



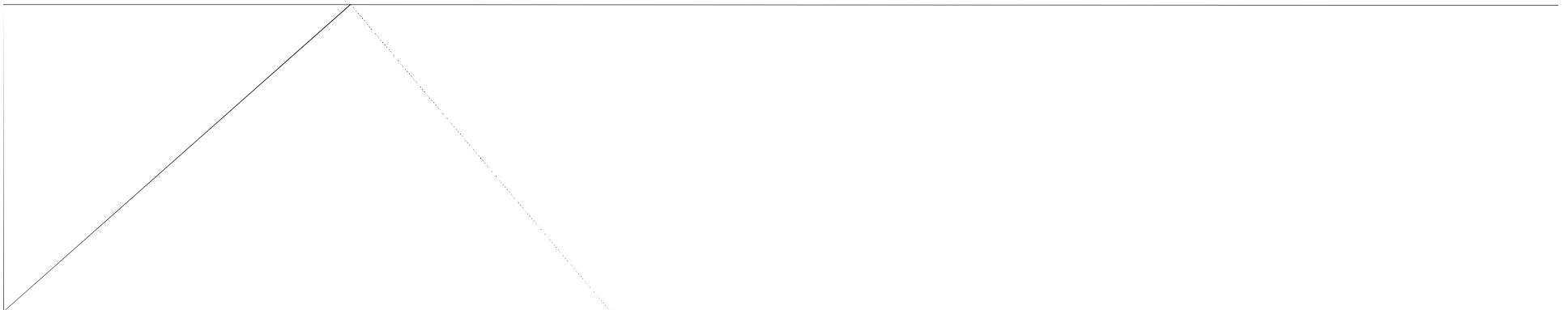
**"AS YOU LIKE IT"**

**A NEW GENERATION CONGREGATE PROGRAM**

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DIRECTOR OF HEALTHY AGING  
SOUTHERN MAINE AGENCY ON AGING  
SCARBOROUGH MAINE  
SEPTEMBER 1, 2011**

# **OUR DEMOGRAPHICS** (2010 Census)

- **Maine has highest median age in the USA: 42.7 years ( National: 37.2)**
- **Maine has the second highest percentage of population 65+: 15.9%. (National: 12.9%; Florida 17%).**
- **Population of our basically rural jurisdiction of southern Maine: 478,805.**
- **We have the fastest percentage growth of people 60+ in the State. From 2008-2020 we expect a 60% increase. The majority of these are retirees with above average incomes moving to Maine.**
- **Ethnically homogenous: 96% white.**

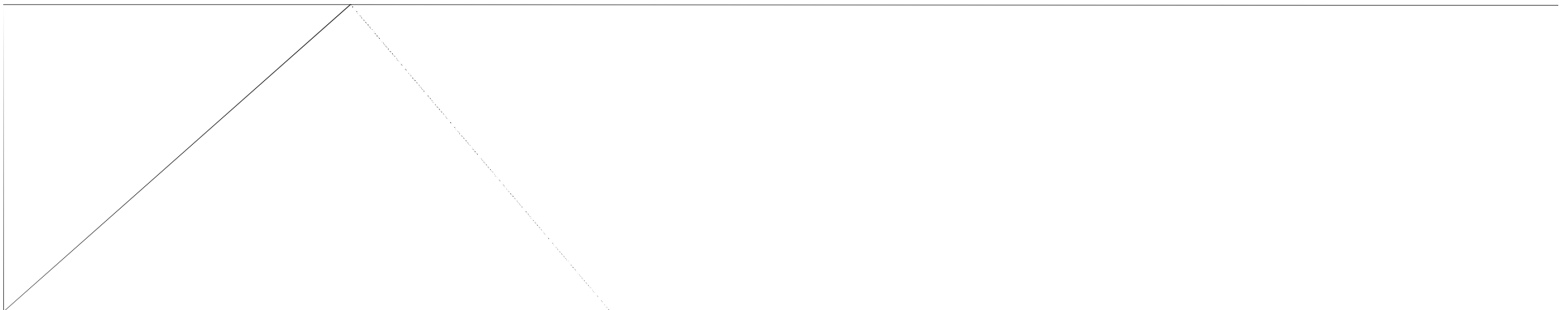


# OUR NUTRITION PROGRAM

- **HDMs to 800 clients per day, five days per week, using a specially designed fresh cooked/flash frozen product from a local vendor.**
- **Traditional congregate program at 10 HDM Meal Sites and varying # of Independent Sites, from weekly to monthly, using local caterers.**
- **As You Like It restaurant voucher program**

