

Don't Throw the Baby Out with the Bathwater!

Under Valuing the Congregate Program

Aging in Texas Conference
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Overview

- History and Purpose of the Congregate Program
- Decline in Congregate Participation
- Social Determinants of Health
 - Overview
 - Importance to health outcomes
 - SDOH addressed by the Congregate Program
- Actionable Steps for Sustainability of the Congregate Program

History and Purpose of the Congregate Program

Save that Baby!

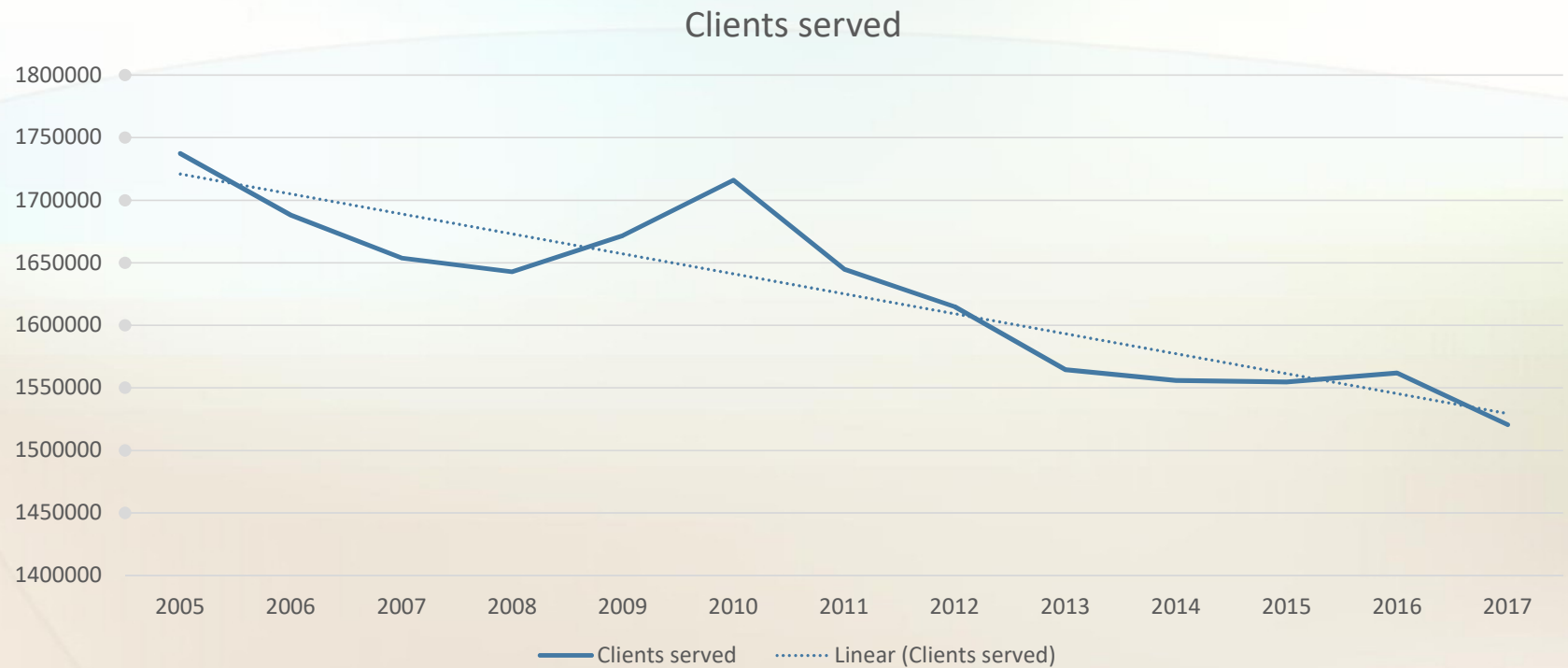


The OAA Congregate Program

- 1972-The Congregate Nutrition Program
 - Healthy meals
 - Social engagement
 - Health and wellness activities
 - Meaningful volunteer roles
- 1978-The Home-Delivered Nutrition Program
 - Healthy home-delivered meals delivered to the home
 - Informal “safety check”

