

Re-Imagining
the Congregate
Meal Program:
Innovate!
Educate!

December 9, 2020



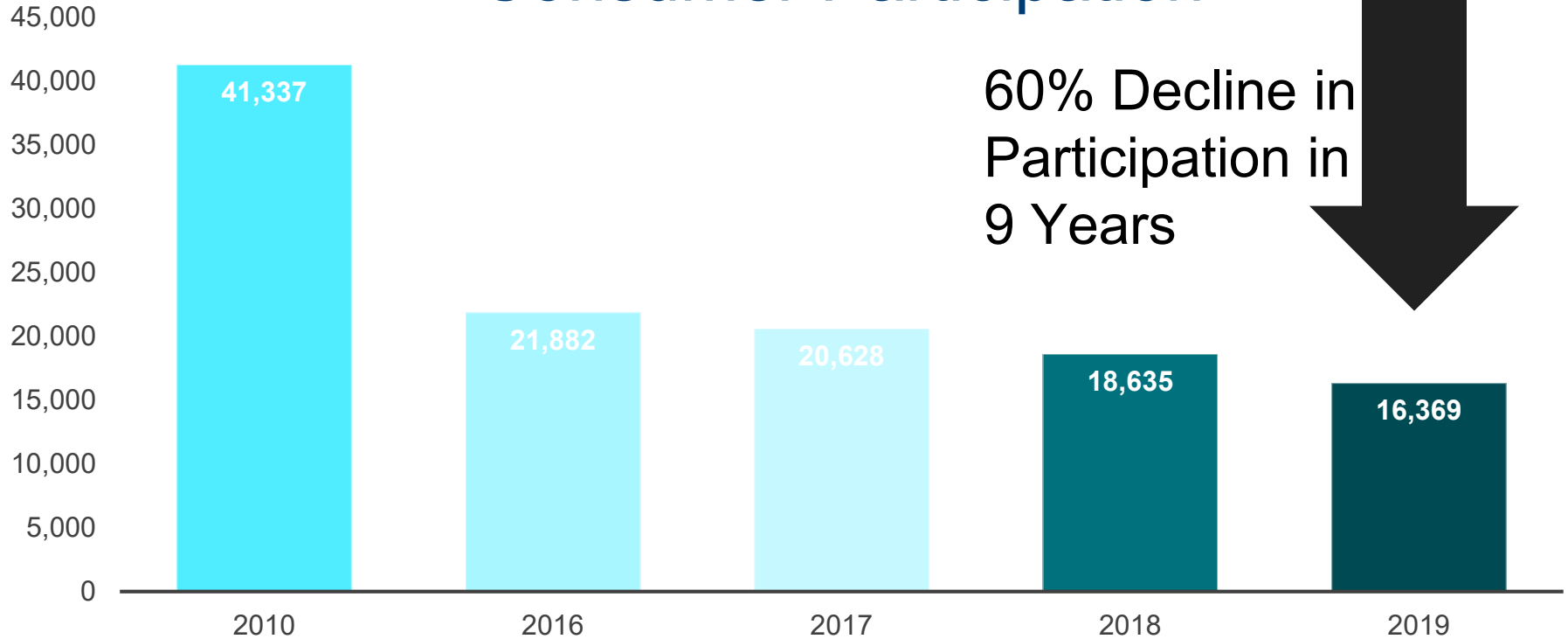
Hello!

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A word cloud of terms related to food, diversity, and community. The words are arranged in a roughly circular shape, with some larger and some smaller. The colors range from light blue to white. The words include:

- Stigma
- Marketing
- Bureaucratic Aging
- Flexibility
- Health
- Diversity
- Salad
- Menus
- generation
- Chefs
- Funding
- Social Media
- IDA
- Ethnic
- Boomers
- Website
- Coffee
- baby
- Dessert
- Fresh
- AAA
- Intakes
- Outreach
- Nutrition
- Choice
- Donation
- Environment
- Branding
- Welcome
- Creativity

