Encore Café
Volunteer Orientation
Becky Briggs/Tim Getty
Heritage Area Agency on Aging Overview

• One of six Area Agencies on Aging in Iowa
• Mission of Heritage
• Services Provided
• Agency Brochure
Encore Café Overview

• 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”
Overview cont.

- 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
Reservations

- Can be made on site
- Calling Marion Public Library
  - 319-377-3412
- On-line
  - Tinyurl.com/y9hh4b8y
- Calling Heritage: 319-398-2585 or 319-398-5559
Encore Café Lowe Park

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

- Fridays and Mondays
- Salad Bar
- Beverages
- Desserts, bread as appropriate
- Special meals/events/speakers
- Handout
Encore Café St. Mark’s

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

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

- 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)
Policies/Procedures

- 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
Odds and Ends

- 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!!!!

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

• Tim Getty, Regional Nutrition Coordinator
tim.getty@Kirkwood.edu 319-398-7682

• Becky Briggs, Encore Café Coordinator
becky.briggs@Kirkwood.edu 319-398-2585
Innovations in Nutrition Program
Heritage Area Agency on Aging

- One of six AAA’s in Iowa
- Seven county service region (Benton, Cedar, Iowa, Johnson, Jones, Linn, Washington)
- Cedar Rapids metro area (2nd largest city in Iowa)
- Eighteen senior dining locations, seven partner providers
Issue: Significant Decline in Congregate Participation

- 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

- 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

- 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”
Encore Café Concept

- 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

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

**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

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

- 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

- 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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  becky.briggs@kirkwood.edu 319-398-2585
Innovations in Nutrition Program
Heritage Area Agency on Aging

- One of six AAA’s in Iowa
- Seven county service region
- Mix of urban, suburban and rural
- Cedar Rapids metro area (2\textsuperscript{nd} largest city in Iowa)
- Eighteen senior dining locations, seven partner providers
Issue: Significant Decline in Congregate Participation

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

- 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

- 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”
Ensemble Café Concept

- 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

• 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

- 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

- 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
Encore Café: Central City

- 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

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

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)

- 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

• 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

• 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

• 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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