



MEALS ON WHEELS

ANNUAL CONFERENCE AND EXPO

AUGUST 27-29, 2019

DALLAS, TX

Future-Proofing the Congregate Meal Program



Meredith Ponder Whitmire

Policy and Advocacy Director, NANASP

Washington, DC

mponder@nanasp.org

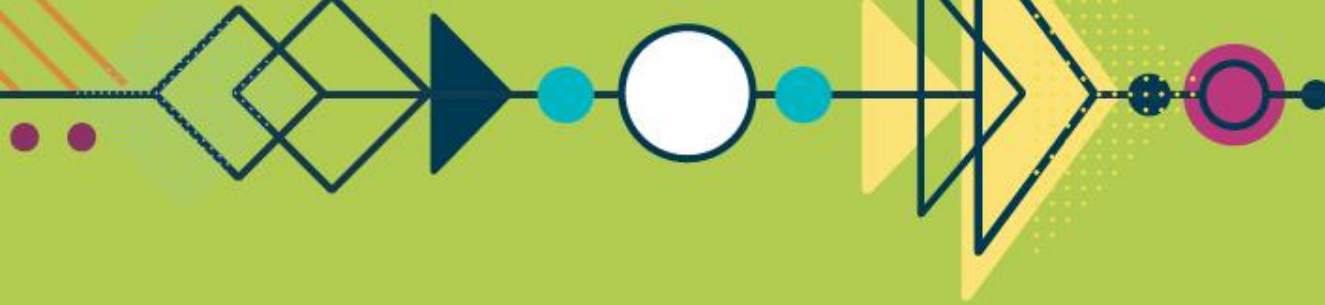


Uche Akobundu

Senior Director of Nutrition Strategy, Meals on Wheels America

Arlington, VA

uche@mealsonwheelsamerica.org



Introduction



A Joint Project

- In October 2018, the National Association of Nutrition and Aging Services Programs (NANASP) received a year-long subgrant from the National Resource Center on Nutrition and Aging (NRCNA) to focus on congregate meals programs.
- The NRCNA and NANASP have worked together on products such as a literature review, a convening and proceedings, conference presentations, virtual summits, issue briefs, and a Leaders Lab group.



Why This Was Needed

- Some local congregate meals programs are facing declines in participation, even as the older adult population continues to grow
- Programs also face different challenges, including funding and program planning issues, demographic shifts, and program perception issues
- However, opportunities are also on the rise, and this partnership sought to identify those and share them with the provider network

The Literature Review

JULY 2019



CONGREGATE NUTRITION PROGRAMS

AN EXPLORATION OF CURRENT CHALLENGES AND FUTURE OPPORTUNITIES





Highlights

- Congregate meals programs must rapidly evolve as the older adult population increases and becomes more diverse, as must all aging services programs.
- There is much opportunity to address ever-increasing needs in the areas of:
 - Demographic shifts
 - Local infrastructure
 - Hunger and food insecurity
 - Funding and planning issues
 - Cultural competency
 - Program perception



Highlights (cont.)

- Offering a suite of services that leverage emerging technologies, confer tangible health and wellness benefits to the satisfaction of the local community, and address evolving needs, is an important opportunity for innovation and engagement, particularly for smaller programs

The Convening





Convening Findings

- Aging Network strategies
 - Develop targeted business acumen training for congregate meal programs
 - Identify and encourage use of technological advances
 - Foster improved partnerships between programs and their communities
- Individual programs
 - Create consumer focus groups
 - Engage staff at all levels
 - Leverage technology to foster consistent online training
 - Share/publicize ongoing innovative work





Virtual Session #1 Highlights

- Facilitated discussions in 5 breakout sessions
 - Staff Training
 - Rebranding the Congregate Nutrition Program
 - Improving Dining Experience
 - Business Acumen
 - Addressing Policy Myths
- Final group discussion on topics raised during the breakouts



Virtual Session #2 Highlights

- Facilitated discussions in 4 breakout sessions
 - Creating consumer focus groups
 - Engaging more staff to determine best practices and strategies
 - Technological improvements
 - Sharing the current innovative work that is already happening
- Final group discussion on topics raised during the breakouts



Models for Future-Proofing



Some of the Many Models Include...

