



Congregate Nutrition Programs in 2021 & Beyond: Exemplary Innovations in Iowa & Texas

December, 2021

Iowa



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THE IOWA CAFÉ (2020-2023) & TEXAS CONGREGATE MEAL INITIATIVE (2019-2022): BOTH ARE INNU GRANT PROGRAM

ACL INNU Grant Program

- ACL funded “Innovations in Nutrition” grants to support the testing and documentation of innovative and promising practices within the aging services network since 2017
- TCMI, funded in 2019, is a partnership between Texas HHSC, Texas A&M University, SNAP-Ed, 16 Selected Nutrition Providers & their Area Agencies on Aging
- The Iowa Café, funded in 2020, is a partnership between Iowa Dept. of Aging and Elderbridge Area Agency on Aging

--INNU GOALS--

Enhance Quality

Increase Participation

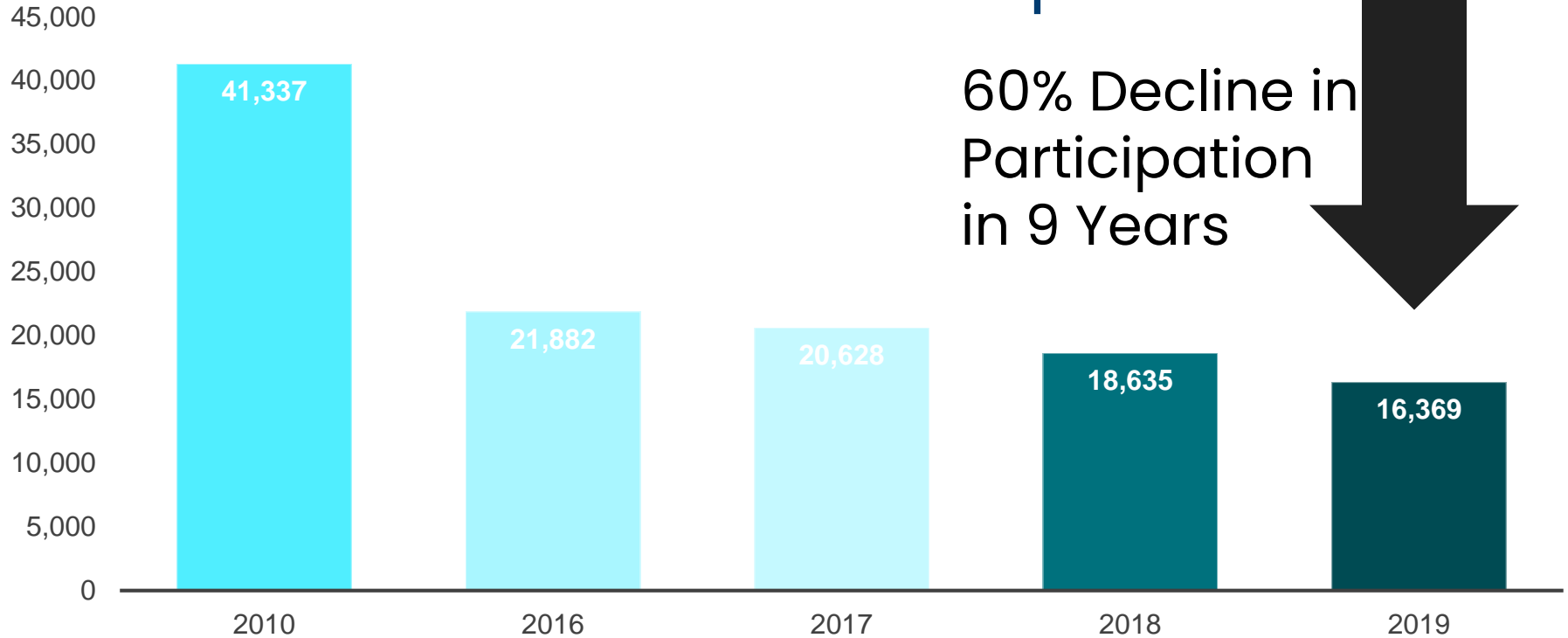
Best Practices

Results-Oriented Strategies

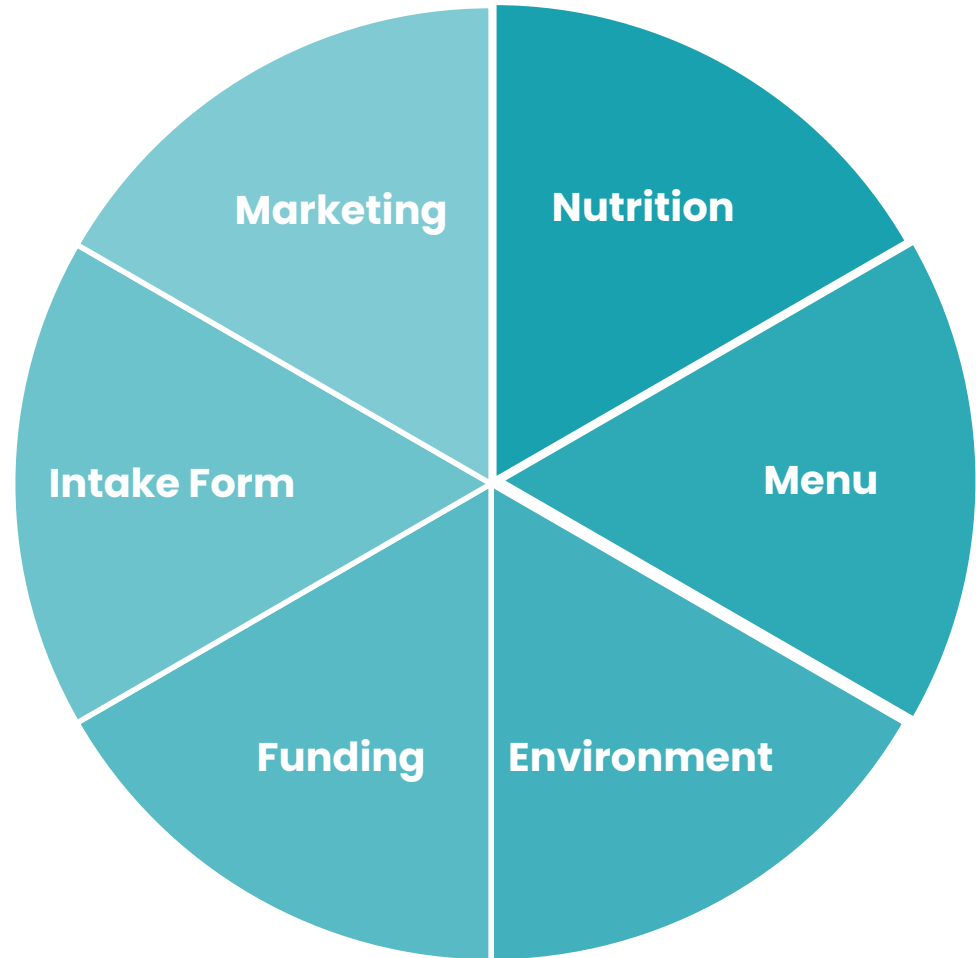
Cost-Effectiveness

Enhance Quality of Life

Iowa Congregate Nutrition Consumer Participation



Barriers Addressed:





