



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

MAPPING YOUR PARTNERSHIP ASSETS: MEALS OF LOVE RESTAURANT PARTNERSHIP

September 10, 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/>



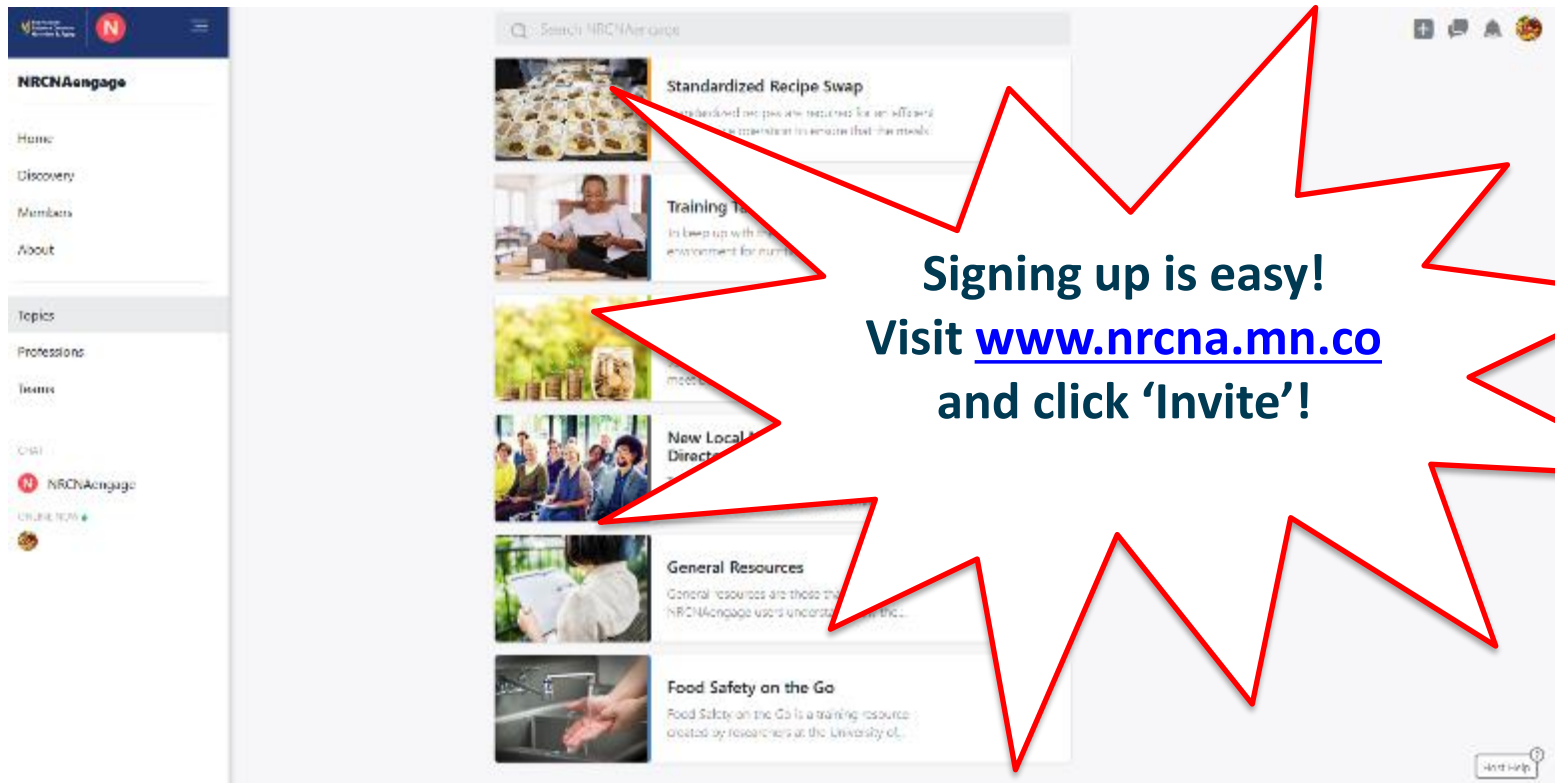
VISION FOR THIS WEBINAR

- *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!





