL is invaluable to the seniors in this community. I feel very blessed.

137 volunteers

$245,315 equivalent $ volunteer hours

7,015 volunteer hours
FY 2021

WHAT SETS US APART

IN THE TOP 120 OUT OF 13,000 SENIOR CENTERS NATIONALLY

OUR AWARDS - The National Council on Aging’s National Institute of Senior Centers (NCOA/NISC) Accreditation Board met on January 28, 2021, and unanimously approved the recommendation for re-accreditation of the Town of Plymouth's Center for Active Living for a period of 5 years (January 2021-January 2026), citing that our organization “has a solid and earned reputation for excellence in the community and demonstrates outstanding leadership and commitment to quality programs and services.”

OUR PARTNERSHIPS - Combating Covid Social Isolation

CAL and Bridgewater State University were committed to bringing Senior College/Lifelong Learning to fruition and did so virtually, with over 55 diverse classes offered via Zoom.

CAL, The Chamber of Commerce, The Plymouth Philharmonic, Beth-Israel Deaconess Hospital, and the Plymouth Select Board came together to proclaim September 15th “Senior Appreciation Day” in the Town of Plymouth as an acknowledgement of the sacrifices made by seniors during the pandemic.

CAL and PACTV teamed up to produce the feature film documentary “Our Seniors Speak: Resilience in Hard Times” Utilizing Executive Office of Elder Affairs (EOEA) Formula Grant funding, this production cast six local seniors to show that despite a pandemic and fears associated with it, seniors have resiliency to withstand the hardest of struggles.

CAL partnered with local musicians to bring the first-ever Summer Concert Series to our facility, reuniting separated seniors through a love of live music.

OUR PROGRAMMING - The Center for Active Living, in partnership with Duxbury, Pembroke, and Kingston COA’s and local cable access station PACTV, won first place in the 2021 National Program of Excellence Awards for the creation of “The PACTV Guide.” The NCOA/NISC honored the outstanding work of senior centers during the pandemic, and “The Center for Active Living is one of 15 programs nationally receiving recognition for innovative, creative and replicable programs for older adults.”

OUR SOCIAL OUTREACH TEAM - In partnership with medical professionals at Skin Esteem Med Spa, CAL Social Outreach Workers and Administration assisted over 600 seniors in procuring the COVID-19 Vaccine locally, and assisted over 2,000 seniors in navigating the vaccination process.
Approved unanimously by Plymouth’s Select Board and spearheaded by Select Board member Harry Helm, the CAL is helping to create a “Senior Evaluation/Senior Needs Task Force” … the first of its kind! This task force will focus on a wide range of elder needs with input from community members, stakeholders, and government constituents.

The CAL will resume its mission of deeming Plymouth an Age and Dementia Friendly Community, a movement endorsed by the World Health Organization and Governor Baker.

In the spring of 2022 Lifelong Learning/Senior College with CAL’s partner Bridgewater State University is scheduled to transition from virtual to in-person learning at the CAL.

The CAL Advisory Board recently established a Marketing Committee. Goals of this committee include enhancing CAL’s name recognition, increasing engagement in CAL programs, and increasing utilization of CAL services by reaching a wider community audience.

The CAL will continue partnerships with other Councils on Aging to provide unique programming opportunities that benefit a wider scope and diverse population of seniors in multiple communities.

1,107 new members
10,548 seniors served
FY 2021

OUR STAFF

Director of Elder Affairs
Activities Coordinator
Administrative Assistant
Coordinator of Support Services
Front Desk/Reception
Maintenance
Matron
Meal Site Coordinator
Social/Outreach Worker
Social/Outreach Worker
Volunteer Coordinator

Marianne Kirby, Chair
Michelle Bratti
Beth Hadfield
Caitlyn Correa
Mary Beth Ryan
Cynthia Snow
Paul Brzykcy
Steve Goodwin
Marcy Gallerani
Lindsay Reik
April Thompson
Ginnie Healey

OUR ADVISORY BOARD

Marianne Kirby, Chair
Amy Naples, Vice-Chair
Pat Achorn

Elizabeth Cadigan
Kathy Castagna
Ann Hieser

Terry Mucci
Monica Mullin

OUR BOARD COMMITTEES

Community
Monica Mullin, Chair
Pat Achorn
Terry Mucci
Amy Naples

Grants
Marianne Kirby, Chair
Michelle Bratti
Kathy Castagna
John Crossin
Patricia Devine

Intergenerational
Partnerships
Michelle Bratti
Kathy Castagna
Amy Naples

Marketing
Marianne Kirby, Chair
Michelle Bratti
Elizabeth Cadigan
Kathy Castagna
Ann Hieser
Amy Naples

Senior Voices
Pat Achorn
Terry Mucci

Strategic Planning
Ann Hieser, Chair
Michelle Bratti
Elizabeth Cadigan
Kathy Castagna
Marianne Kirby
Joanne LaBelle

OUR THANK YOU’S

The CAL leveraged existing partnerships with over 100 community businesses, agencies, and municipal departments to offer the highest level and variety of programming. Many of those with whom we work have a mission similar to the CAL or are focused on providing opportunities, education, and services to seniors, their families, and caretakers. We would like to thank those who have partnered with us over the past year to provide resources, experience, and financial support to the CAL to help us meet our mission.

The Friends of the Plymouth Council on Aging is a non-profit 501(c)(3) organization. Our purpose is to seek donations through memberships, fundraising events, sponsorships, and/or corporate gifts to financially assist the Plymouth Center for Active Living. These funds help provide programs and services, and otherwise advance the welfare of senior citizens in Plymouth.
THE TOWN OF PLYMOUTH

The Select Board
Richard J. Quintal, Jr., Chair
Betty A. Cavacco, Vice-Chair
Patrick J. Flaherty
Harry Helm

Our Structure
Select Board
- Town Manager
- Dept of Community Resources
- Center for Active Living

Town Manager, Melissa Arrighi
Director of Community Resources, Barry DeBlasio

The Executive Office Of Elder Affairs
The Executive Office of Elder Affairs (EOEA) promotes the independence, empowerment, and well-being of older adults, individuals with disabilities, and their caregivers. The EOEA oversees the distribution of the State Formula Grant, which provides financial support to Councils on Aging across the state to further their efforts to provide services to seniors.

Funding, in part, for this report was provided by the EOEA

The Old Colony Planning Council
The Old Colony Planning Council (OCPC) is a governmental entity that was established under state statute in 1967 as a comprehensive regional agency to "prepare plans for the physical, social and economic development of the District". The Council was formed in response to a growing need of local communities to be able to address the multitude of problems that cross over local boundaries such as air and water pollution, transportation deficiencies, and economic distress. Such problems require cooperative action by affected local governments, and the Old Colony Planning Council is the governmental mechanism available at the local level to effect municipal cooperation and coordination. Old Colony Planning Council is one of thirteen regional planning agencies in the Commonwealth of Massachusetts.

The OCPC supports the Plymouth CAL with Title III Older Americans Act funds to support our nutrition program.

Old Colony Elder Services
The mission of Old Colony Elder Services (OCES) is to support the independence and dignity of elders and individuals with disabilities by providing essential information and services that promote healthy and safe living.

Massachusetts Council On Aging
Massachusetts Council on Aging (MCOA) is a nonprofit, membership association of the 350 municipal councils on aging and senior centers. COAs are the first stop on the continuum of care. MCOA’s mission is building strategic partnerships to educate, empower, and advocate for professionals who work with older adults.