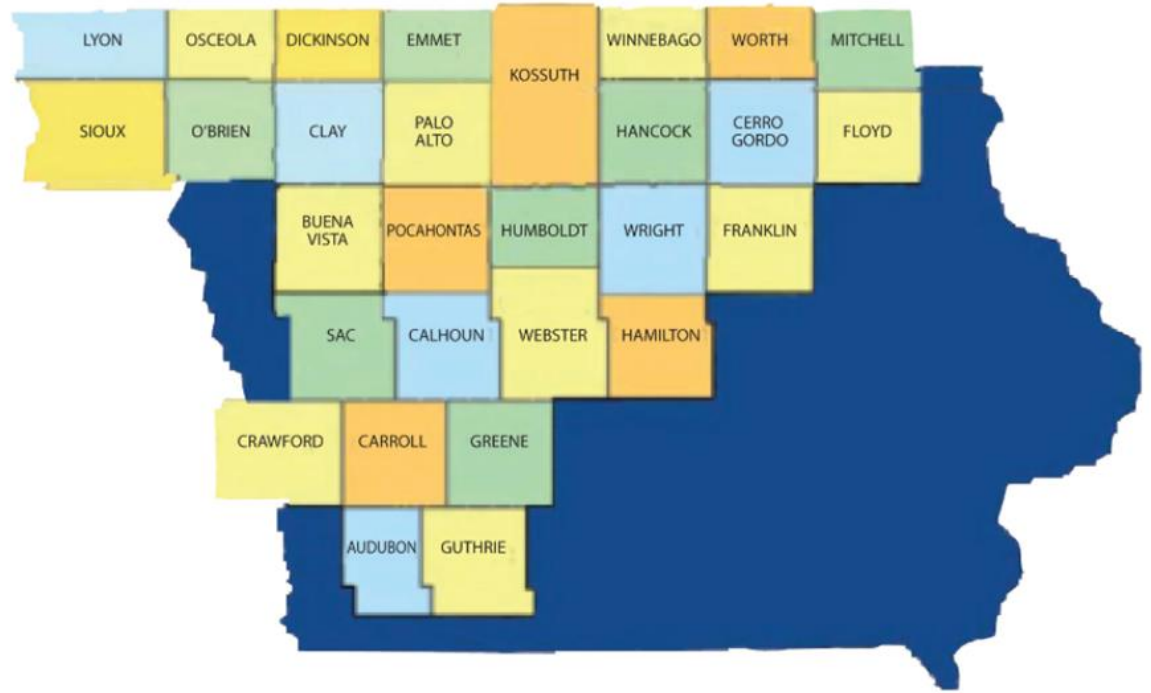
The Iowa Café Key Innovations

Goal: Modernize Iowa's congregate meal program infrastructure, delivery mechanisms, and outreach to increase the number of consumers and meals served.

Outcomes: Improved infrastructure and delivery mechanisms; strategic outreach to reach targeted senior population.

Iowa Service Area

- 99 counties in Iowa with a total population of 2,697,968
- Elderbridge Agency on Aging serves 29 counties with a total of 428,307
- 15.9% of the population
- Mostly rural



INNOVATIVE MENUS

	
STARTERS	
SUPER NACHOS	\$9.99
<small>Romano-style chiles, queso, jalapeños, sour cream, and salsa</small>	
CHIPS AND SALSA	\$4.00
<small>homemade chiles and salsa</small>	
<small>Add queso - \$1.50</small>	
SPINACH AND ARTICHOKE DIP	\$7.50
<small>served with homemade goat cheese</small>	
ONION RINGS	\$6.99
MACARONI BACON GOUDA BITES	\$7.99
CHEESE BALLS	\$6.99
<small>mix of white and yellow cheese</small>	
MUSHROOMS	\$8.99
<small>fried portabella mushroom strips</small>	
WINGS	
<small>Sauces: buffalo, parmesan garlic, honey bbq, kickin' bourbon, sweet chili</small>	
TRADITIONAL - 6 WINGS	\$6.00
BONELESS - 6 WINGS	\$5.00
<small>Add celery, carrots, and ranch - \$1.50</small>	
RIBEYE DINNER - \$20.99	
12 OZ. UPPER IOWA 2/3 CHOICE BEEF	
<small>seasoned with Texas rub, served with french fries, cole slaw, onion, hot sauce, and sour cream</small>	
KIDS MENU	
<small>Available for kids 12 and under. Includes choice of french fries or applesauce</small>	
GRILLED CHEESE	\$5.00
CHEESEBURGER	\$5.50
CHICKEN STRIPS	\$5.99
MINI CORN DOGS	\$4.99
<small>Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.</small>	

