# Revitalizing Senior Nutrition Programs in Texas: Insights from a Learning Collaborative

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Public Policy Research Institute,
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# Presentation Outline

- **SNP Modernization Conversation & 4 Projects**
- **Strategies, Best Practices, Outcomes Snippets**
- **Leverage LC Insights & Tools for Future**

# Motivation: Why SNP Modernization?

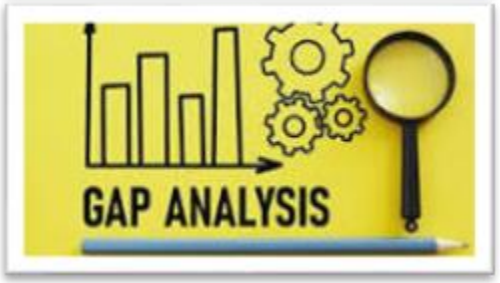
## Decline in Participation

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

## What Works in Increasing Participation?

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

Increase visibility & value → Adapt and promote programs → Increase participation




**Context: Informed By PPRI Gap Analysis Findings From 2019-2020**

# Four Research-to-Practice SNP Modernization Projects

## Texas Congregate Meal Initiative (TCMI)

**2019-2022**

**Funder: ACL**

Implementing 16 Innovative CMP Pilots

## DINE in Texas

**2023-2026**

**Funder: ACL**

Replicating Dining Setting Enhancements

## CDSME MEALS

**2023-2027**

**Funder: ACL**

Implementing Evidence Based Programs

## SAFER Meals

**2024-2025**

**Funder: NCOA**

Implementing Falls Prevention Program

# Diverse Texas SNP Implementation Site Partners

CITY OF BROWNWOOD

EL PASO COUNTY TEXAS

MEALS on WHEELS WACO

Angelina County Senior Center Est. 1975

CITY OF SAN ANTONIO TEXAS

AMIGOS DEL VALLE, INC.

BakerRipley Community Developers

WELLMED CHARITABLE FOUNDATION

DCHHS Safe families, healthy lives Dallas County Health and Human Services

SOMERVELL COUNTY COMMITTEE ON AGING, INC.

AMARILLO WESLEY COMMUNITY CENTER

CONGREGATE MEALS ON WHEELS COLLIN COUNTY

28 AAAs

254 counties

Nearly 200 Senior Nutrition Providers

# Why Facilitate an Expanded Learning Collaborative (LC)?

- ❑ Raise Awareness
- ❑ Stronger Social Marketing
- ❑ Community Engagement
- ❑ Demonstrate Impact
- ❑ Secure Funding & Support
- ❑ Policy Advocacy
- ❑ Program Replication

*"Data on meal participation, nutritional quality of meals, and participant health outcomes help evaluate whether we are achieving our goals and making a positive impact on the community!"*

*–TCMI Site Partner*

# Learning Collaborative: Sustainability & Repertoire Building

## Common Learning Collaborative (LC) Cycle

- Assess Needs
- Plan targeted activities
- Develop toolkits
- Identify funding opportunities

**Rigorous Planning**

- Open discussions
- Reflect on best practices
- Share problem-solving strategies

**Exchange Ideas**

- Revise plans
- Get feedback from peers and SMEs
- Integrate a sustainability framework

