

2016 - 2017 Building the Business Capacity of Senior Nutrition Programs A Learning Collaborative

Applicant Information Webinar

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May 18, 2016

Webinar Tips

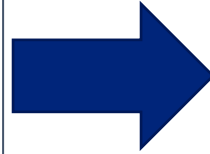
We recommend that you listen to the webinar over your computer speakers.

Your microphone or telephone will muted but you can ask questions throughout the webinar, as shown on the next slide.

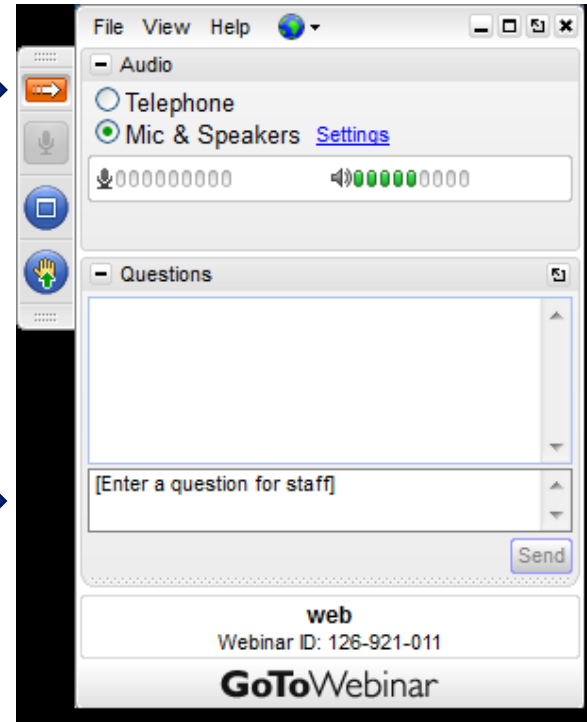
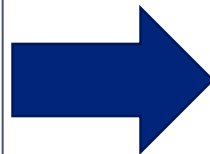


Please feel free to ask your questions by using the Questions box on the Control Panel

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Type your questions and comments here and press send.



Overview

- Welcome and Overview of NRCNA
- Overview of the Business Acumen Learning Collaborative
- NRCNA Learning Collaborative – 2015 Funded Programs
- 2016 Funding Opportunity
 - RFA Round 2: Program Objectives
 - Grantee Responsibilities
 - Application Overview and Requirements
- Question & Answer Period

Welcome & Overview of the NRCNA



Your NRCNA Team

- Linda Netterville, Vice President, Project Management and Impact
 - Linda@mealsonwheelsamerica.org
- Magda Hageman-Apol, Vice President, Education and Training
 - Magda@mealsonwheelsamerica.org
- Uche Akobundu, Director, Project Management and Impact
 - Uche@mealsonwheelsamerica.org



National Resource Center on Nutrition and Aging

- Funded under a cooperative agreement with the Administration for Community Living/Administration on Aging
- Awarded September 2011 and 2014 to Meals On Wheels America

National Resource Center on Nutrition and Aging

Goals:

- To **enhance** the skills, knowledge, business acumen and sustainability strategies of the nutrition and aging network.
- To **increase** the availability of information on programs and practices showing promise of successful integration of the nutrition network in the HCBS services **network**.

National Resource Center on Nutrition and Aging

How?

- Online Resources www.nutritionandaging.org
- Professional development (webinars, live training sessions and presentations at national conferences)
- SUA support (List serve and webinars)
- Single State Learning Collaborative - Year One
- Three consecutive 12-month Learning Collaboratives

Learning as a Network



Business Acumen Learning Collaborative – 2015 Funded

- In August 2015, eight (8) Senior Nutrition Programs selected for a 12 month project period
- Programs ranging in size, organizational structure, service area/type, clientele served, and organizational capacity.
 - [Davidson County Senior Services, Lexington, NC](#)
 - [Senior Connections, The Capital Area Agency on Aging, Richmond, VA](#)
 - [Catholic Charities of the Diocese of St. Cloud, St. Cloud, MN](#)
 - [Christian Senior Services, San Antonio, TX](#)
 - [New Opportunities, Inc., Waterbury, CT](#)
 - [Meals on Wheels and Senior Outreach Services, Walnut Creek, CA](#)
 - [LifeCare Alliance, Columbus, OH](#)
 - [Greater Spokane County Meals On Wheels, Spokane, WA](#)

2016 Funded Learning Collaborative



What Can Prospective Grantees Expect?

This funding opportunity provides:

- A small amount of funding to support the development or expansion of opportunities to market nutrition services to healthcare entities.
- An opportunity for these successful applicants to participate in a national learning collaborative that can build upon the collective knowledge and experience of nutrition programs that do participate in the healthcare space.

What Are Grantees Required To Do?

- Participate actively in all learning collaborative activities
- Send at least one staff member to attend the two (2) in-person meetings
 - August 29-30, Meals On Wheels America Pre-Conference meeting in Nashville, TN
 - Spring 2017 two-day meeting in Washington, D.C.
- Submit quarterly progress and financial reports
- Submit a final report at project end
- Share lessons learned and provide mentorship to other nutrition programs

What Are Grantees Required to Do?

