Senior Nutrition Institute
Orlando, Florida
January 18-19, 2012

Meals On Wheels Association of America
Sponsored by the Walmart Foundation

Opening

- Welcome
- Introductions
  - MOWAA Staff
  - Attendees
- Agenda

Agenda

Wednesday, January 18	
12:30	*Registration/Welcome*
1:00 PM – 3:45 PM	*Surviving a Changing Environment (Break included)*
3:45 PM – 4:00 PM	*Break*
4:00 PM – 5:30 PM	*Designing Food Delivery Systems*
Thursday, January 19	
8:00 AM – 8:30 AM	*Breakfast*
8:30 AM – 12:00 PM	*Business Planning*
12:00 PM – 1:00 PM	*Lunch*
1:00 PM – 2:30 PM	*Screening and Prioritizing Clients for Nutrition Risks*
3:00 PM – 4:30 PM	*Menu Planning for Customer Satisfaction*
4:30 PM – 5:15 PM	*Wrap-Up/Evaluations/Certificates*

Surviving a Changing Environment

Senior Nutrition Institute
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Lessons from a Donut Shop

Lessons from a Donut Shop

- ★ Understand the changing environment
- ★ Define who are the customers
- ★ Define the product based on customer wants/needs
- ★ Create a valued product

The History
OAA of 1965-Section 101 Priorities

- Best possible physical and mental health…
- Services to sustain older people in their communities and in their homes
- Meaningful activity within the widest range of civic, cultural, educational and training and recreational opportunities.
- Freedom, independence, and the free exercise of individual initiative in planning and managing their own lives, full participation in the planning and operation of community based services and programs provided for their benefit…

Purpose of Older Americans Act Nutrition Programs (1972)

- Promote health
- Provide nutritious meals
- Reduce social isolation
- Link to other social & rehabilitative services

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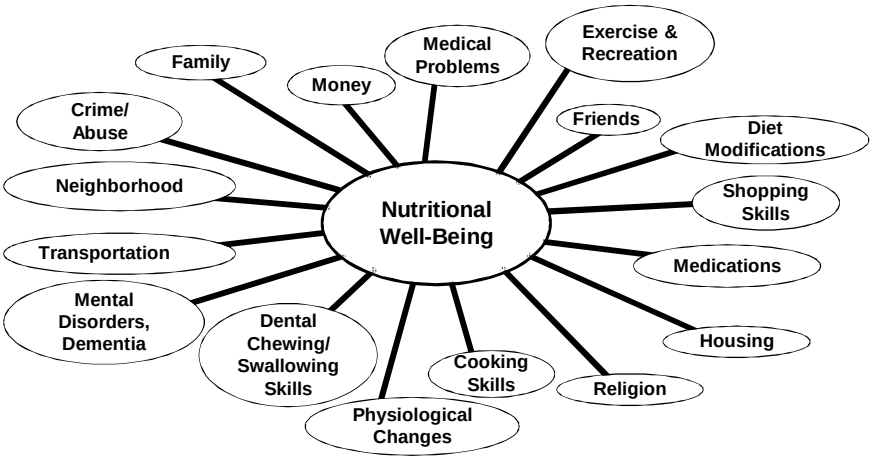
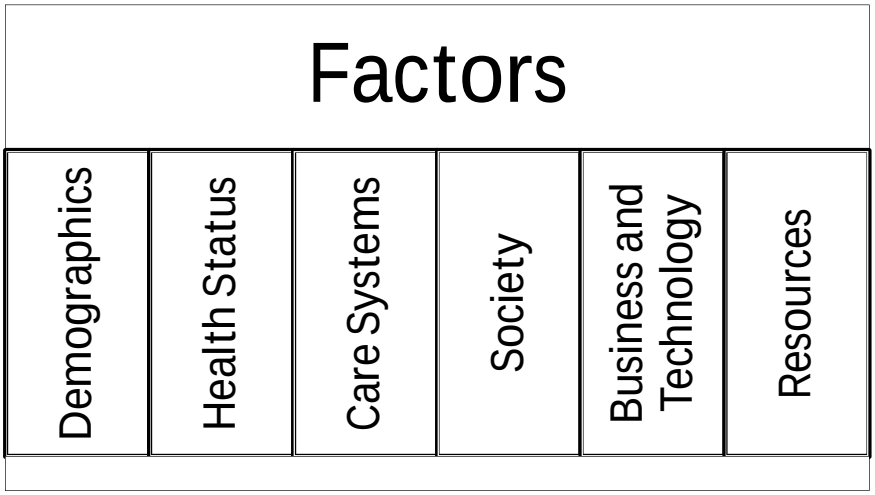
Inter-related Factors Affecting the Nutritional Well-Being of Older Adults



