



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

# **MAPPING YOUR PARTNERSHIP ASSETS: TECHNOLOGY PARTNERSHIP**

September 16, 2020



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

**WELCOME &  
INTRODUCTION**

# SUMMER 2020 VIRTUAL LEARNING SERIES

## **The Power of Partnerships to Drive Senior Nutrition COVID-19 Response and Recovery**

### *Part 1: Potent Partnerships in the Age of COVID-19*

- August 31, 2020

### *Part 2: Mapping Your Partnerships Assets*

- September 10, 15, 16 and 17, 2020
  - Restaurants ✓
  - Emergency Services ✓
  - Technology
  - Food Systems

Visit: <https://nutritionandaging.org/virtual-summer-series-2020/>



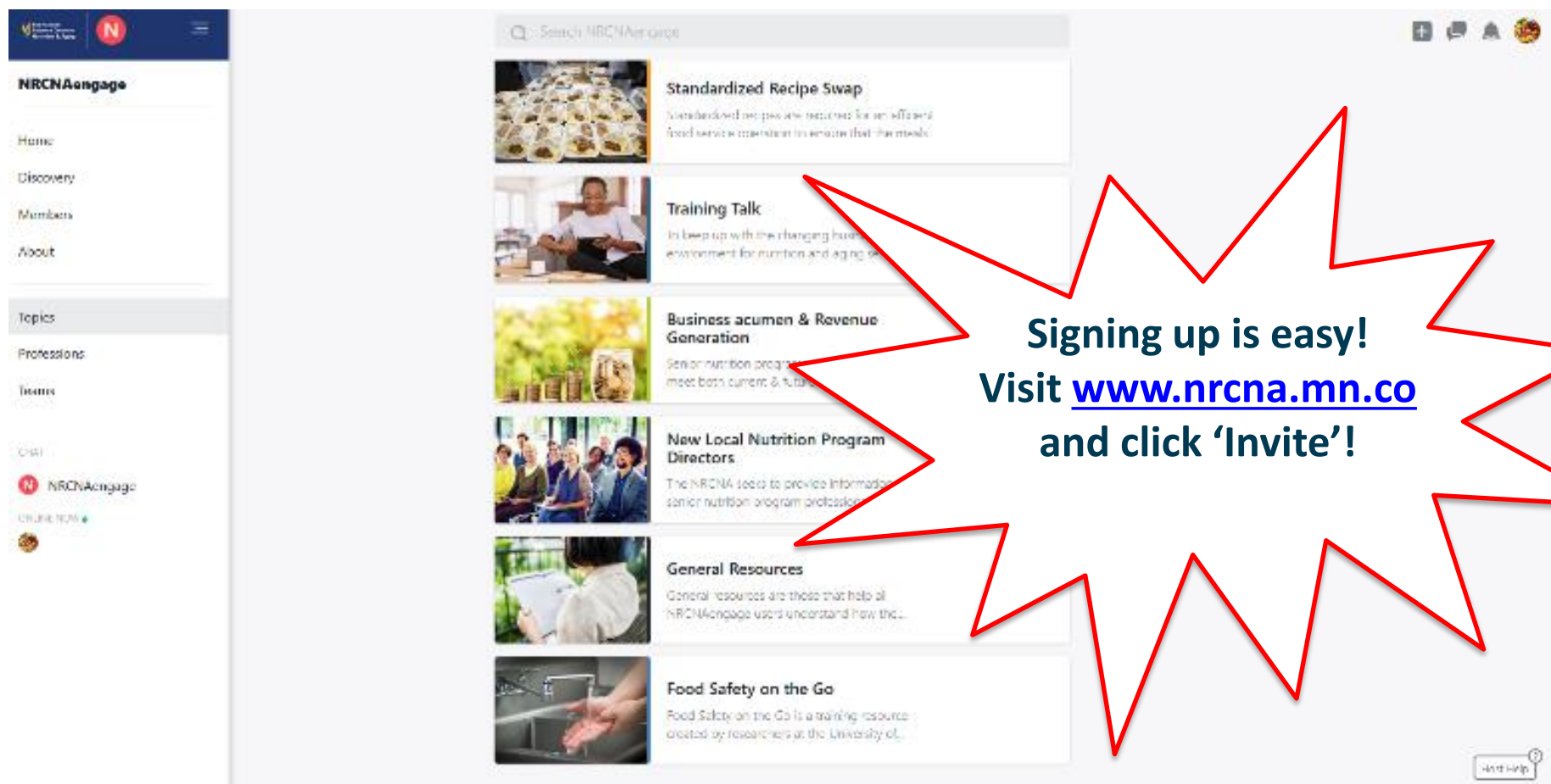
# VISION FOR THIS WEBINAR

- *Gain Insight:*
  - Into an example of a partnership – learn from their partnership story to glean ideas, and get inspired about possible partnerships of your own
- *Consider Your Assets:*
  - Spend some time thinking about your local partnership assets that can be engaged to seed a new collaboration or expand an existing initiative
- *Share Your Map, Learn From Peers, Stay Connected:*
  - Log on to NRCNAengage after the webinar to share, learn and carry on the conversation!



# CONNECT WITH YOUR PEERS VIA NRCNAengage

NRCNAengage is an online venue for senior nutrition program staff across the country to connect, share and network with your peers!



