



THE POWER OF PARTNERSHIPS TO
DRIVE SENIOR NUTRITION
COVID-19 RESPONSE AND RECOVERY



MONDAY AUGUST 31, 2020





The National
Resource Center
Nutrition & Aging

OPENING REMARKS





LORRAINE CORTES-VAZQUEZ
COMMISSIONER
NYC DEPARTMENT FOR THE AGING



REFLECTIONS ON LEADERSHIP & PARTNERSHIP IN THE AGE OF COVID-19

LORRAINE CORTÉS-VÁZQUEZ, COMMISSIONER

August 31, 2020



INTRODUCTION: NYC DEPARTMENT FOR THE AGING



New York City is home to approximately 1.64 million older adults, and the Department for the Aging (DFTA) is committed to helping them age in their homes and communities



INTRODUCTION: NYC DEPARTMENT FOR THE AGING

DFTA's mission is to eliminate ageism and ensure the dignity and quality of life of diverse older adults.

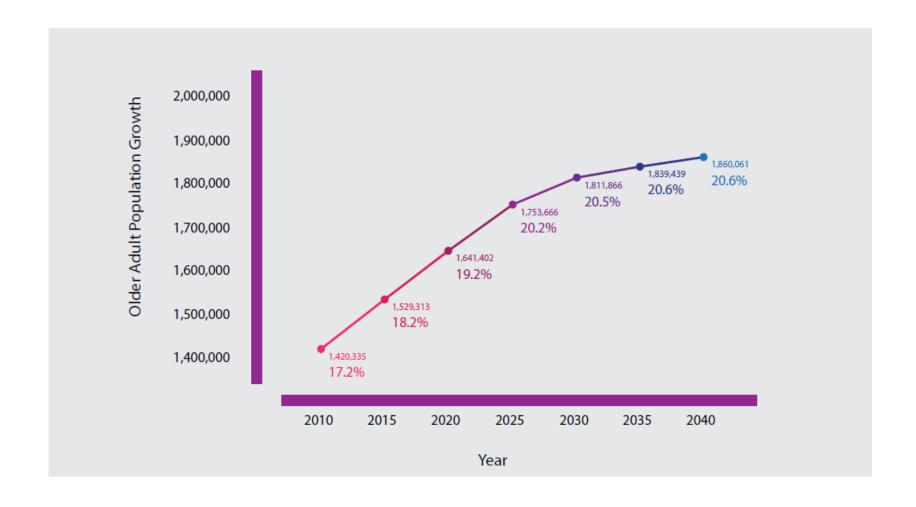
Food Insecurity Goals:

- Help older adults navigate the <u>new</u> centralized food delivery system.
- Address food insecurity, and support health and wellbeing (daily contact, lifelong learning).





OVERVIEW: AGING IN NEW YORK CITY



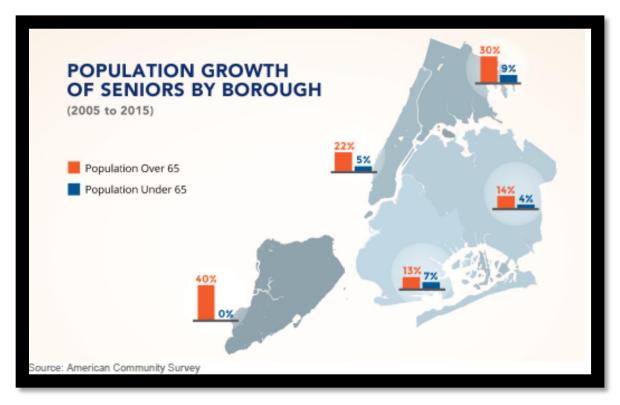
Source: Age-Friendly New York City https://www1.nyc.gov/assets/dfta/downloads/pdf/publications/AgeFriendlyNYC2017.pdf





GEOGRAPHY OF AGING IN NEW YORK CITY

New York City's seniors live in all corners of the five boroughs. The number of New Yorkers over 65 years of age has grown in each borough over the past 10 years, particularly in Manhattan.



