



Executive Office of Elder Affairs
RESPECT INDEPENDENCE INCLUSION



Updates from EOEA
AARP Quarterly
Stakeholders Meeting

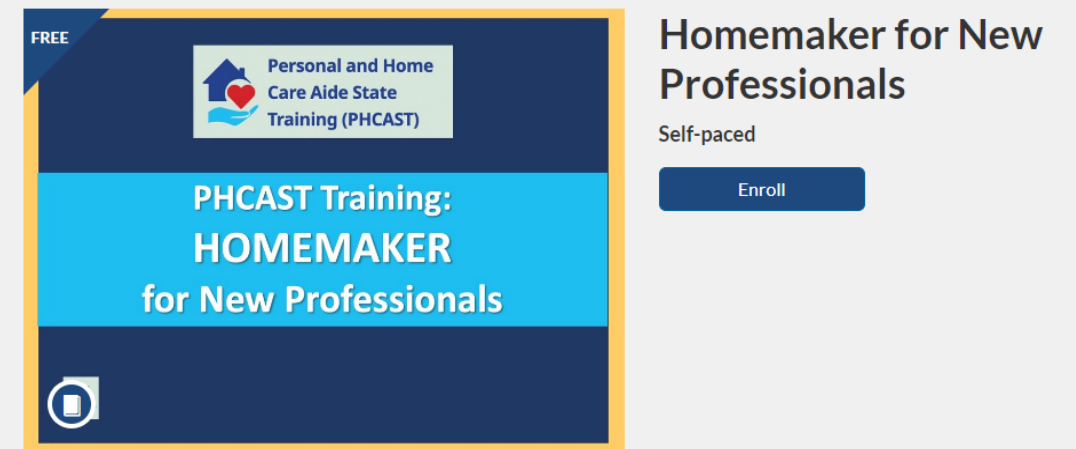
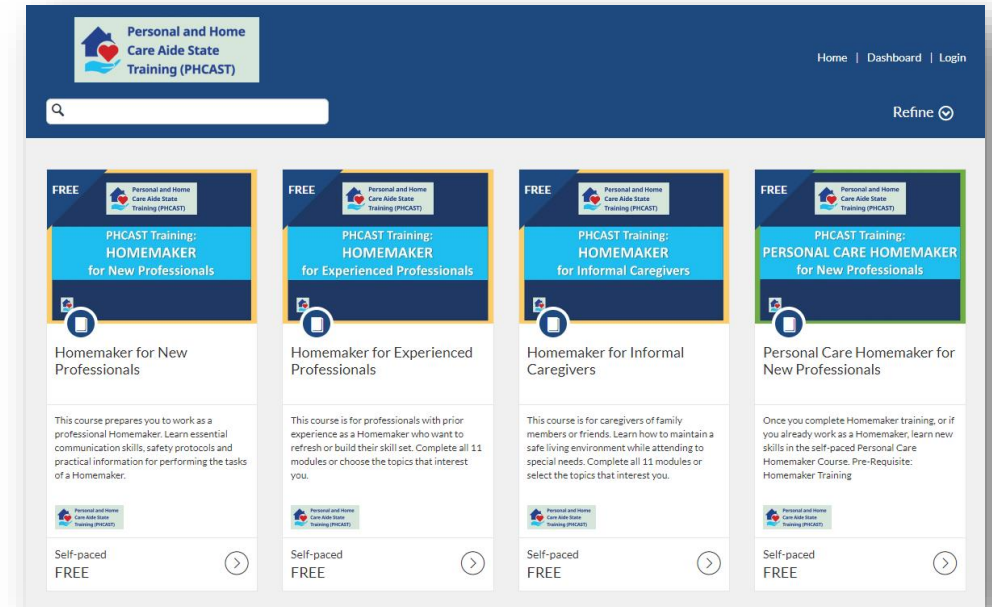
16 February 2023
10:30 AM – 12:00 PM



PHCAST Expanded Courses

- ✓ PHCAST Online is now available in the following courses:
 - ✓ **Homemaker Training**
 - ✓ **Personal Care Homemaker Training**
- ✓ All courses are now available **English, Spanish, and Haitian Creole**:
- ✓ Each training has different courses available based on the learner's professional experience. Learners can enroll in a course based on the following:
 1. For new professionals
 2. For experienced professionals
 3. For informal caregivers

Please note, enrollment no longer involves inputting a specific code and is now an "enroll" button.

