

# The Shoreline

November 2020

Elder Services of the Merrimack Valley, Inc.  
*Choices for a life-long journey*



## All Donations Make a Difference in 2020

We're excited to introduce our Annual Appeal Campaign! We are launching a campaign that aims to raise \$15,000 to help support our nutrition program, combat social isolation and loneliness.

### DID YOU KNOW?

Your gift of \$150 covers a virtual Memory Café for **30 seniors with dementia** and their loved ones.



COVID has taken its toll on seniors, adults with disabilities, and their families. Together, we can make a difference in their lives. For less than \$70, your donation can pay for a pair of adaptive shoes for a senior that needs a little help. A gift of just \$50 can pay for daily meals for a homebound adult. It's a great way to give back during this season of giving.

[Click here to donate securely](#)

## Column: There's Never Been More Demand for Services for Seniors

Elder Services CEO Joan Hatem-Roy and Congresswoman Lori Trahan (MA-03) have brought attention to the physical, economic, and social impact COVID-19 has had on older adults, their families, and essential workers.

The two leaders penned a recent column for the **Eagle-Tribune** newspaper to highlight how they are working together to make sure lifesaving services, such as home-delivered meals and telehealth, can continue to be offered, but also to make sure that as many seniors and families as possible know about their availability.

As the days get shorter and temperature gets colder, we need to be prepared for surges in both COVID-19 cases and the flu that could keep older adults – who we know are most susceptible to these viruses – safe and independent in their homes. [Read their column](#)

## Community Outreach & Services

## We Need You: Take Our Community Needs Assessment Survey



Every four years, Elder Services of the Merrimack Valley and North Shore conducts a needs assessment to better understand the needs of older adults in the communities we serve. The results of the survey help us improve our programs and services.

We would like your input on the needs of older adults and barriers to meeting those needs. We invite you to complete our online survey. We value your perspective and appreciate your participation. Thank you!

Have you used or are currently using our services? [Fill out the consumer survey](#)

Are you a partner, business, community organization, family member of a consumer, or our employee? [Fill out this survey](#)

**A FLU VACCINE CAN KEEP YOU FROM GETTING SICK WITH FLU,**



**HELPING PROTECT YOU,**



**YOUR LOVED ONES,**



**AND THE MOMENTS THAT MATTER MOST.**

**#FIGHT FLU**



Getting your flu vaccine is more important than ever this year, especially with an increase in COVID-19 cases.

Flu vaccine helps to protect you and your loved ones from the flu and can also reduce the burden on hospitals and healthcare systems.

[Learn more about flu vaccine benefits.](#)

## SHINE Counselor Unravels Medicare Red Tape

Across Massachusetts, certified SHINE counselors help individuals and families navigate the complex Medicare insurance system.

Employee Liza Gagnon, a SHINE program specialist, got a call from a woman about her disabled adult son, who is dually eligible, meaning that he has MassHealth and Medicare for his health insurance. He had been scheduled for his regular dental appointment but was being told he was not covered.

Confused by what had happened and unable to afford the appointment out of pocket, the mother called the SHINE program. Her son, who keeps a rigid schedule, was extremely upset he couldn't go to the dentist.

Gagnon got to work. After spending time on the phone working with MassHealth, she learned the young man was one of many inadvertently caught up in a technical glitch that made it appear he wasn't covered. However, Gagnon discovered he was, and was able to get him into the appointment as scheduled.

"I feel like everyone thinks SHINE is for those age 65 and over, but we help everyone on Medicare, even if they aren't 65," Gagnon said. "It was the best day I have ever had on the job."

Let SHINE counselors help you. Medicare Open Enrollment is happening now through December 7. [Click here](#) for more information call 1-800-892-0890.



## Caregiving in a Time of Crisis

The work of family caregivers often goes unnoticed or even unappreciated. However, we understand how valuable they are and how important they are in the lives of others, especially during the ongoing pandemic.



November is National Family Caregivers Month, and we want to recognize the challenges and successes of all family caregivers. Elder Services has a wide array of programs and services specifically designed to support caregivers of all kinds. We know

sometimes you just need someone to talk to or even specialized support for caring for a loved one with Alzheimer's or dementia. [Learn more or contact us today.](#)

---

***Elder Services helps more than 38,000 individuals across 28 cities and towns every year. Please consider [making an online donation](#) to support our programs.***

Elder Services of the Merrimack Valley and North Shore  
[www.esmv.org](http://www.esmv.org)  
800-892-0890 or [info@esmv.org](mailto:info@esmv.org)