Aging with Dignity: Blueprint for Serving NYC's Growing Senior Population, 2015. Source: https://comptroller.nyc.gov/wp-content/uploads/documents/Aging with Dignity A Blueprint for Serving NYC Growing Senior Population.pdf



FOOD INSECURITY

On March 15, a stay-at-home order was issued for older adults.

- DFTA transitioned from congregate on-site meals to "Grab & Go" to centralized food delivery system.
 - March 15 April 30: 1.2+ million meals delivered (> 75% increase) in partnership with senior centers & other contracted organizations
 - DFTA went from serving 24,000 to scaling up to serve 44,000 meals*
- Transitioned from DFTA to GetFoodNYC, the City's emergency food distribution initiative.





FOOD INSECURITY CONTINUED

Increased demand for home delivered meals

- Pre-COVID: 18,000 meals delivered on any given weekday
- During COVID: more than 22,000 caseload
- April (height of the City's pandemic):
 HDM waitlist stood at 290 individuals (4 of 21 contractors had a waitlist of > 50 people)

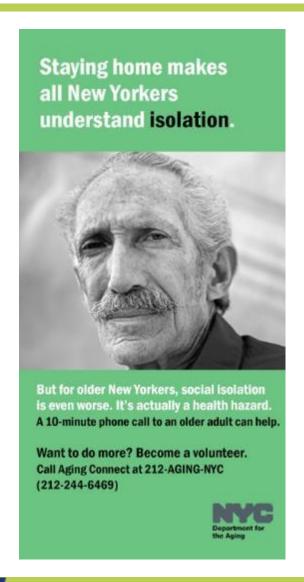




DFTA ACTIVITIES DURING COVID-19

Combatting Social Isolation

- Mid-March June: Average of >7,000 clients/day received wellness calls
 - Today, about 10,000 clients/day receive these calls.
 - Referrals made to elder abuse programs, Friendly Visiting, meals programs, mental health services, and possible housing resources.
- DFTA launched a public outreach campaign to increase awareness and referrals about Social Isolation and Friendly Visiting.
 - Radio PSA was Broadway star Lin-Manuel Miranda aired in local radio stations.

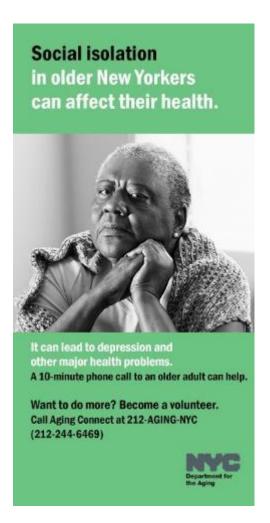


PSA VOICED BY LIN-MANUEL MIRANDA



Click On Image to Hear Audio

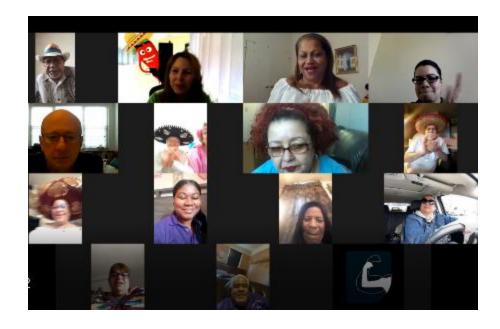




DFTA ACTIVITIES DURING COVID-19

Virtual programming

- About 171 DFTA providers offer creative aging, engagement, and educational activities (e.g., fitness and exercise classes, arts & crafts workshops, comedy workshops)
- Over the phone and through video platforms like Zoom



- Free tablet program partnership with OATS, T-Mobile, NYCHA
- Aging Connect a contact center for resources, services, and volunteer opportunities
- Case Management Program by phone consultation
- Geriatric Mental Health clinicians provide services virtually or by phone



ROLE OF PARTNERSHIPS: DFTA PHILOSOPHY

Strategic partnership remains central to work that DFTA does.