**Annual Budget: \$1.5 million**

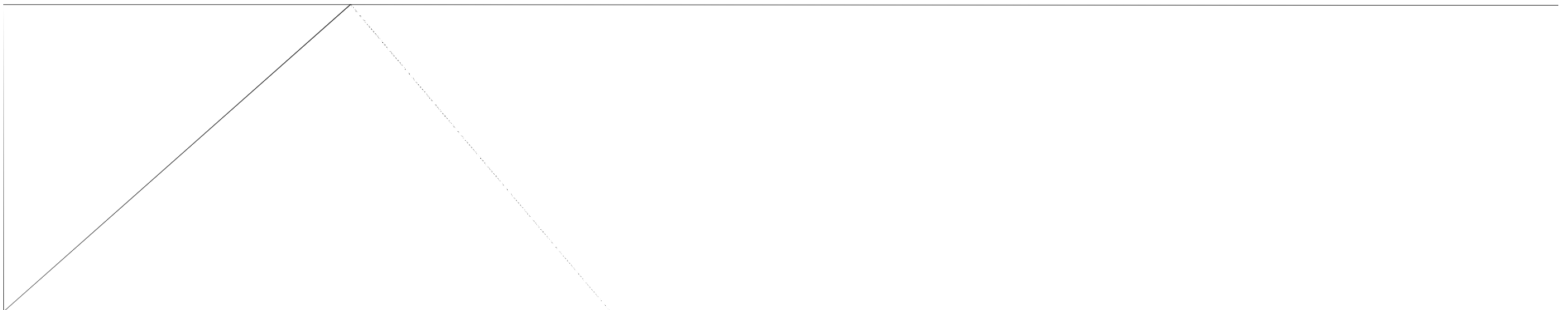
- **65% from Title III and NSIP**
- **35% from corporate and foundation grants, annual giving and client contributions.**



# OUR CONGREGATE PROGRAM

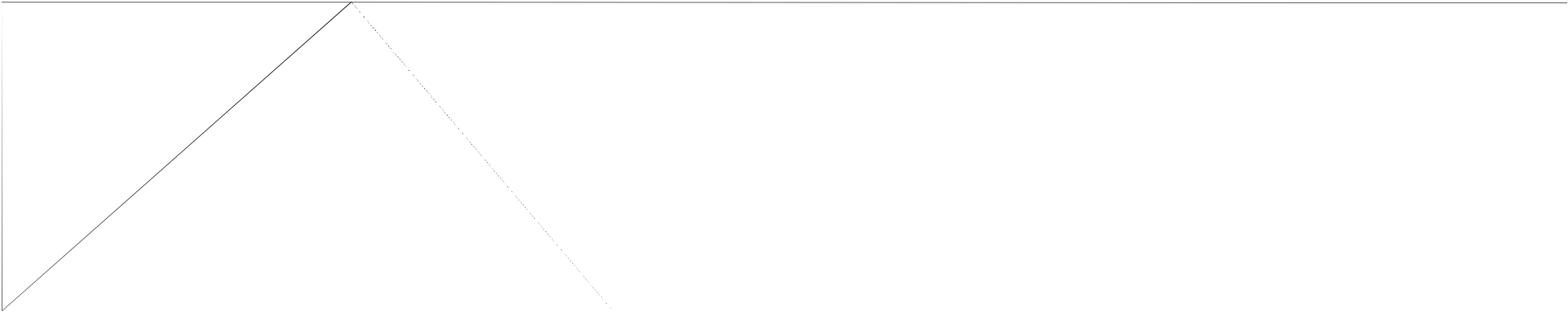
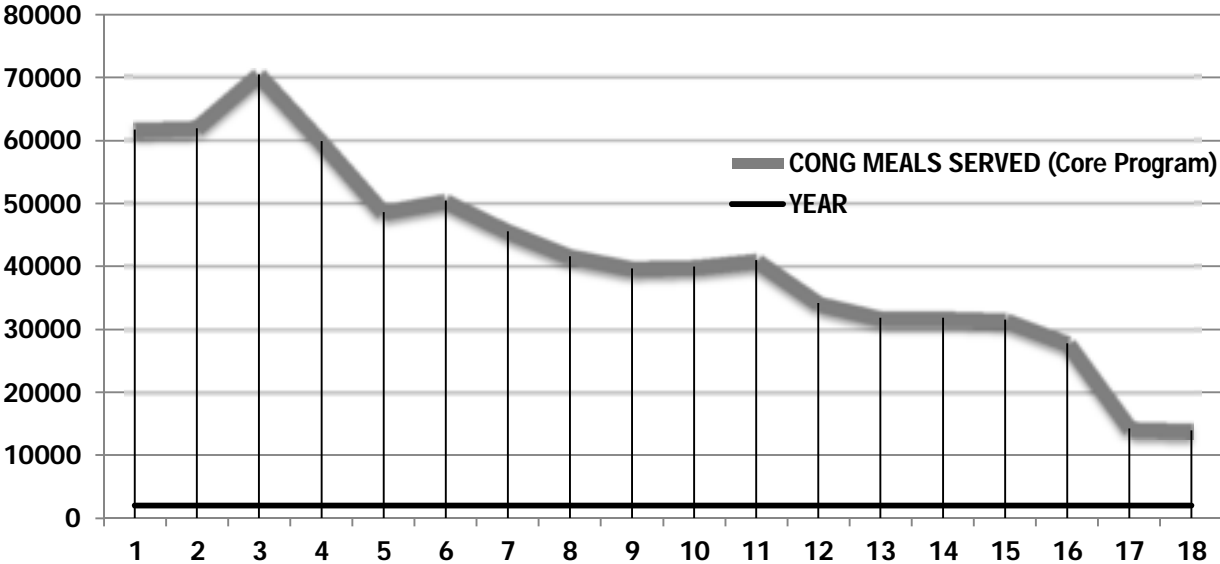
- **Until August 2007, served daily /weekly from 11 MoW sites plus weekly/monthly from 20 independent sites, using same daily prepared hot food as used for MoW.**
- **August 2007: Eliminated for budget cutting reasons the 20 independent sites, leaving monthly catered parties at 10 MoW sites, plus a few daily meals using the new frozen HDM.**
- **Added in December 2009: “As You Like It” Voucher Program at the Maine Medical Center.**

