

State Unit on Aging Nutrition Professionals

Discussion Webinar



**The National
Resource Center on
Nutrition & Aging**

**UPDATING YOUR PROGRAMMING TO ATTRACT BABY
BOOMERS: PRACTICE MODELS FOR STATE AND LOCAL
NUTRITION PROFESSIONALS**

July 16, 2018



**The National
Resource Center on
Nutrition & Aging**

**RURAL AND URBAN CENTERS FOR BABY BOOMERS IN
NEBRASKA**

ERIK WHITE MS RD LMNT

July 16th, 2018

BIOGRAPHY



- Born in Lincoln Nebraska.
- Graduated from the University of Nebraska-Lincoln with Bachelors/Masters.
- Completed Dietetic Internship at Texas State University- San Marcos.
- Currently lives in Lincoln with his wife Jenna who is a Social Worker and Case Manager for the Lincoln Area Agency on Aging (Aging Partners).
- Has a Calico Cat named Kitty and sells his own sauce recipe at local farmers markets.



NEBRASKA DEMOGRAPHICS

- **Agricultural State!**
- **15.4% of pop. is age 65+ (total pop. 1.9 million)**
- **Changing Demographic- rural vs. urban**
 - **1870- less than 200,000 urban residents, 2010- 1,200,000!**
 - **1870- less than 200,000 rural residents, pop. Peaked in 1940 800,000, 2010- less than 600,000**
 - **42 counties in NE have more deaths than births!!**
- **In Nebraska, 65+ pop. expected to grow by 75% from 2012-2030**
- **Projected- 8th highest percentage of older adults age 85 and older in the nation**



CONTINUED...

- In the U.S., 21.6% (35 million) of those 65+ live in rural community.
- Rural communities lack
 - Adult Day Care
 - Respite services
 - Long-term care facilities
 - Medical Facilities
 - Specialty care
 - Transportation
 - In-home care
 - Healthcare professionals- Need incentive programs to entice young professionals to rural areas.

