

THE POWER OF PARTNERSHIPS TO DRIVE SENIOR NUTRITION COVID-19 RESPONSE AND RECOVERY



MONDAY AUGUST 31, 2020







OPENING REMARKS



LORRAINE CORTES-VAZQUEZ COMMISSIONER NYC DEPARTMENT FOR THE AGING



REFLECTIONS ON LEADERSHIP & PARTNERSHIP IN THE AGE OF COVID-19

LORRAINE CORTÉS-VÁZQUEZ, COMMISSIONER

August 31, 2020



INTRODUCTION: NYC DEPARTMENT FOR THE AGING



New York City is home to approximately 1.64 million older adults, and the Department for the Aging (DFTA) is committed to helping them age in their homes and communities



INTRODUCTION: NYC DEPARTMENT FOR THE AGING

DFTA's mission is to eliminate ageism and ensure the dignity and quality of life of diverse older adults.

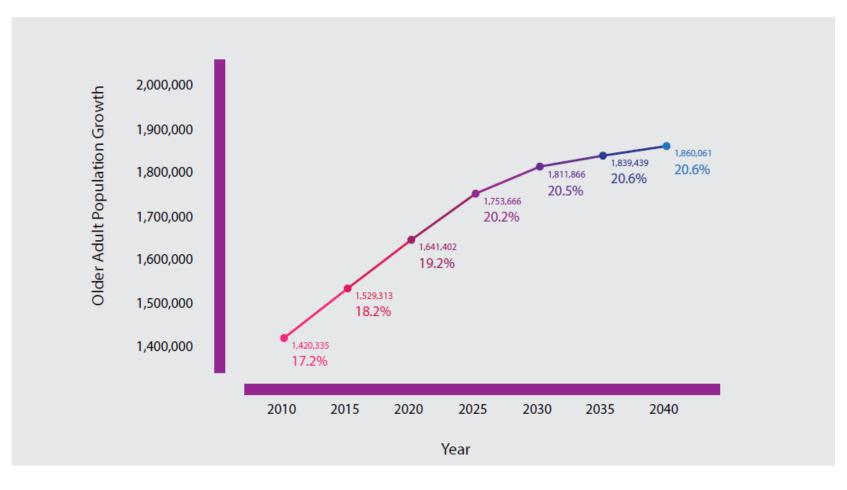
Food Insecurity Goals:

- Help older adults navigate the <u>new</u> <u>centralized food delivery</u> system.
- Address food insecurity, and support health and wellbeing (daily contact, lifelong learning).





OVERVIEW: AGING IN NEW YORK CITY

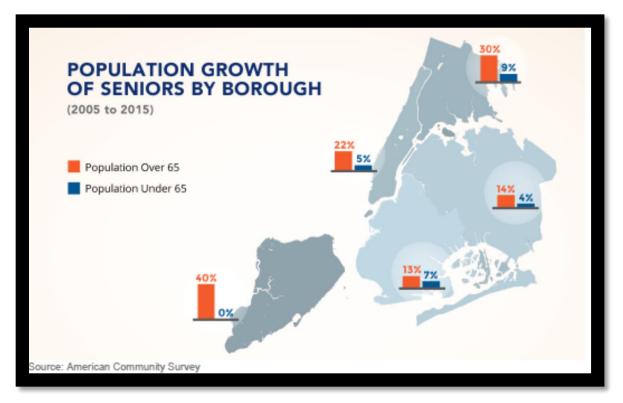


Source: Age-Friendly New York City https://www1.nyc.gov/assets/dfta/downloads/pdf/publications/AgeFriendlyNYC2017.pdf



GEOGRAPHY OF AGING IN NEW YORK CITY

New York City's seniors live in all corners of the five boroughs. The number of New Yorkers over 65 years of age has grown in each borough over the past 10 years, particularly in Manhattan.



Aging with Dignity: Blueprint for Serving NYC's Growing Senior Population, 2015. Source: <u>https://comptroller.nyc.gov/wp-content/uploads/documents/Aging with Dignity A Blueprint for Serving NYC Growing Senior Population.pdf</u>



FOOD INSECURITY

On March 15, a stay-at-home order was issued for older adults.

