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

December 9, 2020
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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Barriers Addressed:

- Nutrition
- Menu
- Intake Form
- Funding
- Environment
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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
“Just because there is a space where a meal is provided does not mean people will attend.”
Barriers Addressed:

- Nutrition
- Menu
- Environment
- Funding
- Intake Form
- Marketing
1. Start a Plan
2. Identify Assets
3. Pick a Strategy
4. Marketing
5. Go!
Barriers Addressed:

- Nutrition
- Menu
- Funding
- Environment
- Intake Form
- Marketing
# 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:

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**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 - Above

**Veteran Status:**

- [ ] Not a Veteran
- [ ] Veteran
- [ ] Veteran Spouse/Dependent

**Gender:**

- [ ] Female
- [ ] Male
- [ ] Other

**Primary Language:**

- [ ] English
- [ ] 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

**Are you a veteran?**

- [ ] Yes
- [ ] No

**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

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- [ ] Other:

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**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

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<th>Are you interested in learning about any other services?</th>
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<td>[ ] Transportation</td>
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<td>[ ] Caregiver Support</td>
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<td>[ ] Health and Fitness Classes</td>
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<td>[ ] Options to stay at home</td>
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<td>[ ] Options to return to home</td>
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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
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

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

Congregate Participants Linn County

FY2017 FY2018 FY2019

Meals

Congregate Meals Linn County

FY2017 FY2018 FY2019

Encore Café Participant Age

Age 60-69 Age 70-79 Age 80-89 Age 90-99 Age 100+

23.33% 4.72% 0.83% 28.33% 43.06%
What’s 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