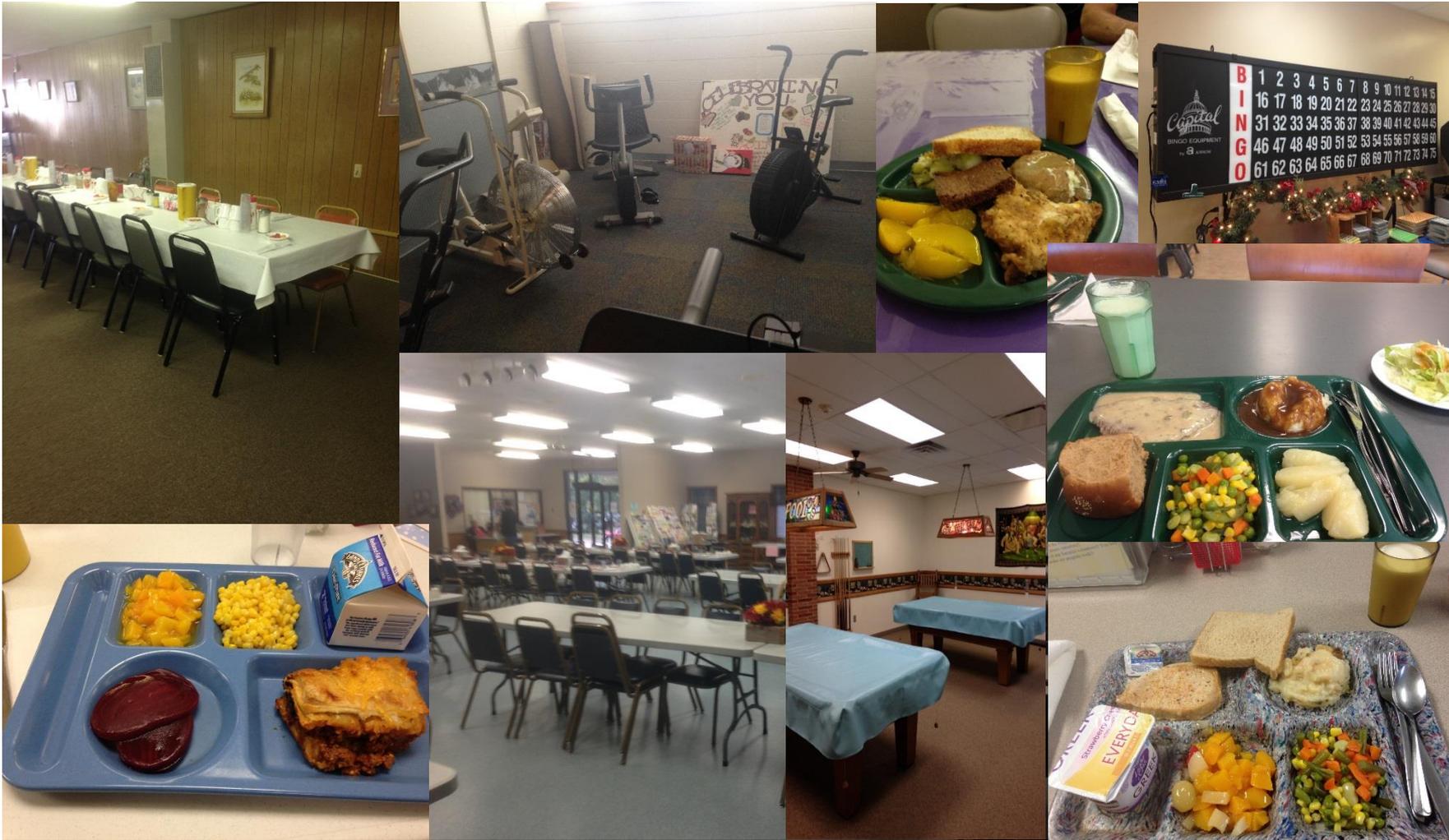


THOUGHT STARTER DISCUSSION QUESTION

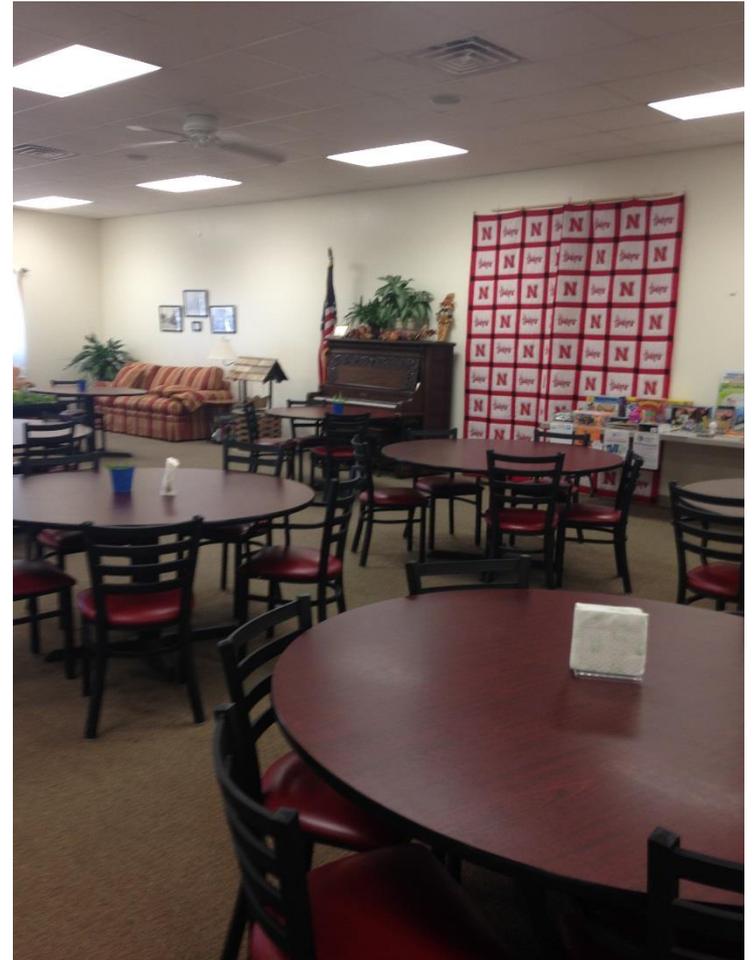
- What is the most challenging issue you face in attracting baby boomers to congregate meal sites in you state/county/service area?



