

# 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



# Today's Speakers



Keri Lipperini, MPA  
Director, ONHPP  
ACL



Judy Simon, MS, RD, LDN  
National Nutritionist  
ACL

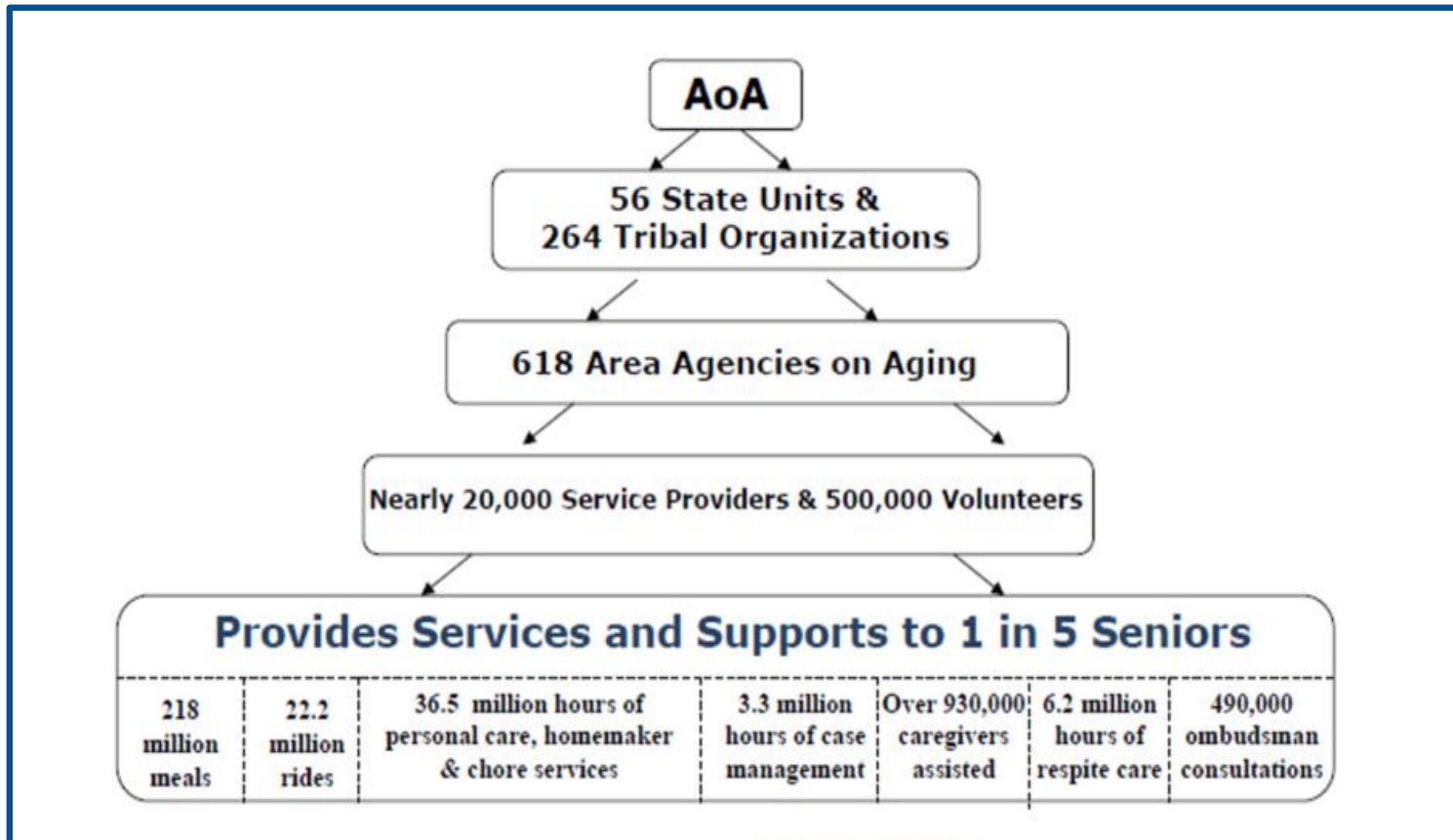


Kathy Wilson-Gold, MS, RDN  
Nutrition Consultant  
ACL

# A Year of Team Work and Heart



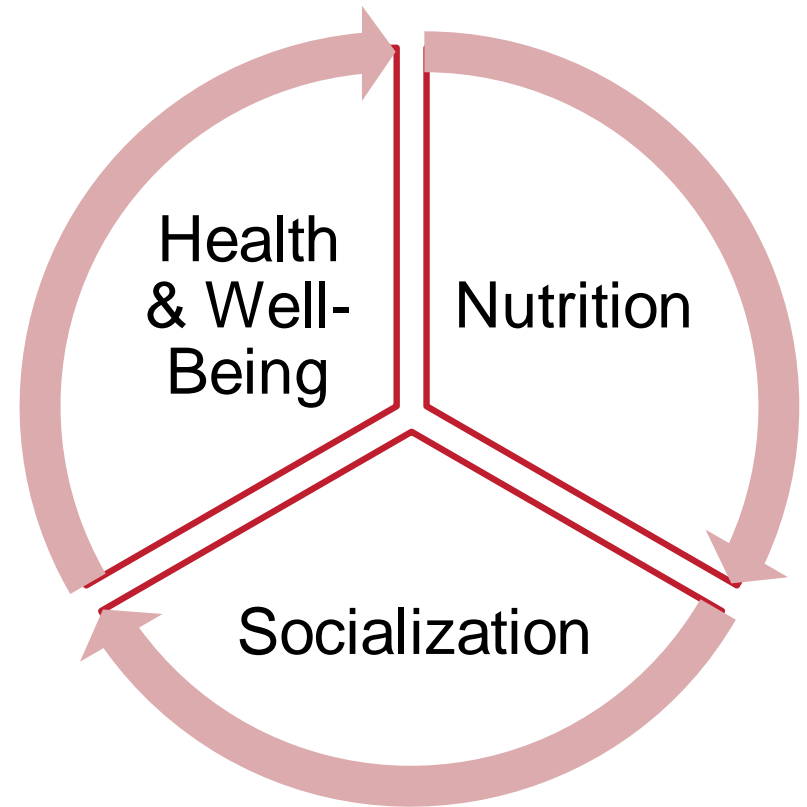
# The Aging Network



# 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

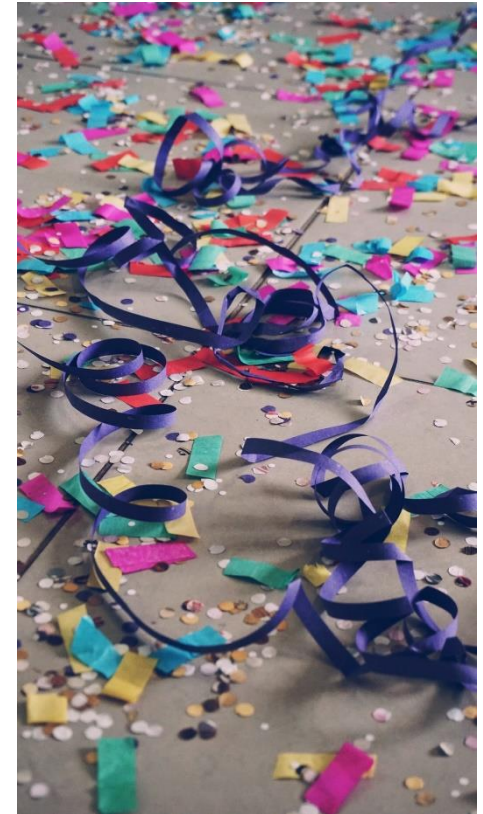


# OAA Senior Nutrition Program

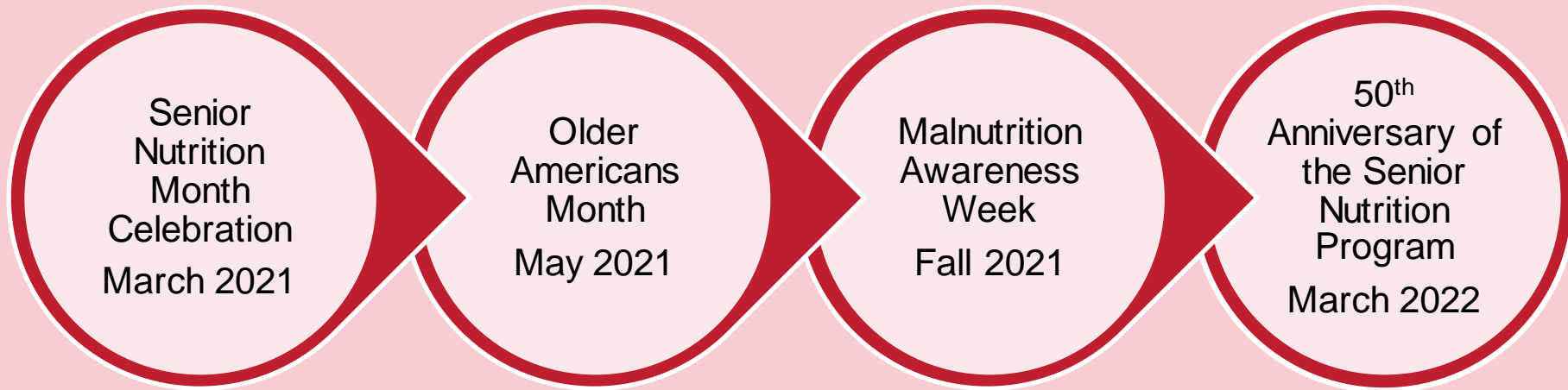
- Authorized under Title III-C of the OAA
- The Act is designed to promote the general health and well-being of older individuals
- Provides grants to help support nutrition services
- Includes home-delivered and congregate meals
- Programs provide a range of services

# 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
  - NRCNA Innovative Programs Hub