Mapping your Partnership Assets: Meals of Love Restaurant Partnership

PRESENTED BY KARLA RADKA

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



Introduction: Senior Resource Alliance

- Founded in 1985
- Covers 4-county area of Central Florida
- Serves 30,000+ elders and caregivers annually
- Coordinates, develops, monitors, and evaluates services and resources
- Enables elders to age with independence and dignity



Innovating in the Age of COVID-19

MEALS OF LOVE
RESTAURANT
PARTNERSHIPS



The Situation



*Florida is a hospitality-driven state with
a large senior population*



The Situation

Restaurants

- Florida = \$111.7 billion hospitality industry with 1.5 million employees
- 5-7 million restaurant workers lost their jobs in March (Nation's Restaurant News)
- \$225 billion in direct losses forecasted for the restaurant industry
- March 20: All Florida restaurants paused dine-in services; many closed altogether

Seniors

- 26.5% of Floridians are 60+
- 50% of seniors dine out at least once a week (Gallup)
- Seniors are high-risk for COVID-19
- Stay-at-home orders = limited dining/grocery options, limited interactions with caregivers

The Opportunity

- March 25: Florida DOEAE announced Governor-backed partnership w/DBPR and FRLA
 - Matched needs of restaurant business community w/needs of seniors
- Senior Resource Alliance selected to run the pilot



PRESS RELEASE

For Immediate Release
March 25, 2020

CONTACT: Rebecca Roberts
robertsr@elderaffairs.org
850-414-2142

Florida Department of Elder Affairs Announces Partnership with DBPR and FRLA to Support Meals to the Elderly

TALLAHASSEE – Today, the Florida Department of Elder Affairs (DOEA) announced a partnership with the Department of Business and Professional Regulation (DBPR) and the Florida Restaurant and Lodging Association (FRLA) that allows the needs of the business community and workers in the restaurant business to be matched with the needs of the elderly and meal delivery services.

"By working together, our agencies will be able to ensure all of our 5.5 million seniors have safe access to food," said Richard Prudom, Secretary for the Florida Department of Elder Affairs. "Governor DeSantis has helped to facilitate this process and allowed restaurants and food establishments to become emergency meal vendors for Florida's seniors who are homebound or self-isolating for protection. We are in constant communication with seniors and our senior-care providers around the state and we know this action will greatly increase the flexibility of our communities to access meal delivery."

As meal sites for seniors close around the state to prevent the spread of COVID19, the collaboration between state agencies and the restaurant association will provide one more layer of food reassurance to our seniors.

"Restaurants are the very fabric of communities across Florida," said Carol Dover, President & CEO of the Florida Restaurant and Lodging Association. "Providing jobs, serving customers, and creating memorable experiences for guests are key in our hospitality industry, but our restaurants contribute so much more than that. Ensuring that older Floridians have access to food during this unprecedented time is important to our restaurant owners and employees, and we commend Governor DeSantis, Secretary Prudom, and Secretary Beshears for working with our industry to help serve those in need."

DOEA's 11 Area Agencies on Aging throughout the state will work with local volunteers and other local service providers to ensure meal delivery to Florida's most vulnerable population. Meal delivery by volunteers and other organizations will also combat social isolation of seniors by providing the simple interaction of food delivery to the doorstep of an elder.