TRADITIONAL CENTERS



CONTINUED...



#1 POLL QUESTION

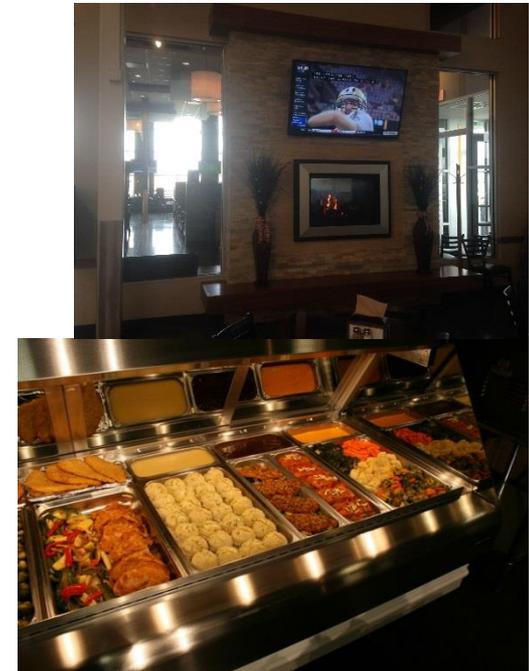


NEW METHODS

GROCERY STORES/RESTAURANTS



- **Funding:** Private Corporate Funding, AAA reimbursement, Suggested Voluntary Contributions
- **Programs/Requirements:** Catering services, Deli/Kitchen locations for potential congregate services. Area Agencies on Aging, along with OAA regulations establish programming with stores as well as price negotiations. AAA submits proposal to store, develops agreement
- **Food Safety:** Follow Nebraska Food Code/Lincoln Food Code for Lancaster County only
- **Fees:** Negotiated reimbursement with AAA. Suggested Contribution for clients
- ***Hy-Vee** is currently being used by two AAA's in Nebraska



GRAND ISLAND MEAL VOUCHER PROGRAM

- Meal Voucher program at Hy-Vee
- Hy-Vee Dietitian designs and approves of menu's for voucher program. Currently there is also an option for a protein based soup and salad bar option as well
- RD can monitor serving sizes and can provide education to clients. Currently RD provides one-on-one counseling as well as store tours focusing on Diabetes, Blood Pressure and Cholesterol
- Hy-Vee vouchers can be used for both lunch or dinner
- Hy-Vee kitchen also delivers catered meal to Cairo NE, Senior Center



COMMERCIAL KITCHENS/FOOD SERVICE COMPANIES

- Funding: Corporate and Private funding Also Suggested Contributions
- Programs/Requirements: Family and Patient Meals/Corporate Vending/Congregate and HDM
- Food Safety: Kitchens should be USDA inspected and follow Nebraska Food Code/Lincoln Food Code for Lancaster County only
- Fees: Negotiated reimbursement with AAA. Suggested Contribution for clients
- *Treat America (Company Kitchen) is currently serving for the Eastern Nebraska Office on Aging in Omaha.



ALTERNATE HOME DELIVERED MEAL OPTIONS

- **Funding:** Private and some government reimbursement. Possible eligible individuals can contact their local AAA or the Social Security Administration.
- **Programs/Requirements:** Serve meals to Healthcare Organization, Individuals and Caregivers. AAA's can use these meals as Home-Delivered Meals if the client can heat the meal.
- **Food Safety:** Kitchens are USDA inspected for quality and safety, custom designed delivery coolers are continually monitored to ensure proper temps throughout transit. Propriety packaging allows for safe keeping of meals in fridge for 14 days from delivery.
- **Fees:** Mom's Meals available in quantities of 7, 10, 14 or 21, meals are affordable at only **\$6.99/meal** (\$7.99 for Pureed)* commitments. Sun Meadow charges **\$7.00-\$8.00** per meal.
- ***Mom's Meals** is currently being used in Nebraska.
- ***Sun Meadow** is currently serving a small number of individuals in Omaha.