- Wellness Center Model
- Café Model
- Multigenerational/Community Center Model
- Entrepreneurial Model
- Continuum of Care/Care Transitions Model
- “Small Changes” Model
- And, the National Institute of Senior Centers has identified even more variations



Wellness Center Model

- Evidence-based health programming
- Exercise facilities
- Group classes
- Health/wellness education
- Ties into the “lifelong learning” model through education

Example:

- Gary and Mary West Senior Wellness Center, San Diego, CA
<http://www.servingseniors.org/programs-services/health-education/>



Café Model

- “Retail” orientation
- Client-driven menus and offerings
- Sometimes priced a la carte
- Usually open to entire community but geared to 55+

Example:

- Fayette Senior Services Life Enrichment Center,
Fayetteville, GA
<http://www.fayss.org/ultimate-cafe/>



Multigenerational/Community Center Model

- Generally does not use the “senior center” name
- Has programming for all ages, with maybe a special focus on older adults
- Typically a wide variety of activities
- Serves a larger segment of the population
- Facility used at all hours of the day

Example:

- The Diner – Meals on Wheels People, Portland, OR
<http://mealsonwheelsofcheyenne.com/mart-thrift-store/>



Entrepreneurial Model

- Keen focus on revenue generation
- Independence through self-sufficiency
- Allows for maximum adaptability
- Examples: healthcare contracting, concierge transportation + valued added service hubs, food trucks/catering, social enterprise ventures, private fitness club, on-site pharmacy, on-site food market, local access TV show

Example:

- Commercial Foods Services – SeniorServ, Anaheim, CA
<http://seniorserv.org/about/commercial-food-services/>



Continuum of Care/Care Transitions Model

- Helps more physically/mentally limited seniors age in place
- Usually interlinked with other resources (ADRCs, healthcare, behavioral health services)
- Transportation to center, possibly other community locations
- Potential “dementia-friendly” site

Example:

- Front Porch – Early Memory Loss Program – Modern Maturity Center, Dover, DE
<http://www.modern-maturity.org/services/Front-Porch---Early-Memory-Loss.htm>

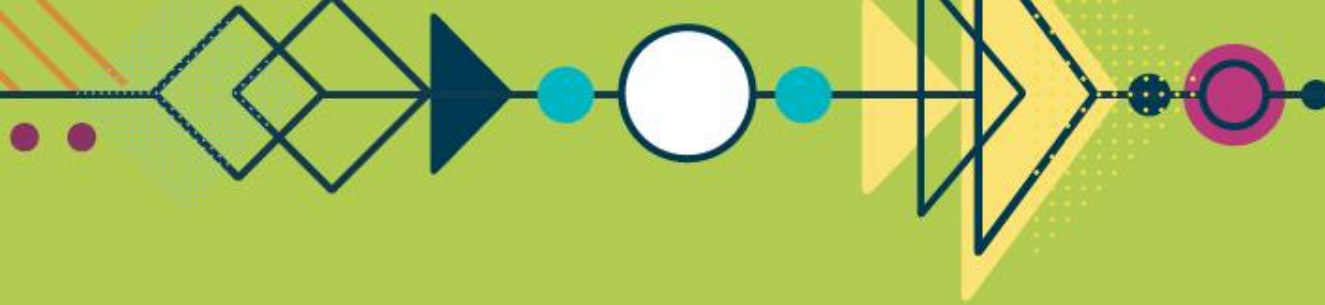


“Small Changes” Model

- Can incorporate many of these concepts
- Potentially due to limited funding, staff capacity
- Focus on smaller ways to improve facilities, dining experience, programming

Example:

- Linn County Innovations in Nutrition Program, IA
<https://www.iowaaging.gov/news-resources/press-releases/iowa-department-aging-receives-federal-grant-pilot-linn-county>



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Future-Proofing Visioning Session



It's the Year 2030...