- NYC Diverse Communities: Committed to providing services in the most culturally and linguistically competent manner
 - Minority and Women-Owned Business Enterprises
 - Access to language translation
 - Priority to underserved populations

"Partnering for Excellence" in HDM 2020 RFP



STRATEGIC PARTNERSHIPS IN THE AGE OF COVID-19

- DFTA-funded CBO providers
- City Agencies
 - Mayor's Office Food Czar (GetFoodNYC)
 - DOHMH, PEU
 - Celebrities: Lin-Manuel Miranda
- Technology: OATS, T-Mobile



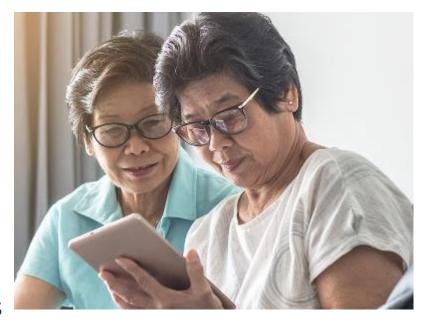
COVID-19 PARTNERSHIP PIVOTS

- Establishment of stay at home orders
- Transition to grab & go to direct delivery
 - Partnerships to ensure provision of multiethnic meals including Kosher, Indian, pan Asian, and Latino foods
 - Updates to the senior nutrition services contracting process to ensure greater flexibility allowing service providers to offer the services where and the format most needed by local communities.
- Coordination with the Mayor's Office of the Food Czar
 - CBOs' authorized enrollers



THE ROAD AHEAD: SHORT-TERM STRATEGIES

- Food Insecurity: Delivery of Meals
 - Reformed HDM Implementation: diversity, partnerships
 - Launch HDM app: quality assurance for delivery system
- Food Insecurity: Return to Congregate Meals
 - Masks/PPEs; Proper social distancing
 - Guidance of local/state DOH and other experts
 - **Virtual Programming:** State of the art technology used across entire network; seek collaborative efforts with other CBOs.
 - Case Assistance: Ensure connections to important benefits, nutrition resources, health (physical & mental) needs, and access to medication
 - Social Isolation: All of the above elements impact and help combat social isolation.



THE ROAD AHEAD: SENIOR CENTERS OF THE FUTURE

Food Insecurity

- Produce culturally diverse meals: lower-income neighborhoods, minorities largely negatively impacted by the pandemic
- Tap into CBO Capacity: Experience and knowledge of older adults and local communities. Address economic development and ensure sustainability thru local catering or procurement of produce/food.
- Maximize development of virtual programming: Broaden access and connection; increase older adults' access to better infrastructure (hardware & internet); and increase training.
- Case Assistance: Ensure staff and CBOs have robust connections and good knowledge base in order to effectively connect clients.
- Unaffiliated Population: Opportunity to connect with previously unknown older New Yorkers in the community. Grow client base, help them be more connected to services.







DAVID CURTIN
FOUNDER & CEO
FOOD FOREST



FOOD FOREST (CINCINNATI, OH)