- DFTA transitioned from congregate on-site meals to "Grab & Go" to centralized food delivery system.
 - March 15 April 30: 1.2+ million meals delivered (> 75% increase) in partnership with senior centers & other contracted organizations
 - DFTA went from serving 24,000 to scaling up to serve 44,000 meals*
- Transitioned from DFTA to GetFoodNYC, the City's emergency food distribution initiative.





FOOD INSECURITY CONTINUED

Increased demand for home delivered meals

- Pre-COVID: 18,000 meals delivered on any given weekday
- During COVID: more than 22,000 caseload
- April (height of the City's pandemic):
 HDM waitlist stood at 290 individuals (4 of 21 contractors had a waitlist of > 50 people)



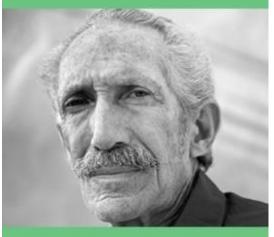


DFTA ACTIVITIES DURING COVID-19

Combatting Social Isolation

- Mid-March June: Average of >7,000 clients/day received wellness calls
 - Today, about 10,000 clients/day receive these calls.
 - Referrals made to elder abuse programs, Friendly Visiting, meals programs, mental health services, and possible housing resources.
- DFTA launched a public outreach campaign to increase awareness and referrals about Social Isolation and Friendly Visiting.
 - Radio PSA was Broadway star Lin-Manuel Miranda aired in local radio stations.

Staying home makes all New Yorkers understand isolation.



But for older New Yorkers, social isolation is even worse. It's actually a health hazard. A 10-minute phone call to an older adult can help.

Want to do more? Become a volunteer. Call Aging Connect at 212-AGING-NYC (212-244-6469)







Click On Image to Hear Audio Social connection is a basic human need.

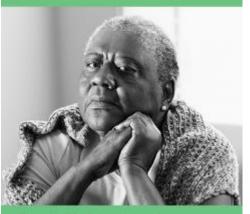


For older New Yorkers, social isolation can lead to depression and health problems. A 10-minute phone call can help. Call an older neighbor, relative, or friend.

Want to do more? Become a volunteer. Call Aging Connect at 212-AGING-NYC (212-244-6469)



Social isolation in older New Yorkers can affect their health.



It can lead to depression and other major health problems. A 10-minute phone call to an older adult can help.

Want to do more? Become a volunteer. Call Aging Connect at 212-AGING-NYC (212-244-6469)

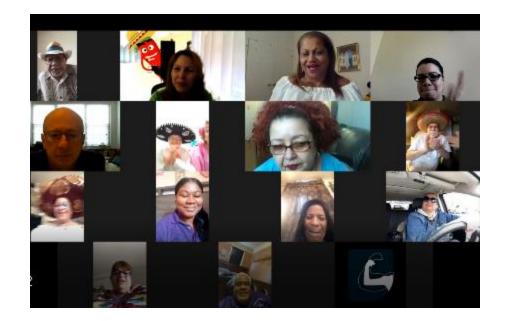




DFTA ACTIVITIES DURING COVID-19

• Virtual programming

- About 171 DFTA providers offer creative aging, engagement, and educational activities (e.g., fitness and exercise classes, arts & crafts workshops, comedy workshops)
- Over the phone and through video platforms like Zoom



- Free tablet program partnership with OATS, T-Mobile, NYCHA
- Aging Connect a contact center for resources, services, and volunteer opportunities
- Case Management Program by phone consultation
- Geriatric Mental Health clinicians provide services virtually or by phone



ROLE OF PARTNERSHIPS: DFTA PHILOSOPHY

Strategic partnership remains central to work that DFTA does.

- NYC Diverse Communities: Committed to providing services in the most culturally and linguistically competent manner
 - Minority and Women-Owned Business
 Enterprises
 - \odot Access to language translation
 - \odot Priority to underserved populations
- "Partnering for Excellence" in HDM 2020 RFP





STRATEGIC PARTNERSHIPS IN THE AGE OF COVID-19

- DFTA-funded CBO providers
- City Agencies
 - Mayor's Office Food Czar (GetFoodNYC)
 - DOHMH, PEU
 - Celebrities: Lin-Manuel Miranda
- Technology: OATS, T-Mobile