**Reflect & Refine**

- Scale to other sites
- Expand the modernization dialogue across communities

**Share Findings**

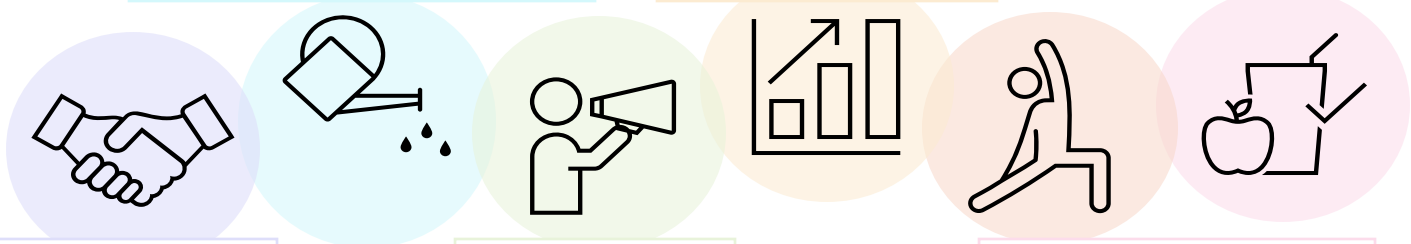
## Expanded LC Key Components

- Promote practice-based conversation to improve service delivery
  - SNP & AAA staff
  - Subject Matter Experts
  - Texas Aging Network
  - SNP Partners & Researchers across Nation
- Committed multi-year learning periods
- Feedback loop on Topics, Future Directions
- Repertoire Development, Connected Website
- Learning series: Next Meeting is March 4, 2025

## LC Expansion & Focus, Urgent Topics

**Capacity Building & Volunteer Development**

**Targeted Sharing & Dissemination**



**Effective Partnerships**

**Social Marketing**

**Health and Wellness EBPs**

# Developing Innovative Nutritional Experiences (DINE) in Texas (2023-2026)

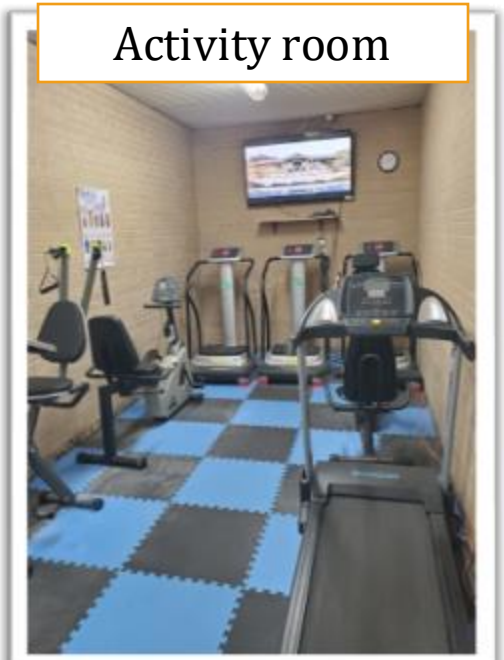
**Funded by Administration for Community Living (ACL)**

**PROJECT GOALS**

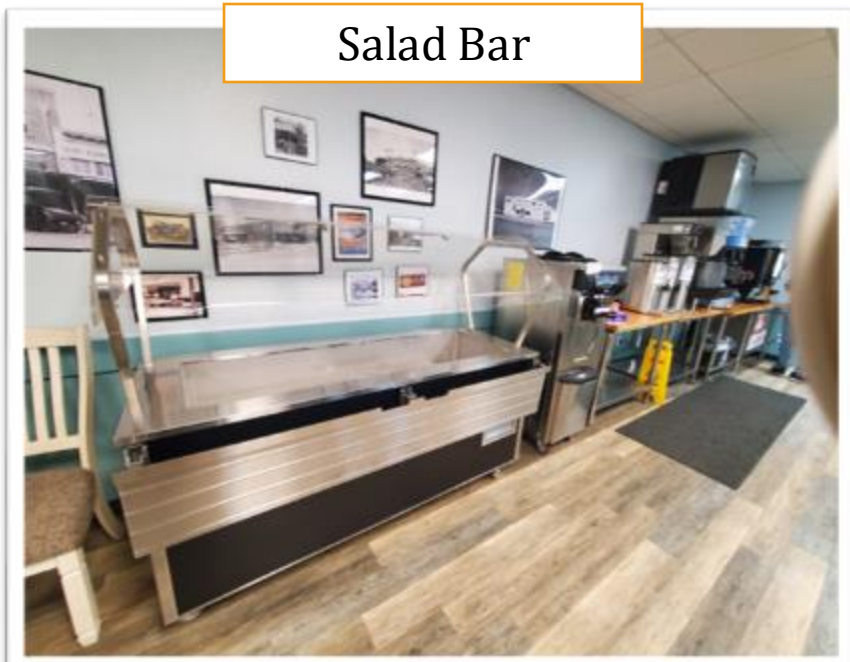
- Successfully implement (replicate) the Iowa Encore Café Model through a Learning Collaborative to improve site profiles and client social determinants of health outcomes
- Strategize and implement multiple robust sustainability strategies to promote the continuation of the model

