



## *Surviving a Changing Environment*

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<http://www.youtube.com/watch?v=bKLQBuSPVwQ>

## What Do You See?



- “If you focus on the problem you can’t see the solution.”
- “Look beyond the fingers- never focus on the problem.”
- “See what no one else sees.”
- “See the whole world anew each day!”

» *Patch Adams* opening Scene quotes

## Always Remember Why We Do What We Do!

- **Don’t lose sight of the purpose of the program**
  - To reduce hunger & food insecurity
  - To promote socialization of older adults
  - To promote the health and well-being of older individuals by assisting such individuals gain access to nutrition and other disease prevention and health promotion services to delay the onset of adverse health conditions resulting from poor nutritional health or sedentary behavior.

## **Objectives of the Program**

- Prevent malnutrition and promote good health behaviors through:
  - nutrition education
  - nutrition screening
  - intervention of participants
- Serve wholesome, delicious meals that are safe and of good quality, through the promotion and maintenance of high-food safety and sanitation standards.

## **Objectives of the Program(cont.)**

- Promote or maintain coordination with nutrition related and other supportive services for older individuals.
- Target older adults who have the greatest economic & social need with particular attention to low-income minority & rural individuals.

***“GOAL: DELAY IN-HOME SERVICES - GIVING PEOPLE A PURPOSE TO GET UP, GET DRESSED AND LEAVE THE HOUSE IS VERY IMPORTANT ESPECIALLY AS WE AGE.”***

Jean Lloyd, AoA National Dietitian

***“CREATE A PURPOSEFUL ROLE for them. They need a reason to get up and to have meaning and give back.”***

*(Dr. Robert Butler at NCOA/ASA Conf. Chicago March 2010)*

## **Are You Spinning Plates?**



- Do you have the want and desire to make changes, but you have so many plates in the air you can only concentrate on the immediate future and keeping them spinning?

## **What Do Consumers Want?**

- Don't make assumptions
- Don't operate in a silo
- Have to ask, engage, excite and unite them!
  - “Spark Sheets”
  - One-on-One Interviews
  - Niatx Process Improvement Process (Walk Through)
  - Asset Based Community Development (ABCD)
  - Focus Groups
  - Surveys

## **What Do Consumers Want? (cont.)**

- LISTEN & pay attention to where seniors are and what they are saying.
- Look at large organizations and learn from them; what are they focusing on? (Local Foods, Marriott Service Promises).
- Adapt Restaurant Trends (i.e. Menu Labeling, Senior Specials).

## “Spark Sheet”

*"Today's problems cannot be solved if we still think the way we thought when we created them."*

[Albert Einstein](#)

- When a group of people come together and brainstorm, one idea or “spark” leads to another and soon the energy in the room ignites and “fire” is created.
- The “Spark Sheets” allow many different ideas to be shared. The ideas come from various grass root brainstorming sessions. The sheet should be a fluid document with new ideas added or adapted as they develop.



**WHAT ARE THE NUTRITION ISSUES  
THAT CONCERN OLDER GENTLEMEN  
AND WHAT CAN WE DO TO ADDRESS  
THESE CONCERNS?**





## “Walk Through”

### Overview:

- **Process improvement** system is customer driven. Remember we are looking at the processes in place and how the process influences customers.
- **Important to suspend judgment and just observe the process** - ask yourself *how does this make you feel or how would my parents feel going thru this system?*
- **Identifying opportunities for improvement;** flow chart to see the big picture then pick the "low hanging fruit" to address first.



## “Walk Through” (cont.)

### Overview:

- **Do small process changes** that can be done quickly (Plan, Do, Study, Act or PSDA cycles) and demonstrate that the change makes a difference in the process. This will lead to the bigger system change eventually.
- The beauty of this process is that it **brakes down the often overwhelming task of system change into doable steps and allows small successes to be celebrated** along the way; this helps maintain excitement and energy in the process vs. feeling overwhelmed.
- We want to empower people so they have successes and we want to be seen as a partner in creating change.