###

The Solution: Meals of Love

“More than a meal – nourishment for the soul”



The Solution: Meals of Love

- Emergency Nutrition Assistance for Homebound Seniors
- Created in direct response to pandemic
- Funded by CARES Act
- Florida's restaurant initiative: a win, win, win
- 200,000 meals served since April 1



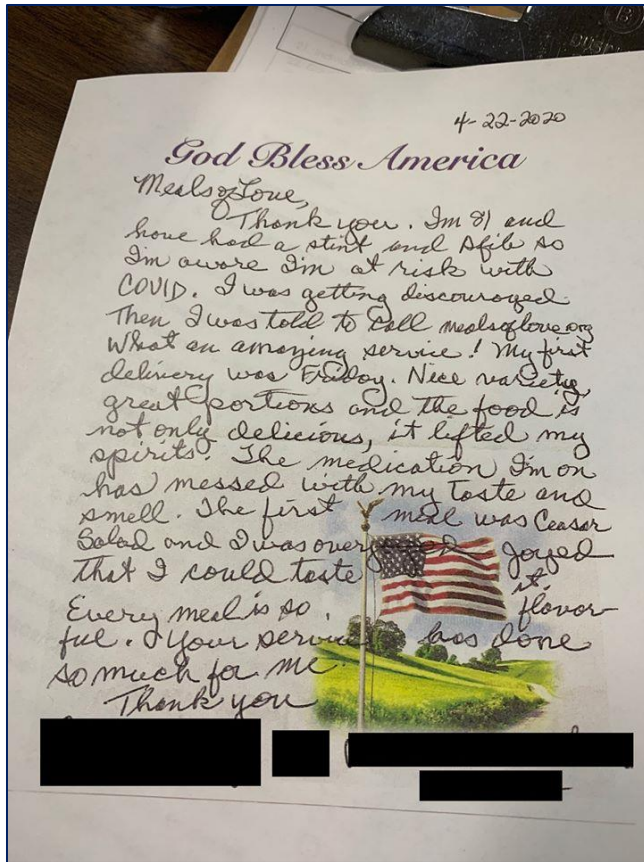
The Impact

“This program saved my kitchen staff.
Without Meals of Love, we had 3 staff and now we have 12 full-time staff in the kitchen alone. We’re able to keep operations going and our former unemployed servers are now delivering.” –
restaurant owner Mike Sanchez

The Impact

“If it weren’t for Meals of Love, **our restaurant wouldn’t be operating right now.** It means the world to us to not only be able to support our community during this trying time, but also to put our employees to work.” – *restaurant owner Eduardo Colón*

The Impact



"I'm 81 and have had a stent and AFib, so I'm aware I'm at risk with COVID. I was getting discouraged, then I was told to call Meals of Love. What an amazing service! ... The food is not only delicious, it lifted my spirits ... Your service has done so much for me."

The Impact



Ron DeSantis ✓ @GovRonDeSantis · Jun 11

Enjoyed stopping by el Leoncito restaurant in Viera to help deliver the 100,000th meal of the @elderaffairs @FloridaDBPR @FRLAnews "Meals of Love" initiative, which has helped local restaurants stay open while preparing meals for homebound seniors during #COVID19. Great work!



293

192

748



Ron DeSantis
Governor

Richard Prudom
Secretary

FOR IMMEDIATE RELEASE
June 23, 2020

CONTACT: Rebecca Roberts
robertsr@elderaffairs.org
850-414-2142

In Case You Missed It: Governor Ron DeSantis Delivers the 100,000th Meal to Seniors in Viera, Florida as Part of the Department of Elder Affairs Restaurant Meal Initiative

The Pilot Program for DOE's Restaurant Meal Initiative Delivers its 100,000th Meal Through the Meals of Love Program

TALLAHASSEE – Governor Ron DeSantis assisted in the delivery of the 100,000th meal to homebound seniors through a pilot program established by the Florida Department of Elder Affairs (DOEA) in partnership with the Department of Business and Professional Regulation (DBPR) and the Florida Restaurant and Lodging Association (FRLA).

As of June 6, the DOE's Restaurant Meal Initiative has delivered over 600,000 meals to seniors throughout the state. The Meals of Love Program, serving Central Florida, was one of the first areas to begin delivery. Meal number 100,000 was delivered with the assistance of Governor DeSantis to a husband and wife living in the Viera neighborhood with food prepared from el Leoncito restaurant.

