The Congregate Nutrition Program: Innovation in 2020 and Beyond
HELLO!

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Iowa Department on Aging
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Iowa Congregate Nutrition Consumer Participation

60% Decline in Participation in 9 Years

Source: Iowa Department on Aging, Aging & Disability Database
Condition of Iowa's Congregate Meal Program
- August, 2018-December, 2018
- Identified barriers

Nutrition & Health Promotion Trainings
- April, 2019-April, 2020
- Addressing barriers through building new knowledge

Congregate Nutrition Revitalization Action Plan
- October, 2019-present
- Addressing barriers and using new knowledge to develop action plan.
- Addressing system issues
- Implement Mini Grants
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Barriers Expressed

- **Nutrition requirements:** Strict nutrition and menu requirements
- **Menus:** Lack of choices. “Panera” vs. “Liver and Onion”
- **Environment:** Institutional environment. Stigma. Bullying/cliques.
- **Funding:** Limited and much needed
- **Intake form:** Long and people don’t want to fill out
- **Marketing:** Lack of awareness
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Nutrition Requirements: Revised and liberalized

Menus: Encourage flexibility

Environment: Modernizing

Funding: Leveraging partner programs and diversify funding

Intake Form: Make less bureaucratic

Marketing: Increased awareness at local and state level
Nutrition & Health Promotion Trainings

- Marketing
- Intake Form
- Funding
- Environment
- Nutrition
- Menu
Nutrition & Health Promotion Trainings

- Marketing
- Nutrition
- Intake Form
- Menu
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- Environment
Why Do We Need to Attract Baby Boomers?

Age Groups in Iowa

- Age 60-64
- Age 65-69
- Age 70-74
- Age 75-79
- Age 80-84
- Age 85+

Generations in Iowa

- Baby Boomers aged 60+
- The Silent Generation

2019
Serving Two Generations

The Silent Generation

- Ages 75+
- “Liver and Onion”
- Roast Turkey
- Meatloaf
- Meat and Potatoes
- Mashed Potatoes
- Egg-salad sandwiches
- Grilled Cheese with Tomato Soup
- Green beans, peas, carrots

Baby Boomers

- Ages 53-74
- “Panera Seniors”
- Like traditional foods with a twist
- Beef items
- Sandwiches and Wraps
- Salads with ranch or Caesar dressing
- Seafood
- Tex-Mex
- Chinese food

“Just because there is a space where a meal is provided does not mean people will attend.”

1. Start a Plan
2. Identify Assets
3. Pick a Strategy
4. Marketing
5. Go!

AAA Community Partners
- Mayor/local government
- Non-Profits
- Public Spaces (parks and rec, library, schools)
- Grocery Stores
- Healthcare/Hospital Networks
- Churches
- Food Banks/Pantries
Nutrition & Health Promotion Trainings

- Marketing
- Nutrition
- Menu
- Environment
- Funding
- Intake Form
AGING & DISABILITY SERVICES INTAKE FORM

The service you are receiving is paid for entirely or partially by funds from the federal Older American’s Act and the State of Iowa. Your responses on this form are confidential. The Department on Aging uses this information to comply with reporting requirements and research the needs of older Iowans. Thank you.

Today’s Date: _________ First Name: ___________ MI: ___ Last Name: ___________
Address: ___________ City: ___________ State: ___ Zip: ___________
Home Phone: (_________), Cell Phone: (_________), Email: ___________
Date of Birth: / / or Age: ___________
Total number of people in your household (including yourself): ___________

Do you live alone? [ ] Yes [ ] No

Check Your Annual Total Household Income Range:
[ ] $0 - $12,490 [ ] $12,491 - $16,910 [ ] $16,911 - $21,330
[ ] $21,331 - $25,750 [ ] $25,751 - $30,170 [ ] $30,171 - $35,590
[ ] $35,591 - $39,010 [ ] $39,011 - $43,430 [ ] $43,431 - Above

Veteran Status: [ ] Not a Veteran [ ] Veteran [ ] Veteran Spouse/Dependent
Gender: [ ] Female [ ] Male [ ] Other