## **Example: First Meal**

### **Observations**

- Was it easy to find the meal site?
- Were parking, directions, and signage adequate?
- Were you welcomed to the meal site in an open and friendly manner?
- Did the site feel pleasant and welcoming or cold (negative) and harsh?

## **Example: First Meal (cont.)**

### **Observations**

- Were the people/participants pleasant and welcoming or cold (negative) and harsh?
- What did you do while waiting for the meal to be served?
- Was the meal served on time?
- Was the meal site clean and neat and were the staff/volunteers also clean and neat?
- Please rate the meal using the table below (5 being the best)



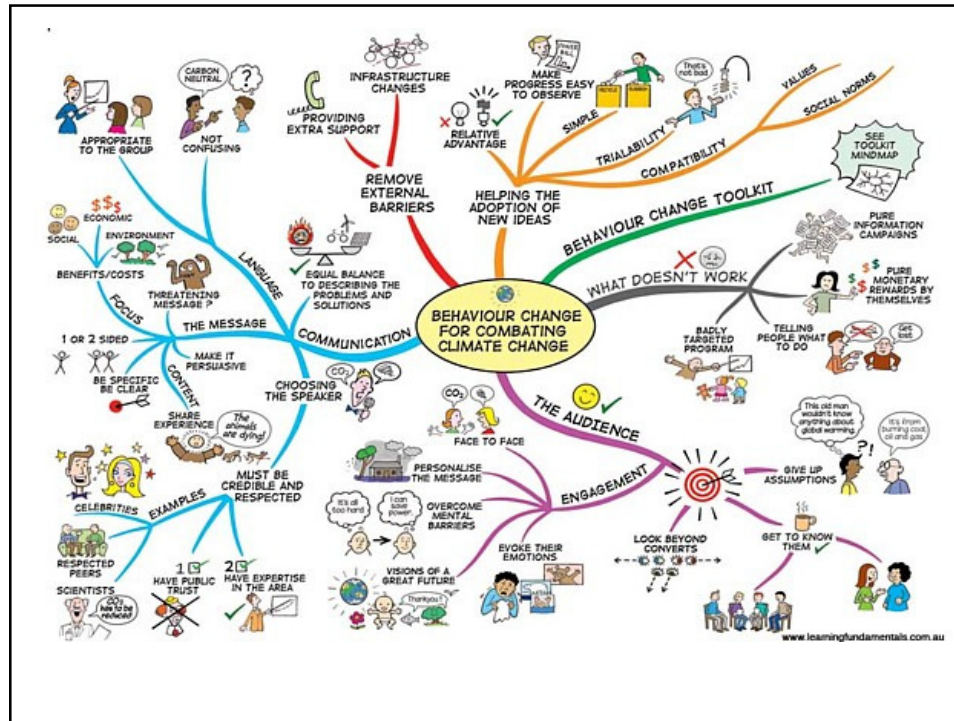
## Rating Scale

5 is the best	1	2	3	4	5
Taste					
Texture					
Temp.					
Appearance					
Overall					

## You Need A Plan...otherwise Chaos!

- Many innovative things are happening but coordination and sharing of this information can be a challenge.
- Working document to work collaboratively to modernize the nutrition program.
- Operating under the same overall strategic plan we can work together to best serve the seniors, while still allowing for individual choice for modernization by each local county or tribe.
- All lessons learned will be shared with the State Elderly Nutrition Task Force so policy change can be made if necessary.