DAVID CURTIN | FOUNDER AND CEO

8/31/2020

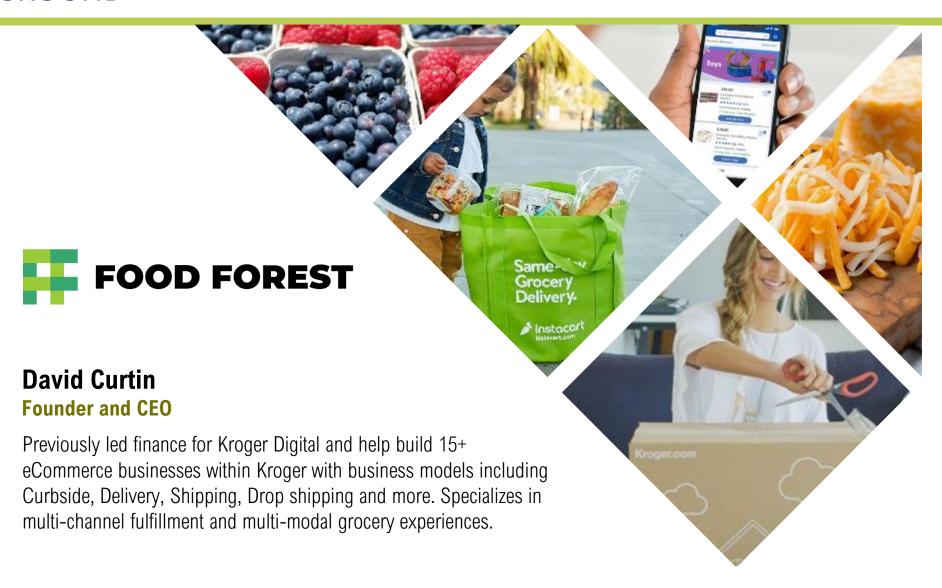


OUR ORGANIZATION



Mission: Make fresh food accessible for everyone.

MY BACKGROUND



Partnership: Make groceries more accessible for seniors.







Other Partners and Sponsors















Partnership: Make groceries more accessible for seniors.







Other Partners and Sponsors













Multi-Channel Grocery Platform



THE FOOD FOREST

COVID-19 JOURNEY





Left Kroger to build a solution

Kroger closed a store in Walnut Hills of Cincinnati, OH. <u>Partnered</u> with the Walnut Hills Redevelopment Foundation to pilot the Food Forest App.



Free pickup / delivery 2X a week. <u>Partnered</u> with Produce Perks to offer a dollar for dollar match on fresh fruits and vegetables







Over 1,000 Users

20+ small businesses all teaming up on deliveries and selling their products on the same store front, unlocking fulfillment efficiencies and <u>synergies</u>.

20 Businesses



Farmers Market Partnership

Began building out white-labeling capabilities. Allows you to <u>partner</u> with <u>trusted</u> brands and organizations.





Over 1,000 Users

20+ small businesses all teaming up on deliveries and selling their products on the same store front, unlocking fulfillment efficiencies and synergies.

Businesses

March 15th, 2020 – Covid-19 panic buying begins



Farmers Market Partnership

Began building out white-labeling capabilities. Allows you to partner with trusted brands and organizations.





NKADD Council on Aging

Just because you don't use a smart phone doesn't mean you can't get your groceries delivered. <u>Partnered</u> with NKADD to expand the service by ordering through caretakers.



+1000% increase in orders and accounts created

Seniors Need Grocery Access

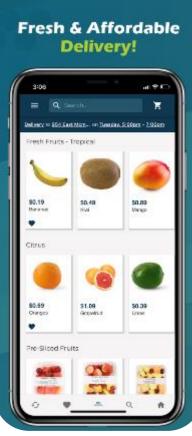


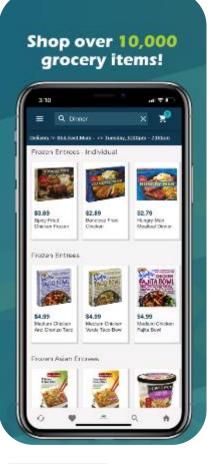
Food Forest and Meals on Wheels of Southwest OH & Northern Kentucky <u>partner</u> to build an MVP experience for seniors