ADVERTISING, EVENTS AND ENTICEMENTS

- Facebook
- Twitter
- Webpages
- Magazines, New letters, Monthly Papers
- Education Outreach Breakfasts/Events
- Annual walks to promote healthier lifestyles
- Increased use of retail meals for clients to take away (convenience)
- Continued offerings of Title III-D fitness classes at centers including Tai Chi and offering up to date fitness equipment



REFERENCES

- Nebraska Department of Economic Development [NDED] (2015). *Population*. Retrieved from <http://www.neded.org/business/data-a-research/population>
- University of Nebraska-Lincoln (2018). *Nebraska Population Aging, Shifting East* Retrieved from <https://sdn.unl.edu/deicher>
- U.S. Census Bureau. (2014). *The Baby Boom Cohort in the United States: 2012 to 2060*. Retrieved from <https://www.census.gov/prod/2014pubs/p25-1141.pdf>
- U.S Census Bureau. (2017). QuickFacts Nebraska. Retrieved from <https://www.census.gov/quickfacts/ne>



QUESTIONS?



ONONDAGA COUNTY OFFICE FOR AGING

MARIA MAHAR MA RD CDN

Director of Senior Nutrition Services

ONONDAGA COUNTY, NEW YORK

- Onondaga County is in the central portion of New York State.



- As of 2010, 468,000 people lived in Onondaga County, 14% were 65 years of age or older.
- In 2017, Office for Aging served 8,740 seniors (60+)
 - Total served = 3,178 (< 74 yr. old) = **36%**
 - Nutrition served = 2, 045 (< 74 yr. old)= **30%**



SENIOR NUTRITION DAYS AT THE MARKET

Senior Nutrition Days at the Market

A Nutrition Dining Site for Seniors at The CNY Regional Market!

Collaboration between the CNY Regional Market and the Onondaga County Department of Aging

Dates: June 28*
July 12
July 26
August 9

Time: 11 AM—1 PM

Location: Shed "E"
CNY Regional Market
2100 Park Street



*The City of Syracuse Stan Colella All-Star Band plays from 11 am to Noon on June 28 and August 9

SENIOR DINING SITE AT THE FARMERS MARKET.

- Average attendance = 125
- 60-72 = 42%
- Minority = 33%
- Menus consists of produce purchased from farmers who are selling at the market that day.

Example of Menu

- Gold Sauce Glazed Pork Cutlet
- Hinderwadel's Creamer Potatoes
- Summer Squash & Red Bell Peppers
- Strawberry Ice Cream



FLAVOR & THE MENU



FLAVOR & THE MENU

HOME DELIVERED MEAL MENU

Strategies And Solutions for Menu Development to attract Baby Boomers

1. More modern style of eating (ex: Greek Bowl)
2. More Ethnic Foods (ex: Tabouli)
3. Vegetarian Options (ex: Veggie Burger, Pasta Primavera)
4. Ancient Grains (ex: bulgur, farro, quinoa)
5. Unique Condiments (ex: fruit salsa, chipotle mayo)
6. Seasonal Menu (ex: more fresh produce in summer months)
7. Choice Menu (ex: clients can choose from entrée A or B)