**WHY did we start As You Like it?**



# The CHALLENGE:

## Declining Traditional Congregate Program

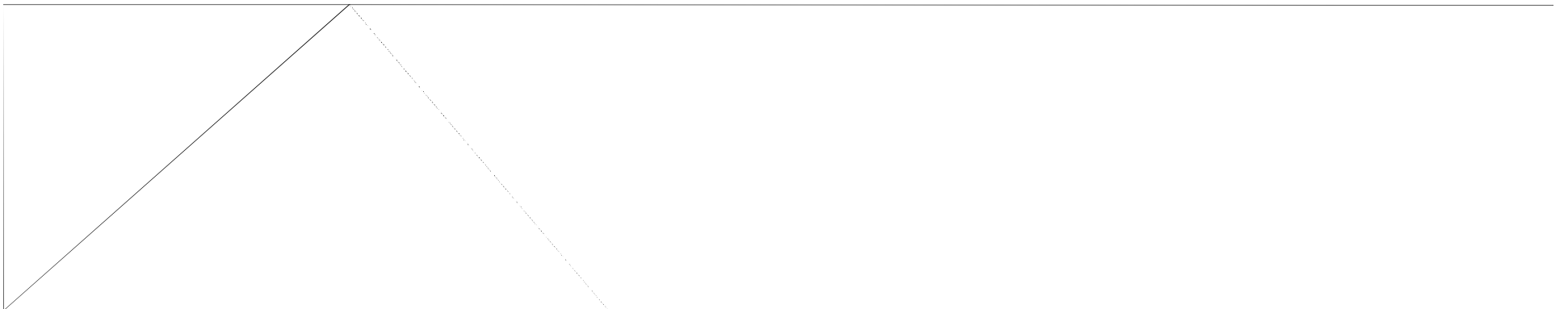


# **“AS YOU LIKE IT”**

## **It is all about CHOICE**

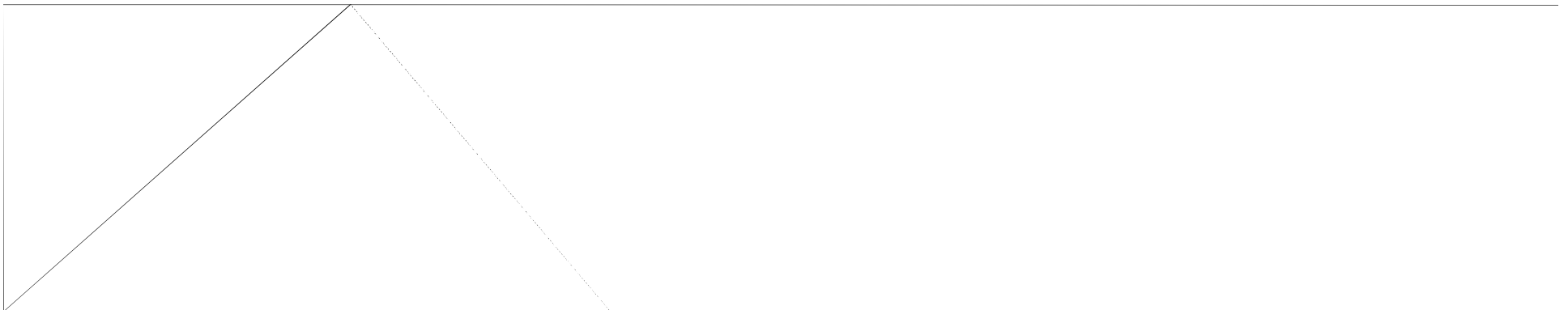
**Based on analysis of boomer generation. Instead of “Thank you for giving us this meal,”**

- **“I Want a Deal”**
- **“I Want to Eat When, Where and What I choose”**

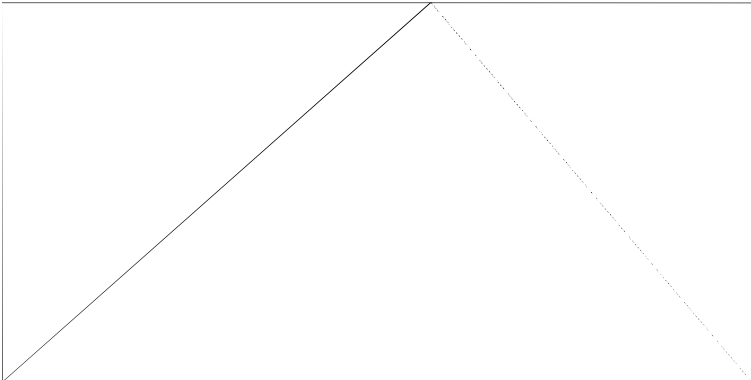


# FEATURES (1)

- **Choice of set menus or a food court, depending on the restaurant.**
- **Sample menus approved by Maine-licensed registered dietitians. (State does not require detailed nutrient analyses for each Title III meal).**
- **Approved by State of Maine as a Title III C Congregate Program.**
- **Now Located in:**
  - **Six hospital cafeterias**
  - **Two college cafeterias**
  - **Two local restaurants**



## FEATURES (2)

- **Vouchers provided for suggested donation of \$4. *All but one client donates \$4.00.***
  - **Vendors invoice SMAA from \$5.25 to \$6.00 for each redeemed voucher.**
  - **New clients register on same form as regular congregate clients & receive a sequentially numbered AYLI membership card – to facilitate obtaining additional vouchers.**
  - **Clients receive sequentially numbered meal vouchers, which they sign and date.**
  - **Meals counted as served when voucher “sold” vs. when voucher redeemed.**
  - **Vouchers available at:**
    - **SMAA main office and meal sites**