Changing Environment



Changing Environment - Demographics

- More older people
- More healthy older people
  - Baby boomers
  - Diverse expectations
- More frail older people
  - More homebound
- More minorities
- More HCBC, less nursing home care

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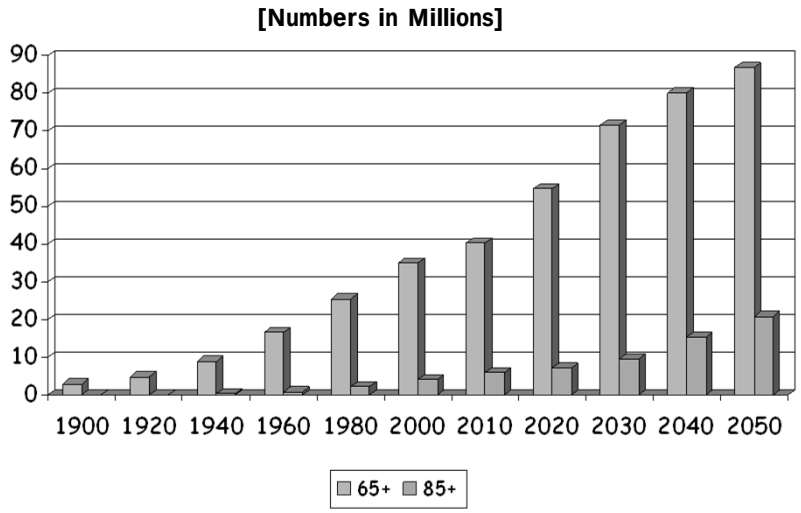
Number of Persons 65+ & 85+: 1900 – 2050



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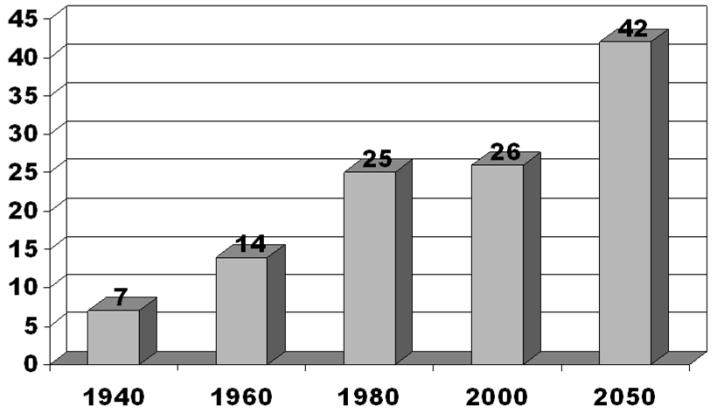
Percent of Americans Age 65 Expected to Survive to Age 90