"Governor DeSantis has helped to facilitate this process and allowed restaurants and food establishments to become emergency meal vendors for Florida's seniors who are homebound or self-isolating for protection," said Richard Prudom, Secretary for the Florida Department of Elder Affairs. "We've ensured that any older adult who received a meal from a congregate site that is now closed for safety, continues to receive a home-delivered meal and food reassurance through this program."

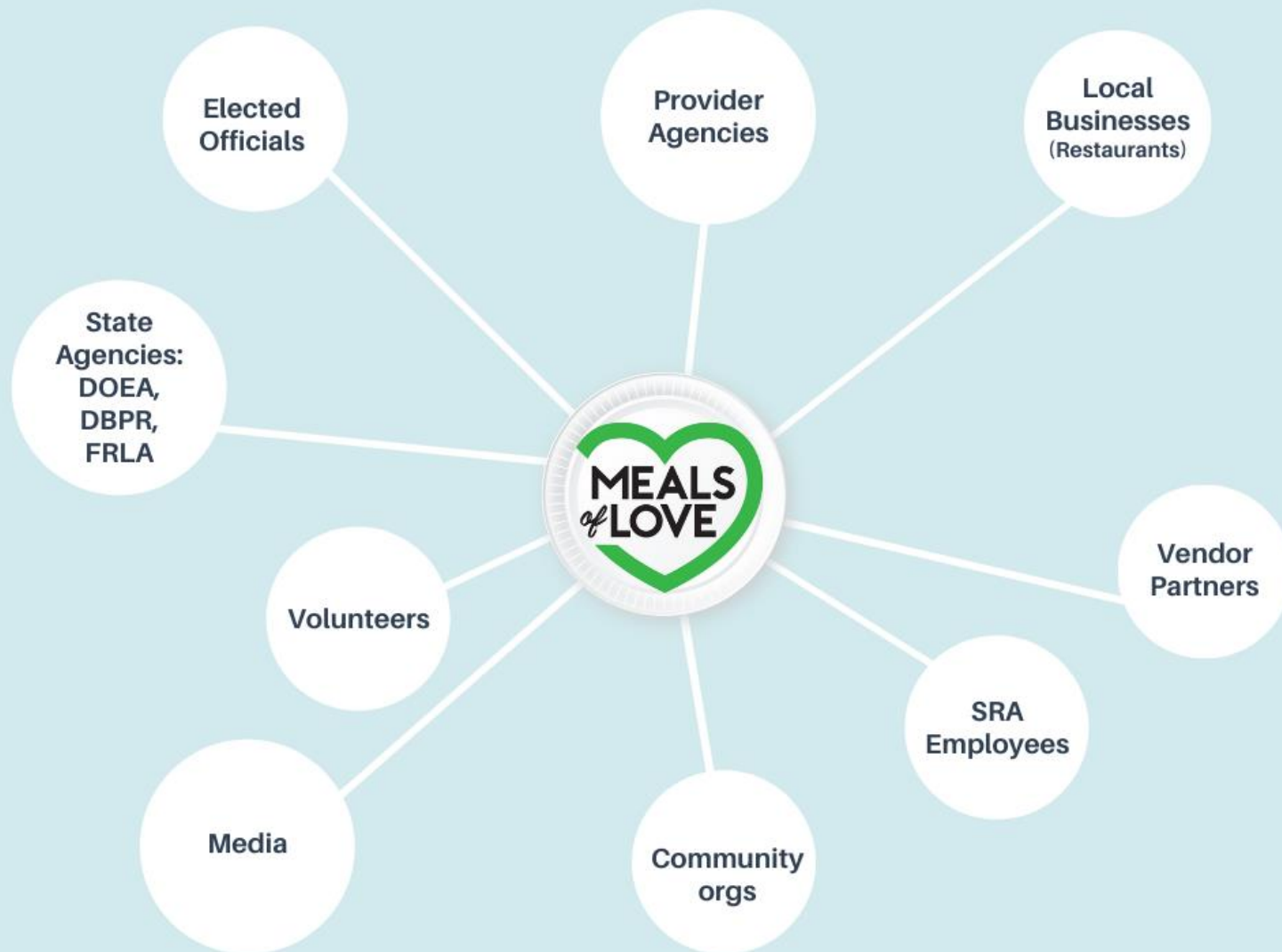
Meals of Love is the restaurant initiative serving homebound seniors in Brevard, Orange, Osceola, and Seminole counties through the Senior Resource Alliance (SRA) located in Orlando. The SRA has provided up to 2,500 restaurant prepared meals in one day.