Required Deliverables:

- To develop a Business Plan
- To formally meet with decision makers of targeted healthcare entities
– Community hospital, Hospital system, MCO, ACO, Insurers, etc.
- To contract with or develop a formal partnership with at least one healthcare entity by August 31, 2017

How Will Grantees Gain Skill?

- *Receive targeted training via webinars, and in-person training meetings – varied topics that may include:*
 - Strategic business planning
 - Organizational culture change
 - Development and structure of community-based networks
 - Service packages (identifying, pricing and packaging services)
 - Marketing and sales strategies
 - Communication and negotiation techniques
 - Addressing program capacity challenges
 - Continuous quality improvement
 - Risk management
 - Information technology (IT) and integration challenges

How Will Grantees Gain Skill?



Polling Question 1

Do you have a relationship with your local hospital or physicians' group?

- Yes
- No

Polling Question 2

Do you have a contract to be paid for services with a healthcare entity (MCO, ACO, Hospital System, Insurer)?

- Yes
- No

2016 Funded Learning Collaborative

What is the application process?



Who Can Apply?

Eligible applicants are:

- Senior Nutrition Programs that currently receive funding from the Older Americans Act for Title III Part C - Nutrition Services
- Title VI Grants for Native Americans to provide meals and other nutrition services to older adults in their community.
- The applicant organization can be either a public organization or private, non-profit organization.

What Does The Application Entail?

- **Number of Awards: 8**
- **Amount of Each Award: \$10,000**
- **Application Deadline: 5:00 ET, June 3, 2016**
- **Anticipated Notification Date: July 6, 2016**
- **Project Period: August 15, 2016 to August 31, 2017**

- **Application Sections**
 - Project narrative
 - Proposed budget and justification
 - Letters of support

- Submit via the Meals On Wheels America Grant System

How Are Applicants Reviewed?

- Applications are pre-screened internally to ensure they meet application requirements.
 - Deadline met - 5:00 ET, June 3, 2016
 - Eligibility
 - All sections of application completed
- An outside panel will review all eligible applications.
- Final award decisions and notifications of the selected applicants on or around July 6, 2016.

How are the application sections scored?

| Section | Maximum number of Points |
|--|--------------------------|
| 1. Purpose and Need of the Project | 20 |
| 2. Project Goal(s) and Outcomes | 20 |
| 3. Proposed Service Delivery Package and Plan to Market Services | 20 |
| 4. Project Management and Key Staff | 20 |
| 5. Proposed Budget and Justification | 10 |
| 6. Letters of Support | 10 |
| Total Score | 100 |

What Should Applicants Keep In Mind?

- Purpose and Need of the Project
 - The project should be clearly identified and described.
 - Members of a Learning Collaborative may be at different stages of project development at project start (current contracts, no contracts with healthcare).
 - The need and opportunity for the proposed healthcare integration project should be clearly defined indicating any local support or partnership for success.

What Should Applicants Keep In Mind?

- Project Goal(s) and Outcomes
 - A **Goal** is broad statements applied to a project. Goals are the "what" the project will accomplish in a short-term period.
 - **Outcomes** should be concrete, realistic and measurable give the short time period of the project.
 - **Outcomes** are specific changes in behavior, knowledge, skills, status, level of functioning, i.e., Program change, Change in food intake, Change in social contacts, Maintenance of functionality.
 - **Outputs** are direct products/results of program activities, i.e. meals, clients (#'s or types)

What Should Applicants Keep In Mind?

- Proposed Service Delivery Package and Plan to Market Services
 - Service package (s) to be marketed should be clearly described.
 - Target organizations that service package will be marketed to should be identified and described.

What Should Applicants Keep In Mind?

- Project Management and Key Staff
 - Key staff and the major responsibilities involved in the project.
 - Experience and skills of key staff to the project should be described.



What Should Applicants Keep In Mind?

- Proposed Budget and Justification
 - Funds may not be used to:
 - Supplant funds for existing projects /contracts
 - Subsidize capital improvements or expenditures
 - Cover the cost of meals or other nutrition services
 - Budget must include travel and accommodations for at least one staff person to the two in-person meetings (2016 Meals On Wheels Conference - Nashville, TN and 2017 Spring Meeting in Washington, D.C.)

What Should Applicants Keep In Mind?

- Letters of Support:
 - If you are a OAA Title III C provider, a letter of support from your AAA or SUA (if single service planning area state) is required. Federally recognized tribes are not required to have a letter of support from an AAA or SUA.
 - Applicants who have 1+ existing partnerships that support a healthcare service relationship must specify and include letter(s) of commitment from them to describe their role.
 - Any key partnerships with their relationship/role should be included.

Question & Answers

- Frequently Asked Questions Posted - www.nutritionandaging.org



Thank You!

Additional questions?

Email: resourcecenter@mealsonwheelsamerica.org