Decline in Congregate Participation

Decline Nationally in Congregate Program



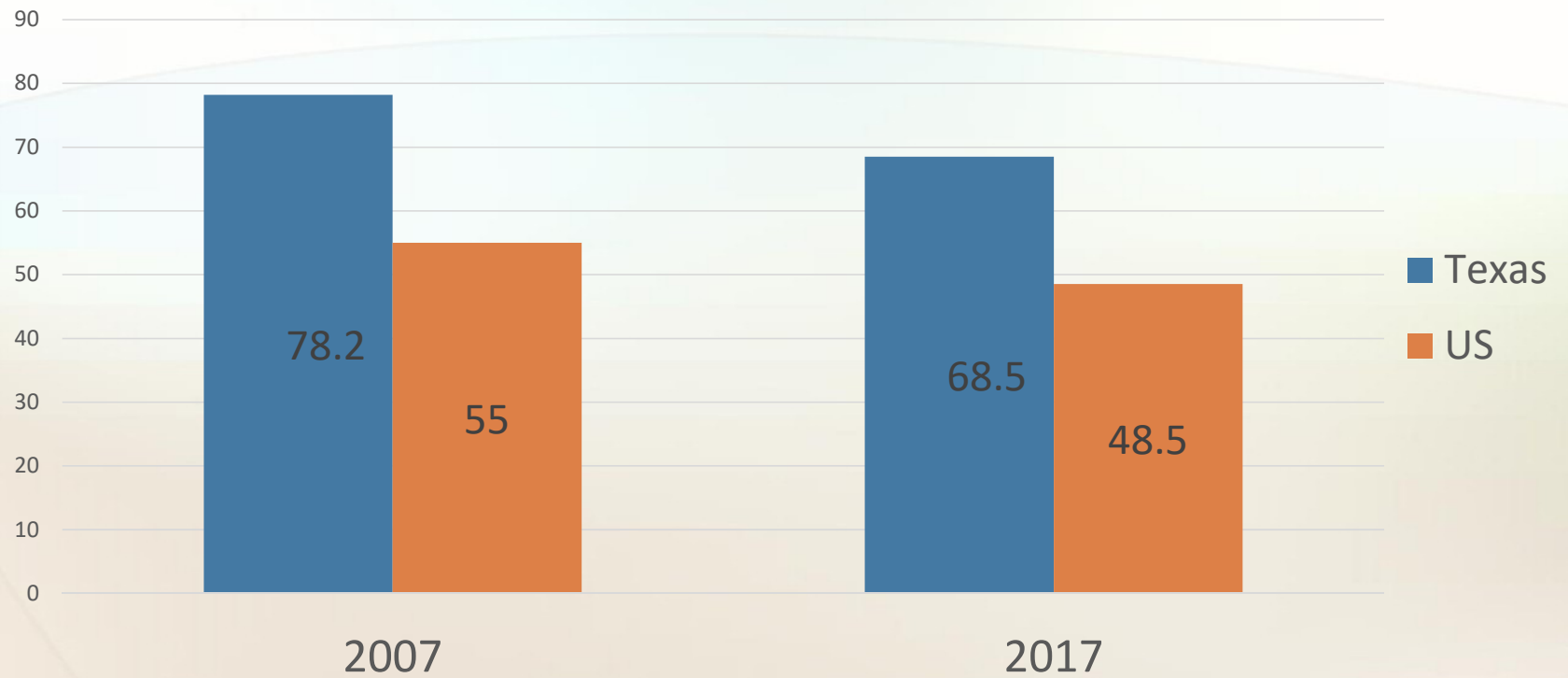
Who are Currently Being Served- Texas

	2007 People	Percent Served 2007	Meals 2007	2017 People	Percent Served 2017	Meals 2017
60+ TX	3,283,735*			4,866,374*		
Nutrition Program Served Total	131,144	4.0%		128,351	2.6%	
Congregate Served	69,274	2.1%	5.4 mil	63,424	1.3%	4.3 mil
Home-Delivered Served	61,841	1.9%	10.7 mil	64,927	1.3%	11.1 mil

<http://www.agid.acl.gov> -State Program Reports- 2011 & 2017

*Non-Institutionalized

Congregate Meals per Client-Texas/US



2016 Texas Population of 60+



AGID Database: Profile of State OAA Programs-Texas (2016)

Decline in Congregate Participation

- Disinterest
 - Diversity of interest/need among client base
- Identity within the community
- Competition
- Changes in community services priorities
- Transportation
- Lack of resources
- Other ???