SANDWICHES	
<small>Add french fries - \$2.00</small>	
<small>Add small side salad - \$2.50</small>	
GRILLED CHICKEN SANDWICH	\$7.99
<small>lettuce, tomato, and mayonnaise</small>	
TENDERLOIN SANDWICH	\$7.99
<small>breaded or unbreaded</small>	
STEAK SANDWICH	\$10.99
<small>8 oz. ribeye steak on Texas toast</small>	
BUILD A BURGER	
<small>Add french fries - \$2.00</small>	
<small>Add small side salad - \$2.50</small>	
1/3 POUND BURGER	\$6.50
1/4 POUND BURGER	\$5.50
BURGER ADD ONS	
cheese \$0.50	bacon \$1.25
veggies \$1.00	coleslaw \$1.00
mushrooms \$1.00	egg \$1.25
SPECIALS	
TUE. - TACOS	\$4.50
WED. - TENDERLOIN BASKET	\$6.50
THURS. - BURGER BASKET	\$5.00
FRI. - SHRIMP & FISH BASKET	\$13.99
CHICKEN STRIP BASKET	\$7.99
FISH BASKET	\$10.99
<small>served with french fries and coleslaw</small>	
CHICKEN SALAD	\$7.99
<small>grilled or crispy chicken</small>	
TACO	\$6.50
<small>ground beef, lettuce, tomato, cheese, onion, hot sauce, and sour cream</small>	
DRINKS	
COKE PRODUCTS	\$2.00
<small>Coke, Diet Coke, Sprite, Mr. Pibb</small>	
JUICE	\$2.00
<small>cranberry, orange</small>	
LEMONADE	\$2.00
UNSWEETENED ICED TEA	\$2.00



MENU

PLYMOUTH LOUNGE | PLYMOUTH, IA



All meals served with orange juice, cranberry juice, pineapple juice, 8 oz. milk, or unsweetened iced tea.

SANDWICHES

Served with choice of side salad, French fries, cottage cheese or coleslaw

Grilled Chicken- Lettuce, tomato, and mayo

Tenderloin (breaded or unbreaded)- Lettuce, tomato, and mayo

1/4 lb Hamburger- Lettuce and tomato

SALADS

Served with Texas toast

Large salad served with your choice of grilled chicken, crispy chicken or taco flavored ground beef.

WINGS

Served with celery, carrots, and ranch, choice of one side, and Texas toast

6 wings- traditional or boneless

SPECIALS

Tuesday -Taco

Wednesday - Tenderloin Basket (served with tomato, lettuce, mayo) and 1 side of choice

Thursday - Chef's Choice

Critical Marketing Strategies

EAT. LEARN. SOCIALIZE.

NOW
OFFERED
AT:

**Crazy Bob's
BBQ**

240 N 8th E
Hartley, IA 51346

712.928.2666



The Iowa Café is the new face of the Elderbridge nutrition program serving those 60 years of age or older! Dine with your family and friends at a participating local restaurant.

To participate in The Iowa Café, individuals must be 60 years of age or older, or a spouse of an eligible individual regardless of age. Meals are provided on a voluntary contribution basis for up to 15 meals per month, and individuals will be given the opportunity to contribute towards the cost of the meal.



call 1.800.243.0678 for
more information



sign up today for
the iowa café!

Everyone age 60 and older
& spouses of those age 60 and older

Iowa Café members receive a card that will be loaded with 15 meals per month to be used at any time. Participants will be given the opportunity to voluntarily contribute/donate towards the cost of the meals each month.

May 2021

Ask your server for more information!
Call LifeLong Links to register at 1-800-243-0678



who
what
when
how

EAT. LEARN. SOCIALIZE.

NOW
OFFERED
AT:

**Aspen Leaf Café
& Coffee House**

210 N Main St.
Pocahontas, IA 50574

712.335.1777



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call 1.800.243.0678 for
more information

Revamped Intake & Registration



Nutrition Registration

Sign up today to enjoy wholesome meals with friends!

* Required

First Name *

Your answer

Last Name *

Your answer



SeniorDineQR

Matts Place

Meal



Enter Last 6 digits



Transactions Today: 9



800-243-0678

6010 9600 1079 8817

OLDER AMERICANS ACT

Purpose of Nutrition Programs

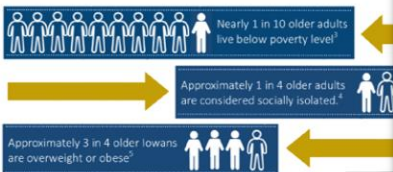
- Reduce hunger, food insecurity, and malnutrition.
- Promote socialization of older individuals.
- Promote health and well-being with access to nutrition & health promotion/disease prevention services to delay onset of chronic diseases.

What is food insecurity?

Lack of consistent access to enough nutritious food for an active, healthy life.²

Did you know...?