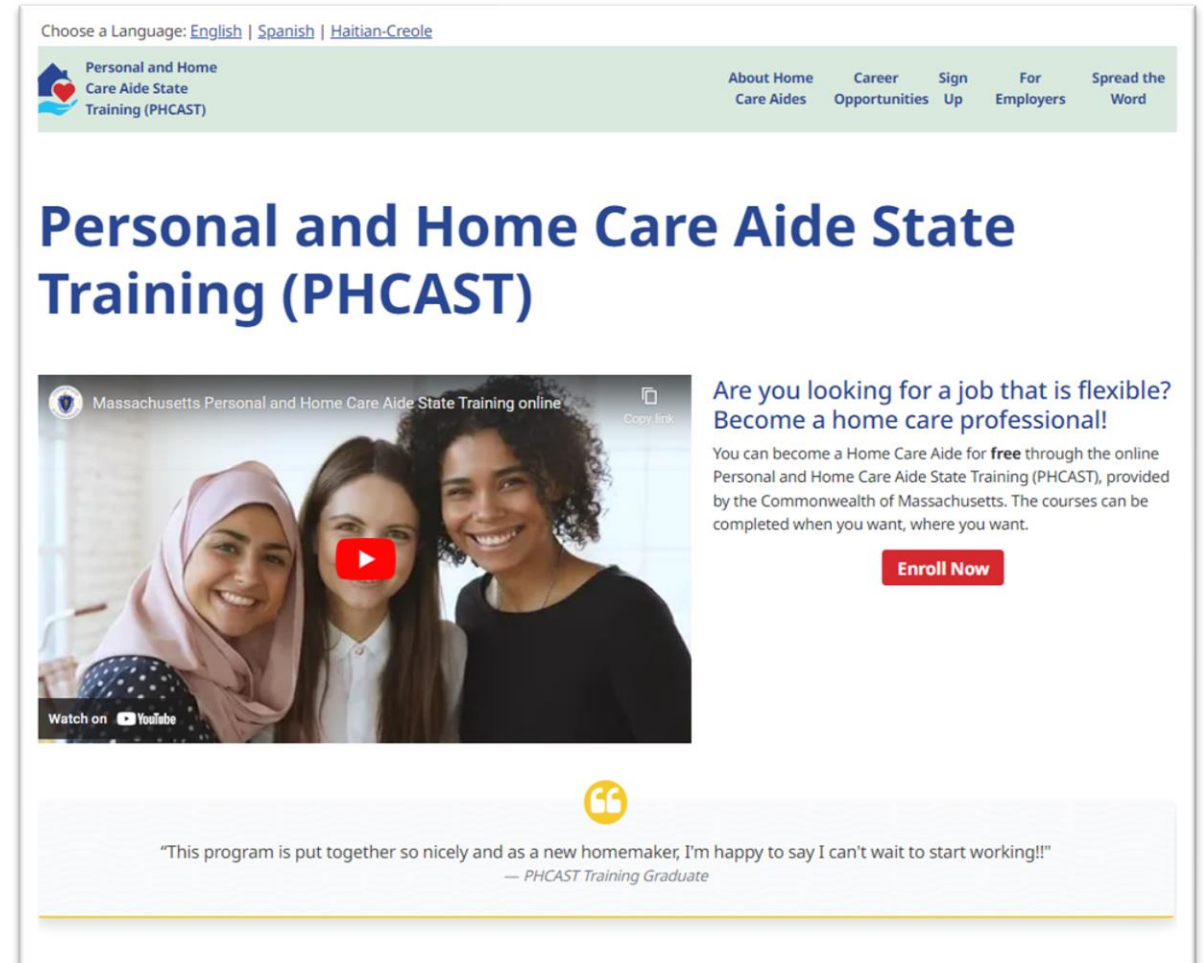


PHCAST New Website

MAHomeCareTraining.org

- ✓ PHCAST has a new standalone website that includes:
 - ✓ Direct enrollment
 - ✓ Course information
 - ✓ Information about Home Care Aides and their possible career paths
 - ✓ Information for employers
 - ✓ Marketing toolkit
- ✓ The website is available in [English](#), [Spanish](#), and [Haitian Creole](#).