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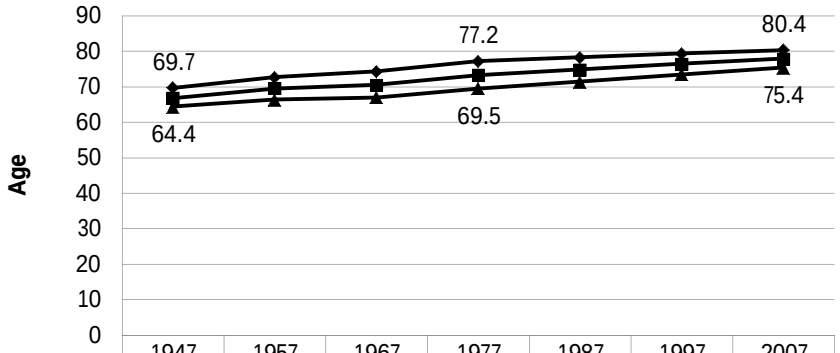
Population Change by State: 2000 to 2030

State	Change in total population Number	Change in total population Percent	Change in Age 65 and older Number	Change in Age 65 and older Percent
United States	**82,162,529**	29.2	**36,461,718**	**104.2**
Arizona	5,581,765	108.8	1,703,515	255.1
Florida	12,703,391	79.5	4,961,855	176.7
Georgia	3,831,385	46.8	1,122,562	143.0
Iowa	28,848	1.0	226,973	52.0
Kansas	251,666	9.4	236,862	66.5
Kentucky	513,229	12.7	398,657	79.0
Michigan	755,728	7.6	861,707	70.7
Minnesota	1,386,651	28.2	598,858	100.8

Population Change by State: 2000 to 2030

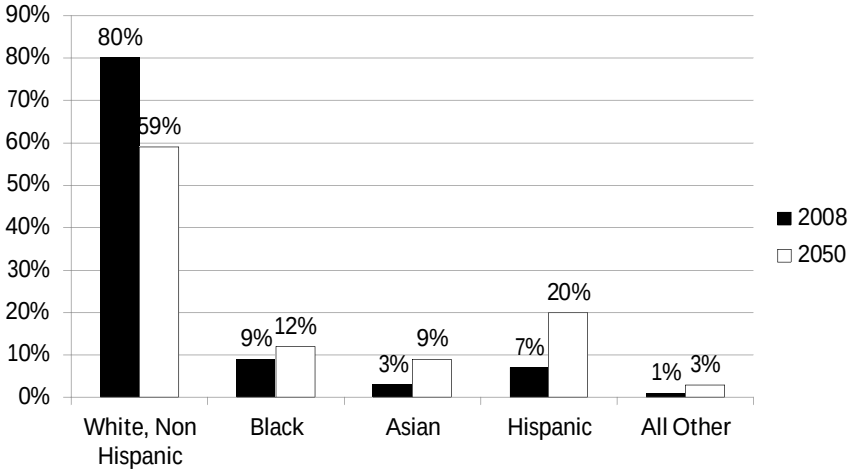
State	Change in total population Number	Change in total population Percent	Change in Age 65 and older Number	Change in Age 65 and older Percent
New Jersey	1,388,090	16.5	846,409	76.0
New York	500,972	2.6	1,468,539	60.0
North Carolina	4,178,426	51.9	1,204,125	124.3
Ohio	197,388	1.7	849,265	56.3
Texas	12,465,924	59.8	3,113,653	150.2
Vermont	103,040	16.9	96,430	124.4
Virginia	2,746,504	38.8	1,051,655	132.7
Wisconsin	787,089	14.7	609,672	86.8

Estimated Life Expectancy



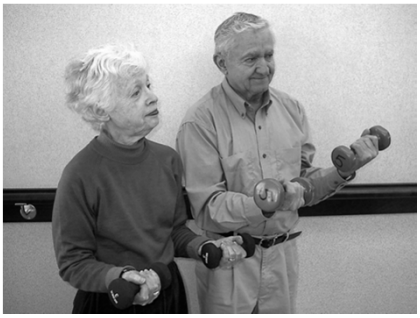
	1947	1957	1967	1977	1987	1997	2007
Women	69.7	72.7	74.3	77.2	78.3	79.4	80.4
Both	66.8	69.5	70.5	73.3	74.9	76.5	77.9
Men	64.4	66.4	67	69.5	71.4	73.5	75.4

