

# **Texas Congregate Meal Initiative:**

## **Congregate Meal Programs for the Future:**

### **A Texas Initiative**

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# TCMI is a 2019 INNU Grant Program

**ACL's Purpose:** To fund innovative and promising practices that enhance the quality, effectiveness, and other proven outcomes of nutrition programs and services within the aging services network.



**Since FY2017:** \$15.1M has been awarded by ACL to 43 organizations with the expectation that these efforts will eventually be replicable throughout the aging and nutrition network.

**Increase  
Participation**



**Best Practices**



**Results-  
Oriented  
Strategies**



**Cost-  
Effectiveness**



**Enhance  
Quality of  
Life**

# Goals of OAA Nutrition Program



Reduce hunger,  
food insecurity  
and malnutrition

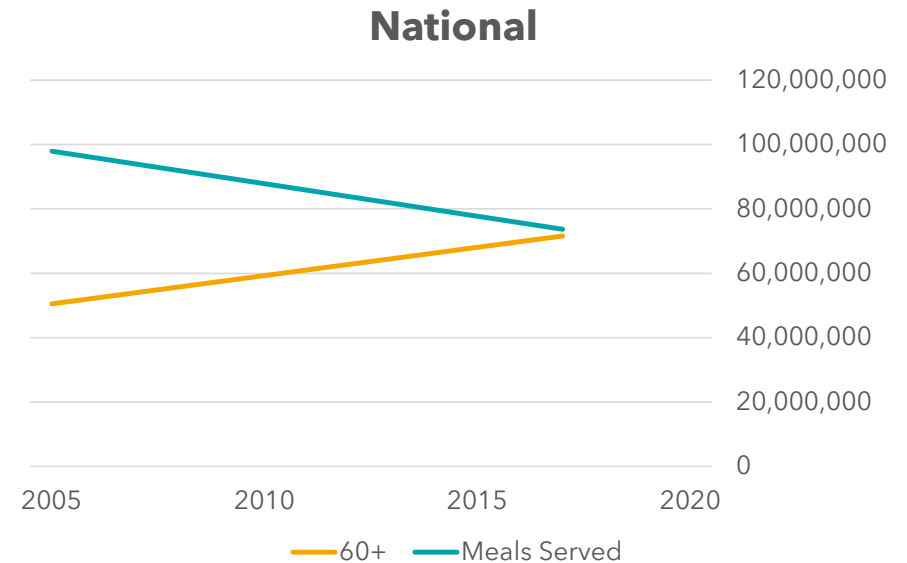
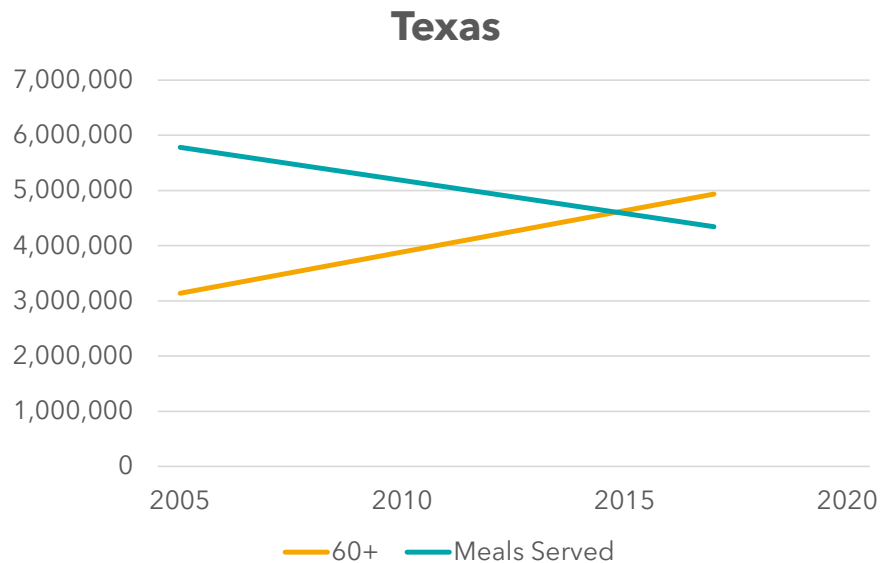


Promote  
socialization



Promote health  
and well-being

# Why Modernize & Rethink Congregate Meal Programs in Texas?



## NOTE



Texas population  
aged 60+ increased  
by **over 2 MILLION**



Texas served  
**27.5% fewer**  
meals





## Key Goal, Objectives & Desired TCMI Outcomes

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### 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 skills through a learning collaborative