COVID-19 PARTNERSHIP PIVOTS

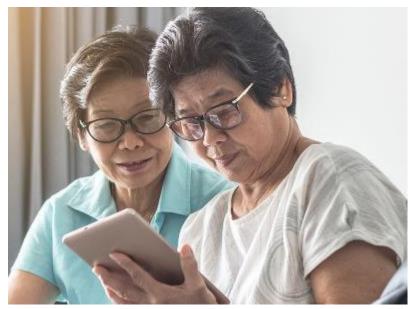
- Establishment of stay at home orders
- Transition to grab & go to direct delivery
 - Partnerships to ensure provision of multiethnic meals including Kosher, Indian, pan Asian, and Latino foods
 - Updates to the senior nutrition services contracting process to ensure greater flexibility allowing service providers to offer the services where and the format most needed by local communities.
- Coordination with the Mayor's Office of the Food Czar
 - CBOs' authorized enrollers





THE ROAD AHEAD: SHORT-TERM STRATEGIES

- Food Insecurity: Delivery of Meals
 - Reformed HDM Implementation: diversity, partnerships
 - Launch HDM app: quality assurance for delivery system
- Food Insecurity: Return to Congregate Meals
 - Masks/PPEs; Proper social distancing
 - Guidance of local/state DOH and other experts



- Virtual Programming: State of the art technology used across entire network; seek collaborative efforts with other CBOs.
- Case Assistance: Ensure connections to important benefits, nutrition resources, health (physical & mental) needs, and access to medication
- Social Isolation: All of the above elements impact and help combat social isolation.



Food Insecurity

- Produce culturally diverse meals: lower-income neighborhoods, minorities largely negatively impacted by the pandemic
- Tap into CBO Capacity: Experience and knowledge of older adults and local communities. Address economic development and ensure sustainability thru local catering or procurement of produce/food.
- Maximize development of virtual programming: Broaden access and connection; increase older adults' access to better infrastructure (hardware & internet); and increase training.
- **Case Assistance:** Ensure staff and CBOs have robust connections and good knowledge base in order to effectively connect clients.
- **Unaffiliated Population:** Opportunity to connect with previously unknown older New Yorkers in the community. Grow client base, help them be more connected to services.





THANK YOU



DAVID CURTIN FOUNDER & CEO FOOD FOREST



FOOD FOREST (CINCINNATI, OH) DAVID CURTIN | FOUNDER AND CEO

8/31/2020





FOOD FOREST

Mission: Make fresh food accessible for everyone.





MY BACKGROUND





Partnership: Make groceries more accessible for seniors.



Other Partners and Sponsors





Partnership: Make groceries more accessible for seniors.



Other Partners and Sponsors



Foundation





Multi-Channel Grocery Platform





THE FOOD FOREST COVID-19 JOURNEY



Left Kroger to build a solution

Kroger closed a store in Walnut Hills of Cincinnati, OH. <u>Partnered</u> with the Walnut Hills Redevelopment Foundation to pilot the Food Forest App.

SNAP Approved & Pilot Launch

Free pickup / delivery 2X a week. <u>Partnered</u> with Produce Perks to offer a dollar for dollar match on fresh fruits and vegetables









Over 1,000 Users

20+ small businesses all teaming up on deliveries and selling their products on the same store front, unlocking fulfillment efficiencies and <u>synergies.</u>



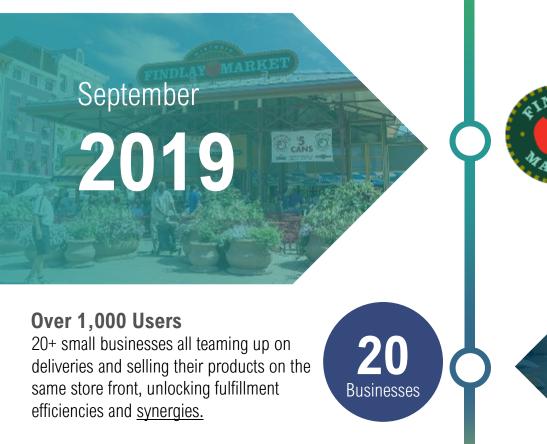


Farmers Market Partnership

Began building out white-labeling capabilities. Allows you to <u>partner</u> with <u>trusted</u> brands and organizations.









Farmers Market Partnership

Began building out white-labeling capabilities. Allows you to <u>partner</u> with <u>trusted</u> brands and organizations.