Iowa Congregate Nutrition Consumer Participation



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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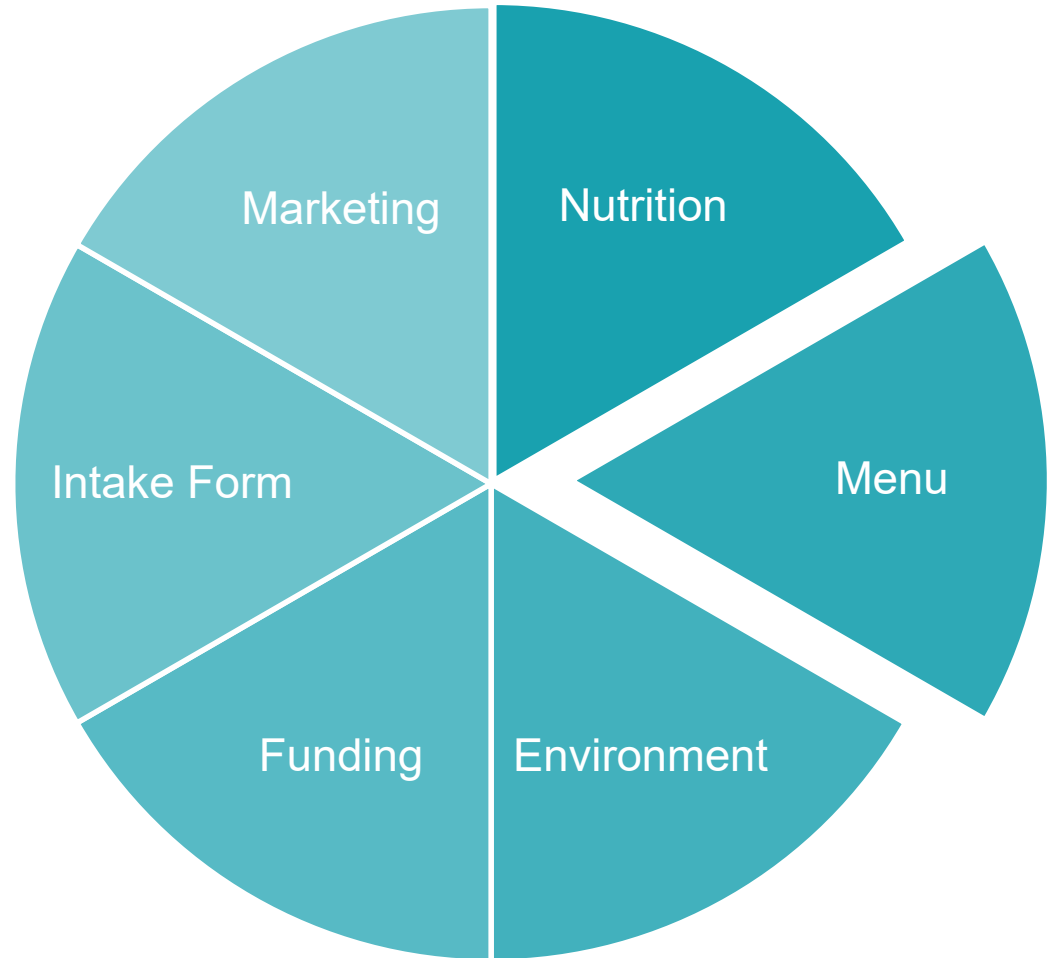
Barriers Addressed:



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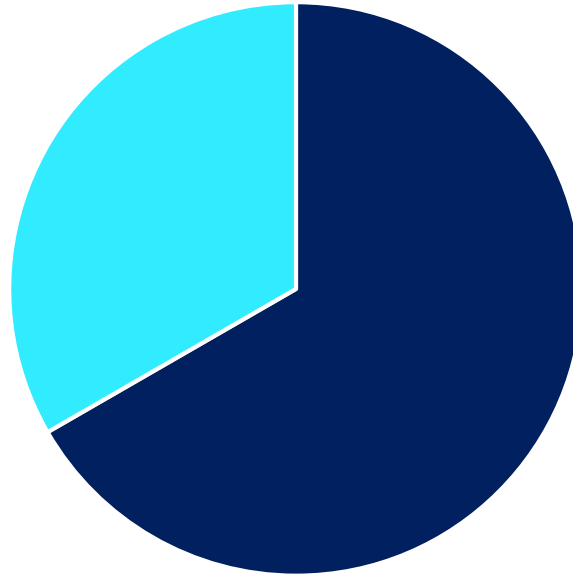


Barriers Addressed:



Why do we need to attract Baby Boomers?