The OAA Nutrition Program is not simply a "feeding program" or a "meal program." It's more than a meal! The OAA specifies three purposes of the nutrition program (above). Meals are a part of the program certainly, and reducing hunger is part of it; but socialization, health, and nutrition education are also part of our program. Providing unhealthy food does not improve health. And providing unappetizing food that no one will eat also does not improve health or reduce hunger. Our programs need to provide healthy food that is appetizing.³



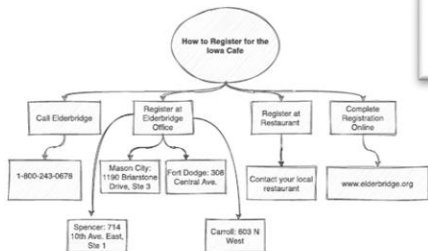
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6. https://www.adaa.org/advocacy/older-americans-act

REPLICATION GUIDES...

Registration Forms

A registration form must be filled out by all participants during the initial visit and on a yearly basis. The questions are required by the OAA, and they are required for the participant to receive a keychain card that can be done online, in-person, by calling the AAA, or through tablet technology at the restaurant. See graphic below for details. If a participant registers at the restaurant, the first initial meal can be provided track of this separately to send to the AAA for reimbursement. All other meals cannot be provided until individual is registered and has a keychain.

- The Iowa Café Participant Registration



Other Resources

- Iowa Department on Aging
 - <http://www.iowadep.org>
- Administration for Community Living
 - <https://acl.gov>
- Meals on Wheels America
 - <http://www.mealsonwheelsamerica.org>
- Sample Restaurant Menus from other states:
 - <https://www.mowp.org/dining-center-locations/the-diner-vancouver/http://www.newspinc.org/senior-dine-restaurant-list>

BENEFITS OF THE IOWA CAFE PARTNERSHIPS

INCREASE PARTICIPANT CHOICE



SERVE DINNER, BREAKFAST, & WEEKEND MEALS

CONNECT PARTICIPANTS TO OTHER AAA SERVICES



EXPAND OUTREACH & IMPROVE VISIBILITY

SERVE MINORITY GROUPS WITH ETHNICALLY DIVERSE MEALS



ECONOMIC BOOST FOR LOCAL RESTAURANTS

CAN BE A PART OF DISASTER & EMERGENCY PLANNING



Appendix D

THE IOWA CAFE MENU

RESTAURANT NAME | LOCATION

MAINS (PICK 1)

- Served with lettuce, tomato, onion
- BLT Sandwich
- Cheeseburger
- Chicken Sandwich
- Chicken Bacon Ranch Sandwich
- Cold Fish Sandwich
- Hamburger
- Haystack
- Mushrooms & Swiss Burger
- Patty Melt
- Pizza Burger
- Reuben Sandwich
- Smoked BBQ Pulled Pork Sandwich
- Grilled Tenderloin

SIDES (PICK 1)

- Coleslaw
- Pea Salad
- Baby Baker Potatoes
- Side Salad
- Potato Salad
- Cottage Cheese

BEVERAGES (PICK 1)

- Coffee
- Milk
- Orange Juice

Chef Salad (Made with ham, grilled chicken or broasted chicken)
Served with a breadstick on the side.

BREAKFAST

SERVED WITH CHOICE OF BEVERAGE

- 2 egg omelet (3 ingredients) + 2 slices toast
- Omelet, Tomato, Onion/Pepper Mix, Mushrooms, Green Peppers, Jalapenos, Bacon, Sausage, Ham

- 2 eggs + 2 slices toast or Mash browns + 1 side fruit

- Ham, Sausage, or bacon with egg and cheese on Texas toast + 1 side of fruit



January–November, 2021 Success Measures

- **13 Sites opened in 9 Counties**
- **2,006 unique new participants registered**
- **17,031 meals served**

Participant Testimonials

"I don't know what we did to deserve this. We are so happy we get to enjoy these delicious meals." - Iowa Café Participant from Garner, Iowa

"This man was so emotional when he came in to apply. His case worker told him to come in. He was thanking me over and over. So sweet. I'm so glad we're doing this."-- Iowa Café participating restaurant owner



A gentleman who was a regular at a participating Iowa Café restaurant lost his job. When he stopped coming in, the restaurant manager inquired about his whereabouts. She was told he had lost his job and was living on a can of soup a day. She contacted him and informed him about our program and he now gets a hot meal every day.--Iowa Café participating restaurant owner

What's Next?