**Celebrating the National Senior Nutrition Program**

**PROGRAM AREAS**

- \*\*\* Coronavirus 2019 \*\*\*
- Overview
- Aging and Disability Networks
- Alzheimer's Disease and Dementia
- Connecting People to Services
- Consumer Choice and Control
- Data Projects
- Empowering Advocacy
- Employment
- For American Indians, Alaska Natives, and Native Hawaiians
- Health & Wellness
- Opioid Crisis
- Program Evaluations and Reports
- Protecting Rights and Preventing Abuse
- Research and Development
- Retirement Planning and Pension Support
- Support to Caregivers
- Support for People with Limb Loss, Paralysis and TBI
- Strengthening the Aging and Disability Networks
- Success Stories

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 decisionmakers, and others must understand the value of nutrition services. Keeping them informed on your intent and impact can lead to better outcomes for your community and consumers.  
[Articles on Program Value - Coming Soon](#)  
[Impact Infographic - Coming Soon](#)

**Network Experience**



Countless lessons learned and success stories illustrate the importance and impact of the National Senior Nutrition Program. As a hub for such information, ACL's National Resource Center on Nutrition & Aging (NRCNA) builds the capacity of the Aging Services Network and increases knowledge on the role of nutrition services in health promotion and disease prevention.  
[NRCNA's Innovative Programs Hub](#)

**RELATED LINKS**

- [2020-2025 Dietary Guidelines for Americans](#)
- [2020 Older Americans Key Indicators of Well-Being](#)
- [AGID Program Data](#)
- [Social Determinants of Health \(Healthy People 2020\)](#)
- [ACL Program Evaluations & Reports](#)
- [National CDSME Resource Center](#)
- [National Falls Prevention Resource Center](#)
- [Older Americans Month 2021](#)
- [ACL's Commit to Connect Campaign](#)