The screenshot shows the NRCNAengage website. On the left is a navigation menu with links: Home, Discovery, Members, About, Topics, Professions, Issues, and a Chat section with an NRCNAengage icon and a 'Join Now' button. The main content area features a search bar and a list of articles with images and titles: 'Standardized Recipe Swap', 'Training Talk', 'Business acumen & Revenue Generation', 'New Local Nutrition Program Directors', 'General Resources', and 'Food Safety on the Go'. A large red starburst graphic is overlaid on the right side of the page, containing the text: 'Signing up is easy! Visit [www.nrcna.mn.co](http://www.nrcna.mn.co) and click 'Invite'!'.



# POLL #1

**What reasons has your organization entered into strategic partnerships with a technology partner in the past / at present? Select all that apply.**

- To expand service delivery options?
- To increase efficiency of services offered?
- To modernize services delivered?
- To increase ensure equal access to available services?

*Other reasons? Please let us know in the chat box!*



# CHAT QUESTION

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**What kind of partnerships does your organization have or hope to have with a technology partner?**

- We have....
- We hope to have...

*Please let us know in the chat box!*







# Meals on Wheels of Southwest OH & Northern KY + Food Forest





# About Us

2 states

11 counties

3000+ seniors

1 million meals



# THE PROBLEM



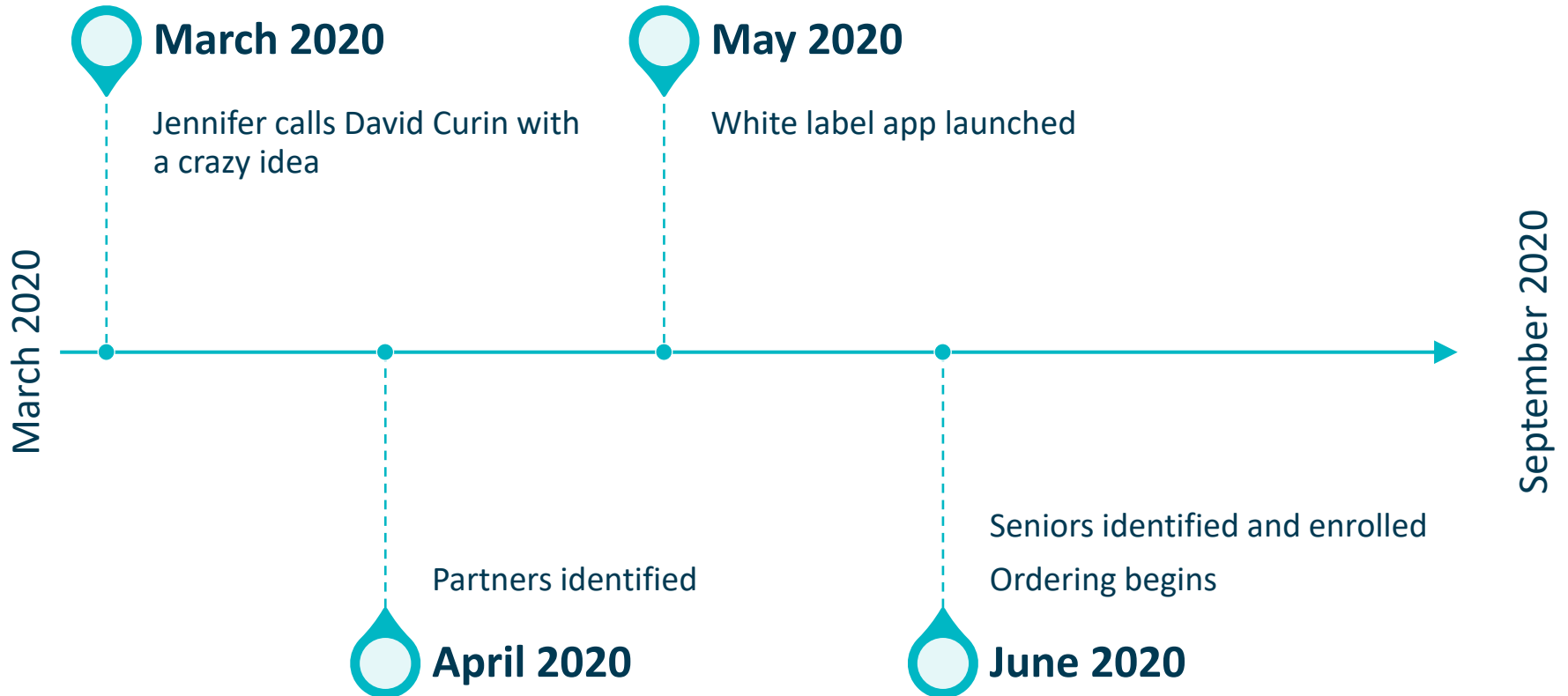
## How we solved it ...