**Low-cost Innovation Examples**

Community partner collaboration



Activity room



Salad Bar

Arts & Crafts group

# CDSME Management and Engagement for Aging LearnerS (MEALS) (2023-2027)

**Funded by Administration for Community Living (ACL)**

**PROJECT GOALS**

- Develop replicable and sustainable tools and protocols
- Grow the capacities of CMPs for evidence based CDSME programs

## Eat Smart, Move More, Weigh Less

- 15-week online 1 hour per session course
- Lessons focus on healthy eating and a couple physical activities
- Instructor checks-in once a week with participants
- Focus on behavioral change over time

## ¡Sí, Yo Puedo Controlar Mi Diabetes!

- 4-week diabetes education program
- Delivered weekly in 1-2-hour sessions in person
- Delivered by a bilingual registered nurse or a dietitian
- Culturally relevant material (bilingual, novella based)

# Senior Adult Falls Education and Reduction (SAFER) Meals (2024-2025)

**Funded by the National Council on Aging**

**Project Objectives**

- Implement and evaluate evidence-based AMOB program at two congregate meal programs sites in San Antonio, Texas.
- Strategize and implement concomitant social marketing strategies to impact MOB implementation.
- Utilize PPRI's current CDSME Learning Collaborative (LC) structure for the partnering sites to empower their capacities.

**A Matter of Balance (MOB)**

- An **evidence-based Fall Prevention Program** designed to manage falls and help older adults move with confidence.
- MOB consists of **8 two-hour sessions**, either once per week for 8 weeks or twice a week for 4 weeks where older adults will learn to:
  - View falls as controllable
  - Set goals for increasing activity
  - Make changes to reduce fall risks at home
  - Exercise to increase strength and balance

# Key Strategies & Practices: What Works?

# Social Marketing

**WHY?**

- ❑ To attract participants, volunteers, staff, and local partners
- ❑ To promote value of services effectively, build trust
- ❑ To help stay competitive, appeal to new and existing participants, advocate for continued funding

**HOW?**

- ❑ Keep marketing techniques as valuable tools in program toolbox
- ❑ Use advertising, direct marketing, sales promotion, personal selling, digital marketing
- ❑ Market on multiple channels
- ❑ Utilize local partnerships
- ❑ Use appropriate language

## Encourage healthy eating

- A healthy diet is essential to overall wellness
- 1 out of 2 older adults is at risk or is malnourished

## Raise food access awareness

- Access to food is a social determinant of health
- 4.9 million seniors do not have reliable access to enough affordable, nutritious food

## Address participation barriers & promote social connection

- Staying connected is an important part of healthy aging
- Transportation challenges, stigma, lacking a social network

**Most Texas SNP sites** feel that marketing and awareness building efforts **make their communities and local partners more aware** of the SNPs

# Partnership Building & Social Marketing Go Together!

## Possible Partnerships

- Non-profits and Local Businesses
- Schools and Community Health Programs
- Local Media & Cultural Organizations
- City Councils & Chambers of Commerce

## Partnership Sustenance Tips

- ✓ Ongoing Communication
- ✓ Milestone Celebration
- ✓ Long Term Collaboration
- ✓ Shared Responsibilities
- ✓ Impact Dissemination

**There is no one size fits all approach!**

## KEY PROGRAM CHALLENGES

- How to market program value to partners?
- How to convince partners about common goals?
- How to sustain relationships already built?
- How to leverage partnerships for social marketing?