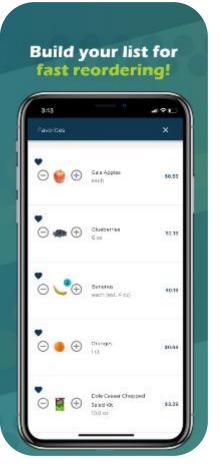


PHASE I

















METRICS TO DATE



METRICS TO DATE



METRICS TO DATE



COVID-19 PARTNERSHIPS & ROLE OF PARTNERSHIPS

SYNERGIES, EXPERTISE & TRUST

ROLE OF PARTNERSHIPS – THE VALUE CHAIN



ROLE OF PARTNERSHIPS – THE VALUE CHAIN

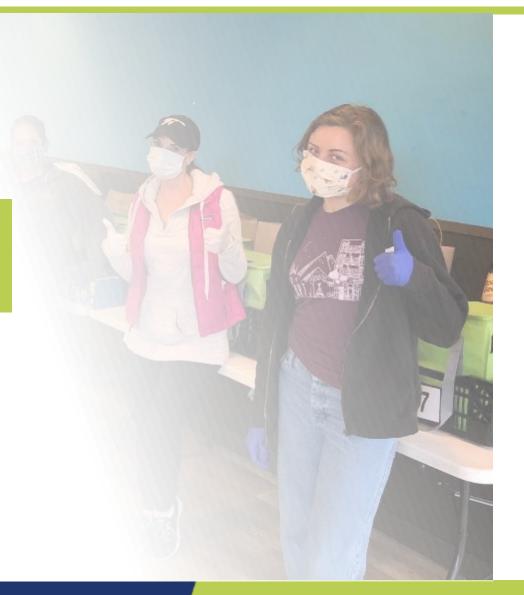
The National Resource Center on Nutrition & Aging



ROLE OF PARTNERSHIPS

SYNERGIES

The whole is greater than the sum of its parts.





Small & Local Businesses

Allows small businesses to reach customers that previously would have considered unreachable.





Online Ordering Integration

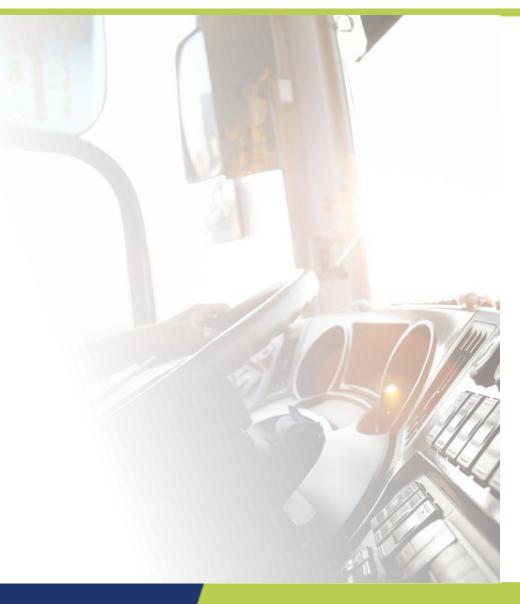
Leverage a robust supply-chain and digital infrastructure to for online fulfillment.





Last Mile Infrastructure

Leverage robust supply chain and last mile infrastructure to reach more seniors.



ROLE OF PARTNERSHIPS – THE VALUE CHAIN



ROLE OF PARTNERSHIPS





Specialized Expertise

Specialized partners can pack a punch in very specific areas. Produce Perks is a leader in nutrition and nutrition incentive programming.



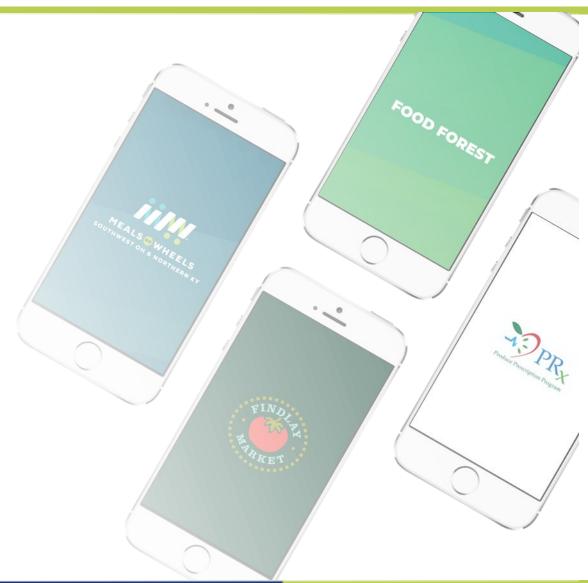
ROLE OF PARTNERSHIPS – THE VALUE CHAIN



ROLE OF PARTNERSHIPS

TRUST

Loyalty and trust are the great accelerators.