Racial and Ethnic Composition



Source: US Census Bureau, Population Estimates and Projections, 2008

Most older adults 65+ years live in the community



- Community
  33.4 M; 93.5%
- Nursing Homes
  1.5 M; 4.5%
- Assisted Living
  1.0 M; 2.0%

US Census Bureau; Centers for Medicare & Medicaid, Medicare Current Beneficiary Survey

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Changing Environment Health Status

Older Americans live

- HEALTHIER
  - 73% self rate health as good to excellent
  - Life Expectancy
- MORE INDEPENDENTLY
  - 94%: reside in the community
  - 4.5%: reside in nursing homes
  - 2.0%: reside in assisted living
  - Sedentary lifestyle ↓ : 34% to 28%

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Changing Environment Health Status

Older Americans live

- MORE PHYSICALLY ACTIVE AND FUNCTIONALLY FIT
  - Physically active:
    - 83% ages 45-64
    - 77% ages 65-74
    - 64% ages 75+
  - Chronic disability ↓ : 24% to 21%
  - Physical activity limitations ↓ : 29% to 21%

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Healthy Lifestyles

Evidence-based Disease and Disability Prevention:

- Chronic Disease Self-Management
- Falls Prevention
- Nutrition
- Physical Activity
- Others
- Delivered through Aging Network Services Providers

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Health Status
EXCEPTION: Minorities

Nutrition and Health Related Disparities	
Heart Disease and Stroke	
Black, Non-Hispanic	48.7%
Hispanic	39.6%
American Indian/Alaska Native	38.7%
White, Non-Hispanic	35.5%
Asian and Pacific Island American	25.9%

Health Status
EXCEPTION: Minorities

Nutrition and Health Related Disparities	
Diabetes –prevalence of diagnosed diabetes in adults, age 20 and older	
Black, Non-Hispanic	12.9%
Hispanic	11.7%
American Indian/Alaska Native	15.3%
White, Non-Hispanic	7.9%

New Science Knowledge

- Dietary Reference Intakes
  - Food and Nutrition Board of the Institute of Medicine of the National Academy of Sciences
- Dietary Guidelines for Americans 2005
  - Departments of HHS and USDA
- Purpose of both documents
  - Promote health and reduce the risk of chronic disease and disability through diet and physical activity

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Changing Environment Care Systems

- Health
- Long term
- Community

Long Term Care Structures

- Informal care
  - OAA National Family Caregiver Support Program
  - Medicaid Waiver
  - Private pay/ private insurance

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Long Term Care Structures

- Home and community based care
  - Medicare-short term rehabilitation
  - Medicaid Wavier 1915 (b) & (c) Waivers
    - Under 1 million people
  - Private pay/private insurance
  - Nutrition services are not required for: Medicare; Medicaid; private pay/private insurance

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Long Term Care Structures

- Home and community based care
  - Older Americans Act
  - Largest system and provider of HCBC services in the country
    - Nutrition Program 2.6 million people
    - All OAA programs 8 million people

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Long Term Care Structures

- Institutional care – nursing homes
  - 1.5 million people
  - 1/3 cost paid for by Medicare – short term rehabilitation
  - 1/3 cost paid for by Medicaid – primary federal support
  - 1/3 cost paid for by private pay/private insurance

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Medicaid LTC in US

- Medicaid: Major Source of Public Funding for LTC
  - Entitlement Program
- Medicaid LTC Spending
  - 63% institutional care; 37% non-institutional care (2005)
- Medicaid programs vary by state
  - Program eligibility varies: income, allowable assets, functionality
  - An individual may qualify in one state, but not another

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Modernizing OAA & LTC: A 3-Pronged Strategy

- Consumer Empowerment
- More Choices for High-Risk Individuals
- Healthy Lifestyles