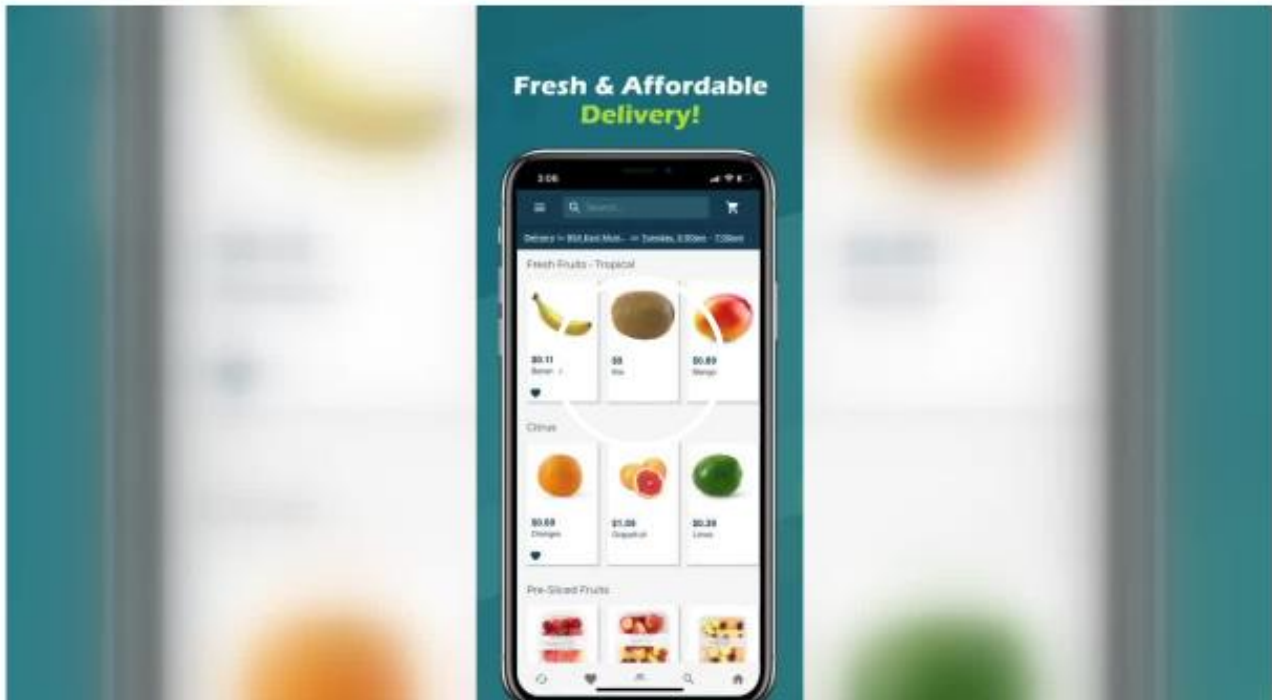
Mobile grocery delivery for seniors!