80+ Years of Experience

"Our roots trace back to 1937 when we opened Wesley House, a home for low-income seniors"



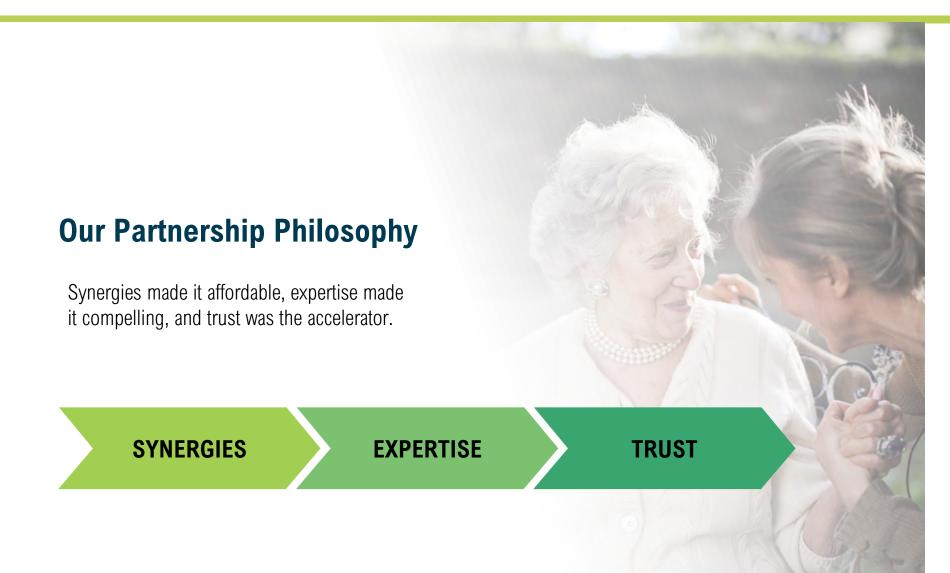


Trusted Services

Experienced service provider allows us to explore more creative online ordering methods.



ROLE OF PARTNERSHIPS: FOOD FOREST PHILOSOPHY







THE ROAD AHEAD PLANNING FOR SUCCESS

THE ROAD AHEAD: PHASED APPROACH

Launch MVP (Completed)

Phase #1



10,000 grocery items



free next day delivery



T,W,R,F 5:00-7:00pm

Measurements & Enhancements

Phase #2



enhance the experience



add meals to the catalog



team up on deliveries

Expand Partnerships

Phase #3



turn-key setup



centralized support

CONTACT / Q&A



David Curtin

Founder & CEO Food Forest E: David@foodforest.co david-curtin-0b834025

Web: www.foodforest.app Social: @FoodForestApp







BREAK UNTIL 12:30PM

INTRODUCTION TO THE NRCNA



Hosted by: Meals on Wheels America Funded by: Administration for Community Living









HOW CAN THE NRCNA HELP YOU?

WHAT DOES THE NRCNA OFFER?

Training | Technical Assistance | Reports | Research

Areas of focus:

- Nutrition, Health and Aging
- Food Service and Operations
- Smart Business
 - Business acumen
 - Sustainability
 - Social entrepreneurship



RESOURCES AVAILABLE 24/7/365

• Easy access to resources, research, tools and training.