A job board for homemaker and personal care homemaker roles will be coming in early 2023.



PHCAST Marketing Campaign

- In Spring 2022, EOEA ran a 6-week paid marketing campaign to promote PHCAST Online.
 - The campaign garnered 600 new registrants from May to June alone, which is more than double the number of registrants we were seeing in a one-month time frame prior to the marketing campaign.
- **Phase II** of the campaign is primarily in **Spanish** and **Haitian Creole**.
 - Phase II runs from Dec 2022 to June 2023.
 - Ads will run on Facebook, LinkedIn, YouTube, Radio, TV/streaming, and traditional media.
 - Ads will predominantly run in Spanish and Haitian Creole.
 - **Since the launch in December, there have been approximately 1000 new enrollees across the courses.**



HC: Make a difference



HC: Flexible and meaningful



Spanish: A career with purpose awaits



Spanish: More than a job

EOEA Branding and Promotion Project

Through ARPA HCBS grant funding, EOEА will be doing a branding and promotion project.

- **Goal:** Position the aging services network and our programs/services as the first point of contact for older adults and their caregivers when they need assistance.
- **Timeline:** Multi-pronged approach that includes market research, cohesive branding, and paid advertising over the next year.
- **Experts:** EOEА contracted with [MORE Advertising](#) for this project and MORE Advertising subcontracted the independent research firm [Market Street Research](#) to conduct the market research.
- **Market Research:** The phase involves three distinct efforts – stakeholder interviews, focus groups, and a discussion board.
 - EOEА will be looking to collaborate with members of the aging services network to participate in stakeholder interviews and in the discussion board, as well as to help identify older adults and caregivers who would be good candidates for focus groups.
- **Cohesive Branding:** EOEА may ask for input from the aging services network and once the brand is established, will be sharing various information, such as a best practice guide and communications toolkit to use, as you see fit.
- **Promotional Ad Campaign:** Once market research and the brand are established, MORE Advertising will lead a promotional ad campaign.


Information on End of Federal Extra SNAP

- Due to action by the federal government, the SNAP Emergency Allotment which began in March 2020, will end this month. **SNAP households will receive their last SNAP Extra benefit on March 2nd.** *SNAP emergency allotments have allowed households to receive the maximum SNAP benefit amount for their household size, as well as an additional \$95 for those households already receiving the maximum amount.*
- **Governor Healey filed a supplemental budget (H47)** that would provide an off-ramp for a limited period but is awaiting legislative action. If that occurs, DTA will share updated information.
- **There are other existing options that may allow SNAP households to increase their normal monthly SNAP benefits.** *This information can be most easily shared online at DTAConnect.com.*
 - If anyone in the SNAP household is 60 or older or receives a disability-based benefit, tell DTA about [medical costs over \\$35.01 per month](#).
 - If rent or mortgage costs have increased, tell DTA about that increase.
 - If anyone in the SNAP household is working, looking for work, or in school, tell DTA about child or disabled adult care costs such as babysitter, transportation, day care costs.
- More information can be found at mass.gov/ExtraCOVIDSNAP, including a toolkit with [Outreach Materials](#).
- EOE and DTA held a webinar for members of aging services network on January 31st.
Recording: [Webinar: SNAP Emergency Allotment End for Aging Services Network](#).
Passcode: EUfE5.Kp

Federal Extra COVID SNAP Ending

What is COVID SNAP?

During COVID, Massachusetts households have been getting extra SNAP at the beginning of each month to buy food.