**Identify Potential Partners**

**Define Common Goals & Mutual Benefits**

**Develop Joint Strategies**

**Leverage Resources & Networks**

**Adjust Strategies & Evaluate What Works**

**Sustain Relationships**

# Community Partnership Building Strategies

**Local Businesses**

- Advertising Agencies, Restaurants, Craft Stores, Bake Shops, Florists, Funeral Homes

**Civic Organizations & Special Interest Groups**

- Rotary, Lions Club, AARP, Local Clubs

**Other Non-Profits & Faith-based Organizations**

- Food Banks & Pantries, Churches

**Local Government , Healthcare & Local Schools**

- Parks & Rec, Health Dept., Hospitals, Community Colleges, Culinary Schools, Local Industries

## Tips to Recruit & Retain Volunteers

- Use appropriate guidelines and policies
- Market on multiple channels
- In-person outreach at community and SNP events
- Identify potential volunteers
- Don't forget about rewarding & incentivizing
- **Utilize local partnerships!**
- **Find out what's working!**

# Successful Volunteer Development Strategies

**Recruiting from Local Pool**

**Crafting Appropriate Message**

**Mixed Media Channels**

**Continuous Incentivizing**

**Evaluating Success**

**Strategic Retention**

**There is no one size fits all approach!**

# Success Outcome Snippets: Telling the Story

# DINE in Texas Outcomes

## After one year of implementation DINE Sites Showed:

### Increased Client Satisfaction

- An overall increase in **client satisfaction**
- On average, the satisfaction rate increased **4.62%,** with one site experiencing an **8.36%** increase

### Social Connection, Mental Wellbeing, Food Security

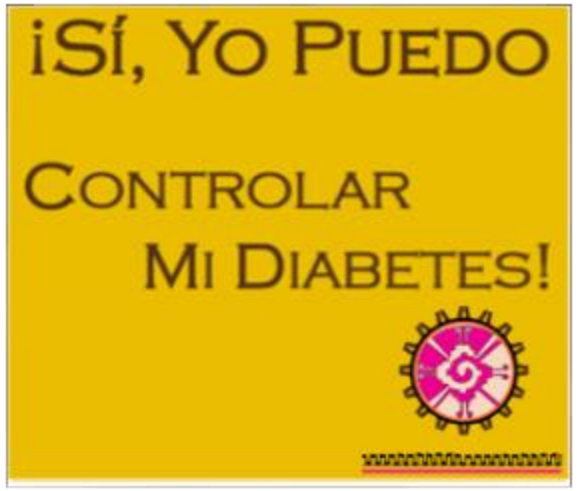
- **99.3%** of participants agreed that program helped them connect with friends and peers
- **89.3%** of participants felt less sad or anxious by participating in the program
- **92.7%** of participants said program helped them access healthy meals and feel more food secure