    - **Local senior centers (very popular for their membership growth)**
    - **A few As You Like It sites**
- 
- 



# AYLI Ticket

Breakfast, Lunch & Dinner

No. 10002



As You like It

Name: \_\_\_\_\_ Issue Date: \_\_\_\_\_



*Tickets are not transferable.  
A program of the Southern Maine Agency on Aging.*



# AYLI Membership Card



No. 00707



As You like It  
Membership Card

Name \_\_\_\_\_ Date \_\_\_\_\_

Check with restaurant or café for menu selections.

Present your meal ticket from the Southern Maine Agency on Aging at the following Maine Medical Center "As You Like It" locations:

**Brighton Cafeteria**

MMC Brighton Campus  
335 Brighton Avenue  
Portland

Open:  
Breakfast: 6:30 - 10:00 am  
Lunch: 11:00 am - 1:30 pm  
Dinner: 4:00 - 6:00 pm

**Impressions Café**

Maine Medical Center  
22 Bramhall Street  
Portland

Open:  
Breakfast: 6:30 - 9:30 am  
Lunch: 10:30 am - 1:30 pm  
Dinner: 3:30 - 7:00 pm

**Café at the Atrium**

MMC Scarborough  
100 U.S. Route One  
Scarborough

Open: 7:00 am - 2:00 pm

**Café 84**

MMC Scarborough  
84 Campus Drive  
Scarborough

Open: 6:30 am - 2:30 pm

**Pavilion Grill**

Maine Medical Center  
22 Bramhall Street  
Portland

Open: 7:30 am - 4:00 pm

"As You Like It" menus are approved by a Maine-licensed, registered dietitian. Meals available with meal tickets are intended to meet one-third of the Dietary Reference Intake (DRI) as published by the Institute of Medicine.