Check the racial category that applies to you:
[ ] White [ ] Asian [ ] African American/Black [ ] American Indian/Alaskan Native
[ ] Native Hawaiian/Other Pacific Islander [ ] Other:

Are you Hispanic or Latino? [ ] Yes [ ] No

Primary language: [ ] English [ ] Other: _______________________

Does Medicaid pay for some of the services you receive in your home, such as homemaker, transportation, organizing your medications, bathing assistance, or meals? [ ] Yes [ ] No [ ] Don’t Know

In the past 30 days, how often were these statements true?
I have worried whether my food would run out before I got money to buy more.
[ ] Often [ ] Sometimes [ ] Never

The food that I bought just didn’t last and I didn’t have money to get more.
[ ] Often [ ] Sometimes [ ] Never

Are you interested in learning about any other services?
[ ] Nutrition & Meals [ ] Transportation [ ] Legal Assistance [ ] Caregiver Support
[ ] Health and Fitness Classes [ ] Options to stay at home [ ] Options to return to home

Neighborhood cafe

Sign up today to enjoy wholesome meals with friends!

Today’s Date: / / Preferred Phone: ( )
First Name: _______________________ Last Name: _______________________
Date of Birth: / / Email: _______________________
Address: ___________ City: ___________ State: ___ Zip: ___________

The following data is asked by our funders and will not be disclosed by name.

Gender: [ ] Female [ ] Male [ ] Other
Primary Language: [ ] English [ ] Other:

Check the racial category that applies to you:
[ ] White [ ] Asian [ ] African American/Black [ ] American Indian/Alaskan Native
[ ] Native Hawaiian/Other Pacific Islander [ ] Other:

Are you Hispanic or Latino? [ ] Yes [ ] No Are you a veteran? [ ] Yes [ ] No

Do you live alone? [ ] Yes [ ] No

If Yes, is your annual household income more than $12,760? [ ] Yes [ ] No
If No, is your annual household income more than:
[ ] $17,240 [ ] $21,720 [ ] $26,200 [ ] $30,680
[ ] $35,160 [ ] Yes [ ] No

Are you interested in learning about any other services?
[ ] Nutrition & Meals [ ] Transportation [ ] Legal Assistance [ ] Caregiver Support
[ ] Health and Fitness Classes [ ] Options to stay at home [ ] Options to return to home
Nutrition & Health Promotion Trainings

- Marketing
- Nutrition
- Intake Form
- Menu
- Funding
- Environment
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Mini Grant Projects

- Salad Bars
- Panini Press and Soup Café
- Re-Branding
- Marketing and Outreach
- Restaurant Voucher Programs
- Choice Menu Options
- Re-locate to a beautiful, historic location
- Creating a Diner-style site
What next?

Take advantage of visibility now! Strengthen those community partners and plan for re-opening stronger.
THANKS!

Any questions?
Alexandra Bauman, RD LDN
Contact: alexandra.bauman@iowa.gov
Tim Getty, MBA
Regional Nutrition Program Coordinator
Heritage Area Agency on Aging
Tim.getty@Kirkwood.edu
• One of six AAA’s in Iowa
• Seven county service region
• Mix of urban, suburban and rural
• Cedar Rapids metro area (2nd largest city in Iowa)
• Eighteen senior dining locations, seven partner providers
Heritage AAA experienced 74% decline in congregate meal participation 2011-2017

Site Closures

Lack of awareness of AAA in Iowa’s 2nd largest metro area
A Second Call to Enhance Your Health

- Four pop-up, catered sites in community buildings
- Library, Senior Center, Church, and Parks Building
- Salad Bars & Choice Menus
- Flexible Serving time 11:30am-12:30pm
- Evidence-Based Programming and Nutrition Education offered
- 2.0 Total FTEs and 12 active volunteers
- Successful Project Partners

Funded by ACL 2017 Innovations in Nutrition Programs Grant 90INNU0001-01-00
Marketing

Encore Cafe for seniors 60+

This NEW and INNOVATIVE cafe will feature:
- Delicious breakfasts served by a waitress
- Refreshing drinks and smoothies
- Pastries and coffee
- Daily specials
- Value of $15 for seniors 60+ per visit

Encore Cafe is "your second call to enhance your health"