# HOW LONG IT TOOK



May 22, 2020 at 10:32 AM EDT - Updated May 22 at 10:33 AM



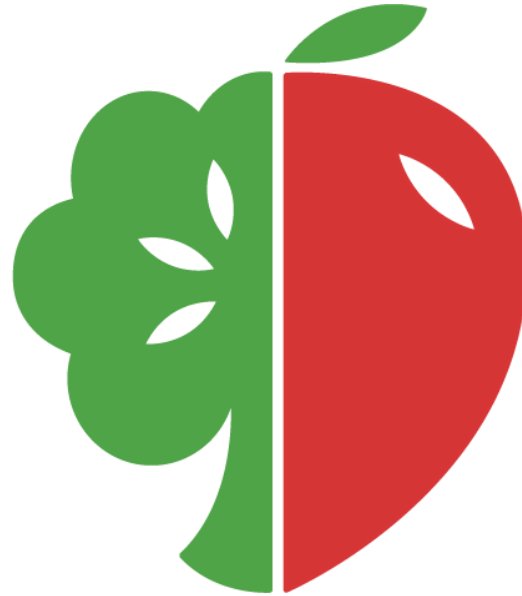
**LATEST VIDEOS**

# PARTNERSHIPS MADE IT HAPPEN





# PRODUCE PERKS



## ProducePERKS

**Produce Perks Midwest** is an Ohio nonprofit that pioneers solutions to address inequities within our food system. The work increases affordable access to healthy food, supports local farmers and strengthens local economies - in the most under-served communities.

Key feature is a 1:1 SNAP match at Farmer's Markets.



# FOOD FOREST



**Food Forest** was founded on the belief that fresh food is for everyone, regardless of address or income with a mission is to close the gap on food insecurity through the power of technology.

Food Forest is establishing equitable, scalable technology that enables a more collaborative approach to address food insecurity while strengthening our local food systems at the same time.



# Impact



76 orders placed



29 seniors ordering



1/2 of participants utilizing  
technology independently



\$400 in EBT SNAP match funds  
leveraged



Local Food System Strengthened



1638 items delivered



# CHALLENGES

- Philosophical questions (nutrition vs testing the technology)
- Consumer lens vs 3<sup>rd</sup> party lens
- Future product development funding
- Refinement and substantiality of staffing model