Implement and evaluate the effectiveness of the learning collaborative

### Desired Outcomes

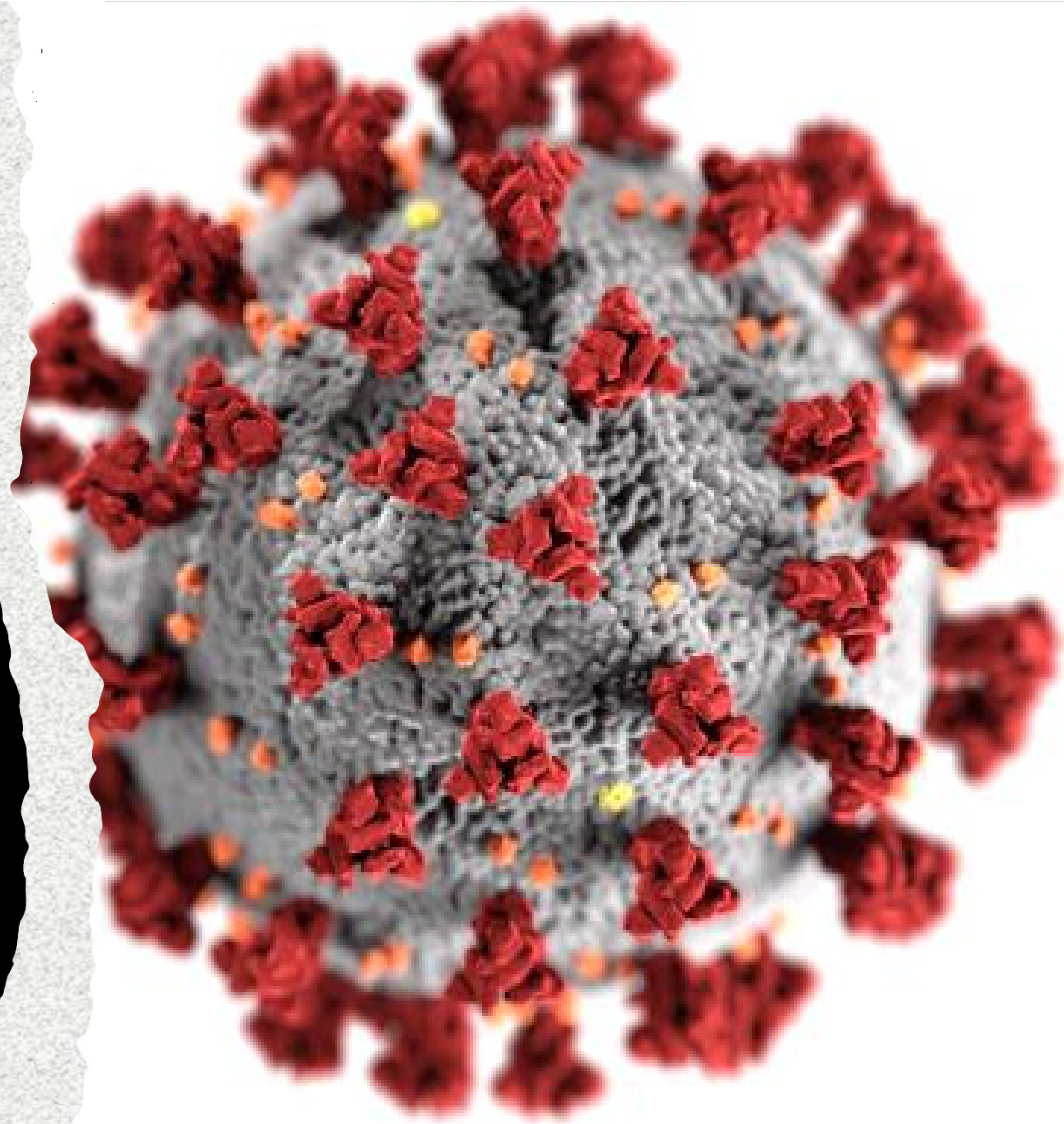
Increase business acumen and program development skills

Increase participation in OAA C1 Congregate Nutrition Programs

Increase satisfaction and participation; Improve well-being and social integration

# Pandemic Challenges & Pivoting

- Project Timing
- Engagement of Congregate Participants
  - Returning participants
  - New participants
- Program Funding and Flexibilities
- Operational Considerations
- Marketing & Outreach
- Staffing & Changing Roles