March 15th, 2020 – Covid-19 panic buying begins





NKADD Council on Aging

Just because you don't use a smart phone doesn't mean you can't get your groceries delivered. <u>Partnered</u> with NKADD to expand the service by ordering through caretakers. +1000% increase in orders and accounts created

Seniors Need Grocery Access

MEALS WHEELS

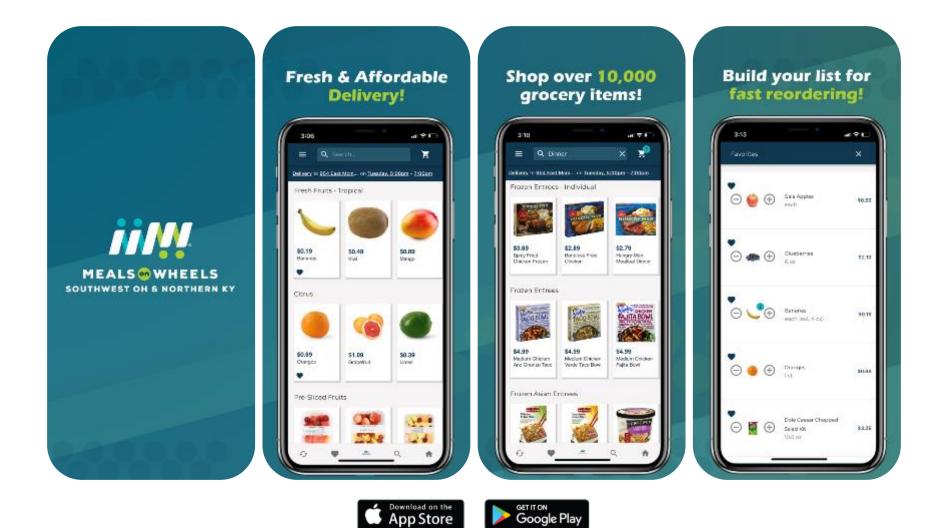
1971

Food Forest and Meals on Wheels of Southwest OH & Northern Kentucky <u>partner</u> to build an MVP experience for seniors





PHASE I





METRICS TO DATE





METRICS TO DATE

\$1.2m / yr. Annualized GMV

+\$400k / yr.

Seniors & High Need

33% of transactions via EBT or to targeted impact areas.



METRICS TO DATE

+\$800k / yr.

To Local Businesses

27% of items grown locally, 36% of items from small businesses

1.2m /yr.

Annualized GMV



COVID-19 PARTNERSHIPS & ROLE OF PARTNERSHIPS SYNERGIES, EXPERTISE & TRUST

ROLE OF PARTNERSHIPS – THE VALUE CHAIN





ROLE OF PARTNERSHIPS – THE VALUE CHAIN

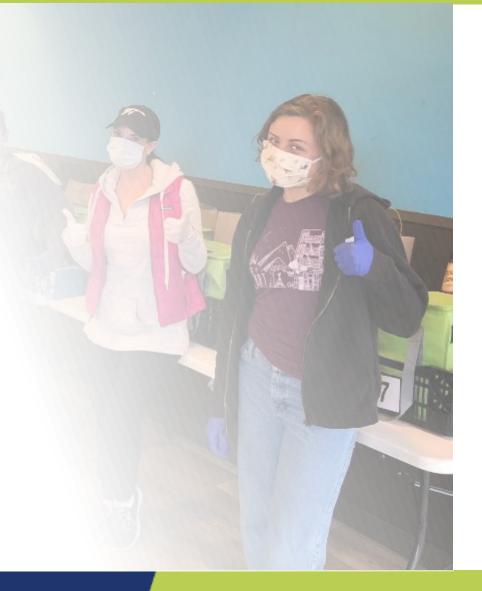




ROLE OF PARTNERSHIPS

SYNERGIES

The whole is greater than the sum of its parts.







Small & Local Businesses

Allows small businesses to reach customers that previously would have considered unreachable.







Online Ordering Integration

Leverage a robust supply-chain and digital infrastructure to for online fulfillment.

Online Shopping





Last Mile Infrastructure

Leverage robust supply chain and last mile infrastructure to reach more seniors.