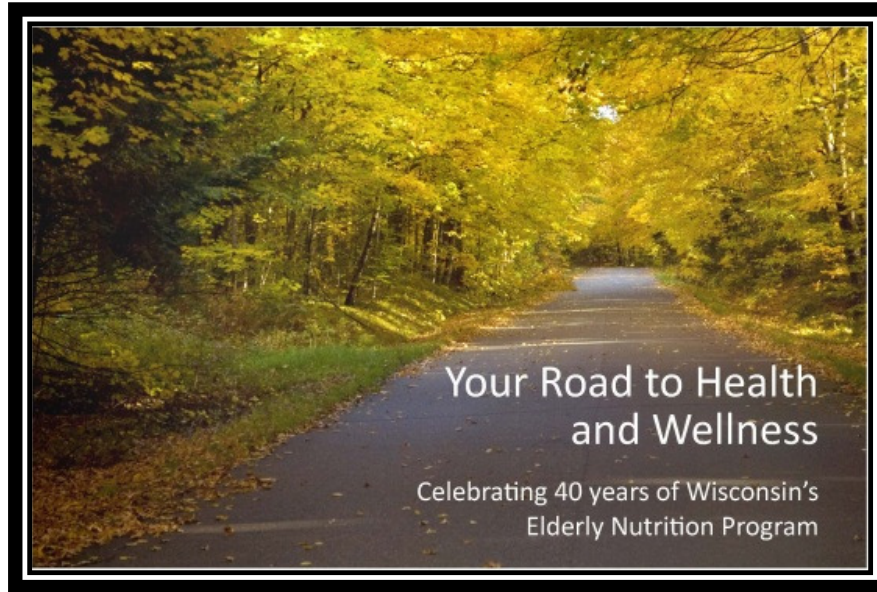


## “Best Practice” Categories

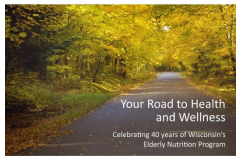





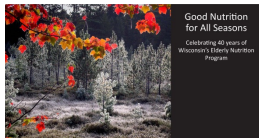
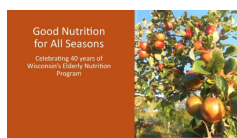

- **Culture of Inclusion**  
*Seniors Really in Charge*
- **Welcoming Environment**  
*Consistent Quality Services*
- **Individual Relationships**  
*Statewide Expertise in Aging Services and Systems & A Focus on Community Collaboration*
- **Choice & Customization**  
*Convenient Service Areas*
- **Improve the Meal Experience**  
*Core Service Provided Statewide and Consistent Quality Services*
- **Go Beyond Just the Meal**  
*Individual & Organizational Advocacy*
- **Seek Feedback and Respond**  
*Consistent Quality Services*
- **Chance to give, not just get**  
*Volunteers are Key to Service Delivery*
- **Marketing and Outreach**

Source: Greg Newton, Greg Newton and Associates from presentation *Serve More Meals: Welcome First Time Visitors and Keep Them Coming Back Again and Again* at the PA Nutr. Dir. Conf. 2010.

# Culture of Inclusion!



Please vote for the poster you think best captures the spirit of the Wisconsin Elderly Nutrition Program and that will spark discussion. **Vote for your top 3 choices by placing an X in the box to the left of the picture.** Voting ends on August 17, 2012, at midnight. Please only vote once. Thank you! Your vote matters.

<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
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## Culture of Inclusion

### Get participants buy-in to form new initiatives (Examples)

- Recipe contest submitted by the seniors (Pepin)
- Form a Committee of Seniors to take ownership of various programs (i.e. activities) (Florence)
- Cooking Classes with seniors teaching...
  - Cooking for Men,
  - Cooking with Diabetes, Celiac, etc...
  - Cooking for 1 or 2

### *Heard it Through the Grapevine...*

- Seniors Really in Charge!
- Seniors Strengthen Communities!
- Add Value!
- Powerful!



## ***Promises...***

- ***Always...***offer a dining site that is safe, comfortable, and clean; that has a cheerful, friendly atmosphere that promotes socialization and offers health promotion activities.
- ***Always...***provide safe, high-quality, well-balanced meals.
- ***Always...***make you feel at home and welcome.
- ***Always...***deliver service that will make you want to keep coming back.
  
- ***Draft...***to build grass roots support the nutrition staff will be involved in developing these this fall.

## **One-on-One Interviewing**

- A conscious exploration of another person's interests, passions, relationships and stories.
- Listen for what energizes and activates the person.
- Way to build "public knowledge"
  - Listen for people's public interests and potential to take action with others.