SOUTHERN MAINE  
Agency on Aging  
136 U.S. Route One  
Scarborough, ME 04076

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Portland, ME  
Permit #304

**Breakfast, Lunch & Dinner**



**As You Like It**

*Are you 60 or older?*

Go out to eat and let the chefs at Maine Medical Center do the cooking!

Five meal tickets are available for a suggested donation of \$20.

Single tickets, for a donation of \$4 each.

A program of the Southern Maine Agency on Aging offering healthy food choices at several Maine Medical Center Cafés.

SOUTHERN MAINE  
Agency on Aging

Maine Medical Center  
MaineHealth

*centered around you*

### Where can I get tickets?

- Stop by the Southern Maine Agency on Aging 136 US Route One, Scarborough between 8:00 AM and 2:00 PM, Monday through Friday, and ask for Fran.
- Visit [www.smaaa.org](http://www.smaaa.org) for more locations.
- Call Fran at 396-6583 to find the location most convenient for you!
- Outside Greater Portland, call 1-800-400-MEAL (6325).

### Register just once!

If you are age 60 or older or an adult on disability, get your "As You Like It" member card so you can trade donations for tickets at any Southern Maine Agency on Aging location.

"As You Like It" is made possible by your donations and federal grants. Donations of \$4 per ticket are very important to the continuation of this program.

Together we can make this work!

**Thank you for your support!**

### The Choice is Yours

Help yourself to a variety of meals from traditional comfort food like roast turkey with all the fixings or Maine seafood, to stir fry entrees and a chicken Caesar wrap.

Most days, choose from an entrée or a soup and salad combination.

Menus change daily and feature healthy, tasty choices.

Your donations will keep Breakfast, Lunch & Dinner "As You Like It" available as an option for everyone. Thank you for your support!



## As You Like It

### Sample Menu Selections\*

Choice of Soup  
Turkey Ranch Wrap  
Veggie Chips

Meatloaf & Gravy  
Mashed Potato  
Choice of Vegetable

Shepherd's Pie  
Choice of Vegetable  
Roll w/ margarine

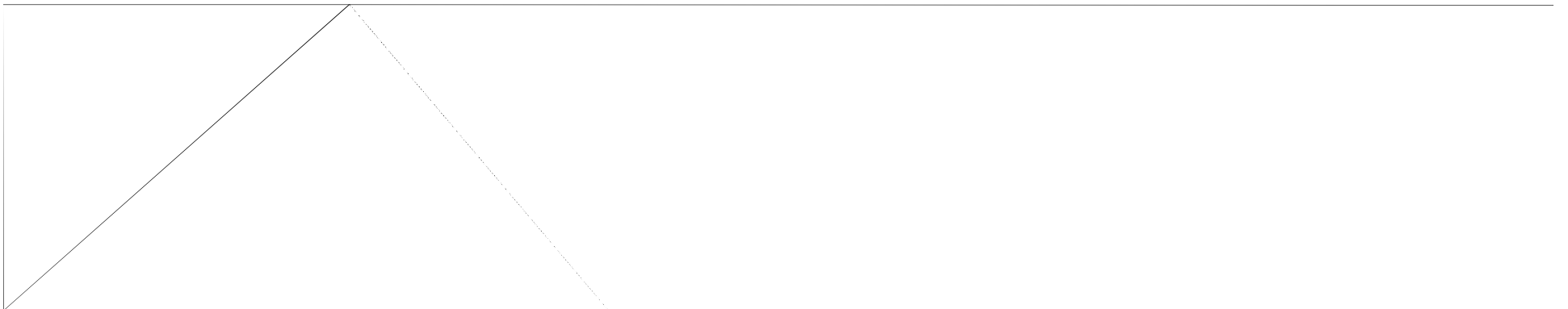
Beef Stew  
Biscuit  
Small Salad

\*All meals include:  
• Choice of Dessert  
• Low Fat Milk  
• Fountain Soda or Coffee

**Enjoy!**

# QUALITY & FRAUD

- **No food safety issues so far.**
- **Only five of current number of 389 clients have tried to obtain extra food. One “talk” cures them.**
- **One or two appear to have sold their tickets. We now limit tickets sales to each person to 10, and have set up a system to identify re-sellers.**