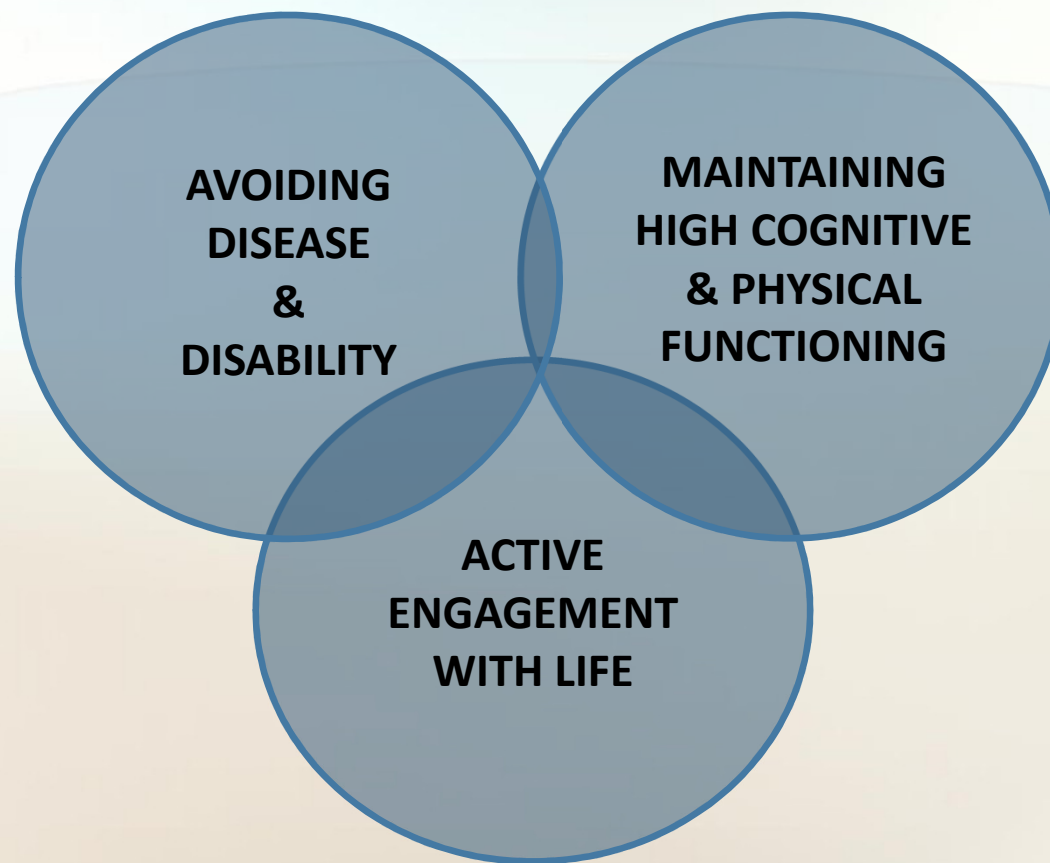


Social Determinants of Health

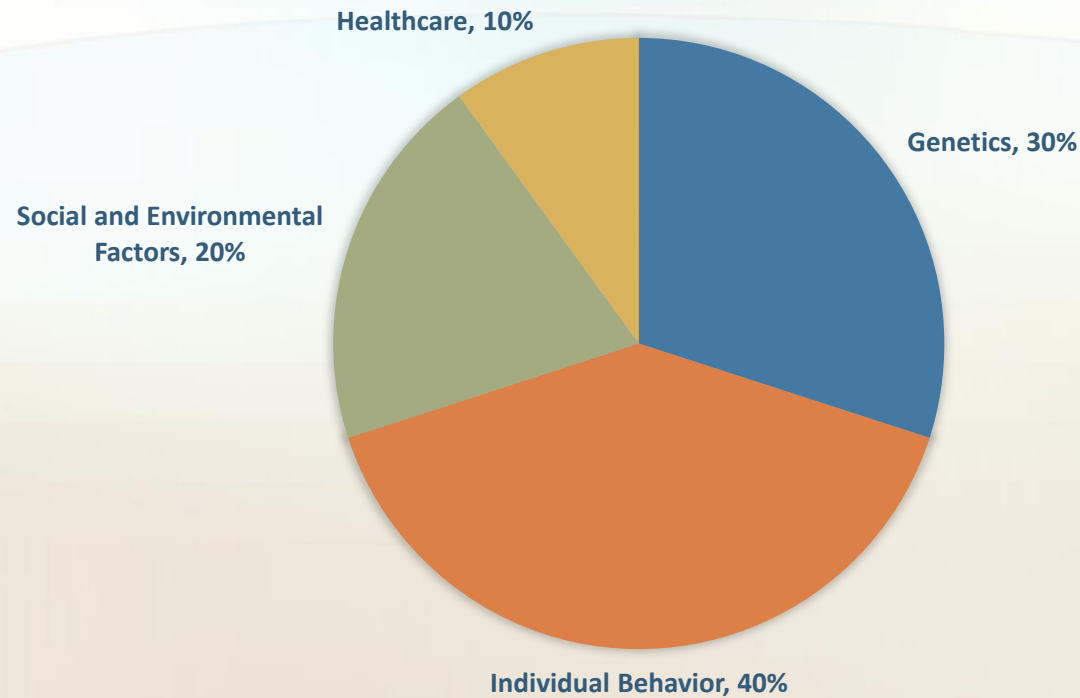
A new perspective on what we have known

Successful Aging

Rowe & Kahn, 1999



Impact of Different Factors on Risk on Premature Death



Schroeder, SA (2007). We can do Better-Improving the Health of the American People, NEJM 357:1221-8

Social Determinants of Health



A Changing Healthcare System

- Expanding access to health coverage
- Supporting reforms to healthcare delivery system
- Increased recognition of SDOH to health
- Provisions to bridge healthcare and community health
- Enhanced focus on prevention and primary care
- New opportunities are emerging

Social Determinants of Health

- Congregate Program can address:
 - Nutrition-Food Insecurity
 - Socialization
 - Transportation
 - Healthcare Information
 - Access to community based system

Socialization Activities at Congregate Sites

	Satisfaction with Meal Site with Social Activities		Satisfaction with Meal Site without Social Activities	
	Participants	Non-Participants	Participants	Non-Participants
Provides Social Activities	71	55	59	58
Provides at least 25 hours of social activities in a typical week	70	55	65	57

ACL Issue Brief January 2019 OAA



Actionable Steps for Sustainability of the Congregate Program

Who Are The Customers?



Define The Target Market

Senior Population - Very Heterogeneous

- 60-75 year old
 - Still working or recently retired
 - Taking care of aging parent (s)