### Noticeable Difference in Quality

- **47.1%** of clients noticed improvements in quality of food and/or ambiance

# CDSME MEALS Outcomes

## ¡Sí, Yo Puedo Controlar Mi Diabetes! [SYP]



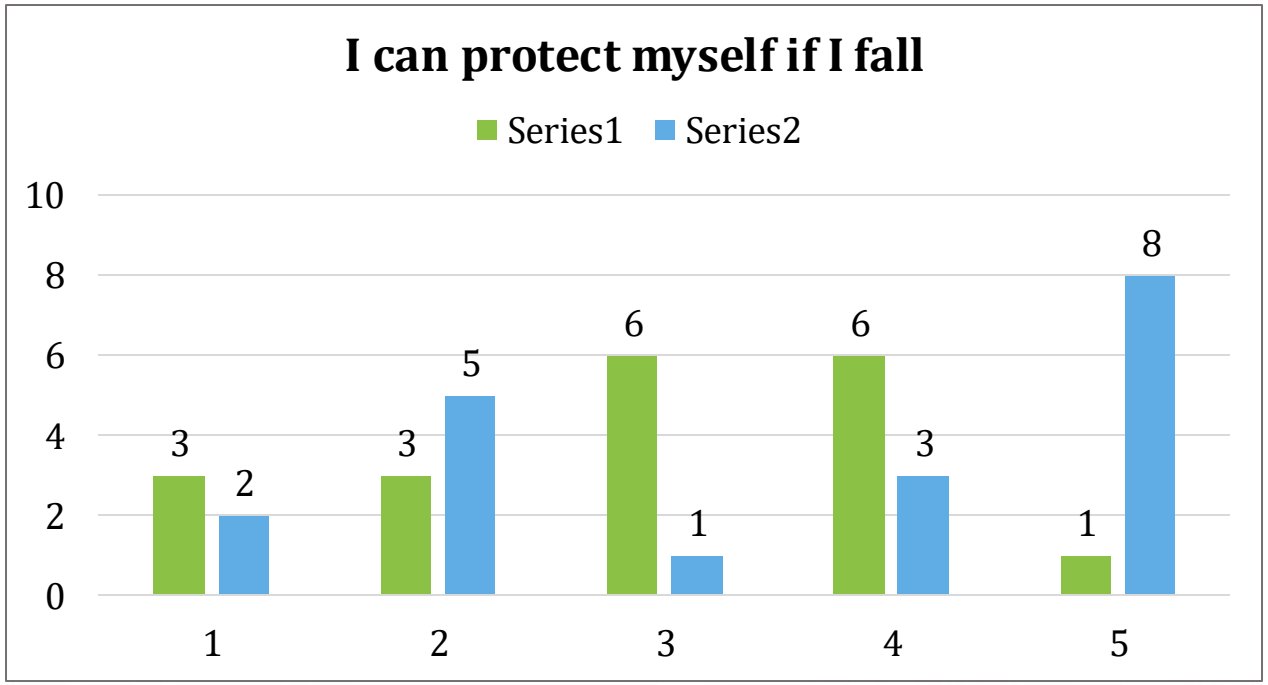

- **Program Satisfaction**
  - **60.47%** of participants were satisfied or very satisfied with the diabetes management program
- **Diet Change**
  - **78.65%** of participants were confident or more than confident to choose the appropriate foods