Generations in Iowa



■ Baby Boomers aged 60+ ■ The Silent Generation

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

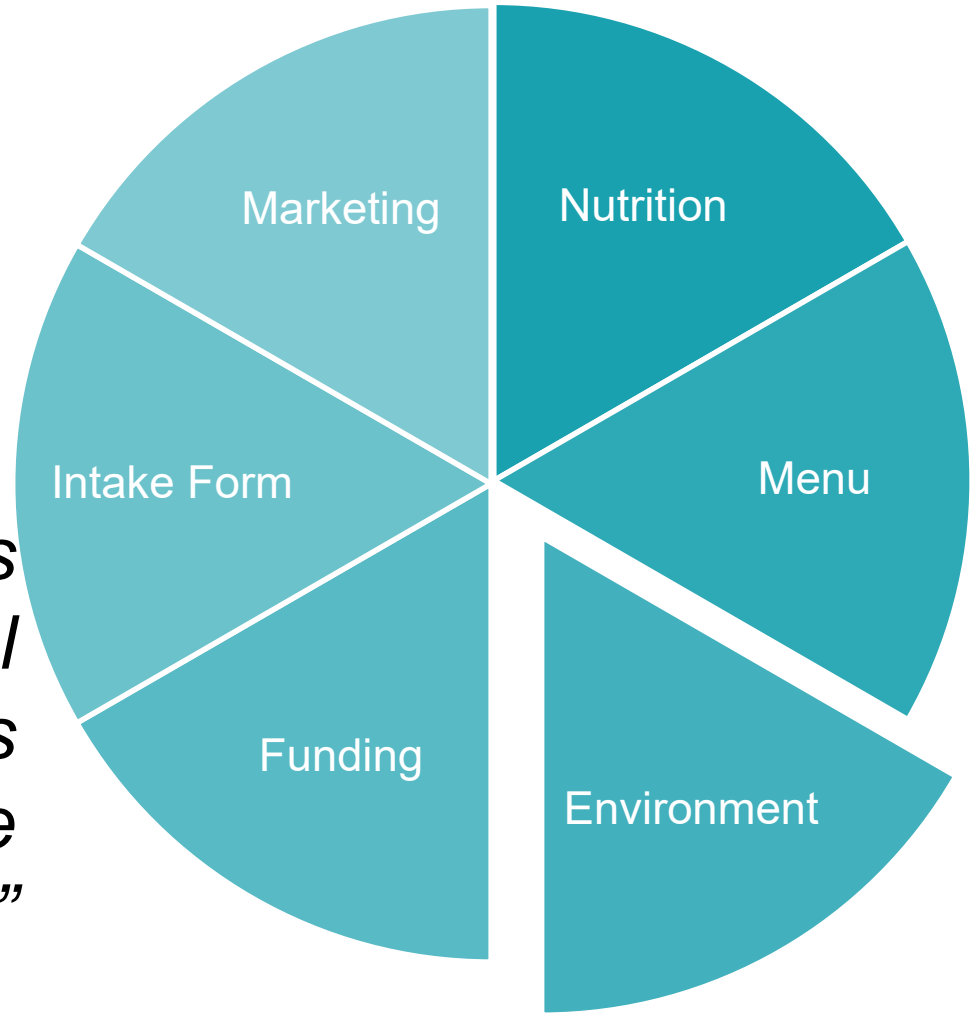
Baby Boomers



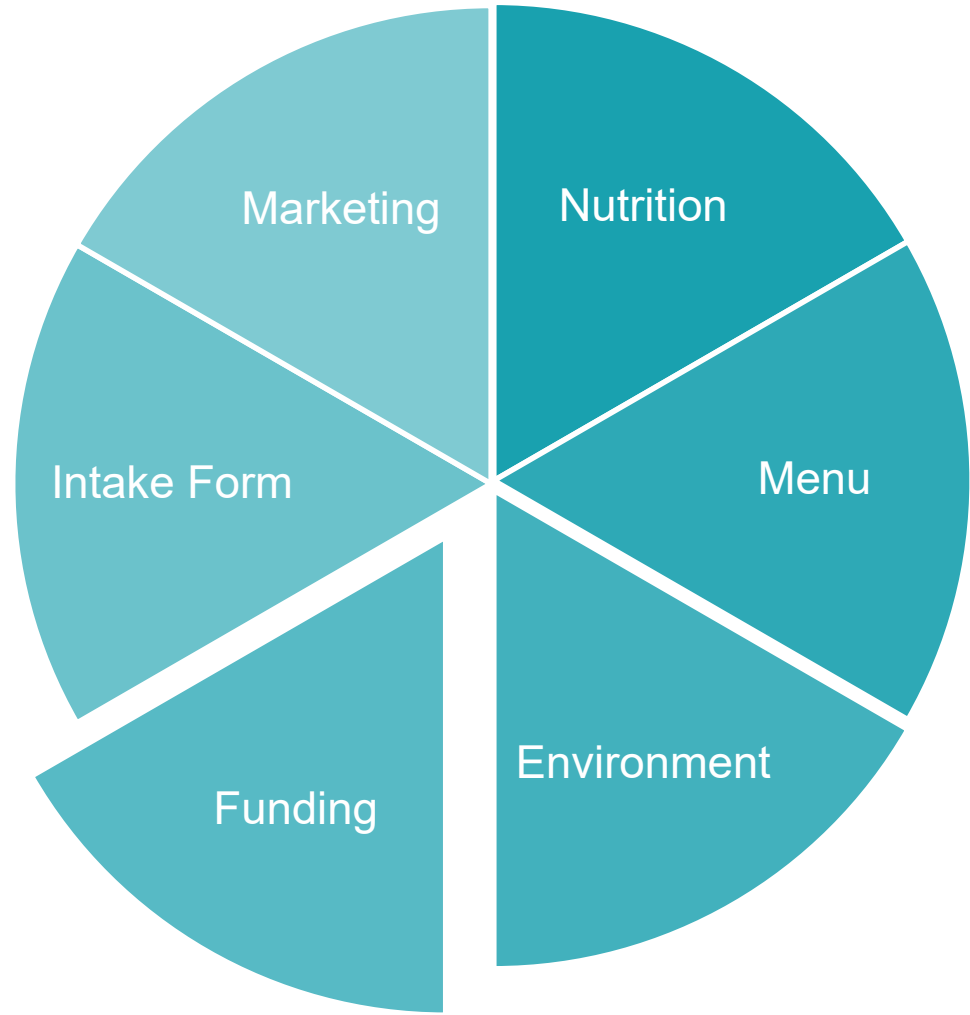
- Ages 53-74
- “Panera Seniors”
- Like traditional foods with a twist
- Beef items
- Sandwiches and Wraps
- Salads with ranch or Caesar dressing
- Seafood
- Tex-Mex
- Chinese food

Barriers Addressed:

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



Barriers Addressed:



**Voluntary
Contributions**

Grants

**Fee for
Service**

Fundraising

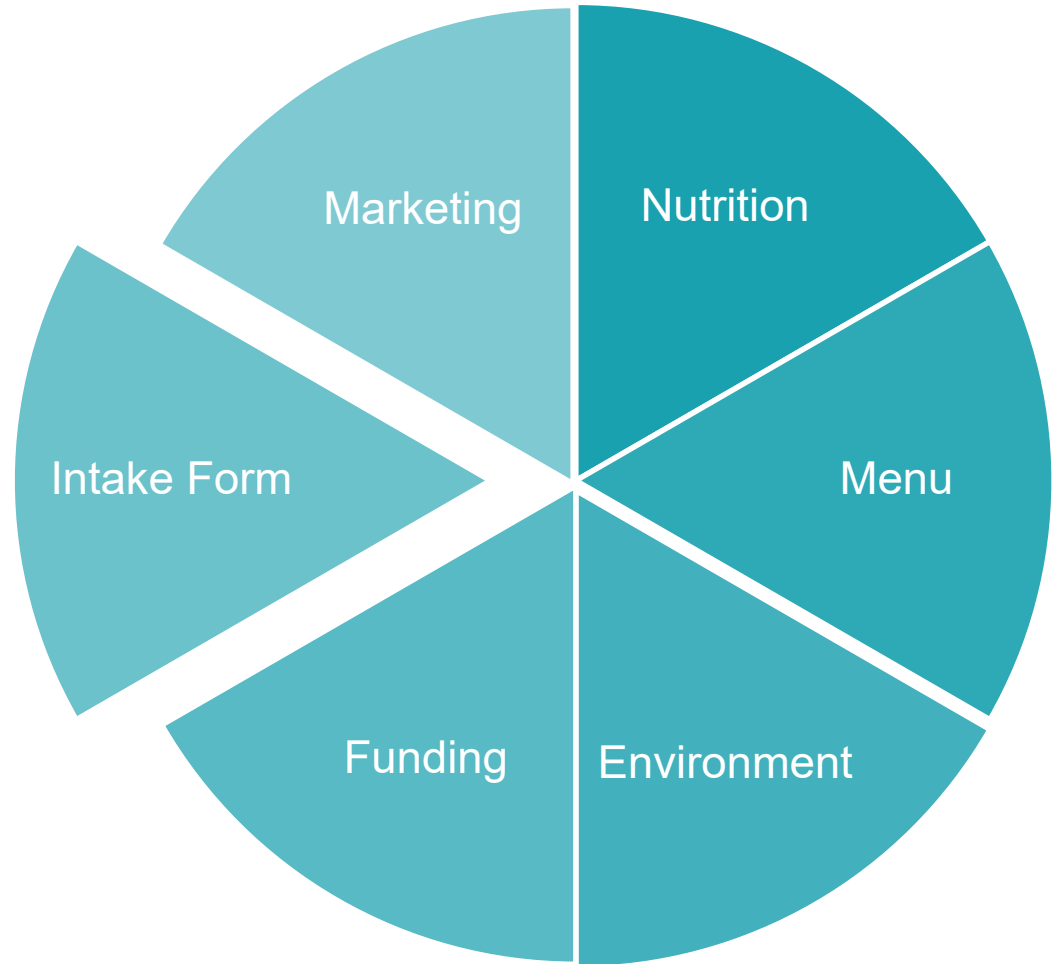
**Medicare/
Medicaid**

**Local
Support**

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



Barriers Addressed:





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 - \$34,590
- \$34,591 - \$39,010
- \$39,011 - \$43,430
- \$43,431 - or Above

Veteran Status: Not a Veteran Veteran Veteran Spouse/Dependent

Gender: Female Male Other

Check the racial category or categories that apply to you:

- White African American/Black American Indian/Alaskan Native Asian
- Native Hawaiian/Other Pacific Islander

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