- 75-85 year old
 - Experiencing more life changing events-relocation, death of spouse/partner, family dynamics
- 85+
 - Greater need for supportive services

Baby Boomers

- Health Oriented
 - Spend more, consume more health services, visit doctor more
- Work-Centric
 - Continue work past regular retirement age
 - Women in the work force
- Independent
 - Improved status of women
- Change Oriented

Define Your Product

- Socialization
- Nutritious Meals
 - Choice in menu, including cultural & dietary choices
 - Attractive presentation of food
- Healthy Lifestyle Programs and Activities
- Volunteer Opportunities
- Information and Assistance

Motivators and Barriers

Physical Activity	
Motivators	Barriers
Physically Rewarding	Environment
Socially Rewarding	Low Priority
	Physical Restrictions
Nutrition/Healthy Eating	
Motivators	Barriers
Medical Reasons	Lack of Convenience-Difficult to Prepare
Media Influence	Lack of Knowledge of what to eat
Outside Influence	Taste
	Socializing/Eating Out
	Access

Define Your Environment

- Knowledgeable & friendly staff
- Pleasant, welcoming, supportive
- Participant input
- Accommodating days/Hours of operation
- Congregate-Adequate transportation & parking

Solutions-Menu Choices

- Accommodating Consumer Menu Choice
 - Time
 - Service location or place
 - Restaurant voucher programs
 - Café style service
 - Menu choice options
 - Food choice option
 - More than 1 meal/day
 - Fee for service/private pay options
 - Customer service emphasis