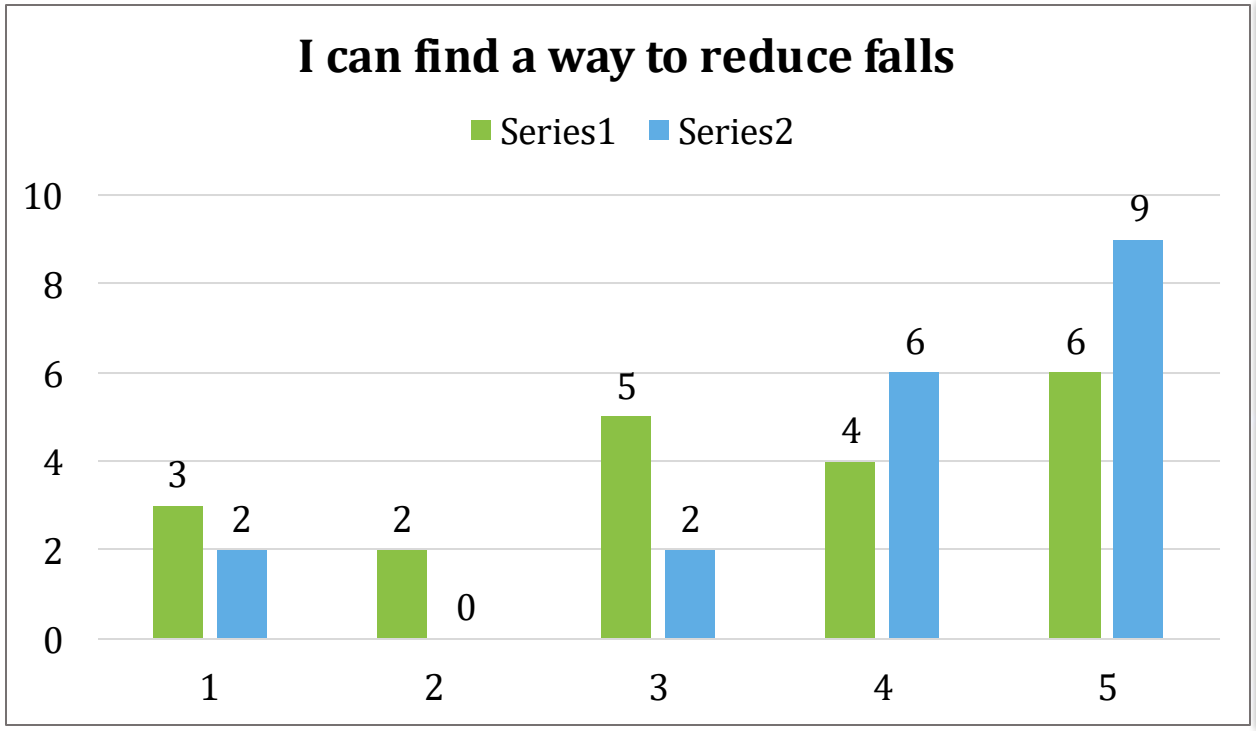
## Eat Smart, Move More, Weigh Less [ESMMWL]

- **Program Satisfaction**
  - **75%** of participants were satisfied or very satisfied with the program
- **Behavioral Change**
  - **74%** of participants started or continued to exercise since the beginning of the program

# SAFER MEALS Outcomes

| | |
|---|---|
| | **94.70%** were satisfied with the overall quality of the MOB class |
| | **100%** of participants reported reduced fear of falling |
| | **100%** said they would recommend MOB to a friend or relative |



# Learning Collaborative Outcomes

**91.7%**

of participants think LC meetings have been **helpful**

## Learning Collaborative components participants find extremely useful:

**Collaboration with peers**

**Marketing planning and support**

Learning about **capacity building strategies**

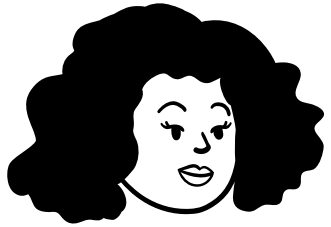
**Technical assistance** by PPRI staff, peers and SMEs

## What LC participants have said:

[I liked] learning different perspectives and how they are able to **leverage different partnerships.**

I really enjoyed hearing from everyone on the call. It was inspiring to hear about the **connections and partnerships they've been able to grow in their communities.**

[I liked] hearing from **local service providers** about their experience and expertise



Speakers really highlighted the importance of making the **experience mutually beneficial** for their organization and the volunteers. It was great to hear about the ways they encourage participation and nurture those relationships.