Sign up today to enjoy wholesome meals with friends!

Today's Date: / /	Preferred Phone: ()	
First Name:	Last Name:	MI:
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:

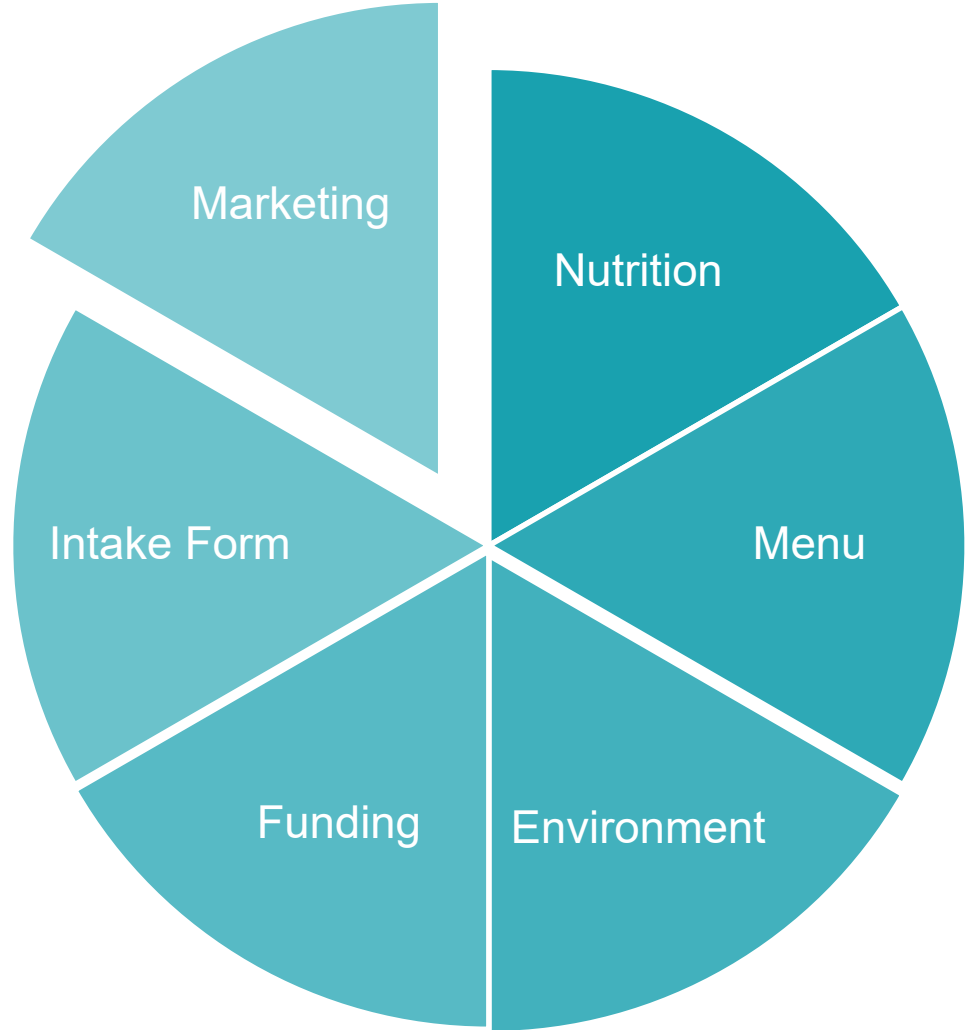
- If 2 people, is your annual household income more than \$17,240? Yes No
- If 3 people, is your annual household income more than \$21,720? Yes No
- If 4 people, is your annual household income more than \$26,200? Yes No
- If 5 people, is your annual household income more than \$30,680? Yes No
- If 6 or more people, is your annual household income more than \$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