ROLE OF PARTNERSHIPS – THE VALUE CHAIN





ROLE OF PARTNERSHIPS







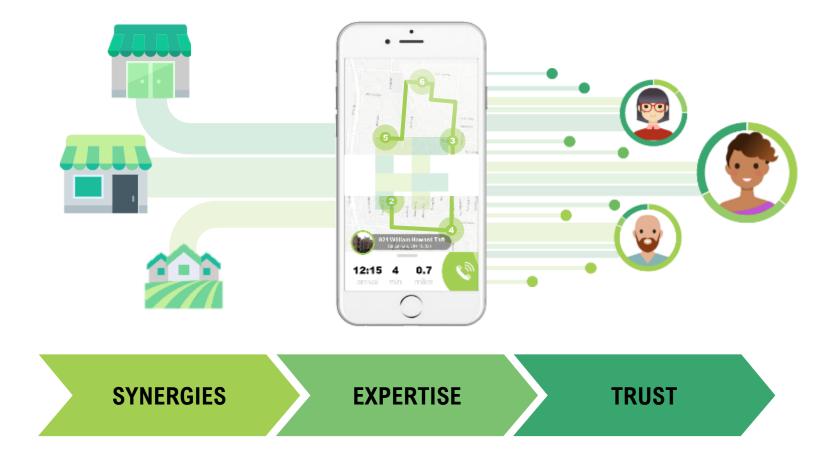
Specialized Expertise

Specialized partners can pack a punch in very specific areas. Produce Perks is a leader in nutrition and nutrition incentive programming.





ROLE OF PARTNERSHIPS – THE VALUE CHAIN

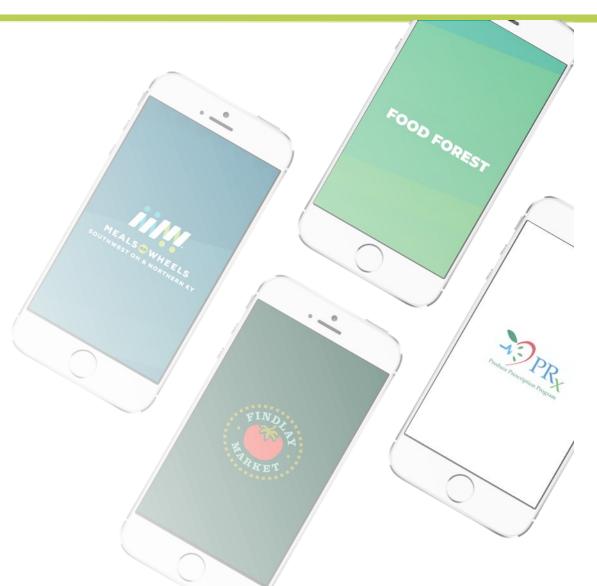




ROLE OF PARTNERSHIPS



Loyalty and trust are the great accelerators.







80+ Years of Experience

"Our roots trace back to 1937 when we opened Wesley House, a home for low-income seniors"







Trusted Services

Experienced service provider allows us to explore more creative online ordering methods.





ROLE OF PARTNERSHIPS: FOOD FOREST PHILOSOPHY

EXPERTISE

Our Partnership Philosophy

Synergies made it affordable, expertise made it compelling, and trust was the accelerator.

SYNERGIES

The National Resource Center on Nutrition & Aging



TRUST

THE ROAD AHEAD PLANNING FOR SUCCESS

THE ROAD AHEAD: PHASED APPROACH

Launch MVP **Measurements & Expand** (Completed) **Enhancements Partnerships** Phase #1 Phase #2 Phase #3 10,000 grocery items enhance the experience turn-key setup free next day delivery add meals to the catalog centralized support T,W,R,F 5:00-7:00pm team up on deliveries





David Curtin

Founder & CEO Food Forest E: David@foodforest.co <u>david-curtin-0b834025</u>

Web: www.foodforest.app Social: @FoodForestApp





The National Resource Center Nutrition & Aging

BREAK UNTIL 12:30PM

INTRODUCTION TO THE NRCNA

The National Resource Center on Nutrition & Aging

Hosted by: Meals on Wheels America Funded by: Administration for Community Living









The National Resource Center Nutrition & Aging

HOW CAN THE NRCNA HELP YOU?

WHAT DOES THE NRCNA OFFER?