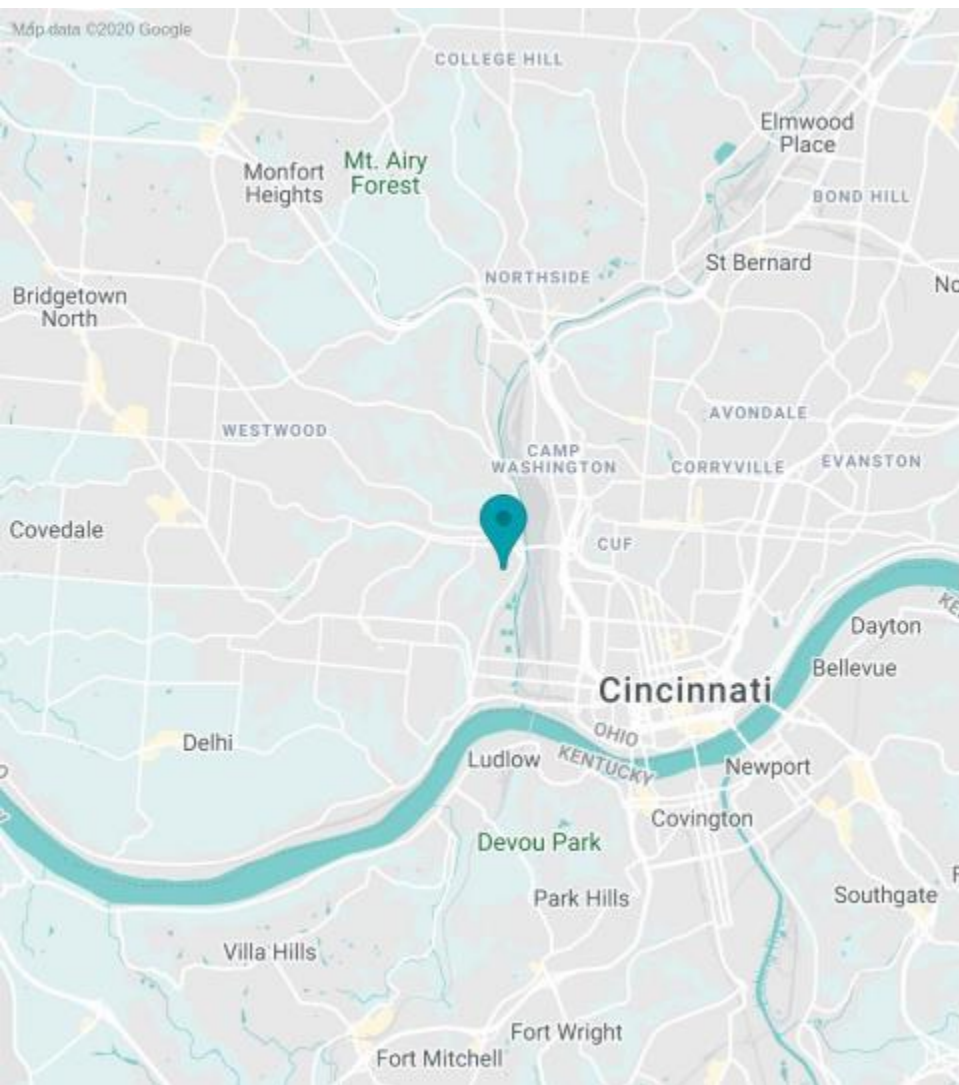


# WHAT WE LEARNED

- If you build it, they will come:
  - *Partners, Funders, Seniors*
- COVID-19 is here for the duration
  - *How might we meet the new needs of seniors in ways that are sustainable after the initial crisis?*
- There is something (or nothing) in between
  - *There appears to be a gap between seniors needed MOW services and being able to independently shop/visit a pantry*
- Hold hands and jump
  - *Especially in a crisis, innovative partnerships require trust, an open mind and not sleeping*







# Reach Out

2091 Radcliff Drive, Cincinnati OH 45204

 [jsteele@muchmorethanameal.org](mailto:jsteele@muchmorethanameal.org)

 [www.muchmorethanameal.org](http://www.muchmorethanameal.org)

 [@MuchMoreThanAMeal](https://www.facebook.com/MuchMoreThanAMeal)