Barriers Addressed:



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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**

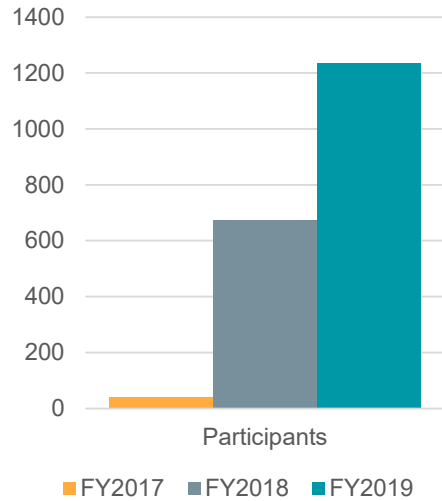


ENCORE CAFE

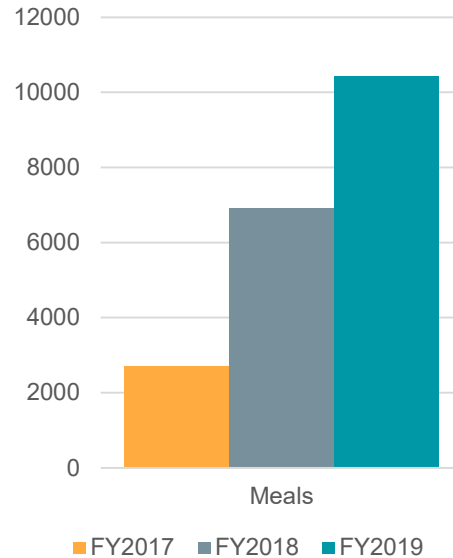
A Second Call to Enhance Your Health

- 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
- Successful Project Partners

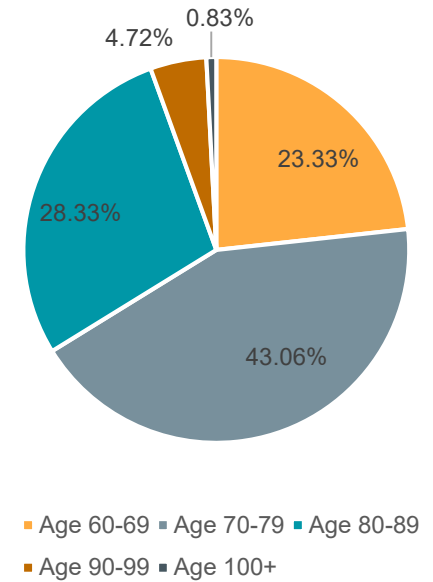
Congregate Participants Linn County



Congregate Meals Linn County



Encore Café Participant Age



What's next?

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





Thanks!

Any questions?

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