



# Encore Café Volunteer Orientation

Becky Briggs/Tim Getty





# Heritage Area Agency on Aging Overview

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- One of six Area Agencies on Aging in Iowa
- Mission of Heritage
- Services Provided
- Agency Brochure



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# Encore Café Overview

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- Brand new concept (nation-wide pilot project)
- Adding services for older adults
- Not just about a meal
- Evidence-based Programming
- We're writing the “book”



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## Overview cont.

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- Food provided by Marion-HY-VEE
- Meals available on a voluntary contribution basis (over 60)
  - Suggested contribution: \$5.00 per meal
- Serving time 11:30
- Menus analyzed to meet nutrition requirements
- Menu published monthly
- Participants have their name checked off when they arrive



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# Reservations

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- Can be made on site
- Calling Marion Public Library
  - 319-377-3412
- On-line
  - [Tinyurl.com/y9hh4b8y](https://tinyurl.com/y9hh4b8y)
- Calling Heritage: 319-398-2585 or 319-398-5559



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# Encore Café Lowe Park

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- Wednesdays and Thursdays
- Choice of two entrees
- Salad Bar
- Beverages
- Desserts and bread items as appropriate
- Special Meals/events/speakers
- Handout



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# Encore Café Marion Public Library

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- Fridays and Mondays
- Salad Bar
- Beverages
- Desserts, bread as appropriate
- Special meals/events/speakers
- Handout



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# Encore Café St. Mark's

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- Tuesdays
- Salad Bar
- Beverages
- Desserts, bread as appropriate
- Special meals/events/speakers
- Handout



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# Volunteer Duties/Job Description

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- Job Description Handout
- Serving/Assisting
- Set-up/clean-up
- Other duties as assigned/needed
- Flexibility is key



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# Scheduling/Availability

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- Need approx. 2-3 volunteers per day
- 11a-1p-ish
  - Do not need to necessarily stay all two hours
- Flexible schedules/Complete slip in packet
- Open to school/community groups, etc.
- Will send out schedule, etc. to you (prefer monthly, but things change)



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# Policies/Procedures

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- Handling of Intake Forms/Vol. contributions
- Food Safety
  - Food handling
- Not able to make scheduled shift/time off
- Weather Related Closing Policy
- Appearance
  - Shirt/apron



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# Odds and Ends

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- Completion of Intake Forms
- Volunteer Meals
- Needed forms:
  - May take them home or sign and give to Becky
  - Foodservice Illness Reporting Agreement
  - Confidentiality Agreement
- Feedback Needed!!!!!!
- Spread word!!



# Thank You!!!!

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- Excitement is Building
- Eyes are looking at this project as cutting edge
- Outstanding community support
- We cannot be successful without you



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# Thank You!!

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- Tim Getty, Regional Nutrition Coordinator  
[tim.getty@Kirkwood.edu](mailto:tim.getty@Kirkwood.edu) 319-398-7682
- Becky Briggs, Encore Café Coordinator  
[becky.briggs@Kirkwood.edu](mailto:becky.briggs@Kirkwood.edu) 319-398-2585



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# Innovations in Nutrition Program





# Heritage Area Agency on Aging

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- One of six AAA's in Iowa
- Seven county service region (Benton, Cedar, Iowa, Johnson, Jones, Linn, Washington)
- Cedar Rapids metro area (2<sup>nd</sup> largest city in Iowa)
- Eighteen senior dining locations, seven partner providers



# Issue: Significant Decline in Congregate Participation

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- Following national trend
- Outdated service delivery methods
- Several site closures in 2012
- Linn County had one of largest declines in congregate participation in state over last ten years



## Issue: Lack of Available Services

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- Only one senior dining location in second largest metro area
- Provided services to 7% of older adults in Marion, Iowa (one of fastest growing areas in Iowa)
- Little opportunity for socialization and enrichment activities
- Limited to no knowledge of services available through AAA



# Solution: Encore Café

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- Pilot project started in December 2017
- Seed-funding from federal and state grants
- Revitalization of congregate meal program in Linn County
- Diabetes focused
- Four dining sites

# Encore Café

“A Second Call to Enhance Your Health”



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# Encore Café Concept

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- Focus on combatting diabetes and social isolation
- Focusing on older adults in the “gap”
- New service delivery model
  - Choice menu served buffet-style
  - Salad Bar with feature salad of day
  - Poured beverages
  - Reusable table service
  - Volunteer-cleared tables





# Encore Café: Central City

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- Serve at 11:45a
- Choice menu
- Salad bar
- Meals prepared by Central City Senior Dining
- Weekly exercise class





# Encore Café: Marion

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## **Marion-Lowe Park**

- Offered Wednesdays/Thursdays 11:30-12:30
- Choice menu/salad bar
- Meals prepared by HYVEE-Marion
- Produce Box and food distribution

## **Marion Public Library (main meeting rooms)**

- Offered Friday/Monday 11:30-12:30
- Choice menu/salad bar
- Meals prepared by HYVEE-Marion
- Produce Box and food distribution





# Encore Café: St. Marks United Methodist Church

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## Cedar Rapids

- Offered Tuesdays 11:30-12:30
- Enter through main doors
- Choice menu/salad bar
- Meals prepared by HYVEE-Marion
- Monthly Produce Box/food distribution
- Monthly topic of the month guest speakers