# TCMI Learning Collaborative

## Selected Pilot Sites



### 16 PILOT SITES CHARACTERISTICS:

- Urban, Suburban and Rural
- Non-Profit Organization and City/County Supported
- Single and Multiple Congregate Sites
- Racially Diverse Target Populations
- Program Size:
  - Unduplicated Congregate Participants Served (150-11,218 Unduplicated Participants)
  - Number of Meals Served (11,386-565,839 Meals)

# TCMI Pilot Organizations







# Setting the Stage for Success

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From Research to Innovation



# Research & Gap Analysis Findings

## WHY DECLINE IN PARTICIPATION?

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

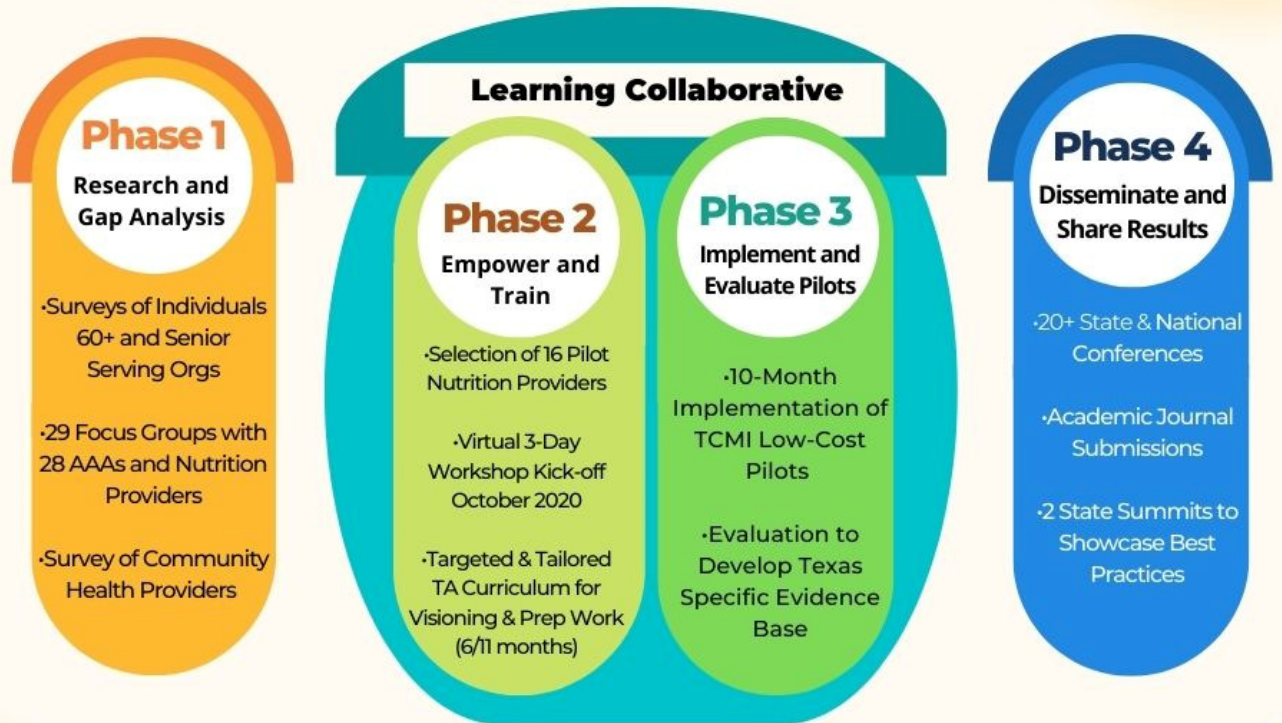
## WHAT WORKS IN INCREASING PARTICIPATION?

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

# HOW WAS THE INITIATIVE DESIGNED?

## TCMI Project Phases (2019-2022)

**Project Goal:** To modernize local congregate nutrition programs



**Project Partners:** Texas A&M Public Policy Research Institute & Mays Business School, Texas HHSC, SNAP-Ed, 16 Texas AAAs, 16 local nutrition providers, various CBOs

# Four Types of Innovative Pilots Emerged



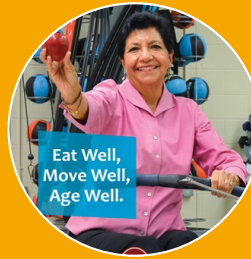
## Technology-Based Programming

Connecting Across Generations  
Livestreaming Classes & Entertainment  
Developing Internet & Social Media Skills