FLAVOR & THE MENU

HOME DELIVERED MEAL MENU

Meals on Wheels Fall/Winter Cycle Menu: Week 1

Monday	Tuesday	Wednesday	Thursday	Friday
Hot	Hot	Hot	Hot	Hot
ENTRÉE A Salisbury Steak with Mushroom Gravy	ENTRÉE A Parmesan Crusted Chicken	ENTRÉE A Baked Ziti	ENTRÉE A Ham and Scalloped Potatoes	ENTRÉE A Crispy Fish Fillet with Homemade Tartar Sauce
ENTRÉE B Cheesy Stuffed Peppers	ENTRÉE B Breaded Veal Cutlet with Brown Sauce	ENTRÉE B Chicken Patty Sandwich with Cranberry Mayonnaise	ENTRÉE B Buffalo Chicken Pizza	ENTRÉE B Caramelized Onion Tart
SIDE Egg Noodles	SIDE Seasoned Potatoes	SIDE Green Beans	SIDE California Blend Vegetables	SIDE Classic Mixed Vegetables
SIDE Lemon Glazed Carrots	SIDE Winter Blend Vegetables	SIDE Escalloped Apples	SIDE Blueberry Cobbler	SIDE Butternut Squash Wedges
Cold	Cold	Cold	Cold	Cold
ENTRÉE A Grilled Chicken on Whole Wheat Flatbread Sandwich	ENTRÉE A Ham and Provolone on a Kaiser Roll with Honey Mustard	ENTRÉE A Egg and Olive on Indian Naan Bread	ENTRÉE A Turkey on Rye with Russian Dressing	ENTRÉE A Crab Salad on a Kaiser
ENTRÉE B Cheese Sandwich on Wheat Bread	ENTRÉE B Peanut Butter and Jelly Sandwich	ENTRÉE B Roasted Red Pepper Pinwheel	ENTRÉE B Peppered Tomato on White Bread Sandwich	ENTRÉE B Bologna Sandwich on Wheat Bread with Mustard
SIDE Black Bean and Corn Salad	SIDE Beet Salad	SIDE Tangy Carrot Salad	SIDE Confetti Coleslaw	SIDE Crispy Broccoli Salad
SIDE Chocolate Pudding Oreo Parfait	SIDE Pineapple Tidbits	SIDE Banana	SIDE Plump Peaches	SIDE Fruit Cocktail
Milk or Juice as Needed	Milk or Juice as Needed	Milk or Juice as Needed	Milk or Juice as Needed	Milk or Juice as Needed



FLAVOR & THE MENU

HOME DELIVERED MEALS

Difficulties with Menu Development to attract Baby Boomers

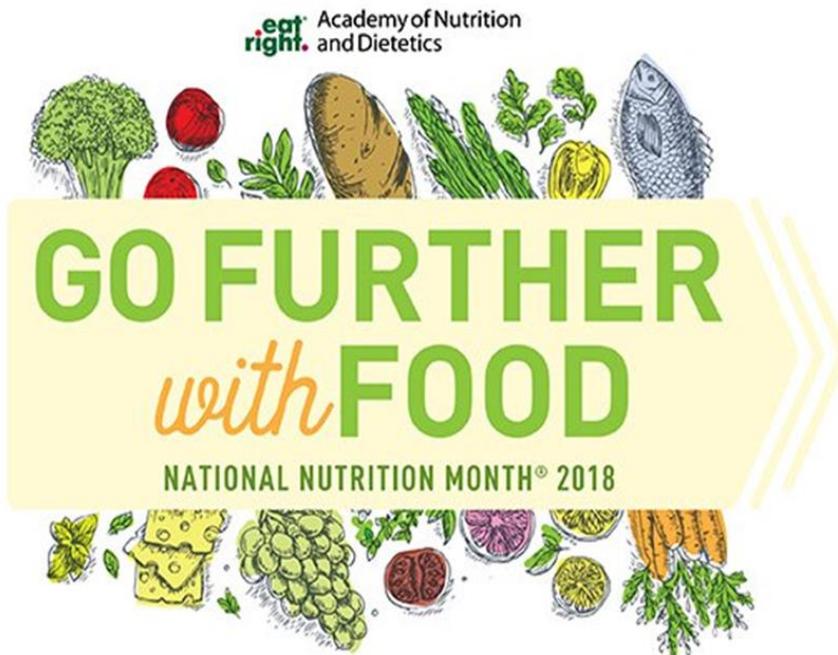
1. Cost
2. Having a menu that appeals to both baby boomers and the WWII and post-war generations
3. Revising the menu to meet the most current Dietary Guidelines
4. Finding the balance between healthier foods and less healthy requests from clients (ex: desserts)
5. Competition (ex: Mom's Meals)



SPECIAL EVENTS

NUTRITION AND HEALTH EXPO FOR SENIORS

To celebrate National Nutrition Month®, the Onondaga County Office for Aging holds an annual Nutrition & Health Expo for Seniors. This event includes health screenings, breakfast, nutrition education, community resources, and exercise classes. The 2018 event set an attendance record of 474 seniors, many of them are boomers.