Solutions: Meals

- Soup, salad, sandwich bars
- Ethnic and cultural meal choices
- More fresh fruit/vegetables
- Farm to program, support local farms
- DASH diet meals
- Less pre-prepared foods
- More scratch cooking
- Meal Options-Gluten free, vegetarian, lactose free

Solutions – Nutrition Services

- Nutrition education
- Medical nutrition therapy
- Nutrition support groups, diabetes, heart disease
- Caregiver nutrition education
- Menu planning and shopping assistance
- Grocery delivery
- Training for home health aides
- Individualized nutrition counseling
- Cooking classes

Solutions - Services

- Leisure and learning services/activities
- Evidence based health promotion programs (Title III D)
- Information and assistance
- Transportation
- Intergenerational activities
- Financial Management
- Caregiver Support

Partnering for Services/Activities

- Civic Groups
- County Extension Service
- Faith-based Organizations
- Foundations
- Health Departments
- Hospitals
- Park and Recreation Departments
- Universities and Colleges
- Youth Organizations

Partnering for Services/Activities

- Volunteers
 - Older adults
 - Other ages
 - Faith-based organizations
 - Civic organizations
 - Private industry
- Private industry
 - Healthcare Systems/Hospitals
 - Food service companies
 - Grocery stores
 - Restaurants
 - Insurance companies
 - Gyms
 - Housing

Promoting the Congregate Program

- Healthcare Systems
- Health fairs
- Recent Retirees
- Welcome Wagon or New Homeowner Services
- Faith based organizations
- Community partners/Businesses

Evaluate – Is the Congregate Program Achieving the Desired Outcomes?

Customer satisfaction

Healthy behavioral changes

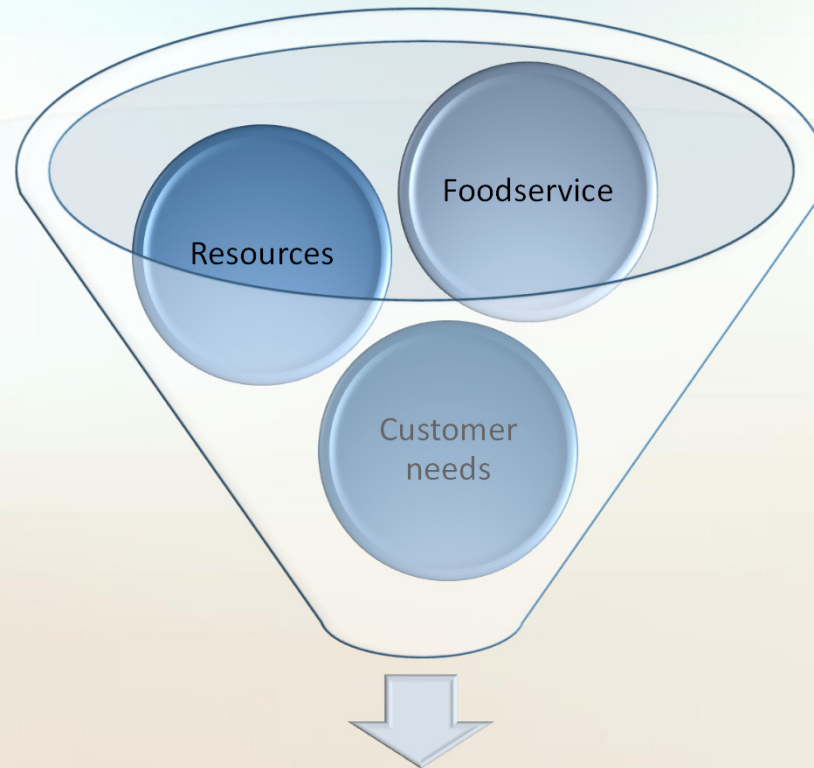
Meeting a Market Share of the Demographics-Community vs.
Participation

Cost effective operation

When all else fails...