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Department of Health and Human Services Initiatives

- HCBC
- Cash and counseling; New Freedom Initiative
- Aging and Disability Resource Centers
- Public/private pay
- Evidence based practice

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Parallel Nutrition Systems

Older Americans Act Service System	•State Units on Aging, Area Agencies on Aging, Local Nutrition Service Providers •Part of a comprehensive & coordinated service system
Home & Community Based Service System	•Medicaid Waiver Programs •State/county funded systems & services
Public Health System	•State/county/city health departments •Chronic disease programs •Food safety & sanitation
Health Care System	•Direct Health Care system, physicians, hospitals, nursing homes, rehabilitation centers •Transition care •Medical Nutrition Therapy
Food Assistance System, Programs Funded by USDA	•SNAP, SNAP-ED, TEFAP, CSFP, CACFP, SFMNP •Food stamps, food banks/pantries, soup kitchens, community gardens

Changing Environment-Society

- Increased demand for services
- Increased demand for quality services
- Increased demand for appropriate services: cultural, religious, therapeutic
- Increased demand for choice
- Increased demand for HCBC
- Different cohorts – different attitudes

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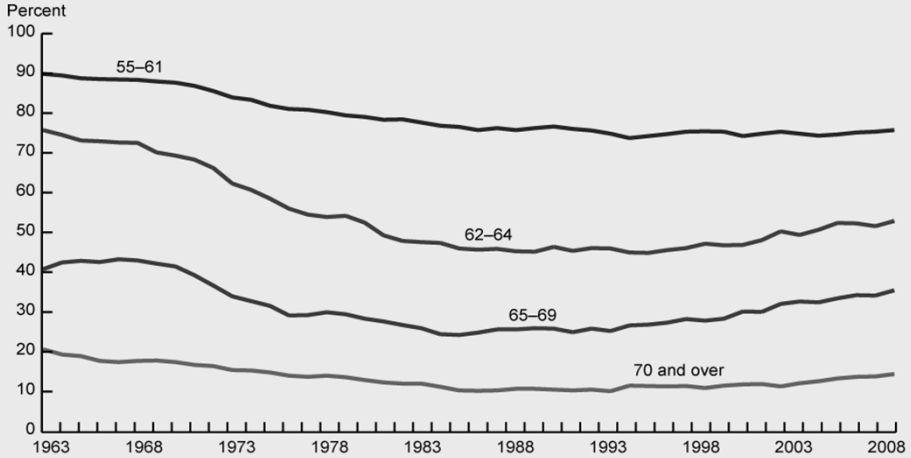
Baby Boomers

- **Health Oriented**
  - Spend more, consume more health services, visit doctor more
- **Work-Centric**
  - Continue work past regular retirement age
  - Women in the work force
- **Independent**
- **Change Oriented**

Participation in the Labor Force

Labor force participation rates of men age 55 and over, by age group, annual averages, 1963–2008



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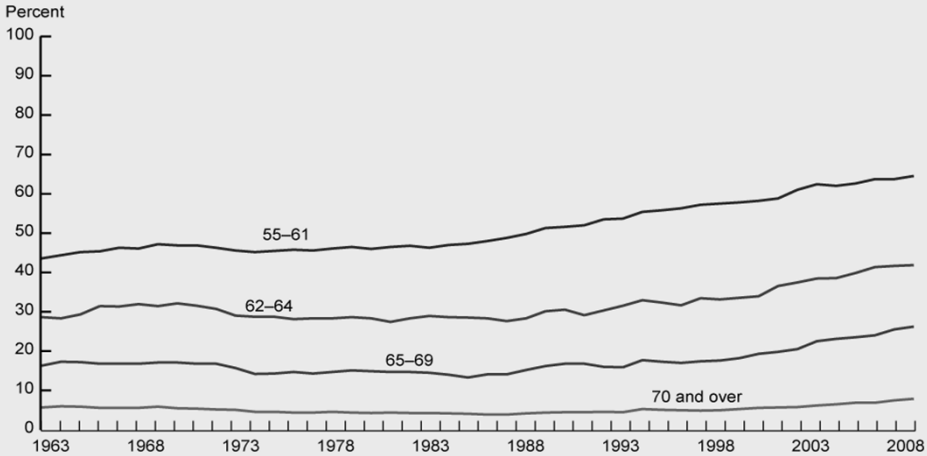
Reference population: These data refer to the civilian noninstitutionalized population.
SOURCE: Bureau of Labor Statistics, Current Population Survey.