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**QUESTIONS?**

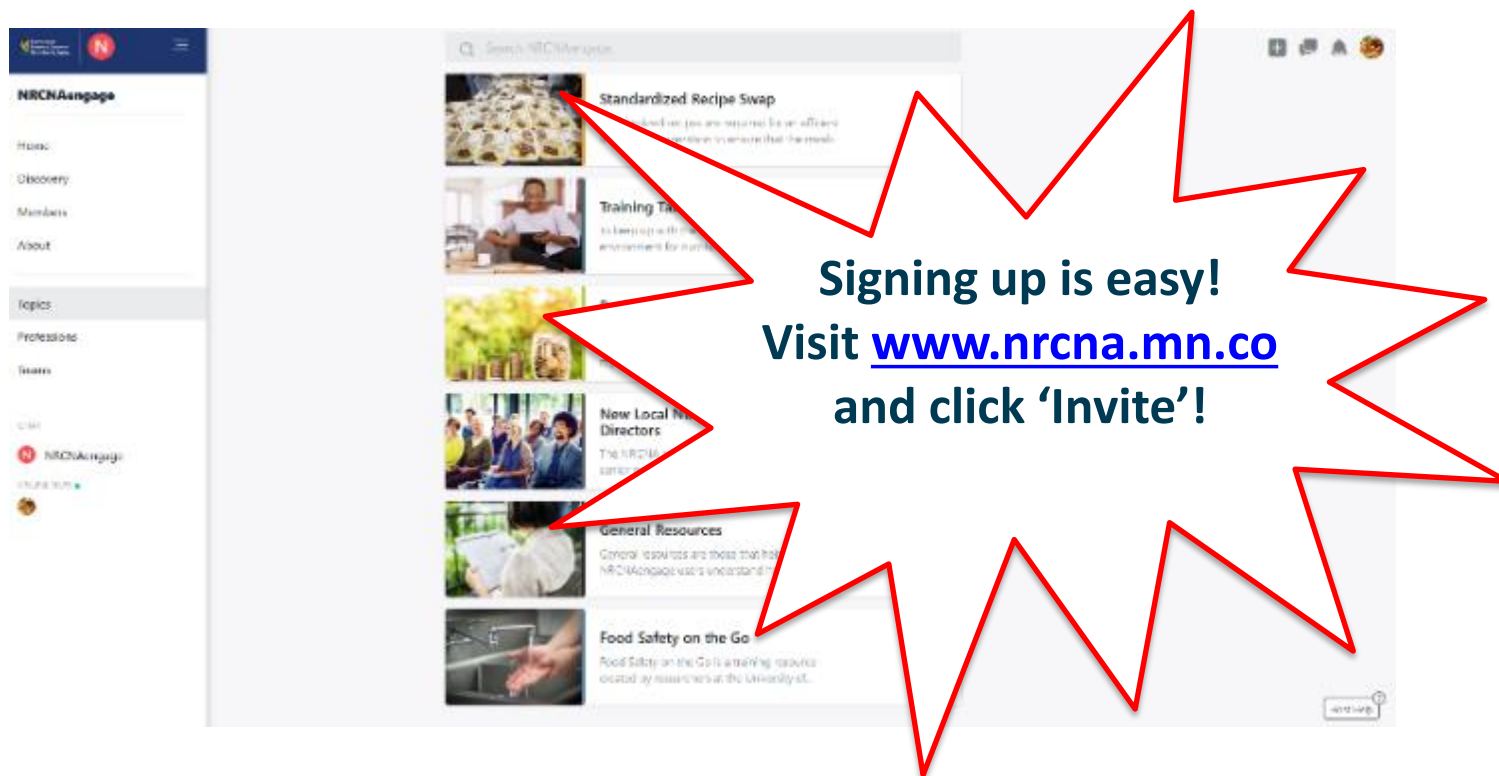


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## **LIVE ASSET MAPPING**

# NEXT STEPS




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# FINDING THE INVENTIVE PARTNERSHIPS THREAD




## NRCNAengage


- Home
- Discovery
- Members
- About
- Topics**
- Events
- Professions
- Teams

CHAT


 NRCNAengage

ONLINE NOW 

Search NRCNAengage




Offering value-added nutrition services for older adults like Medical Nutrition Services -...




### Emergency Preparedness/COVID-19

A forum for sharing what is working in your community at the local, regional or state...



### Human to Human Social Connection





A discussion thread to share ideas and opportunities to support the social...





### Inventive Partnerships


A opportunity to discuss and share examples of inventive and innovative partnerships...

63%



Visit [www.nrcna.mn.co](http://www.nrcna.mn.co) to join the conversation.



Host Help 



# SHARE YOUR MAP, CONNECT WITH PEERS

**TOPIC**

## Inventive Partnerships

A opportunity to discuss and share examples of inventive and innovative partnerships between senior nutrition programs and a diversity of community-

**Manage** **+**

Search this Topic

63%

1 11

**NRCNAengage**

Home

Discovery

Members

About

**Topics**

Events

Professions

Teams

CHAT

NRCNAengage

**NRCNA engage**

+ Share what's on your mind...

SHOWING EVERYTHING SORTED BY LAST ACTIVITY

TUE 15 SEP, 2:00 PM

**Mapping Your Partnership Assets – Food 911 – Emergency Services Partnership**

SEP 15

Sammi Heffron • Inventive Partn...

WED 16 SEP, 2:00 PM

**Mapping Your Partnership Assets – Food Forest Mobile App Partnership**

SEP 16

Sammi Heffron • Inventive Partn...

**Sample Restaurant Partnership Map**

Visit  
[www.nrcna.mn.co](http://www.nrcna.mn.co)  
to join the  
conversation.





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**THANK YOU  
SEE YOU ON  
NRCNAengage**