"Drivers deliver more than a meal," said Senior Resource Alliance CEO Karla Radka. "They deliver hope and human contact to vulnerable seniors and in many cases the meals include a small note, a puzzle, or a letter to keep seniors engaged and aware that they are not alone."

So ... How Did We Get There?



MEALS OF LOVE
RESTAURANT
PARTNERSHIPS



First 48 Hours

- Selected program name
- Created website/registration form
- Hired program manager
- Connected w/restaurant partner
- Briefed provider agencies
- Established COVID-19 precautions/guidelines
- Hired PR/marketing agency
- Set infrastructure for identifying seniors/data collection



Media Blitz

- TV/radio/print/online
- Bilingual strategy – 21% of coverage in Hispanic outlets
- Op-eds, contributed articles
- Zoom and on-site TV interviews
- 101 earned media placements in the first month



Launching Meals of Love

- Started with 1 restaurant and 200 meals in 1 county
- Ended 1st week with 800 meals and 10 restaurants in 4 counties
- Goal was to feed 1,000 seniors/day ...

After 18 days: 1,800 seniors/day served

After one month: 2,555 seniors/day served

Considerations

- COVID safety and precautions
- Screening restaurant partners
- Meeting the needs of diverse audiences
- Meeting demand
 - 22-person, bilingual call center – repurposed idle staff, all working remotely from home



Embracing Challenges

- Immediate demand
 - SRA mobilized drive-thrus and volunteer drivers
- Transportation
 - Started program trying to contract transportation
 - Transitioned to restaurants handling (increased incentive)



Embracing Challenges

- Meal delivery schedule
 - Started daily
 - Shifted to 3x/week
- Meal cost
 - Started with varied levels
 - Negotiated \$5/meal price point to maximize funds



Mapping Your Assets

MEALS OF LOVE
RESTAURANT
PARTNERSHIPS

Karla's 3 Tips for Mapping Your Assets

1. Keep your relationships strong
2. Have clear goals and vision
3. Be action-oriented



Keep Your Relationships Strong

“Have rockstars on speed dial”

- Successful relationships are built on:
 - Trust
 - Mutuality
 - Respect
 - Integrity
 - Value
- Treat everyone you meet as a potential partner
- Know each partner's strength
- Always be ready to assemble an all-star team

Have Clear Goals and Vision

- Be honest with yourself and your stakeholders
- Aim high – but be realistic
- Anticipate challenges
- Be resilient

Be Action-Oriented

- Lead with passion and enthusiasm
- Keep your team energized
- Be ready to organize at a moment's notice
- Embrace challenges

Live Asset Mapping

MEALS OF LOVE
RESTAURANT
PARTNERSHIPS



Questions?