Indicator 11 – Participation in the Labor Force

Labor force participation rates of women age 55 and over, by age group, annual averages, 1963–2008



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SOURCE: Bureau of Labor Statistics, Current Population Survey.

Changing Environment-Business

- For Profits
  - Expanding into non-traditional markets
  - Offering competing services
    - Restaurants, groceries, fitness options
- Non-Profits
  - Becoming more entrepreneurial
  - Developing community partnerships
  - Identifying other funding streams

Changing Environment-Technology

- Improved service and delivery models
  - Routing/scheduling
- Improved equipment specific for MOW programs
- Changes to the food supply chain
- Health focused foods-Functional foods, supplements, probiotics

Foodservice Trends for Older Adults

- Scratch cooking
- Home-made
- Restaurant quality
- Comfort foods
- International flavors, ethnic
- Tasty, eye appeal
- Customer driven
- Choice
- Smaller portions
- Lighter fare
- Nutrient dense
- Healthy
- Variety

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Top 10 Food Trends

Institute of Food Technologists, 2005

- "In the US, consumers' efforts to manage weight, chronic conditions, and general well-being through diet will drive the sale of food…"
- "With health in the forefront and the population aging, it's clear that things in the food world will never be the same."

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Changing Environment-Resources

- Competition for limited dollars
- Need to develop community partnership
- Relook at "for pay" options
  - Other services
  - Tiered services
  - Expanded services

Partnerships

- Government
  - Federal
  - State
  - Local/county/city
- Private non profits
  - Faith communities
  - Other service providers
- Volunteers
  - Older adults
  - Other ages
  - Ethnic associations
  - Private industry
- Private industry
  - Food companies
  - Food service companies
  - Food distributors
  - Grocery stores
  - Ethnic restaurants
  - Insurance companies
  - Gyms
  - Housing

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Group Discussion

- What are your reactions?
- How does this affect you and your program?
  - Congregate
  - Home-Delivered

Who Are The Consumers

Characteristics of Title III C Nutrition Program

Demographic	National Population	Congregate Meals	Home Delivered Meals
Age 60-64	29%	10%	9%
Age 65-74	38%	33%	22%
Age 75-84	24%	39%	40%
Age 85 or older	8%	18%	30%
Married	60%	38%	25%
Non-Married	40%	61%	74%

5th National Survey of OAA Program Participants-2009

Characteristics of Title III C Nutrition Program

	National Population	Congregate Meals	Home Delivered Meals
Living alone	27%	48%	56%
Three or more ADLs	6%	8%	31%
Services allow to remain in home	N/A	59%	91%

*5th National Survey of OAA Program Participants-2009

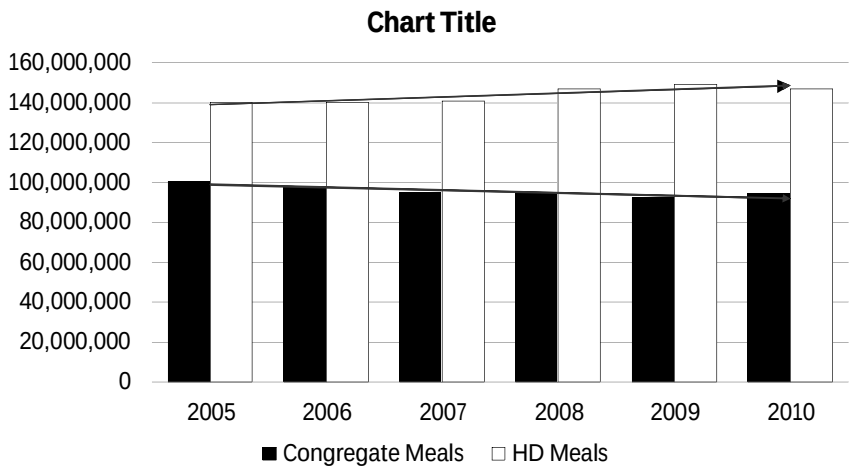
Characteristics of Title III C Nutrition Program

