

YEAR 1 COMMUNICATIONS REPORT



Nutrition and Aging Resource Center

The Nutrition and Aging Resource Center has a long-term goal to support the national aging network, former and future Innovations in Nutrition (INNU) grantees, and other Older Americans Act (OAA) stakeholder organizations in the development and expansion of nutrition programs in their states and communities. The objectives include 1) Providing high-quality and branded electronic and print resources for the national Senior Nutrition Program (SNP) network to develop impactful, cost-effective and person-centered services that align with the purposes of the OAA Title IIIC; 2) Providing high-quality, tiered and responsive technical assistance to ACL and INNU grantees, and 3) Providing national leadership by acting as an advocate for the SNP to ensure the network's continued strength and sustainability. This report details the communications outcomes of year one of the grant, October 1st, 2021-August 31, 2022.

Social media channels were launched in late October 2021 and regular postings on [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#) started in November. Videos were added to the [YouTube channel](#) in December, and the Nutrition and Aging Resource Center started to branch out into [TikTok](#) more in early 2022.

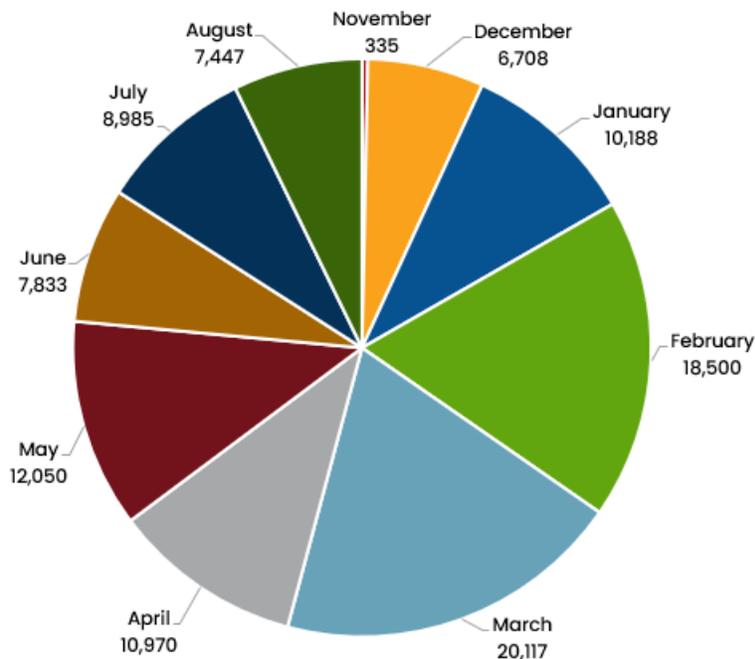
The Nutrition and Aging Resource Center sends two [newsletters](#) per month on the second Tuesday and fourth Thursday of each month. The first newsletter shares top nutrition news for the network. The second newsletter coined, "The Final Forkful," sends announcements and "in case you missed it" information.

A "Network Spotlight" was introduced in the newsletters to highlight people and organizations doing fantastic things in the nutrition and aging network. A brief recorded interview is added to the newsletter and [YouTube playlist](#).

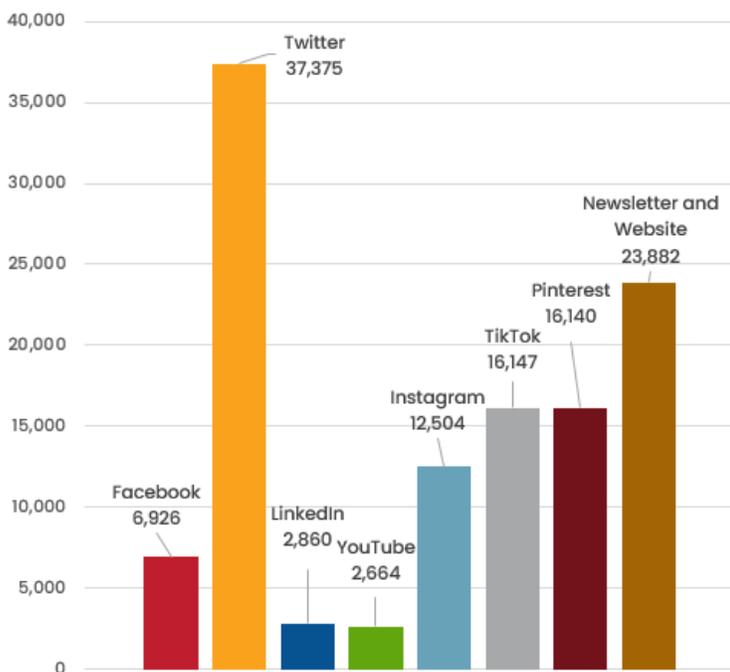
During the ten months, the Nutrition and Aging Resource Center's social media presence reached approximately 103,133 duplicated individuals through video views, website visits, newsletters and social media reaches.

The goal for year two is to reach at least 150,000 individuals on the same platforms. This is an achievable goal and will be met through the same communication channels that were implemented during year one.

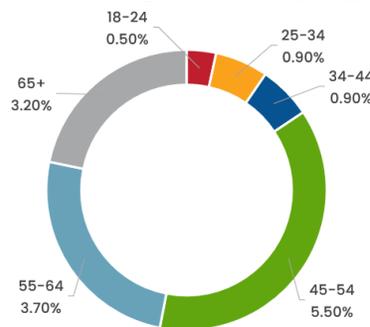
Communications Reach by Month



Communications Reach by Platform



Facebook Demographics by Age - Men



Facebook Demographics by Age - Women