Training | Technical Assistance | Reports | Research

Areas of focus:

- Nutrition, Health and Aging
- Food Service and Operations
- Smart Business
 - Business acumen
 - Sustainability
 - Social entrepreneurship



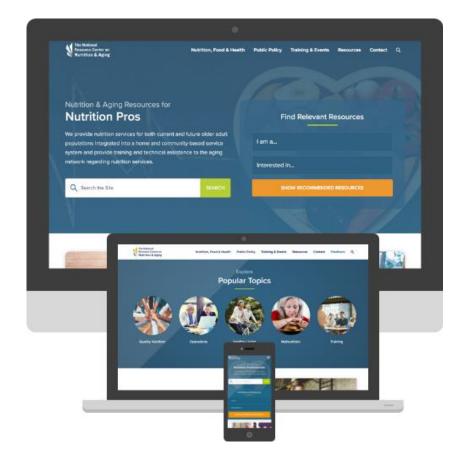


RESOURCES AVAILABLE 24/7/365

• Easy access to resources, research, tools and training.

• Contemporary and responsive resource on all desktop and mobile devices

Visit: https://nutritionandaging.org/







HELPFUL RESOURCES JUST FOR YOU

REPORTS, TOOLKITS, AND WHITE PAPERS



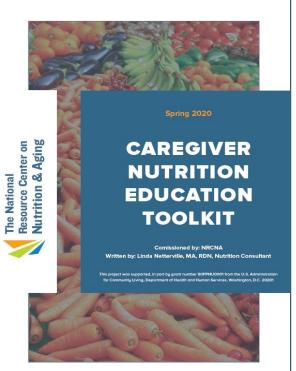


NEW RESOURCES FOR YOU IN 2020



Medical Nutrition Therapy Works for Seniors

A Resource Guide for Registered Dietitian Nutritionists and Senior Nutrition Program Administrators



The National **Nutrition Needs for Older Adults: Fiber**

signed by the National Resource Center on Nutrition & Aging: Written by: Katle Dodd, MS, RDN, CSG, LD, FAND Introduction

Fiber is a type of carbohydrate that the body is unable to digest. Fiber plays an important role in the health of older adults. It is involved with healthy digestion, feeling full, and preventing constipation¹. Fiber also plays a role in reducing the risk of heart disease, diabetes, and some cancers². Fiber has even been shown to reduce inflammation in the bodu3.

Ninetu-five percent of adults do not consume adequate fiber in their diets2. The good news is that fiber is found in a wide varietu of plant-based foods, including fruits, vegetables, whole grains, legumes, nuts, and seeds. Eating a balanced and varied diet can help older adults meet their fiber needs.

How Much is Needed?

Adequate Intake (AI) for Fiber4: Older adults need slightly less fiber than younger adults. Men require more fiber than women The Recommended Dietary Allowance (RDA) is based Life Stage on the amount of fiber needed for protection against Group heart disease It's important to get the right amount of fiber. Too little can cause constipation and increase risk of certain 51-70 ueors chronic diseases. Too much, especially if increasing the amount of fiber in the diet too quickly, can cause 71+ years aastrointestinal issues, including bloating, gas, and

Food Sources of Fiber

crampina1

Fiber is found in a wide varietu of plant-based foods, like fruits and vegetables. Whole grains are a good source of fiber, but fiber content is reduced when grains are processed (e.g., refined grains, such as white bread)

Food source	Amount per serving	Grams per serving
Chickpeas	0.5 cup	11
Black beans	0.5 cup	7
Almonds	0.3 cup	6
Quinoa (cooked)	1 cup	5
Broccoli	1 cup	5
Oatmeal (cooked)	1 cup	4
Apple	1 medium	4
Banana	1 medium	3
Whole wheat bread	1 slice	2
Brown rice	0.5 cup	2
Cabbage (raw)	1 cup	2
Shelled pumpkin seeds	1 ounce	2

Resource Center on Nutrition & Aging

38 grams 25 grams

30 grams 21 grams

30 grams

Cooking with Plant-Based Protein

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

onol Resource Center on Nutrition & Aging: Written bu: Amu Mundol-Miller, MS, RON, FAND

Plant-based protein is a hot topic today.

Manu people are looking for foods that provide as manu putrition benefits as possible while also being ustainably produced. Ingredients that provide plant-based protein also provide other nutrient benefits including dietary fiber, iron, potassium, and other micronutrients. Beans and other pulses, as described below, are great sources of protein, fiber, iron, and potassium. Additionally, many plant-based protein sources contain little or no saturated fat, and in their raw form contain very little sodium.