Income relative to poverty	National Population	Congregate Meals	Home Delivered Meals
Below	7%	14%	24%
At or near	8%	19%	28%
Above	85%	51%	35%
Unknown	n/a	16%	13%

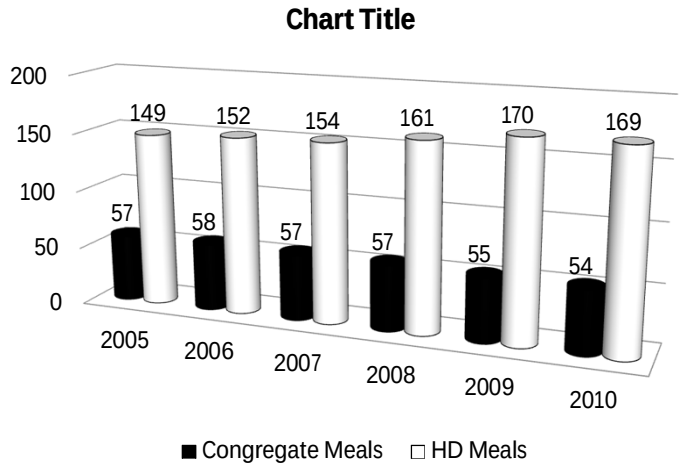
*5th National Survey of OAA Program Participants-2009

Nutrition Program People Served

Nutrition Program Meals Served



Nutrition Program Meals Served Per Person



Define Your Product Based on Customer Wants/Needs

- Choice in menu, including cultural & dietary choices
- Attractive presentation of food
- Knowledgeable & friendly staff
- Variety of supportive programs, services and activities
- Pleasant, welcoming, supportive environment
- Participant input
- Volunteer opportunities
- Congregate-Adequate transportation & parking

Results of a Senior Center Participants Survey About Physical and Mental Health

- Less lonely
- Laugh more frequently
- Reduced stress
- Regular exercise
- Better health
- More energy
- Feel more independent
- Less worry about the future
- More satisfied with life

Results of a Senior Center Participants Survey About Physical and Mental Health

- Healthy behavior associated with number of educational and health promotion programs attended
- Positive behavioral changes more likely to enjoy positive outlook on life.
- Engagement in health promotion activities enhanced feeling of empowerment by maintaining a more independent lifestyle.

Solutions - Meals

- Menu choice
- Food choice
- Soup, salad, sandwich bars
- Ethnic meal choices
- More fresh fruit/vegetables
- Farm to program, support local farms
- DASH diet meals
- Less pre-prepared foods
- More scratch cooking
- Meal components to be eaten later
- Therapeutic meals, modified for content, texture

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Solutions-Menu Choices

- **Accommodating Consumer Menu Choice**
  - Time
  - Service location or place
  - Restaurant voucher programs
  - Café style service
  - Menu
  - Food
  - More than 1 meal/day
  - Fee for service/private pay options
  - Customer service emphasis

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Solutions - Meals

- Breakfast, dinner
- Meals, 7 days a week as appropriate
- Weekend congregate, in select locations
- Weekend home-delivered
- Holiday meals
- Emergency meals, i.e. hurricanes, blizzards, floods
- Frozen meals
- Cold meals

