Celebrating the Senior Nutrition Month

Kick-Off Webinar

Administration for Community Living

Administration on Aging

February 2, 2021
Agenda

- A Year of Team Work and Heart
- The Aging Network
- Intent of the Older Americans Act
- Senior Nutrition Program Celebration
- Timeline
- Activities and Tools
- Next Steps
- Questions & Answers
A Year of Team Work and Heart
The Aging Network

AoA

56 State Units & 264 Tribal Organizations

618 Area Agencies on Aging

Nearly 20,000 Service Providers & 500,000 Volunteers

Provides Services and Supports to 1 in 5 Seniors

- 218 million meals
- 22.2 million rides
- 36.5 million hours of personal care, homemaker & chore services
- 3.3 million hours of case management
- Over 930,000 caregivers assisted
- 6.2 million hours of respite care
- 490,000 ombudsman consultations
Intent of the Older Americans Act

Mission of the Older Americans Act:

• Reduce hunger, food insecurity, and malnutrition
• Promote socialization
• Promote health and well-being
• Delay onset of adverse health conditions
OAA Senior Nutrition Program

- Authorized under Title III-C of the OAA
- The Act is designed to promote the general health and well-being of older individuals
- Provides grants to help support nutrition services
- Includes home-delivered and congregate meals
- Programs provide a range of services
Celebration Summary

• Focus on the intent of the Older Americans Act (OAA)
• Highlight the role of nutrition in the three areas of food, socialization and improving health and well-being
• Inform the community and key decision-makers on the impact and return on investment
• Increase awareness, educate and support the network with tools
• Showcase innovation and best practices
Timeline

Honoring Older Americans and Senior Nutrition Programs
Celebration Landing Page

• Community Toolkit
  – Senior Nutrition Program Toolkit
  – Articles and graphics

• Program Value
  – Literature

• Network Experience
  – NRCNNA Innovative Programs Hub

Celebrating the National Senior Nutrition Program

Funded by the Older Americans Act, the National Senior Nutrition Program began in 1972 and has been meeting the nutritional, social, and wellness needs of Older Americans for nearly 50 years. Each March, we recognize its anniversary by celebrating the program's rich history and tremendous value across the nation.

About the Program
ACL funds senior nutrition services, including home-delivered meals and meals served in group settings. The intent of the program is to provide: 1) nutrition, 2) socialization, and 3) health and well-being. More on ACL's Senior Nutrition Program

Community Toolkit
This collection of materials is designed to help you plan and implement fun, engaging programs that enhance socialization and well-being for your Senior Nutrition Program participants. From social media content to partnership and activity ideas, find resources to help engage your community.

Senior Nutrition Program Toolkit
Other Ready-to-Use Articles & Graphics from ACL

Program Value
Senior Nutrition Programs must promote their role in supporting not only the food needs of older adults but also their overall health and well-being. Partners, local and state policymakers, and others must understand the value of these services, keeping them informed on your impact and impact can lead to better outcomes for your community and consumers.

Articles on Program Value - Coming Soon
impact of graphic - Coming Soon

Support to Caregivers

Support for People with Limited Loss, Paralysis, and TBI

Strengthening the Aging and Disability Networks

Success Stories

Related Links
• 2020-2025 Dietary Guidelines for Americans
• 2020 Older Americans Key Indicators of Well-Being
• AGS Program Data
• Social Determinants of Health: Healthy People 2030
• ACL Program Evaluations & Reports
• National Clearinghouse Resource Center
• National Falls Prevention Resource Center
• Older Americans Month 2021
• ACL’s Commit to Connect Campaign
Community Toolkit

• Share Your Work

• Tips, Guides & Ideas
  – Program Activity Guides
    ▪ Ex. Virtual Tea Party
    ▪ Nutritionary Game
  – Tip Sheets & Guides
    ▪ Ex. COVID-19 Suggestions for Senior Nutrition Programs

• Social Media
Share Your Work

• Submit photos and activity descriptions of your innovative and best practices
• Share how your program is making a difference
• Complete the fillable website form
• Email to the following address: healthpromotion@acl.hhs.gov

*We will share program information; however, please understand it may not be possible to share all submissions.
Tips, Guides and Ideas

- Activities promote socialization
- Incorporate COVID precautions
- Daily connection activity including guide
  - Example: Car Show & Parade
- Guide includes steps of preparation needed, how to participate and supporting information
- Activities support the entire month

Senior Nutrition Program Activity Guide: Car Show & Parade

This activity is a fun way to engage nutrition program participants through a safely distant event. It promotes socialization, which helps to improve physical health, mental health, and nutrition. Socialization is one key to wellness, and it is part of the Senior Nutrition Program mission. This event also makes a connection with other community members who can see the parade – not just those directly involved.

Coordination
- Assign a coordinator to plan and manage the event.
- Recruit volunteers to help on event day.
- Select a date and time for the event and create a signup form for cars that want to be in the parade.
- Coordinate with a senior living or other neighborhood for the parade, if it parking lot cannot accommodate.
- A socially distant parade show, identify another spot like a local business.
- Promote the event on fliers, in newsletters, and on social media.
- Make paper certificates for winners of various categories (e.g., most unique car, most colorful car).
- Assign volunteers to specific event day tasks, like directing parade traffic or handing out certificates.
- Remind participants and volunteers by phone and/or email the day before the event.
- Check in with the community location contact(s) and confirm details one week and one day before.

Parade
- Participants decorate their cars and drive to the parade location. Consider picking a theme (e.g., spring time, throwback to the 60s, movies and television) for this event to help people come up with ideas for decorating their vehicles.
- Cars will line up at a designated starting point, in order of arrival. The cars, led by a coordinator/volunteer car, drive the parade route. You may want to mark the route with flags or signs if there are several homes to make, or if traveling through more than one neighborhood.
- Encourage car occupants to wave and cheer to socially distance parade viewers. Neighborhoods may have specific advice on parking.

Car Show
- Once the parade has ended, cars park in the predetermined ending location. If awarding winners, judges will walk around and score the cars. Once winners are selected, have a single volunteer place the certificates on windshields for a completely contactless experience.

Safety First
- Be sure that all participants—both in advance and on site—are reminded of all safety rules and tips. These include things like wearing a mask, keeping distance, staying in cars during certain parts of the event, as well as any official local/state guidance, and specifics for your event.
- Prepare volunteers with guidance and make sure they know what to do if there are any issues.
Social Media

• Use Senior Nutrition Program Celebration graphics to spread the word! Post to Facebook, Instagram, Twitter and LinkedIn
• Eight different designs to add variety and interest
• Use our official hashtag - #seniornutritionprogram
Thursday at Three Webinar Series

- March weekly webinars (4)
- Thursday at 3:00pm EST
- Topics include:
  - Intent of the OAA
  - Food Insecurity and Malnutrition
  - Socialization
  - Health and Well-Being
- Webinar Tip Sheets to follow each week
Next Steps

• Sign up for weekly webinars (www.acl.gov)
• Develop your March calendar of events including social media posts
  – Include connection activities to promote socialization
  – Use infographics to promote your program to your community and stakeholders
• Use the social media graphics to create interest
• Share innovation and best practices with ACL
• Visit the new NRCNA website
Questions?
More Information

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