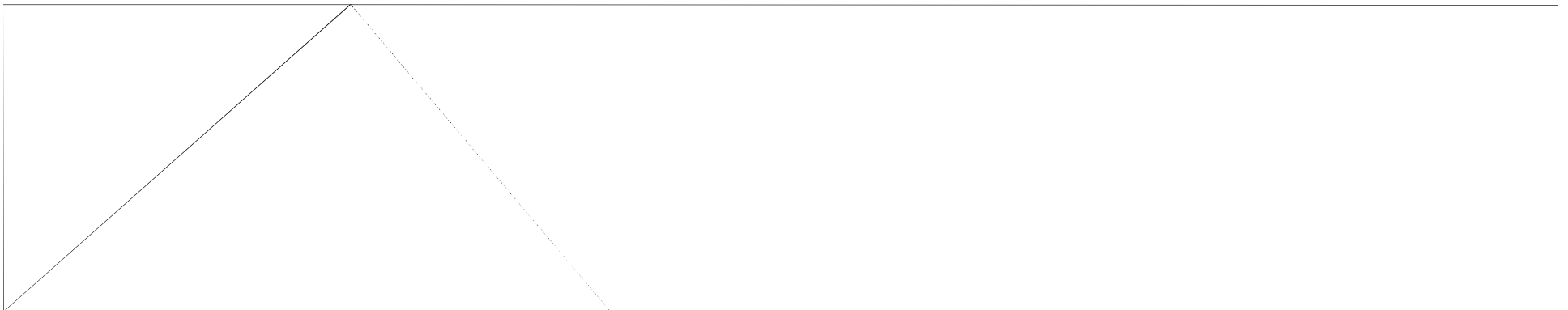
# OTHER FEATURES

## Current Numbers: May 2011:

- 389 As You Like Clients, 1967 meals
- 488 Traditional Clients, 1437 meals

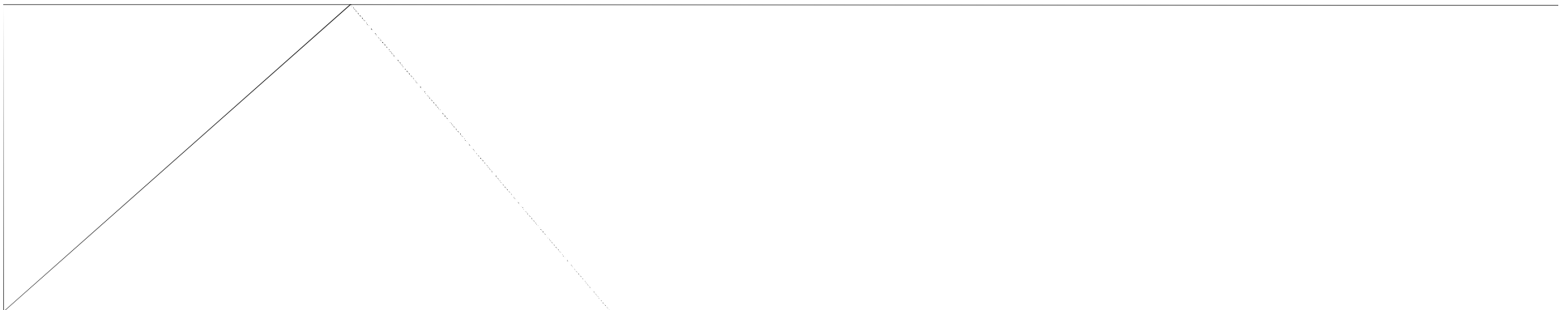
## Spin-offs: enhancing regular congregate programs:

- Scarborough Seniors Monthly Luncheon: \$ 4 + 2 + 2.
- Standish Senior Citizens Monthly Luncheon: \$4 + 2.