MEALS OF LOVE
RESTAURANT
PARTNERSHIPS

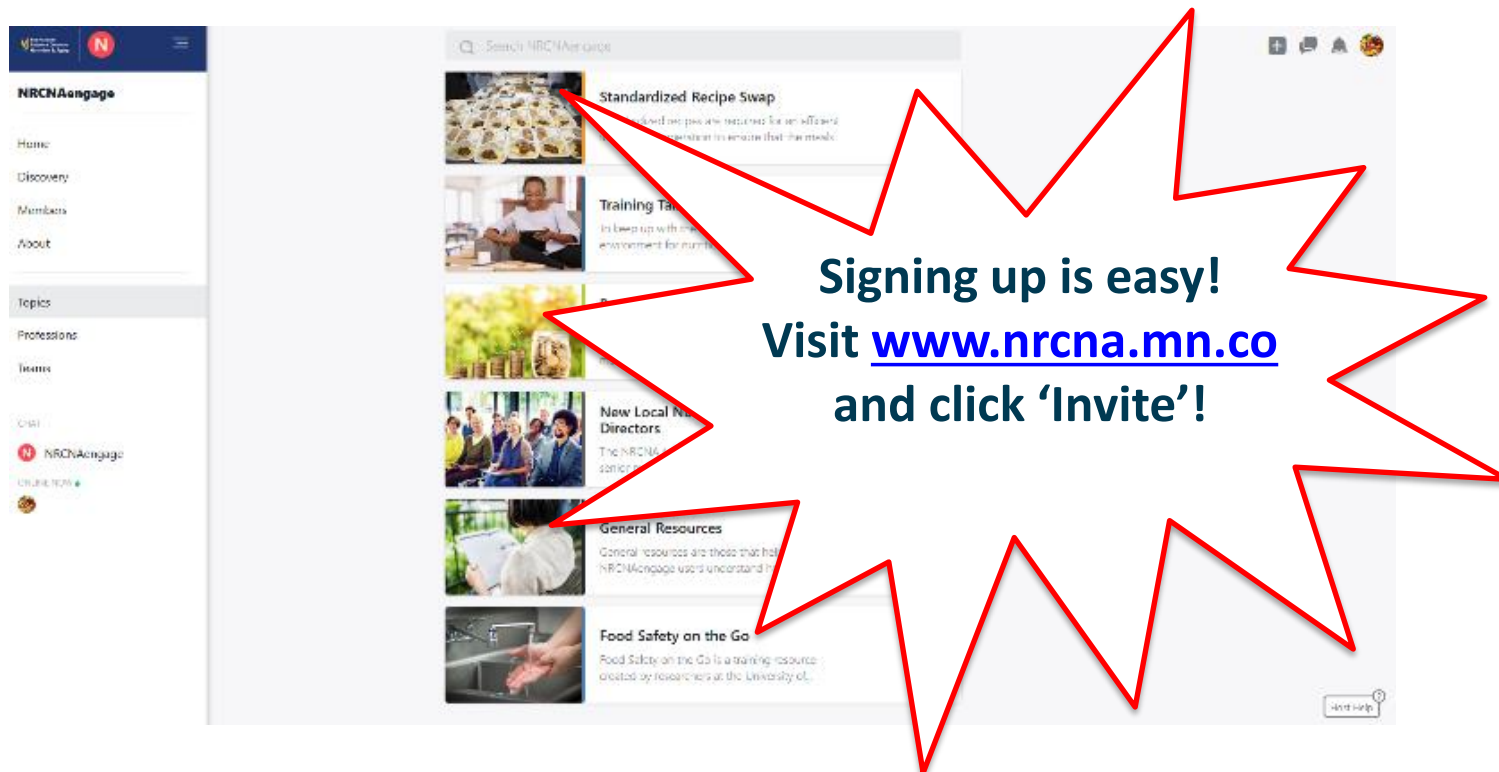


THANK YOU!



NEXT STEPS

- *Share Your Map, Learn From Peers, Stay Connected:*
- Log on to NRCNAengage after the webinar to share, learn and carry on the conversation!



The screenshot shows the NRCNAengage website. On the left is a navigation menu with links: Home, Discovery, Members, About, Topics, Professions, Teams, and a list of organizations including NRCNAengage and UNILUTION. The main content area features a search bar and several article tiles: 'Standardized Recipe Swap', 'Training Table', 'New Local 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 and click 'Invite'!'.





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

THANK YOU
SEE YOU ON NRCNAengage