USDA
SNAP
Supplemental Nutrition Assistance Program
Putting Healthy Food Within Reach

Due to federal action, the last COVID SNAP payment is March 2, 2023.

How will this impact my SNAP benefits?


Starting in April, you will get only 1 monthly payment. That is your normal benefit. Find the amount on DTA Connect or by calling 877-382-2363.

Reminder: Unused SNAP benefits roll over each month. Change the PIN on your EBT card regularly to protect your benefits.


You may be able to increase your normal SNAP benefits by telling DTA about:

- Medical costs over \$35 a month for anyone in your SNAP household who is 60 or older or has a disability,
- If your housing costs have gone up (rent/mortgage), and
- Child or disabled adult care costs.


Tell DTA About These Costs:




Upload a written note on DTA Connect



Call the DTA Assistance Line at 877-382-2363




Visit a DTA office or work with a community SNAP outreach partner: Mass.gov/ContactDTA




If you get SNAP, you can automatically participate in HIP!

HIP puts money back on your EBT card when you use SNAP to buy fruits and vegetables from HIP farm vendors. Depending on household size, you can get \$40 to \$80 a month.





Mass.gov/ExtraCOVIDSNAP



Information on MassHealth Redetermination

MassHealth members will soon need to renew their health coverage.


 **Act now.
Stay covered.**




What you need to do now

- 1 Make sure MassHealth has your most up to date address, phone number, and email so you do not miss important information and notices from MassHealth.**
If we are not able to contact you, your coverage may change or you may lose your coverage during your renewal.
- 2 Report any household changes. These include a new job, address, changes to your income, disability status, or pregnancy.**
Update your information and report changes using your MA Login Account at www.mahix.org/ individual.

Don't have an account?
If you are under 65, visit mass.gov/masshealthlogin or scan the QR code:





- Due to federal flexibilities ending, the **continuous coverage provision period of Medicaid (MassHealth) beneficiaries will end in April 2023.**
- MassHealth redetermination will be a **year-long process starting on April 1st with a staggered request for redetermination based on a member's previous renewal date.**
- MassHealth shared a [Phase 1 Communications and Outreach Toolkit](#) to help educate members in preparation for the end of the continuous coverage requirements. This toolkit includes key messages and materials, such as flyers, social media graphics, and sample email language. A Phase II toolkit will be released in March with more information about where members to access support to do their applications.
- For more information visit www.mass.gov/masshealthrenew, which includes a slide deck with an overview of the redetermination process.

Save the Date

Informational Webinar on MassHealth Redetermination for

Aging Services Network

Tuesday, March 21st

11:30 AM – 12:30 PM

[Zoom Registration](#)

MassHealth Update on Medicare Savings Program

MassHealth expanded the Medicare Savings Program (MSP) to individuals with income **less than or equal to 225% FPL** beginning January 2023.

Updated Eligibility Information*

Program Name	Benefits Received	Start Date of Benefit	2023 Income Limit	2023 Asset Limit
Qualified Medicare Beneficiary (QMB)	MassHealth pays for the Medicare Part B premium (and the Part A premium if the member has one) and Part A and B cost sharing	First day of the calendar month following the date of eligibility	Less than or equal to 190% FPL	Individual \$18,180 Couple \$27,260
Specified Low-Income Medicare Beneficiary (SLMB)	MassHealth pays for the Part B premium	Up to first day of the third month prior to date of eligibility	Greater than 190% FPL and less than or equal to 210% FPL	Individual \$18,180 Couple \$27,260
Qualifying Individual (QI)	MassHealth pays for the Part B premium	Up to first day of the third month prior to date of eligibility	Greater than 210% FPL and less than or equal to 225% FPL	Individual \$18,180 Couple \$27,260

**Please note, the rules are different if an individual is applying for or has MassHealth coverage and MSP because MassHealth must receive federal authority to increase the income limits for this population. MassHealth is requesting federal authority to increase the income limits up to 225% for individuals who qualify for MassHealth Standard coverage and MSP. Until then, MassHealth cannot increase the income limit for this population for MSP above 165% FPL.*