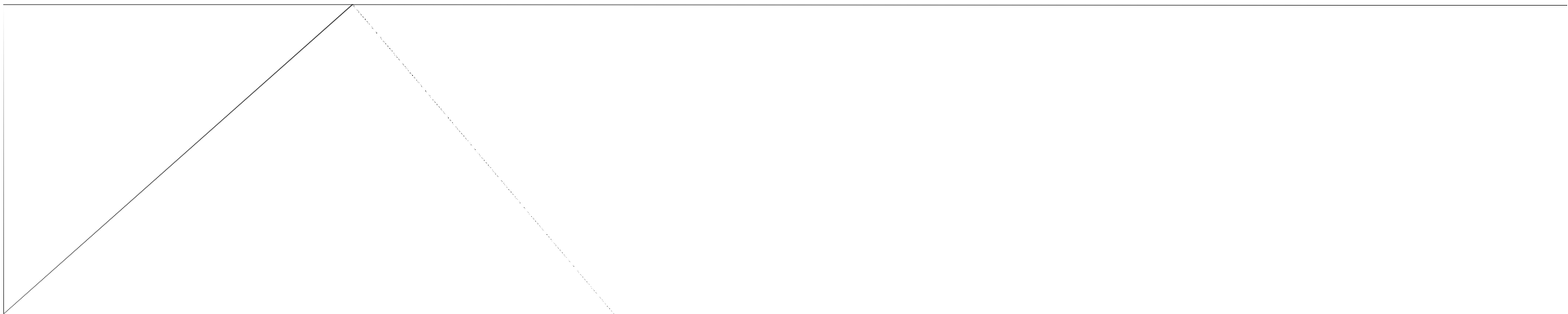
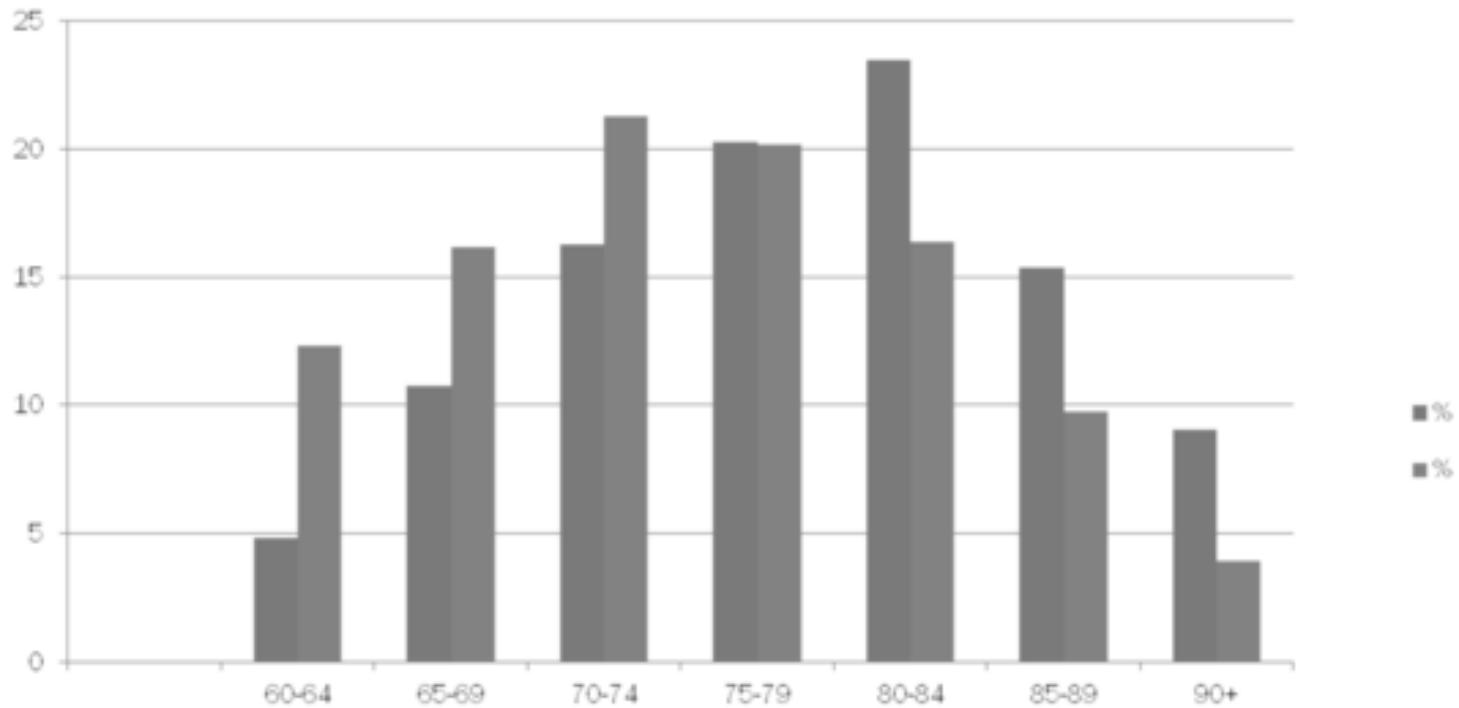
# ANECDOTAL BENEFITS

- **The boomers are coming to SMAA offices and learning about our other services.**
- **Additional new members for senior centers providing vouchers.**
- **Restaurant partners are delighted with new business.**
- **No transportation issues raised by our clientele.**
- **SMAA Congregate program numbers are up for both traditional and As You Like It programs,**