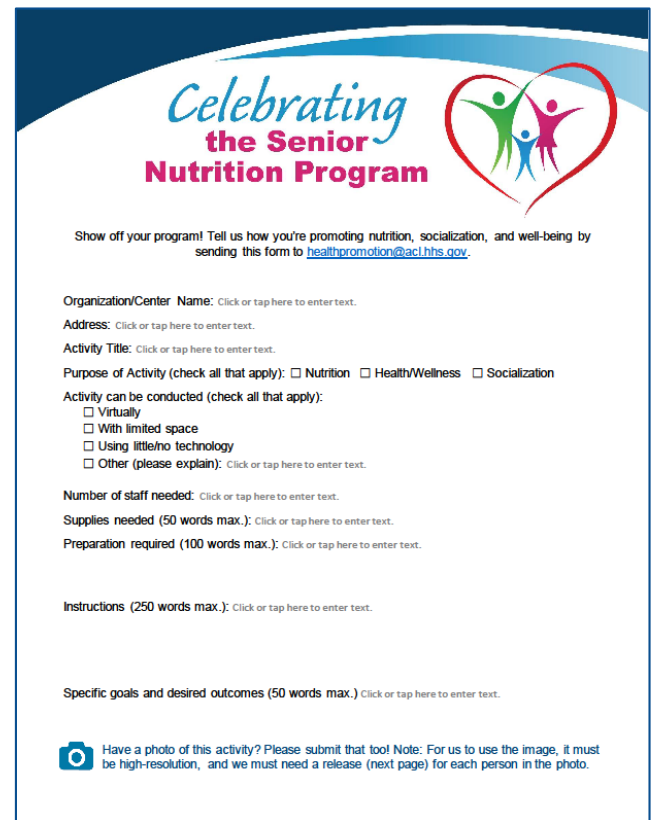
# Community Toolkit

- 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

<ul style="list-style-type: none"><li>Aging and Disability Networks</li><li>Alzheimer's Disease and Dementia</li><li>Connecting People to Services</li><li>Consumer Choice and Control</li><li>Data Projects</li><li>Empowering Advocacy</li><li>Employment</li><li>For American Indians, Alaska Natives, and Native Hawaiians</li><li>Health &amp; Wellness</li><li>Opioid Crisis</li><li>Program Evaluations and Reports</li><li>Protecting Rights and Preventing Abuse</li><li>Research and Development</li><li>Retirement Planning and Pension Support</li><li>Support to Caregivers</li><li>Support for People with Limb Loss, Paralysis and TBI</li><li>Strengthening the Aging and Disability Networks</li><li>Success Stories</li><li>Volunteer Opportunities and Civic Engagement</li></ul>	<h2>Share Your Work</h2> <p>Share how your program is making a difference in your community! Your program's innovative activity may be highlighted. Submit information on your program activity using this <a href="#">Activity Submission Form (PDF, 96KB)</a>. Please understand it may not be possible to share everything we receive.</p> <h2>Tips, Guides, &amp; Ideas</h2> <p>Following are guides and other resources based on common program barriers. Many are focused on helping you to engage virtually and enhance socialization during COVID-19.</p> <h2>Program Activity Guides</h2> <p>Remember to promote your program! Share information and successes from your activities via your website, social media, and/or newsletter. Always ask for permission before quoting or photographing participants.</p> <ul style="list-style-type: none"><li>• <a href="#">Guided Imagery Activity Guide (PDF, 218KB)</a> - Relaxation technique/exercise</li><li>• <a href="#">Nutritionary Activity Guide (PDF, 194KB)</a> - Drawing and guessing game</li><li>• <a href="#">Text Challenge Activity Guide (PDF, 228KB)</a> - Group-text health challenges</li><li>• <a href="#">Car Show &amp; Parade Activity Guide (PDF, 205KB)</a> - Safely distanced community event</li><li>• <a href="#">Virtual Tea Party Activity Guide (PDF, KB)</a> - Social gathering</li><li>• <a href="#">Crack the Code Activity Guide (PDF, 203KB)</a> - Word unscrambling game</li><li>• <a href="#">Crack the Code Word Sheet (MS Word, 39KB)</a></li></ul> <h2>Tip Sheets &amp; Guides</h2> <ul style="list-style-type: none"><li>• <a href="#">Tele or Virtual Nutrition Education for Older Adults</a></li><li>• <a href="#">Teach SD: Training Volunteers to Teach Tech to Older Adults</a></li><li>• <a href="#">NCOA Tools for Reaching a Remote Audience</a></li><li>• <a href="#">NCOA FAQ: COVID-19 and Technology Resources</a></li><li>• <a href="#">NCOA's Senior Centers Connect Guide</a></li><li>• <a href="#">Volunteer Engagement and Recruitment Resources</a></li><li>• <a href="#">Enhancing Socialization through Meaningful Volunteer Connections during COVID-19</a></li><li>• <a href="#">COVID-19 Suggestions for Senior Nutrition Programs</a></li></ul> <h2>Social Media</h2> <p>We suggest using the official hashtag (#SeniorNutritionProgram) as much as possible when communicating about your program on social media. The information you share is more important than ever. Use these graphics to spread the word!</p> <p>Click an image to view the high-quality version or <a href="#">download the set (.zip, 1.6MB)</a>.</p> <div></div>	<h2>Program</h2> <ul style="list-style-type: none"><li>• National Resource Center on Nutrition &amp; Aging</li><li>• 2020-2025 Dietary Guidelines for Americans</li><li>• 2020 Older Americans Key Indicators of Well-Being</li><li>• Nutrition.gov</li><li>• MyPlate.gov</li></ul>
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# 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](mailto:healthpromotion@acl.hhs.gov)