## Creative Dining Models

Self-Sustaining Changes  
Choice of Dining Times & Meal Options  
Restaurant Ambiance



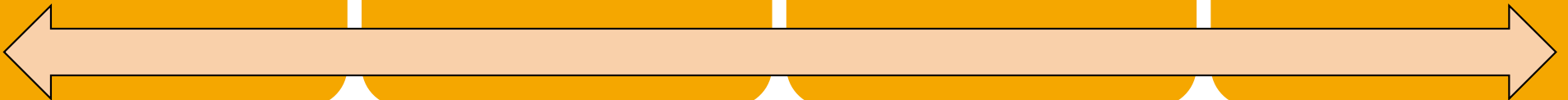
## Marketing & Rebranding

Updating Referral Process with Physicians  
Program Name/Image Changes  
Billboards / Flyers / Logos



## Health & Wellness

Socialization with Master Class  
Telehealth Training & Instruction  
Health Kiosk with Blood Pressure Monitoring



# TCMI Learning Collaborative Strategies

## Marketing Strategies

- **100%** found this helpful

## Pilot Site Interactions

- **86.7%** found this helpful

## Program Development & Business Skills

- **100%** found this helpful

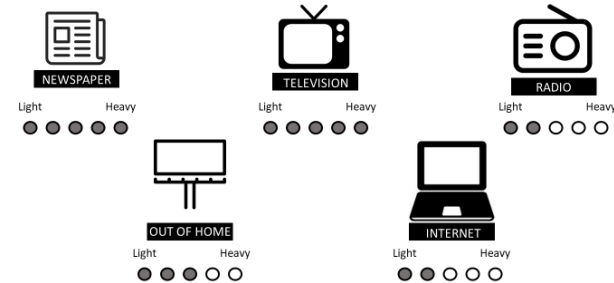
## Technical Assistance

- **93.3%** found this helpful

## Innovations from Other State Leads

- **86.7%** found this helpful

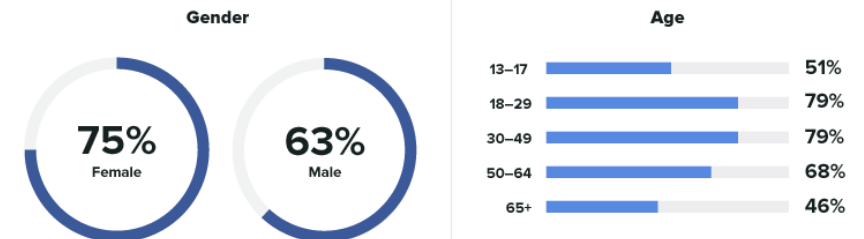
### MEDIA QUINTILES 60+



Scarborough: Houston, TX 2020 Release 2 & 2019 Release 2 (Aug 2018 – Aug 2020)



### Facebook usage among key demographics



This study doesn't currently include data on non-binary people.



# TCMI Learning Collaborative Strategies



**66.7%**  
received  
funds or  
donations  
from non-TCMI  
sources.



**53.3%**  
have  
additional  
financial  
support from  
community  
partners.



**53.3%**  
trained staff for  
new  
technologies.



# Client Outcomes

## General Well-being

- **75%** of clients said the congregate program makes them **feel better.**

## Psychological Well-being

- **51%** of clients said the congregate program makes them **feel less sad and anxious.**

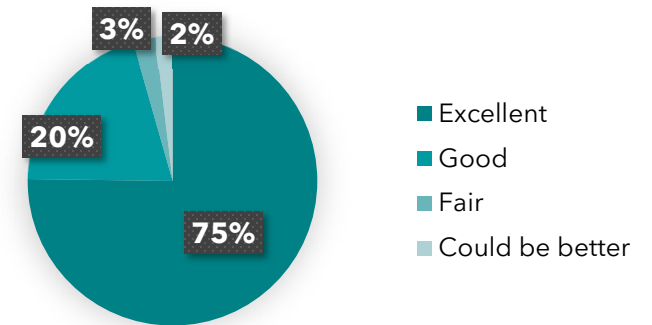
## Social Connection

- **80%** of clients said the congregate program **increases their social connection opportunities.**