Plant-based protein ingredients can support both your organization and the seniors you serve

Jsing such ingredients often is very cost effective. If you compare the price of a pound of black beans, for example, with a pound of pork, the black beans will likely cost one-half to one-third per pound compared to he pork. In addition, plant-based protein ingredients can support healthy aging by being beneficial for bone nealth, bone strength, and retaining skeletal muscle - all of which can support greater physical function and independence. Senior nutrition program providers don't have to go to extremes with using plant-based protein; combining plant-based protein ingredients with animal protein offers the best of both worlds. This is an important step because most food sources rich in plant-based proteins offer incomplete proteins but if

What is a protein?

Proteins are comprised of hundreds or thousands of smaller units, called amino acids. There are two kinds of amino acids:

Essential amino acids (not made by the body but required for normal body functioning).

Non-essential amino acids (able to be made by the body or leveraged from the normal breakdown of protein in the body).

Are proteins all the same? Proteins differ depending on if they are from animal

or plant-based foods. There are generally three kinds of protein

> Incomplete proteins do not contain or do not have enough of the essential amino acids to be a complete protein. Most plant foods (such as beans, peas, grains, nuts, vegetables, fruits) are incomplete protein sources

Complete proteins contain appropriate levels of essential amino acids. Animal foods (such as meat, poultry, and seafood) and soy, are

complete proteins. Complementary proteins contain two or more incomplete proteins but when consumed together, compensate for each other's lack of essential amino acids (e.a., beans and rice bread with peanut butter



Visit: https://nutritionandaging.org/issue-briefs-white-papers/





The National Resource Center Nutrition & Aging

KEY RESOURCES FOR YOU

INNOVATIONS IN NUTRITION PROGRAMS & SERVICES HUB





In 2017, the Administration for Community Living awarded six grantees funding for innovative projects that will enhance the quality, effectiveness, and outcomes of nutrition services programs provided by the national aging services network. The six grants totaled \$742,872 for the two-year project period. Through this grant program, innovative and promising practices that can be scaled across the country have been identified with a goal to increase use of evidence-informed practices within the nutrition programs.

The Innovations in Nutrition Programs and Services Resource Hub contains documents for senior nutrition programs to understand and replicate the inventive programs and services piloted by the 2017 ACL grantees.

Visit: https://nutritionandaging.org/innovation-services-hub/



SENIOR NUTRITION PROMISING PRACTICES HUB





Senior nutrition programs around the country continue to work in inventive and non-traditional ways to adapt to the evolving needs of older adults in the communities they service. Here is a listing of just a few of the amazing organizations that provide for the nutrition, health and wellness needs of older adults.

Learn More and Visit: https://nutritionandaging.org/promising-practices-hub/



FUTURE OF CONGREGATE



IMPROVING THE +

The congregate nutrition program can be fun, in communities across the country. In fact, th nutritious meal, nutrition education, and an op-

participants are looking for! There are several meab. Together we can turn the tide to incr

The critiques/misperceptic

nutrition program are

"I wish it was a more fun a

SOME OLDER

"I can't come when

"The meals don't

"I would like to take my

"These meak

"They're for

FOR OVERALL STRATEGIES TO ENHANCE

FOR CONGREGA



Congregate nutrition programs are designed to support older facing social and financial difficulties. Nutrition services like he offered at senior centers, churches and other facilities but meeting the expectations and desires of those they are set nutrition program providers have indicated that more trainin better understand the intricacies of the program, what's allow to create flexible meal offerings that meet the continually ev of current and eligible participants. From food safety to fund program staff are hungry for information.

There are several ways to strengthen staff knowledge, and enhance resources available to best meet the need congregate nutrition program. The strategies noted bek as effective practices by meal sites across the country may work for your organization, and how to to practices to best meet your needs.



CONGREGATE NUTRITION PROGRAM

To ensure optimal client-centered service delivery



Participating in congregate nutrition programs for older adults can be fun, engaging and nutritionally satisfying. In fact, the core goals of the program – a nutritious meal, nutrition education, and an opportunity for socialization – are exactly what participants are looking for! There are many strategies that encourage client participation and creativity among program staff, and a multitude that are scalable to a variety of sites and meal types. Yet there may be some hesitation when seeking to adopt new practices if staff are unsure whether or not they are allowed under the rules of the Older Americans Act. This brief provides policy myths and facts when it comes to improving the dining experience for older adults. Below are just a few to consider, some of which may or may not be possible or relevant to your particular program.