- Evaluate
 - Need
 - Demographics
 - Services available
 - Cost effectiveness
 - Possible alternatives
 - Combine sites
 - Relocate sites
 - Different venue

Where Do We Go From Here



The New and Improved
Congregate Program

Current and Future Challenge

- Do You Know?
 - Your mission and purpose
 - Your current and future customer
 - Your current and future service needs
 - Your image within the community
 - Your community partners
 - Your resources
 - What are the barriers to change

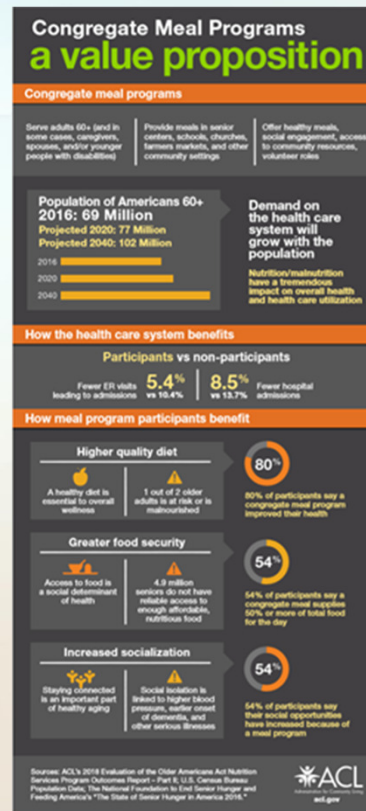
Promoting Healthy Lifestyle Through Community Programs Initiative

- Identify a strategy for change
 - Value
 - Barriers
 - Resources
- Identify successful models or practices
- Develop toolkit for model development
- Pilot test models/practices
- Evaluate effectiveness
- Disseminate

What does a program need for success?

- Reinvent your image through marketing
- Develop partnerships
- Develop sources of revenue
- Value what you have
- Location, location, location
- Bring new ideas

Resources: ACL Infographic



<https://acl.gov/programs/health-wellness/nutrition-services>

Resources: ACL Poster

Here's something to chew on...
your community meal program is waiting to serve you.

benefits:

- ✓ Save time and money
- ✓ Get healthy food without the effort
- ✓ Learn about good nutrition
- ✓ Do less shopping and cooking
- ✓ Avoid missed meals
- ✓ Support your independence
- ✓ Socialize and have fun

Available to anyone 60+

9 OUT OF 10 would recommend to a friend

Signing up is as easy as pie.
ASK US HOW:

To find programs in any community nationwide, use the Eldercare Locator.
eldercare.acl.gov | 1-800-677-1116

Made possible by
 ACL
Administration on Community Living
acl.gov

<https://acl.gov/programs/health-wellness/nutrition-services>

Out of the Box Thinking

The Diner Vancouver

Meals on Wheels People, Portland

Open 7 a.m. to 2 p.m. daily, The Diner Vancouver gives seniors more choices in what they eat, when they eat it and who they eat it with. Anyone of any age can patronize the breakfast and lunch spot.



Let's Keep The Baby!



References

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- Mabli, J et al (2015): Process Evaluation of Older Americans Act Title III-C Nutrition Services Program
- Ziegler, J et al (2015): Older Americans Act Nutrition Programs Evaluation: Meal Cost Analysis
- Scan Foundation: A Resource For Community-Based Organizations to Value and Price Services
- Heiman, H J et al (2015): Beyond Health Care: the Role of Social Determinants in Promoting Health and Health Equity, Kaiser Commission on Medicaid and the Uninsured
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- Hoerr, K et al: Promoting the Congregate meal Program to the Next Generation of Rural-Residing Older Adults, JNGG, 2016, Vol 35, No. 2, 113-123

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Websites:

- ACL Nutrition Services
<https://acl.gov/programs/health-wellness/nutrition-services>
- Aging and Disability Business Institute, <https://www.aginganddisabilitybusinessinstitute.org/>
- National Resource Center for Nutrition and Aging www.nutritionandaging.org
- AGing Integrated Data Base <https://agid.acl.gov/>

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Recorded Webinars NRCNA:

- Toolkit: Innovative Projects for Nutrition Programs and Services Part 1 & 2, (October 2018), <https://nutritionandaging.org/toolkit-innovative-projects-for-nutrition-programs-and-services-part-1-2/#wbounce-modal>
- Toolkit: Food Is Medicine (November 29, 2016) <https://nutritionandaging.org/toolkit-food-is-medicine/>
- Toolkit: Identifying the Actual Cost of a Meal – Parts 1 and 2 (May 23, 2013) <https://nutritionandaging.org/topic-guide-identifying-actual-cost-meal-parts-1-2/>



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