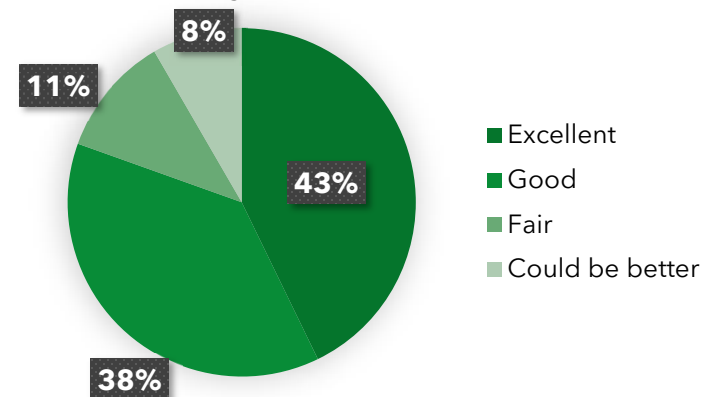
## Food Security

- **74%** of clients said the congregate program **helps them access healthy meals**

## Courteousness and Friendliness of Staff



## Quality of Meals Offered



# Common Thread Across Pilots

## Low-Cost Innovations



### Site Ambience

- Reorganizing seating, paints and decor

### Small Equipment

- Lower-cost items (coffee maker, smoothie machine).
- I-Pads, Laptops, Pedometers, BP Check Instruments

### Volunteer Staffing

- 56% of all sites utilized **external** volunteer support
- 63% of all sites utilized **older adult participant** volunteers as models

### Donations

- Monetary donations, sponsorships (e.g., Bingo rewards) or item donations (ex: blood pressure cuffs, Masterclass subscriptions)
- Donation or "honor system" payment to create buy-in



## Common Thread Across Pilots

### Community Partnerships



#### **Businesses**

- Advertising Agencies, Restaurants, Craft Stores

#### **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

# Common Thread Across Pilots

## Marketing & Outreach



### Community Resources

- Outreach Events, Health Fairs including COVID 19 Immunization events (San Antonio)
- Community Night-Out Events, Parades (Amigos)
- Senior Townhall Meetings introducing New Telehealth Kiosk (Dallas);
- Presentation to senior housing & other senior communities (Amigos, Waco)

### Healthcare Systems

- Health focused Open Houses with Vaccination Camps (Amigos)
- Direct marketing with health care providers

### Social Connection & Outreach: Myriad Media

- Marketing videos, social media, print media, telephone contacts, virtual internet sessions, billboards, advertising on local radio stations & television

## Common Thread Across Pilots

### Sustainability



#### Grants, In-Kind Support

- Equipment, facilities, technology purchases, other external grants

#### Local government

- Location for the sites, monetary support, coordination assistance at local levels

#### Pay for Service

- Donations from seniors, Fees (Specialty Beverages)

#### Using Volunteers

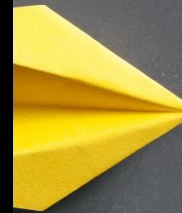
- Curriculum from cooking, technology or craft classes as well as nutritional & health education
- Using volunteers from local educational institutions including nursing schools



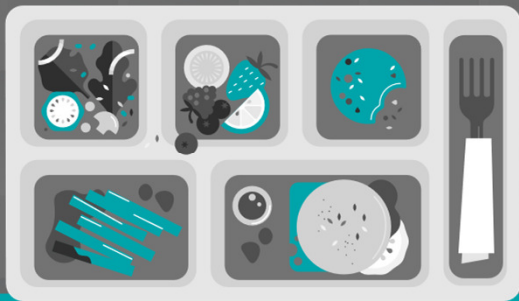
# Planning for Future Success

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What moving on looks like



# Moving Forward



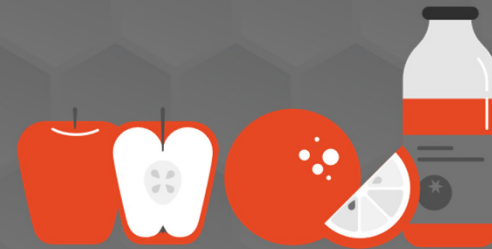
## Empower

Support and assist  
congregate sites as  
necessary



## Share

Provide learning  
collaborative resources  
and tools for  
replication



## Showcase

Disseminate TCMI  
outcomes, successes,  
challenges and best  
practices  
September Statewide  
Summit



# Brainstorming Questions

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What is your vision for the  
congregate meal program in  
your community?

What resources and/or tools  
do you need to modernize  
the congregate program?

What does success look like  
for congregate meal  
programs in your community?



## Disclaimer

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# THANK YOU!



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