# How to Strengthen the Texas SNP Modernization Conversation & Practice?

# Outcomes & Success Stories

**Evaluation**

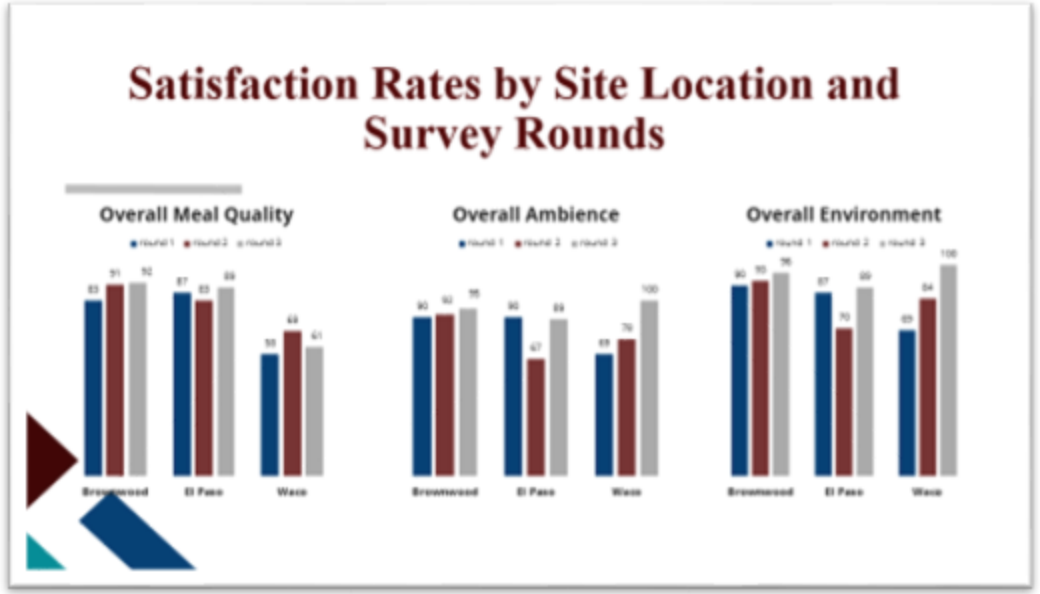
- Using social scientific evaluation methods to track success and challenges
- Using expanded Learning Collaborative to reflect on lessons

**Reporting**

- Grant reports, presentations, publications.

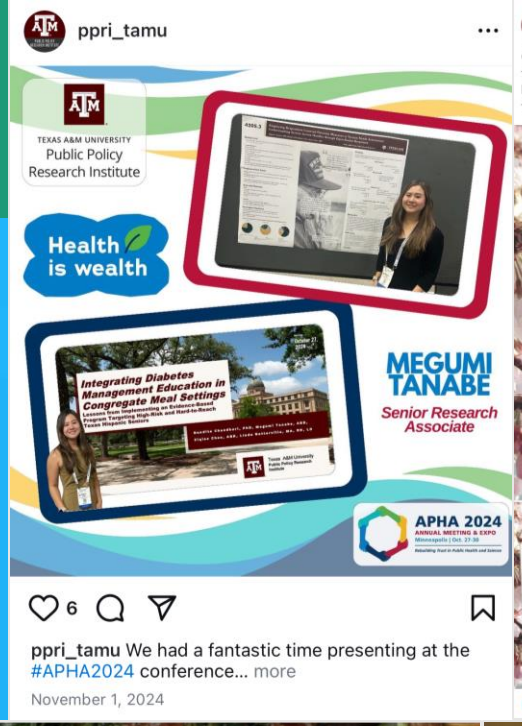
**Targeted Conference Settings**: Aging in Texas, MOW Texas, MOW America, US Aging, NANASP, NCOA, TARC, TPHA