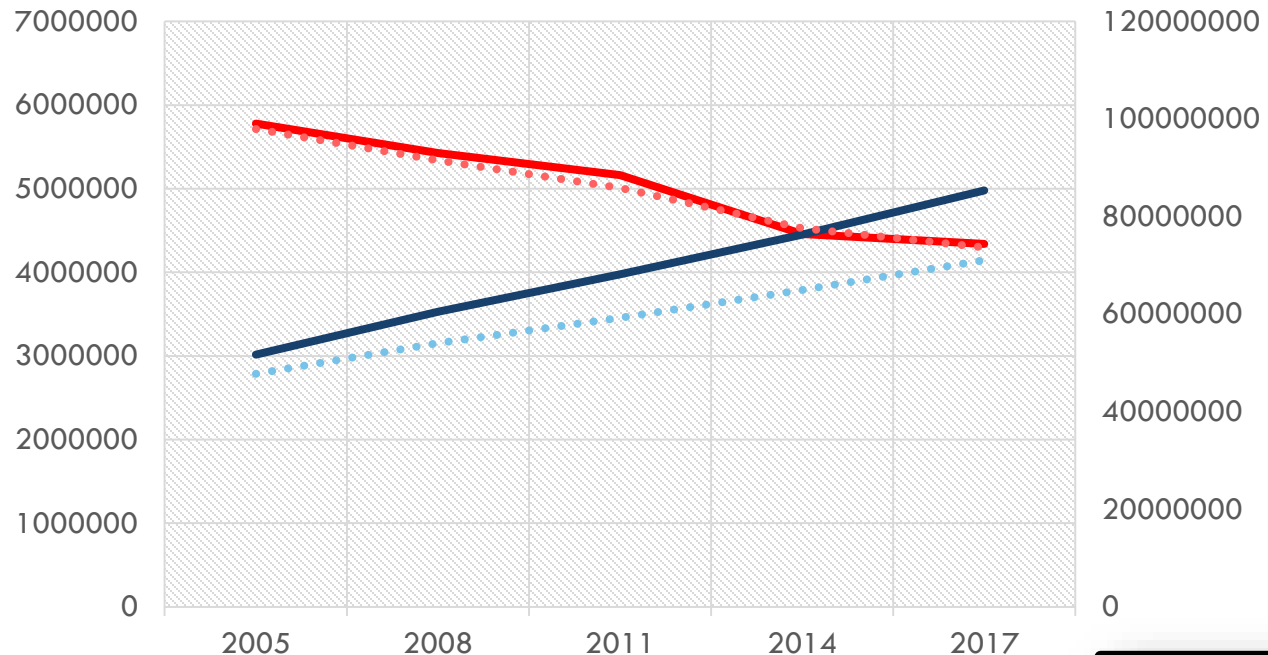
TEXAS CONGREGATE MEAL INITIATIVE:

**DEVELOPING CUSTOMER FOCUSED SUSTAINABLE & LOW-COST
CONGREGATE PROGRAM MODELS AT 16 SITES**

Texas HHSC, Public Policy Research Institute & Mays Business School, Texas A&M University



WHY MODERNIZE & RETHINK CONGREGATE MEAL PROGRAMS IN TEXAS?



— Meals Served (Texas) — Population Over 60 (Texas)
..... Meals Served (US) Population Over 60 (US)

↑ Texas population aged 60+ increased 2 MILLION ≠ Texas served 24.9% less meals ↓

KEY GOAL, OBJECTIVES & DESIRED TCMI OUTCOMES

Key Goal

Improve the well-being of older Texans by modernizing local congregate nutrition programs

Key Objectives

Conduct a comprehensive gap analysis

Increase business acumen and program development

Implement and evaluate a learning collaborative

Desired Outcomes

Increased business acumen and program development skills

Increase participation in OAA C1 Congregate Nutrition Programs

Increased satisfaction and participation; Improved well-being and social integration

TCMI PROJECT PHASES & WHERE WE ARE

PHASE 1
RESEARCH & GAP ANALYSIS

- Surveys of individuals 60+ and senior serving orgs
- 29 Focus Groups with 28 AAAs and Nutrition Providers
- Survey of Community Health Providers