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Solutions-Services

- Restaurant voucher programs: intergenerational, ethnic, weekend, rural
- Schools
- Adult day care
- New senior housing
- Linkages to physical activity programs, i.e. mall walking

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Solutions - Services

- Menu planning and shopping assistance
- Grocery delivery
- Training for home health aides
- Frequent nutrition education
- Individualized nutrition counseling
- Leisure and learning services
- Information and assistance
- Transportation
- Intergenerational activities
- Mental health referrals

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Solutions -Services

- Services in Medicaid Waiver Programs
- Medical nutrition therapy
- Nutrition support groups, diabetes, heart disease
- Caregiver nutrition education
- Integration with HP/DP programs, i.e. physical activity, falls prevention
- Integration with hospital discharge
- Linkages to physicians, home care, case management

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Create a Valued Product

Consumers Value Program Participation

	Home Delivered	Congregate
Eat more balanced meals	86%	79%
Better able to avoid sodium & fat	81%	76%

*5th National Survey of OAA Program Participants-2009

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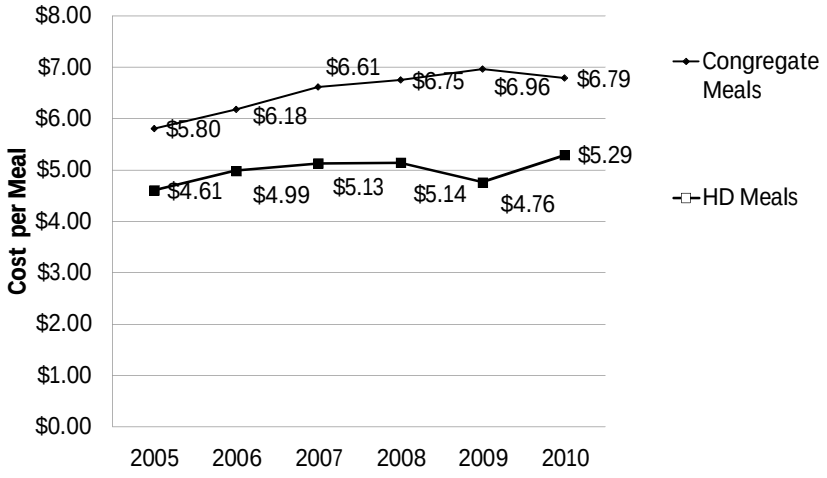
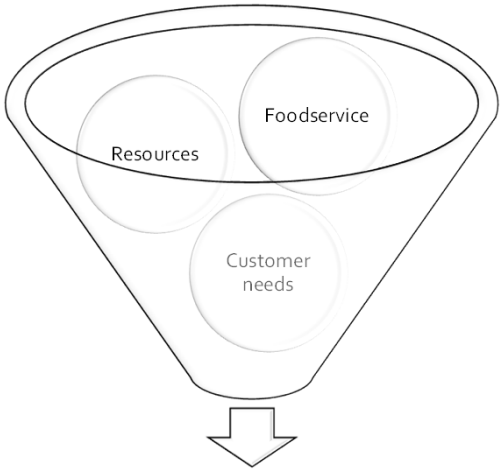
Nutrition Program Cost per Meal



Group Discussion

- Visualize the improved product
  - Congregate
  - Home-delivered

Where Do We Go From Here



The New and Improved Nutrition Program

Current and Future Challenge

- Do You Know?
  - Your mission and purpose
  - Your current and future customer
  - Your current and future service needs
  - Your image within the community
  - Your community partners
  - Your resources
  - How change will affect you

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Remember!!!!

"If you don't know where you're going…….

You're likely to end up somewhere else!"

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Activity: Vision

- **List Your Vision - Nutrition Program in the Year 2017**

Activity: Top Priorities

Throughout the next two days

- **List Top Priorities For Your Program for the Next Five Years**

Resources

- Aging Statistics
  - http://aoa.gov/AoARoot/Aging_Statistics/index.aspx