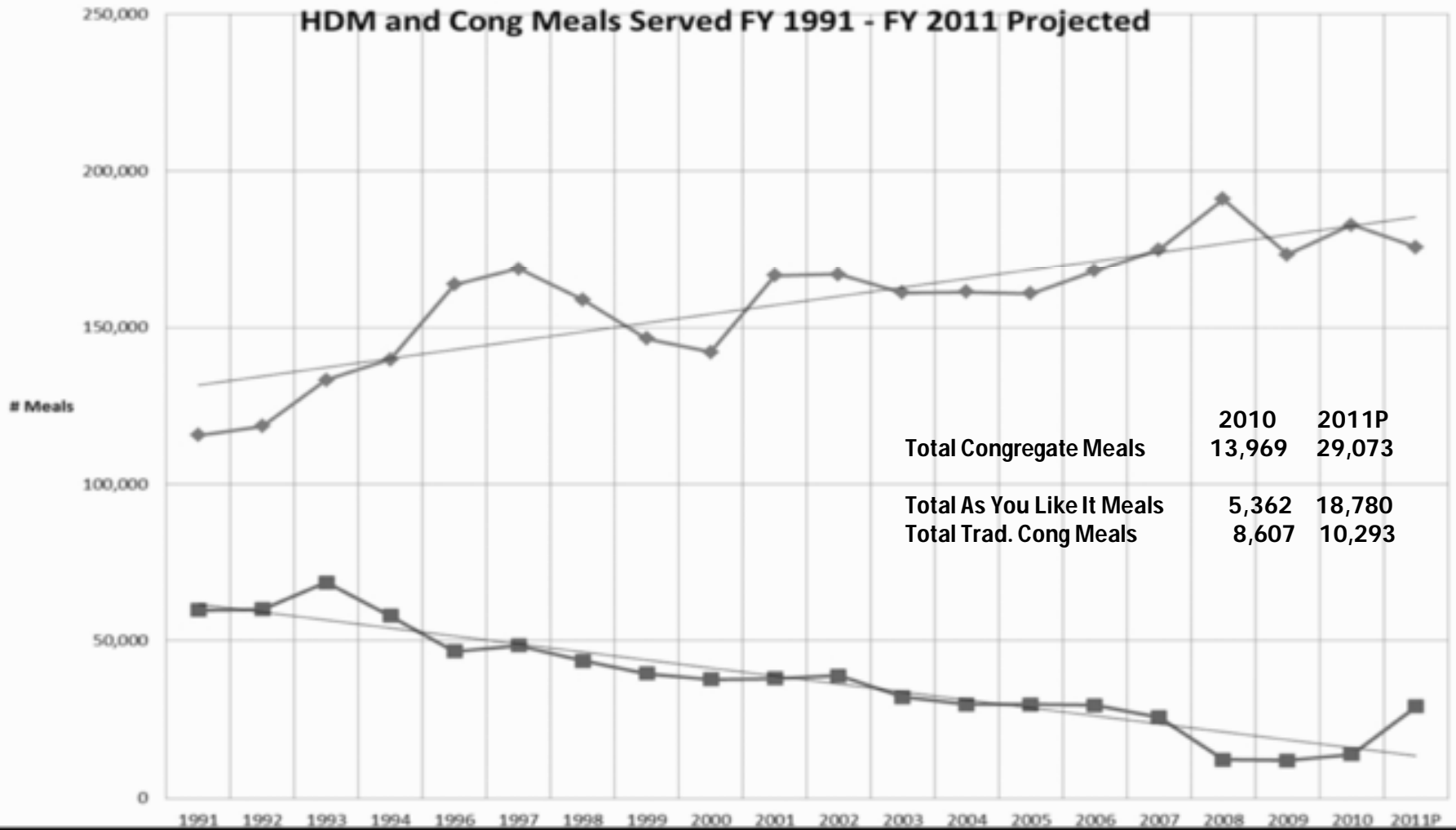


# ARE WE GETTING THE BOOMER GROUP?

GRAY=TRADITIONAL  
ORANGE=AS YOU LIKE IT



**HDM and Cong Meals Served FY 1991 - FY 2011 Projected**



Total Congregate Meals	2010 13,969	2011P 29,073
Total As You Like It Meals	5,362	18,780
Total Trad. Cong Meals	8,607	10,293



**THANK YOU**

**Ted Trainer**  
**[etrainer@smaaa.org](mailto:etrainer@smaaa.org)**