PHASE 2
COACH & PREPARE

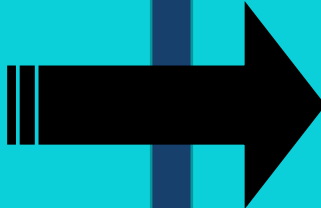
- **16** Meal Provider Proposals \$2,500 each
- **6-Month** Targeted Learning
- **Learning Collaborative** Workshop & TA

PHASE 3
IMPLEMENT & EVALUATE PILOTS

- **16** Pilots \$7,500 each
- **7-Month** Implementation
- Evaluation to develop Texas specific evidence base

PHASE 4
SHARE RESULTS

- **3** National Conferences
- **2** Academic Journal Submissions
- **1** State Summit to showcase best practices



28 AAAs



254 counties



Nearly 200 Providers



16 Pilot Sites

KEY FINDINGS

RESEARCH & GAP ANALYSIS

WHY DECLINE IN PARTICIPATION?

- Lack of Awareness; Marketing
- Transportation
- Changing Senior Demographics & Roles
- Stigma & Pride; Unappealing & Unwelcome Settings
- Meals & Activity Limitations

WHAT WORKS IN INCREASING PARTICIPATION?

- Regional Adaptations
- Strategic Marketing
- Revitalization of Activities & Settings
- Updating & Creative Rethinking of Meals

TCMI LEARNING COLLABORATIVE: THE BUILDING BLOCKS FOR INNOVATION



FOUR TYPES OF TCMI INNOVATIVE PILOTS



MORNING PERK CAFÉ



Partnerships

- Host local elected officials and other community partners as conversation leaders at the café once a month
- Lead conversations on current events, history, etc.



Breakfast Café Experience

- Set up a distinctive process and area for breakfast and discussions
- Engage early bird seniors with light breakfast and discussions
- Provide enhanced social connection experience



Marketing

- Flyers distribution
- Social media use
- One Call Software



Connection Focused Programming

Programming geared towards fostering social connection

Development of key community partnerships for delivery



MEALS on WHEELS
VICTORIA

CONNECTION
CAFÉ

Dining Model Enhancements

- Component-based grab-n-go meal concept
- Menu development and efficient production schedule

Marketing/Rebranding

- Rebrand: Connection Café
- Targeted outreach to both previous & new clients
- Utilize social media and digital billboards



All Day Energy Under One Roof



Café-based Meal Service

Update décor

Update seating arrangements



Expanded Meal Options



- Cappuccino machine
- Salad bar
- Frozen drink machine
- Partnerships with donut shops

Removing Senior Center Stigma

- Target younger senior population
- Target with creative advertising





SEASONED CREATIVES



Offer a New Program Focused on Arts & Crafts

Target a different set of older adults

Promote creative aging

Provide social engagement

Provide opportunities to connect with the community and bridge generational divides

Offer a New Menu

- Different from regular Meals on Wheels offering
- Different packaging and display of food offering
- Get quick and constant feedback re menu for continuous improvement



Marketing

- Dedicated Facebook and Instagram accounts
- Showcase seniors work at a craft fair, exhibition, etc.
- Work with local media to promote the program
- Network with local arts and crafts groups





Monthly Café based Meal Service

- Enhanced ambience
- Local restaurant & chef partners



Expanded Activities

- Create menu options with help from local restaurants and chefs
- Provide technology training on Zoom and social media as programing components
- Partner with local educators to develop curriculum that can later be implemented by recruited volunteers



UVALDE COUNTY NUTRITION

Lunch & Learn

Marketing

- Work with local media and restaurants to market the program



OUTCOME MEASURES OF SUCCESS

Increased Client/Program Outcomes

Participation

Satisfaction

Awareness and Knowledge

Nutrition

Health and wellness

Technology

Program Offerings

Engagement in the Program

Social Isolation/Connection

Program Visibility & Reach

FACTORS PROMOTING SUSTAINABILITY & SCALING

- ❖ Low Cost Innovations
- ❖ In-Kind Community Partnerships
- ❖ Volunteers & Client Ambassadors
- ❖ Repeatable Sponsorships
- ❖ Equipment & Resources
- ❖ Overall Institutionalization





Choices Today • Options Tomorrow



Thank You!

Any Questions?

Iowa

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Panel Questions & Answers