# Encore Café: Key Points

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- Reservations strongly recommended by 1:30p the day prior.
- Reservations not made the day before, may be accommodated, subject to those with prior reservations being served.
- \$5.00 suggested voluntary contribution for those over 60
- \$8.00 per meal charge for those under the age of 60
- There are no residency requirements for participation
- Completion of annual registration form





# Encore Café: Health & Wellness Programming

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- Creation of Health & Wellness Coordinator and Encore Café Coordinator Position
- Collaborations of monthly speaker series
- A1C Testing Diabetes-specific education
- Health & Wellness Speakers
- Evidence-based Programming  
(Matter of Balance, CDMSP, Tai Chi)
- Water Aerobics for Arthritis



# Thank You!!

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[tim.getty@kirkwood.edu](mailto:tim.getty@kirkwood.edu) 319-398-7682
- Becky Briggs, Encore and Volunteer Coordinator  
[becky.briggs@kirkwood.edu](mailto:becky.briggs@kirkwood.edu) 319-398-2585



# Innovations in Nutrition Program





# Heritage Area Agency on Aging

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- One of six AAA's in Iowa
- Seven county service region
- Mix of urban, suburban and rural
- Cedar Rapids metro area (2<sup>nd</sup> largest city in Iowa)
- Eighteen senior dining locations, seven partner providers



# Issue: Significant Decline in Congregate Participation

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- Following national trend
- Outdated service delivery methods
- Several site closures in 2012
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## Issue: Lack of Available Services

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- Only one senior dining location in second largest metro area
- Provided services to 7% of older adults in Marion, Iowa (one of fastest growing areas in Iowa)
- Little opportunity for socialization and enrichment activities
- Limited to no knowledge of services available through AAA



# **Solution: Innovations in Nutrition Grant**

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- Funded through two year ACL grant
- Contracted partner of Iowa Department on Aging
- Revitalization of congregate meal program in Linn County
- Diabetes focused
- Four dining sites (one existing, one reopening, two new)
- Program evaluation conducted by Iowa State Extension  
(focus groups, surveys)

# Encore Café

“A Second Call to Enhance Your Health”



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# Encore Café Concept

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- Focus on combating diabetes and social isolation
- Review of data prior to site placement
  - Need greater than first thought
  - Added additional Marion site
- Focusing on older adults in the “gap”
- New service delivery model
  - Choice menu & salad bar
  - Poured beverages
  - Tables cleared by volunteers
- Innovative and replicable





# Encore Café: Collaborations/Partnerships

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- Linn County Community Services  
Local grant oversight committee
- City of Central City
- City of Marion  
Parks & Rec  
Marketing/website
- Marion Public Library  
Reservation System  
Volunteer Recruitment
- St. Marks United Methodist Church
- HYVEE Food Stores





# Encore Café: Marketing

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- Development of brand/concept
  - Logos/brand identity
- Continuing of coverage
  - Newspaper features (hometown)
  - Publishing of menus
- Social Media
  - Library, Chamber of Commerce, Other partners
- Word of Mouth





# Encore Café: Health & Wellness Programming

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(Matter of Balance, CDMSP, Tai Chi)
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# Encore Café: Central City

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- Retrofitting existing location
- Had highest percentage of decline in participation
- Located in rural Linn County
- Serve at 11:45a
- Choice menu
- Salad bar
- Chef-lead cooking demonstrations





# Encore Café: Marion

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## **Marion-Lowe Park**

- Reopening of closed location
- Offered Wednesdays/Thursdays 11:30-1:00
- Choice menu/salad bar
- Average 38 participants per meal
- Produce Box

## **Marion Public Library**

- Near 3 senior housing complexes
- Offered Friday/Monday 12:00-1:00
- Choice menu/salad bar
- Produce box
- Average 30 participants per meal





# Encore Café: St. Marks United Methodist Church

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## Cedar Rapids

- Opened February 2019
- Offered Tuesdays 11:30-12:30
- Choice menu/salad bar
- Average 42 participants per meal
- Produce Box
- Near three low-income senior housing complexes
- Located in food desert





## To Date (June 2019)

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- 9,438 total meals served
- 30 + attendees in evidence-based classes
- Highest voluntary contribution rate in region avg. \$3.90/meal)
  - Highest monthly average: \$4.77 per meal
  - Lowest monthly average: \$3.33 per meal
- Highest participation: 85 meals (anniversary event)
- Lowest participation: 19 meals (winter storm, outside event)
- 13 Options Counseling Referrals
- 15 Nutrition Counseling Referrals



# General Observations

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- Changing attitudes and perceptions of the congregate meal program
- Participant will contribute/participate for perceived value
- Participants are willing to help you (comment cards, questions)
- Flexibility is key

Range of serving time vs at on set time

Modernizing and innovating “Breaking of the Mold”



# Participant Thoughts

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- More than just access to food
- Biggest benefits are socialization and access to **appropriate** meals and food supplies
- Cooking for one/balanced meals
- “Reason to get out of bed”
- Access to supportive services/education
- Empowering participants to make better choices to enhance their health.



# Lessons Learned

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- Be prepared for unexpected (good and bad) opportunities
- Direction may change frequently
- Challenged every aspect of organization (program, fiscal, contract)
- Control growth and excitement “pull back the reins”
- Look for collaborations in unconventional ways
- Have open mind to try new things/new ways of thinking (ask volunteers for advice)
- Take time to sit back and watch



# Thank You!!

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