**Celebrating the Senior Nutrition Program**

Show off your program! Tell us how you're promoting nutrition, socialization, and well-being by sending this form to [healthpromotion@acl.hhs.gov](mailto:healthpromotion@acl.hhs.gov).

Organization/Center Name: Click or tap here to enter text.

Address: Click or tap here to enter text.

Activity Title: Click or tap here to enter text.

Purpose of Activity (check all that apply): ☐ Nutrition ☐ Health/Wellness ☐ Socialization

Activity can be conducted (check all that apply):

- ☐ Virtually
- ☐ With limited space
- ☐ Using little/no technology
- ☐ Other (please explain): Click or tap here to enter text.


Number of staff needed: Click or tap here to enter text.

Supplies needed (50 words max.): Click or tap here to enter text.

Preparation required (100 words max.): Click or tap here to enter text.

Instructions (250 words max.): Click or tap here to enter text.


Specific goals and desired outcomes (50 words max.): Click or tap here to enter text.

 Have a photo of this activity? Please submit that too! Note: For us to use the image, it must be high-resolution, and we must need a release (next page) for each person in the photo.

*\*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 sign-up form for cars that want to be in the parade.
- ☐ Coordinate with a senior living or other neighborhood for the parade. If its parking lot cannot accommodate a socially distanced post-parade car show, identify another spot like a local business.
- ☐ Promote the event on flyers, 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 fling, throwback to the 60s, movies and television) for the event to help people come up with ideas for decorating their vehicles.

Cars will line up at a designated starting place, in order of arrival. The cars, led by a coordinator/volunteer car, drive the parade route. You may wish to mark the route with flags or signs if there are several turns to make, or if traveling through more than one neighborhood.

Encourage car occupants to wave and cheer to socially distanced parade viewers. Neighborhoods may have specific advice on honking.

### 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!

It will be hard to communicate with a group of participants if everyone is spread out and/or in their cars. Think about ways to make announcements and be creative under the circumstances.

### 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.



The Administration for Community Living (ACL) is an operating division of the U.S. Department of Health and Human Services. ACL administers the National Senior Nutrition Program, which is funded by the Older Americans Act.

ACL.gov

# 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



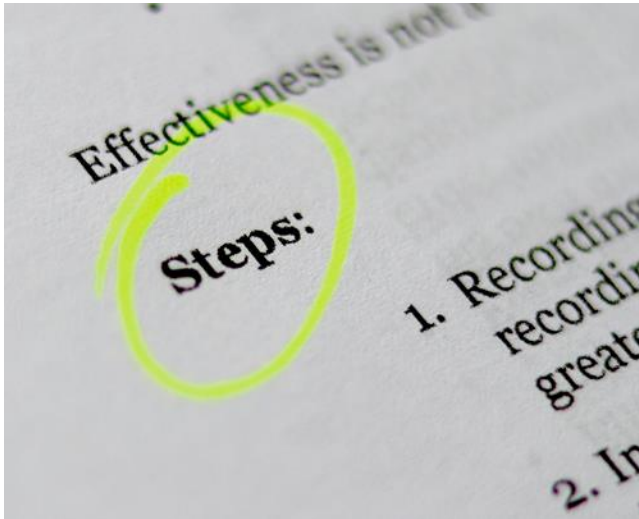
# Thursday at Three Webinar Series



- 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](http://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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