SPECIAL EVENTS

NUTRITION AND HEALTH EXPO FOR SENIORS

Event Objectives

- Promote National Nutrition Month® and the expertise of RDs and DTRs
- Increase health awareness and disease prevention for seniors by providing health screenings, educational information, and related activities
- Increase awareness of community services for seniors

Historical Data

Year	# Attendees	# Exhibitors
2015	78	12
2016	301	27
2017	276	36
2018	474	56



SPECIAL EVENTS

NUTRITION AND HEALTH EXPO FOR SENIORS



SPECIAL EVENTS

NUTRITION AND HEALTH EXPO FOR SENIORS

“I’m still young now, but the nutrition and health expo really opened my eyes to all the options I have as I get older. I’ll be able to improve my quality of life and be my best self.”

- 2018 Nutrition & Health Expo Participant



SAGE UPSTATE & ONONDAGA COUNTY OFFICE FOR AGING



SAGE Upstate - promotes the well-being of older people and allies in Central New York through health programs, social activities and education.

Collaboration Programs

- Step Up To Stop Falls
- Senior Nutrition Farmers Market Coupons
- Nutrition Education
- Nutrition & Health Expo



DINNER DINING AT JEWISH COMMUNITY CENTER



The Jewish Community Center of Syracuse offers kosher meals on Monday evenings during the summer including a variety of live entertainment.

Average attendance is 70 per evening meal. A majority of the seniors are baby boomers.

Example of Menu

- Fresh Teriyaki Salmon
- Oven Roasted Asparagus
- Wild Rice
- Fresh Berry Crisp



VIDEO, SOCIAL MEDIA & WEBSITE LINKS

1. Video - Senior Nutrition Program at the CNY Regional Farmer's Market
<https://www.youtube.com/watch?v=zPR4KpaCbYE>
2. Office for Aging Facebook Page
<https://www.facebook.com/Onondaga-County-Office-for-Aging-832777493504438/>
3. Institute for Caregivers – Free Classes for Current & Future Caregivers
<http://www.ongov.net/aging/icare.html>
4. Videos for Institute for Caregivers Popular Baby Boomer Classes
<http://www.ongov.net/aging/videos.html>
5. Office for Aging Nutrition Home Website
<http://www.ongov.net/aging/nutrition.html>
6. Office for Aging Nutrition Home Delivered Meals Website Page with Links to Onondaga County Providers
<http://www.ongov.net/aging/home-delivered-meals.html>





THANK YOU FOR WATCHING

MARIA MAHAR MA RD CDN

Onondaga County Office for Aging: Director of Senior Nutrition Services

QUESTIONS?

STARTER DISCUSSION QUESTIONS

YOUR TURN!

- What stigmas do baby boomers have about congregate dining in your area/state?
- Have area agencies on aging in your state voiced concerns regarding the constraints of government regulations influencing the ability of programs to expand or meet the changing needs of baby boomers.



UPCOMING TRAININGS/EVENTS



**The National
Resource Center on
Nutrition & Aging**

**WEDNESDAY, JULY 25, 2018 WEBINAR | 3:30PM ET
UNDERSTANDING AND DOCUMENTING
KEY CLIENT IMPACT METRICS**

REGISTER TODAY!





**PRE-CONFERENCE
EVENTS**

**REFOCUSING ON SOCIAL DETERMINANTS OF
HEALTH TO STRENGTHEN CLIENT IMPACT**

**The Westin Charlotte
Charlotte, NC | August 27, 2018**





MEALS ON WHEELS ANNUAL CONFERENCE & EXPO

2018

**FYI:
SUA NUTRITION
PROFESSIONAL
NETWORKING
BREAKFAST**





**The National
Resource Center on
Nutrition & Aging**

THANK YOU