 Contemporary and responsive resource on all desktop and mobile devices

Visit: https://nutritionandaging.org/







HELPFUL RESOURCES JUST FOR YOU

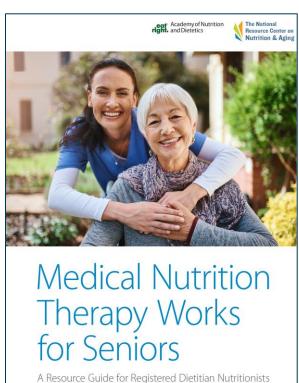
REPORTS, TOOLKITS, AND WHITE PAPERS



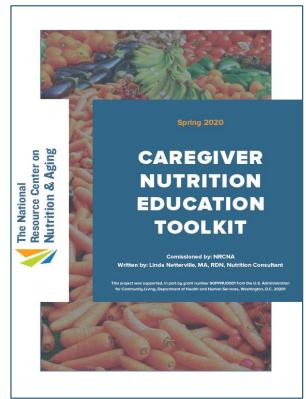


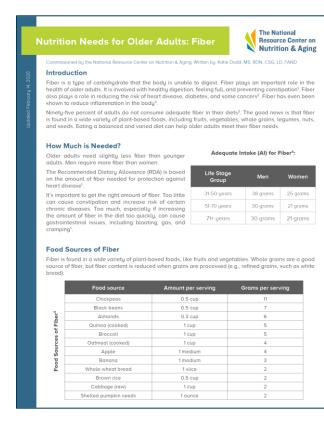


NEW RESOURCES FOR YOU IN 2020



and Senior Nutrition Program Administrators







Visit: https://nutritionandaging.org/issue-briefs-white-papers/





KEY RESOURCES FOR YOU

INNOVATIONS IN NUTRITION PROGRAMS & SERVICES HUB





In 2017, the Administration for Community Living awarded six grantees funding for innovative projects that will enhance the quality, effectiveness, and outcomes of nutrition services programs provided by the national aging services network. The six grants totaled \$742,872 for the two-year project period. Through this grant program, innovative and promising practices that can be scaled across the country have been identified with a goal to increase use of evidence-informed practices within the nutrition programs.

The Innovations in Nutrition Programs and Services Resource Hub contains documents for senior nutrition programs to understand and replicate the inventive programs and services piloted by the 2017 ACL grantees.

Visit: https://nutritionandaging.org/innovation-services-hub/

SENIOR NUTRITION PROMISING PRACTICES HUB



Nutrition, Food & Health

Public Policy

Training & Events

Resources

Contac

Q

Senior Nutrition Program Practices Hub



Senior nutrition programs around the country continue to work in inventive and non-traditional ways to adapt to the evolving needs of older adults in the communities they service. Here is a listing of just a few of the amazing organizations that provide for the nutrition, health and wellness needs of older adults.

Learn More and Visit: https://nutritionandaging.org/promising-practices-hub/

FUTURE OF CONGREGATE



STRATEGIES TO ENHANCE
NUTRITION TRAINING

FOR CONGREGA NUTRITION PROGRAM

IMPROVING THE

DINING EXPEDIENCE

FOR OVERALL

The congregate nutrition program can be fun, in communities across the country. In fact, ti nutritious meal, nutrition education, and an or

participants are looking for There are severa meals. Together we can turn the tide to incr

The critiques/misperceptic

nutrition program are

"I wish it was a more fun a

SOME OLDER

"I can't come when

"The meals don't

"I would like to take my

*These meals

"They're for



Congregate nutrition programs are designed to support older facing social and financial difficulties. Nutrition services like he offered at senior centers, churches and other facilities but meeting the expectations and desires of those they are set nutrition program providers have indicated that more trainif better understand the intricacies of the program, what's allows to create flexible meal offerings that meet the continually evident content and eligible participants. From food safety to fund program staff are hungry for information.

There are several ways to strengthen staff knowledge, and enhance resources available to best meet the need congregate nutrition program. The strategies noted bek as effective practices by meal sites across the countr, may work for your organization, and how to to practices to best meet your needs.



CONGREGATE NUTRITION PROGRAM

MYTH BUSTERS

To ensure optimal client-centered service delivery



Participating in congregate nutrition programs for older adults can be fun, engaging and nutritionally satisfying. In fact, the core goals of the program – a nutritious meal, nutrition education, and an opportunity for socialization – are exactly what participants are looking for! There are many strategies that encourage client participants are looking for! There are many strategies that encourage client participation and creativity among program staff, and a multitude that are scalable to a variety of sites and meal types. Yet there may be some hesitation when seeking to adopt new practices if staff are unsure whether or not they are allowed under the rules of the Older Americans Act. This brief provides policy myths and facts when it comes to improving the dining experience for older adults. Below are just a few to consider, some of which may or may not be possible or relevant to your particular program.

