



Your Future

Newsletter of the **Boston Partnership for Older Adults**

June/July 2005

Summit Focuses on Re-Balancing Long Term Care

Why is Oregon the leader in the country in keeping frail elders at home and why is MA at the bottom of the heap? According to national figures compiled by the Federal Center for Medicare and Medicaid Services (April 2005), and data collected in the 2000 census, Massachusetts has more than double the number of nursing home beds per capita of the elder population than both Oregon and Florida. Massachusetts' own statistics compiled by the MA Executive Office of Health and Human Services in 2003 indicate that the number of people over the age of 65 residing in nursing homes is 38% higher than the national average.

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What is P.R.?

You probably thought you knew -- maybe so, but we ask you to consider that P.R. is the following: 1. Information. A resource for the media. Whether the media admit it or not (and most of the time they do not because they like us to think they came up with the story ideas on their own!), research has proven that 70% of what you read in the paper started with a "pitch" from a P.R. professional. In fact, just as wire services provide information to reporters, so do P.R. professionals. And, just as reporters don't use all information from wire services, we wouldn't expect them to use all information from P.R. But, the better the information and the "hook", the more likely it will be used.

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Profile: Central Boston Elder Services



Roxbury, MA -- Mavis Walker came to the Boston area exactly 50 years ago from Jamaica. She was born in Cuba, raised in Jamaica but settled in Roxbury and eventually became a nurse's assistant at Shattuck Hospital. She finally saved enough money to buy a tiny house, where she raised her son and, after her

sister died, many nieces and nephews. She still lives in that house on Waverly Street but, seven years ago, at the age of 70, when she fell and broke her hip, her health started declining. Still smart as a whip, she needs help but she says, "As long as I can get up and down my stairs to my bedroom, I want to stay right here in my home."

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Board Member in the Spotlight: Sandy Albright

Born in Indiana, Sandy arrived in Boston in 1969. As a graduate of the University of Michigan Graduate School of Social Work, Sandy started her career as a psychiatric social worker at the old Boston State Hospital working in the fields of alcoholism and schizophrenia (1969 - 1971).

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BNN Schedule

News from the Newsmakers BPOA's BNN cable TV show, Age Wise Boston - bridging the generation gap, has successfully aired four live shows. Hosted by Board member, Ed Ford, the shows have focused on understanding how to find information and get the best referrals, how to access help provided by the City of Boston for older adults who own their own homes, how to stay healthy while we age, and what the BPOA is doing in our city.

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Please Consider Supporting the Partnership

The financial support of local individuals and organizations helps to make the groundbreaking work of the Partnership possible. Nearly 30% of our annual budget comes from the contributions of individuals, organizations, businesses and foundations in our community. Please consider making a tax-deductible financial contribution toward our work.

Please make checks payable to: Veronica B. Smith Senior Center (our fiscal agent) and mail to Brian Souza, Boston Partnership for Older Adults, 99 Chauncy Street, Suite 602, Boston, MA 02111

Who is the BPOA?

The Boston Partnership for Older Adults is comprised of over 100 organizations and over 200 people working to ensure that older adults in Boston have the support needed to age with dignity.

[A Complete List of BPOA's Participating Organizations](#)

Contact Information

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