Goals for This Presentation

1. Identify Strategies for Reaching Seniors in Need
2. Learn to Get Connected Using the SNAP-Ed Eat Smart, Live Strong Curriculum
3. Share Ideas for Educating & Encouraging Seniors to Eat Healthful on a Tight Budget

Goal 1: Reaching Seniors in Need
- Understand the Planning & Service Area (PSA) and Local Demographics
- Allow for Flexibility in Diversity
Our Service Region (PSA 18)

- 10 Cities + Unincorporated Areas
- 1.2 Million Acres
- 26% Agricultural Land
- Diverse Geography and People

Ventura County
Our Service Region (PSA 18)

Total Population: **855,406**  Senior Population: **174,537**

<table>
<thead>
<tr>
<th>Service Targets</th>
<th>Area Demographics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Income</td>
<td>11.1%</td>
</tr>
<tr>
<td>Disability Status</td>
<td>12.3%</td>
</tr>
<tr>
<td>Living Alone</td>
<td>9.2%</td>
</tr>
<tr>
<td>Minority</td>
<td>31.3%</td>
</tr>
<tr>
<td>Limited English Proficiency</td>
<td>16.3%</td>
</tr>
</tbody>
</table>

Population Growth Projections (2016-2020)

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2020</th>
<th>% of Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>60+ Population</td>
<td>174,537</td>
<td>200,318</td>
<td><strong>15%</strong></td>
</tr>
<tr>
<td>Total Population</td>
<td>855,406</td>
<td>876,124</td>
<td><strong>2%</strong></td>
</tr>
</tbody>
</table>

Source: California Department of Finance
### Senior Nutrition Program

<table>
<thead>
<tr>
<th></th>
<th>FY15-16</th>
<th>FY16-17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congregate Meals</td>
<td>57,337</td>
<td>70,502</td>
</tr>
<tr>
<td>Home-Delivered Meals</td>
<td>116,642</td>
<td>131,936</td>
</tr>
<tr>
<td>Total Annual Meals</td>
<td>173,979</td>
<td>202,438</td>
</tr>
</tbody>
</table>

16.4% Increase
Flexibility in Diversity

- Be creative with VCAA & approved meals
- Go Where the Seniors Go
  - Low-income housing
  - Nonprofits
  - Religious organizations
  - Other programs
- Offer classes in Spanish
- Select Recipes Catered to Culture

Goal 2: Get Connected With SNAP-Ed

Supplemental Nutrition Assistance Program (SNAP)

Formally known as
Food Stamp Program (FSP)
CalFresh in California
SNAP-Ed Connection

Purposes:
1. To provide improved levels of nutrition among low-income households
2. To provide economic benefits to communities

As of January 2016
45.4 million persons were participating in SNAP

SNAP-Ed Connection

- Educational component of SNAP
- Focuses on nutrition promotion and obesity prevention

This evidenced-based program improves the likelihood that individuals eligible for SNAP will choose physically active lifestyles and make healthy choices on a limited budget that align with current Dietary Guidelines for Americans.
Eat Smart, Live Strong

**Key Messages**

1. Eat at least 3 ½ cups of fruits & vegetables per day

2. Be physically active at least 30 minutes a day

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**Eat Smart, Live Strong**

**Session 1 – Reach Your Goals, Step by Step**

- Allows participants to review the amount of fruits and vegetables appropriate for their age, activity level and gender.
- Participants given opportunity to set goals and track achievement

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**Eat Smart, Live Strong**

**Session 2 – Challenges and Solutions**

Encourages behavior change by building ability to overcome challenges and initiate support from health care providers
Eat Smart, Live Strong

**Session 3 – Colorful and Classic Favorites**

Provides hands-on experiences in updating classic recipes by adding fruits and vegetables.

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Eat Smart, Live Strong

**Session 4 – Eat Smart, Spend Less**

Increases awareness about the variety of nutrition assistance programs available to low-income seniors.
Goal 3: Share Ideas

- Placemat Project
- Low-Cost Food Sources
- Senior Nutrition Garden

Placemat Project

**Nutrition Education Tool**

- Using USDA “My Plate” we generated “Your Plate”
- Geared toward seniors on a budget
Low-Cost Food Sources

Seniors on a Budget

Low-cost food sources, such as the 99 Cent Only Stores, can encourage healthful and tasty meals.
Senior Nutrition Garden

- Growing Food for Low-Income Seniors
- Distributed 23,000 Servings Fresh Produce in 2015
- More Than 2,000 Volunteer Hours a Year