



Surviving a Changing Environment (MOWAA Conf. Fall 2012)

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Formulating Strategic Business Plans for Healthy Aging Program (A toolkit for Community-Based Organizations) Toolkit from Hebrew Senior Life gives you the basic understand and template for formulating a business plan that you can adapt to meet your needs. Download it at <http://www.ncoa.org/assets/files/pdf/center-for-healthy-aging/MA-EBDP-Grant-Final-Report.pdf>

Greater Wisconsin Agency on Aging Resources (GWAAR) website. We have a lot of best practices posted on this website that you can use and modify to best meet your needs. A couple highlights include: (www.gwaar.org click on “For Professionals” then on “Elderly Nutrition Program”).

- **Beneficial Bites:** Way to introduce functional, powerhouse foods into the diets of seniors and onto the menu, complete program of nutrition education to a consistent message is shared and to increase familiarity with foods they may not have otherwise eaten on a regular basis. Download the materials at: <http://gwaar.org/for-professionals/elderly-nutrition-program-for-professionals/elderly-nutrition-program-for-professionals-2/10-articles/aging-programs-and-services/109-beneficial-bites.html>
- **Activity Booklet (Version 1 and 2):** <http://gwaar.org/for-professionals/elderly-nutrition-program-for-professionals/elderly-nutrition-program-for-professionals-2.html> Scroll down to Activity Booklet 1(Theme Days i.e. Music Monday, Wellness Wednesday, etc...) or Activity Booklet 2 (resource for activity ideas plus peer activity suggestions).
- **Theme Month Materials:** Way to communicate consistent message on a variety of nutrition, health and wellness topics <http://gwaar.org/for-professionals/elderly-nutrition-program-for-professionals/theme-month-materials.html>
- **Poster Contest:** Opportunity for seniors to give back to and be involved with the Elderly Nutrition Program and to show they have something to contribute. All photos were submitted by seniors or someone closely related to the nutrition program like a HDM volunteer. View the top 9 posters at <http://www.surveymonkey.com/s/WAND40thPosterContest>

- **1 on 1 Interviewing: Tips and Tools:**

- **Be prepared:** It is best to set interviews up in advance, think about what you want to know, and make the interview short (at least the initial one), about 30 minutes.
- **Keep it informal:** A one-on-one interview differs from a job interview, a survey or an academic approach. You do not have a standardized set of questions- you go with the flow, looking for body language, sources of passion, personal histories, etc...
- **Look for connections:** Ask questions to keep the conversation flowing. Look for connections and contrasts in experience between yourself and your interviewee, but resist launching into long stories about yourself. The other person should do most of the talking.
- **Ask direct questions:** Find out what is important to the other person. For instance, ask her about her connections to her home, and how she came to her job. Find out the public issues that make her angry or energized. “Why did you get involved in this group?” “Why do you care about this issue?” “What have you learned from this experience?”
- **Avoid asking yes or no questions:** They are too quick and you don’t learn much. If you do ask them, follow up with “why?”
- **Listen well:** Build on what your interviewee has already said. This involves paying close attention. An interviewee who feels listened to is likely to talk more than someone who feels that their words are falling on deaf ears.
- **Be sure you understand:** Clarify what the talking is saying by restating what you’ve heard and asking if you’ve got it right.
- **Look for the energy for action:** If you can see that the person is fired up about a public problem, ask if they have ever taken action on it before and how. Find out what they would be interested in working with others to take further action. Plan a follow-up, if you think it would be useful.
- **Evaluate:** Afterward, think about the outcome of the interview. What worked? What can you do better next time?

Wisconsin Institute for Healthy Aging (WIHA) website. Showcases and coordinates our evidence-based programs. The main ones we offer presently are Chronic Disease Self-Management from Stanford that we call “Living Well” with chronic conditions and Stepping On, a falls prevention workshop. More evidence based programs will be added in the near future.
<http://wihealthyaging.org/>