Cafe Locations:
- Marion Public Library: Tuesday-Thursday & Saturday
- Cedar Rapids Public Library: Tuesday-Thursday & Friday
- Marion Mashburn Library: Wednesday & Thursday

To make a reservation call the Marion Public Library at 319.377.2412 or make one online at www.encyclo.com/encyclo
<table>
<thead>
<tr>
<th>Mon.</th>
<th>Wed.</th>
<th>Thu.</th>
<th>Fri.</th>
</tr>
</thead>
</table>
| 2 Marion Library  
Labor Day  
Encore Café  
CLOSED | 4 Lowe Park  
Baked Chicken Pieces  
Cod w/ Black Pepper Sauce  
White Mac & Cheese  
Green Beans  
Cole Slaw | 5 Lowe Park  
Taco Meat/Pulled Chicken  
Hard/Soft Taco Shells  
Spanish Rice  
Topping Bar  
Pasta Salad | 6 Marion Public Library  
Meatloaf  
Hot Roast Beef Sandwich  
Mashed Potatoes w/ Gravy  
Steamed Carrots  
Pea Salad |
| 9 Marion Library  
Baked Chicken Breast w/ Grilled Veg.  
Baked Cod w/ Grilled Veg.  
Roasted Red Potatoes  
Beet Salad | 11 Lowe Park  
Salisbury Steak  
Lemon Glazed Turkey  
Cheesy Potatoes  
Steamed Corn  
Cottage Cheese | 12 Lowe Park  
Egg Salad Croissant  
Chicken Salad Croissant  
Vegetable Soup  
Fresh Fruit  
Bean Salad | 13 Marion Library  
Marinated Tilapia  
Pork Tenderloin  
Mashed Potatoes w/ Gravy  
Cole Slaw  
Dinner Roll  
**Monthly Birthday Party** |
Data

Congregate Participants
Linn County

Congregate Meals
Linn County

Encore Café Participant Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>FY2017</th>
<th>FY2018</th>
<th>FY2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 60-69</td>
<td></td>
<td></td>
<td>0.83%</td>
</tr>
<tr>
<td>Age 70-79</td>
<td>4.72%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age 80-89</td>
<td>28.33%</td>
<td></td>
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<tr>
<td>Age 90-99</td>
<td>23.33%</td>
<td></td>
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</tr>
<tr>
<td>Age 100+</td>
<td>43.06%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Participants

FY2017: 0
FY2018: 200
FY2019: 400

Meals

FY2017: 0
FY2018: 10000
FY2019: 12000
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Resources

- SUGGESTED CONTRIBUTION
  - 1) Lowest Daily Average: $3.33
  - 2) First Year Average: $3.90
  - 3) Second Year Average: $3.95
  - 4) Highest Daily Average: $5.00

- Volunteer Hours: 1,993
- Volunteer Hour Match: $33,598
- Total In-Kind Match: $118,298
- Total Financial Match: $151,896

Beyond the Meal

- Six programs offered with 46 participants!
- 708 participants in food distribution
- 19,693 lbs of food distributed equal to 3.3 adult elephants

NOTE: 50 consumers
Project Impact

- Increased participation
- Increased awareness/community partnerships
- Replicable service model
“The food has been tasty with generous portions. The ladies have been very helpful and friendly. I appreciated the fresh produce to take home. Nice visit with Steve and his service dog Peyton. Eating is great at Encore Café. Catering by Hy-Vee has been exceptional.”
Overcome Challenges

- Staff turnover
- Catering through regional grocery store and nutrition requirements
- Attendance outgrew sites
- Meal site purpose confusion for participants and others
- Chef demonstrations and the audience
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Why Was it Successful?

- Collaborate in unconventional ways
- Grand Opening events and marketing
- Quality and choice for different generations
Why Was it Successful?

- Allow for flexibility
- Project partners a priority
What’s Next?

- Expand Encore Café
  - Replication Guide

- Encore Express
  - Bi-monthly meals/vouchers in rural underserved community

- During COVID/Derecho
  - Transitioned to contactless meal distribution
  - Significant increase in need
  - Derecho response and community collaborations
Thank You!

Questions?
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