Your organization is modern, thriving, and well-positioned for the future.

How did you get there? You picked a future-proof model to transition your organization to in 2019.

- What happened?
- How did you get there?
- What decisions did you have to make to succeed?
- Who did you involve in making this transition?
- What resources did you leverage, acquire?



Pick a Model!

- Wellness Center Model
- Café Model
- Multigenerational/Community Center Model
- Entrepreneurial Model
- Continuum of Care/Care Transitions Model
- “Small Changes” Model

Brain Writing Exercise

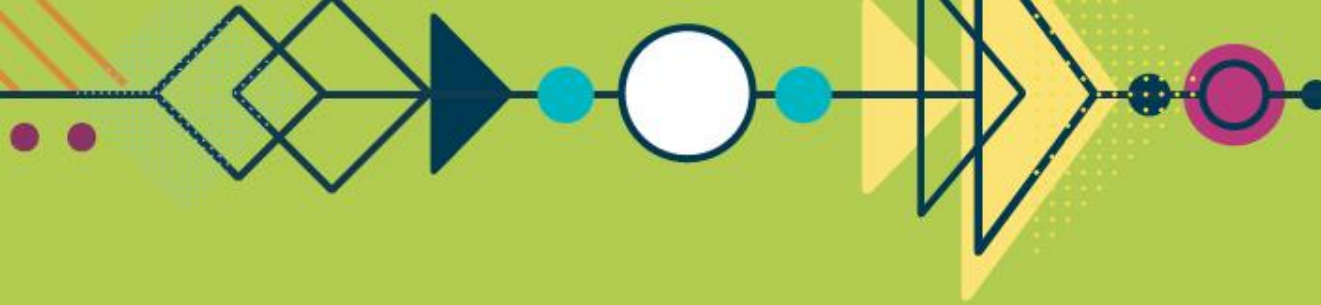
Pitch an idea to your peers for a new direction for your organization.

Work as group, table by table to help refine your ideas.

Examine your initial pitch to see how it has been upgraded!

BRAINWRITING





Reporting Out & Next Steps



Leaving in Action

What will you do differently when you return to your community following today's session?

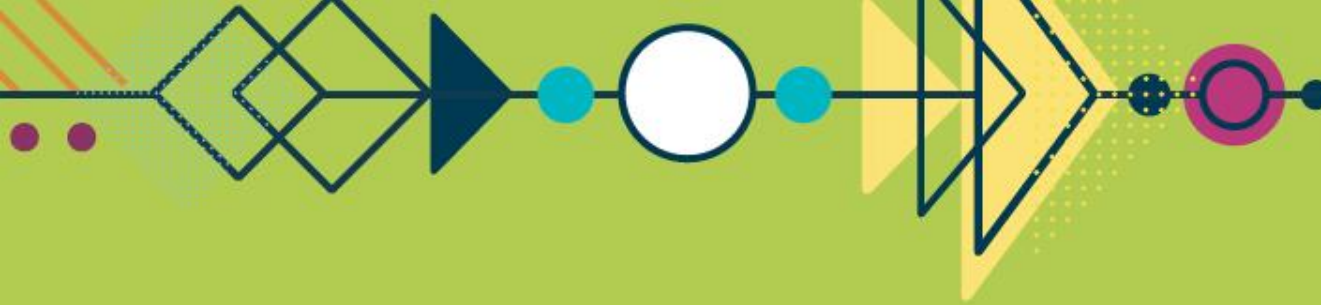
What three ideas are you walking away with today?

What HOT topics should the Leaders Lab add to their roster of ideas to consider?



Next Steps

- Proceedings from the convening and literature review are online, with how-to guides soon to follow.
- Visit <http://futureofcongregate.com> to download!



Thank You!

Meredith Whitmire

mponder@nanasp.org

Uche Akobundu

uche@mealsonwheelsamerica.org

Don't forget to evaluate today's session in the Conference App!