Congregate nutrition programs should focus excusively on providing a meal.

FACT While providing nutritious meals may be the central focus, there are actually several priorities – which include access to nutritious meals and socialization – within the congregate nutrition program. The opportunity for older adults to gain access to evidence-based health and wellness education in addition to vital community services are integral pieces of the program. This allows programming that not only encourages attendance but also participation. Opportunities for stimulating conversation, ways to challenge one's mind and ideas to be physically active are all encouraged. For example, some sites offer dance classes, while others may offer bridge games or health-related classes.

Learn More & Visit: www.nutritionandaging.org/futureofcongregate









BREAK UNTIL 12:30PM

POWER OF PARTNERSHIPS TO DRIVE SENIOR NUTRITION PROGRAM COVID-19 RECOVERY AND RESPONSE





FACILITATED CONVERSATION

FACILITATED DISCUSSION QUESTIONS

- 1. Trust is the basis for great partnerships. What suggestions might you have during these challenging times to build and sustain the trust that is needed for successful strategic partnerships?
- 2. Share an example of the strategies your organization used to work through the challenges that arose during the COVID-19 pandemic with strategic partners.
- 3. If an organization represented by an attendee was seeking to work with your organization, what information would they need to show, have at the ready, to secure buy-in, to advance a strategic partnership?

FACILITATED DISCUSSION QUESTIONS - CONTINUED

- 4. What inventive, non-traditional ways to leverage technology solutions, would you like to see created in the near future to address systematic needs that senior nutrition programs have?
- 5. Thinking of a partnership model for the virtual senior nutrition program of the future, what aspects must be considered/put in place so that vulnerable clients (those at risk of being excluded due to the digital divide) are engaged and not left behind?
- 6. Looking ahead, what gives you the most hope as we move into the rest of the year in 2021 as frontline providers continue to contend with the COVID-19 pandemic?





Q &A

LOOKING AHEAD TO SEPTEMBER

 We invite you reflect on the ideas and inspiration gleaned from today's event and join us in a few weeks for 4-part webinar series: Mapping Your Partnership Assets:

Thursday, September 10, 2020
2:00pm-3:30pm (EDT)

MAPPING YOUR PARTNERSHIP ASSETS

Meals of Love Restaurant
Partnership

Karla Radka,
President and CEO, Senior
Resource Alliance, Area Agency of
Aging of Central Florida Inc.

REGISTER TODAY

Tuesday, September 15, 2020
2:00pm-3:30pm (EDT)

MAPPING YOUR PARTNERSHIP ASSETS
Food 911 – Emergency
Services Partnership

Leah Bunck,
Assistant Director, Nutrition
Services

Wednesday, September 16, 2020
2:00pm-3:30pm (EDT)

MAPPING YOUR PARTNERSHIP ASSETS
Food Forest Mobile App
Partnership

Jennifer Steele,
Executive Director, Meals on
Wheels Southwest Ohio & Northern
Kentucky

REGISTER TODAY

Thursday, September 17, 2020
2:00pm-3:30pm (EDT)

MAPPING YOUR PARTNERSHIP ASSETS

Quarantine Box Food
System Partnership

Gilbert Lopez,
Nutrition Programs Coordinator,
Detroit Area Agency on Aging

REGISTER TODAY





WHAT'S NEXT?

3:00 P.M. TO 3:45 P.M. EDT – **LEADING DURING A GLOBAL PANDEMIC: LESSONS THAT WILL SHAPE OUR FUTURE**

PRESENTER: Lance Robertson, Administration for Community Living (ACL) Administrator and Assistant Secretary for Aging

MODERATOR: Ellie Hollander, President and CEO, Meals on Wheels America

THANK YOU & SEE YOU IN SEPTEMBER



@NRCNA_engAging



www.nutritionandaging.org