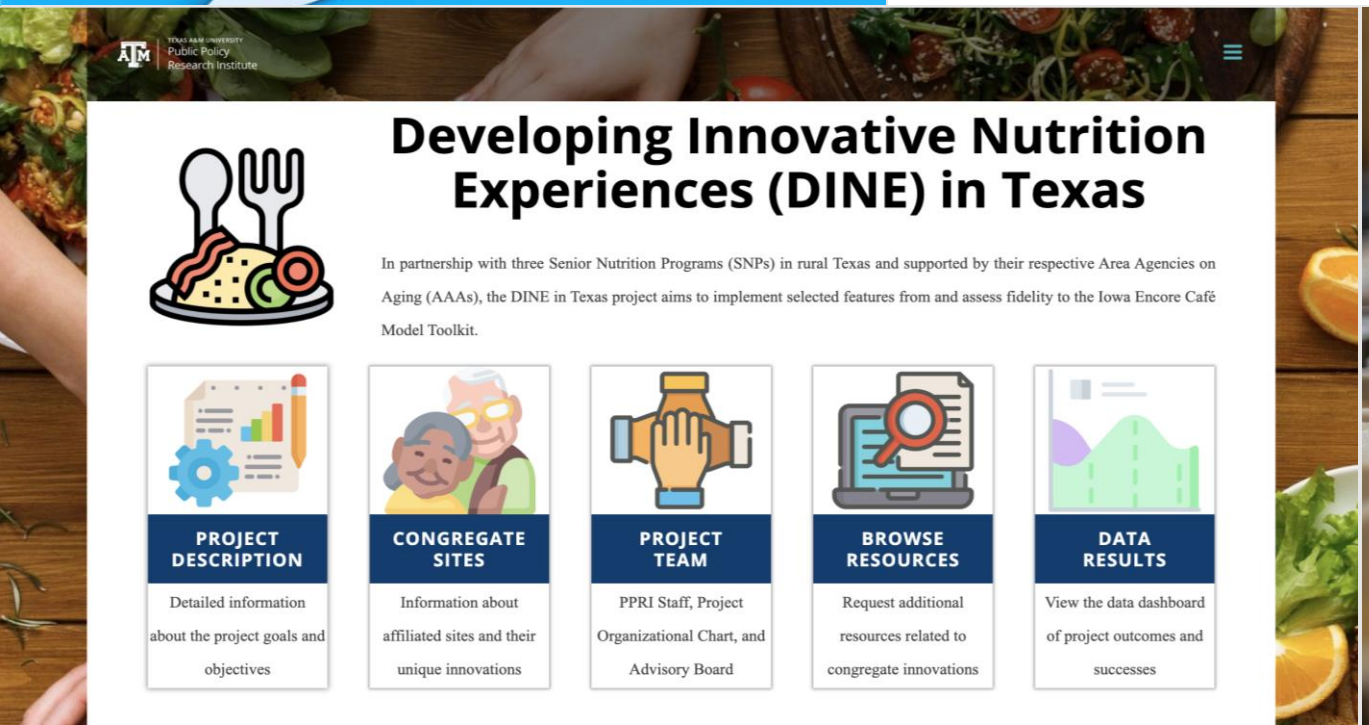
**Other Dissemination Settings**: Public Health Journals, Newsletters, Aging Task Forces, Podcasts, Videos



# Targeted Repertoire Building

knowledge sharing





# Strengthening Community-Based Care Supports: AAAs & ADRCs

**Provide support through informed planning for SNPs as entry point for community-based services**

**Facilitate collaborative partnerships that contribute to sustainability**

**Leverage best practices & strategies that work**

**Support additional funding sources for innovations & modernization**

- **Title III-D, private foundations, healthcare agencies, partnership with other states, translational projects**

# Collaborative Path Forward: AAAs, ADRCs & SNPs

**Active**

Be an active part of the Expanded Learning Collaborative Conversations

**Help**

Help Replicate Successful Practice Models

**Foster**

Foster Community Partnerships

**Identify**

Identify Ways to Facilitate Collaboration

**Utilize**

Utilize Outcomes Data, Gaps Knowledge & Tools to Support Programs, Practices and Sustainability

# Takeaway Reflections

**Why AAA Partnership & Lead is critical for SNPs in Texas to implement successful programs?**

**Ways through which AAAs ensure SNP organizational impact and successes are utilized through marketing and partnerships.**

**What from the 4 projects that are reimagining the SNP landscape could be leveraged for a path forward.**

More LC Meetings Coming Up!

Connect with TEXAS AGING NETWORK & national stakeholders!

# Disclaimer

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# THANK YOU!

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