Congregate nutrition programs should focus excusively on providing a meal.

FACT While providing nutriticous meals may be the central focus, there are actually several priorities – which include access to nutritious meals and socialization – within the congregate nutrition program. The opportunity for older adults to gain access to evidence-based health and wellness education in addition to vital community services are integral pieces of the program. This allows programming that not only encourages attendance but also participation. Opportunities for stimulating conversation, ways to challenge one's mind and ideas to be physically active are all encouraged. For example, some sites offer dance classes, while others may offer bridge gomes or health-related classes.

Learn More & Visit: www.nutritionandaging.org/futureofcongregate





The National Resource Center Nutrition & Aging

BREAK UNTIL 12:30PM

POWER OF PARTNERSHIPS TO DRIVE SENIOR NUTRITION PROGRAM COVID-19 RECOVERY AND RESPONSE



The National Resource Center Nutrition & Aging

FACILITATED CONVERSATION

FACILITATED DISCUSSION QUESTIONS

- 1. Trust is the basis for great partnerships. What suggestions might you have during these challenging times to build and sustain the trust that is needed for successful strategic partnerships?
- 2. Share an example of the strategies your organization used to work through the challenges that arose during the COVID-19 pandemic with strategic partners.
- 3. If an organization represented by an attendee was seeking to work with your organization, what information would they need to show, have at the ready, to secure buy-in, to advance a strategic partnership?



FACILITATED DISCUSSION QUESTIONS - CONTINUED

- 4. What inventive, non-traditional ways to leverage technology solutions, would you like to see created in the near future to address systematic needs that senior nutrition programs have?
- 5. Thinking of a partnership model for the virtual senior nutrition program of the future, what aspects must be considered/put in place so that vulnerable clients (those at risk of being excluded due to the digital divide) are engaged and not left behind?
- 6. Looking ahead, what gives you the most hope as we move into the rest of the year in 2021 as frontline providers continue to contend with the COVID-19 pandemic?



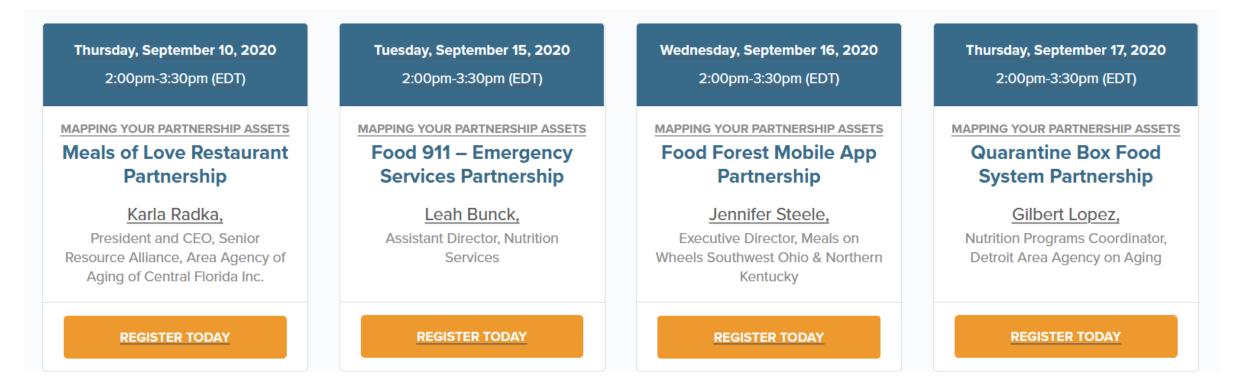


The National Resource Center Nutrition & Aging

Q & A

LOOKING AHEAD TO SEPTEMBER

• We invite you reflect on the ideas and inspiration gleaned from today's event and join us in a few weeks for 4-part webinar series: Mapping Your Partnership Assets:





WHAT'S NEXT?

3:00 P.M. TO 3:45 P.M. EDT – LEADING DURING A GLOBAL PANDEMIC: LESSONS THAT WILL SHAPE OUR FUTURE

PRESENTER: Lance Robertson, Administration for Community Living (ACL) Administrator and Assistant Secretary for Aging

MODERATOR: Ellie Hollander, President and CEO, Meals on Wheels America

THANK YOU & SEE YOU IN SEPTEMBER



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