### **Sample Question:**

***"What are the 3 most important issues facing older adults in your community?"***

## One-on-One Interviewing



### Advantages

- People tend to share a lot more information when someone is asking the questions in person.
- It's much easier to ask a follow-up question and get examples to support what people are saying.
- It gives people an opportunity to participate in a more direct way, and they have a greater buy-in to the results of the assessment process.

### Disadvantages

- They're time intensive, and trying to schedule the interview can be a full-time job in itself.
- Sometimes people use them as an opportunity to vent about everything that's wrong with an organization, putting you on the defensive and leaving you to sift through their remarks for constructive criticisms.

<http://www.thenonproffitimes.com/article/detail/advantages-and-disadvantages-to-1-on-1-interviews-4535>

## Tips and Tools of One-on-One Interviewing

- Be prepared
- Keep it informal
- Look for connections
- Ask direct questions
- Avoid yes/no questions
- Listen well
- Be sure you understand
- Look for the energy for action
- Evaluate

***NCOA/ASA Annual Conference that was held in Chicago in March of 2010***

- The average retiree watches 48 hours of television a week!
- We need more roles for older adults, they have more discretionary time and want to be involved with things that give them purpose and are meaningful. They want to do something that makes use of their talents vs. basic skills, i.e. develop a marketing plan or ways for your organization to be more effective communicators, etc... vs. mindless tasks such as stuffing envelopes.

***NCOA/ASA Annual Conference that was held in Chicago in March of 2010***

- We need to have expectations for them - they want to give back. People want to stay connected. They want to engage and connect with the world.
- Social Security created a mindset that once you turn 65 you are on vacation. We need to invite older adults back in. We need a wall of programs for seniors to give back, show us, lead us, etc...

## Teach Seniors to Fish...

### **Beneficial Bites**

- Activity Booklet
- “MeYou Health” Daily Wellness Challenge
- Theme Days
- “Purpose Planning”
- SNAC Program
- Evidence Based Programming
- Nutrition Coalitions
- “More than a MEAL Café”

## **Beneficial Bites**

[Cranberries Newspaper Column](#)

[Cranberries Presentation](#)

[Cranberry Crossword](#)

[Cranberry Maze](#)

[Cranberry MOW Flyer](#)

[Cranberry Recipe Cards – 1](#)

[Cranberry Recipe Cards – 2](#)

[Cranberry Recipe Cards – 3](#)

[Cranberry Table Tent](#)

[Ocean Spray Cranberry 101](#)



<p align="center"><b>Beneficial Bites</b></p> <p align="center"><b>Cranberries</b></p> <p><b>Health Benefits:</b></p> <ul style="list-style-type: none"> <li>✓ Prevents urinary tract infections</li> <li>✓ Prevents kidney stone formation</li> <li>✓ Increases HDL (good cholesterol)</li> <li>✓ Protects against macular degeneration</li> </ul> <p><b>Interesting Facts:</b></p> <ul style="list-style-type: none"> <li>✓ Cranberries were first named "crane berries" because the plant's flowers dip down and resemble the head of a crane</li> <li>✓ Another name for cranberries is "bounce berries" because they bounce when ripe.</li> <li>✓ Wisconsin is the nation's #1 cranberry producer and produces up to 390 pounds a year</li> <li>✓ Only 5% of cranberries are sold fresh; 95% are turned into cranberry juice, sauce, and other cranberry products</li> </ul> <p>Legend has it that the Pilgrims may have served cranberries at the first Thanksgiving in 1621 in Plymouth, Massachusetts</p>	<p align="center"><b>Beneficial Bites</b></p> <p align="center"><b>Cranberries</b></p> <p><b>Health Benefits:</b></p> <ul style="list-style-type: none"> <li>✓ Prevents urinary tract infections</li> <li>✓ Prevents kidney stone formation</li> <li>✓ Increases HDL (good cholesterol)</li> <li>✓ Protects against macular degeneration</li> </ul> <p><b>Interesting Facts:</b></p> <ul style="list-style-type: none"> <li>✓ Cranberries were first named "crane berries" because the plant's flowers dip down and resemble the head of a crane</li> <li>✓ Another name for cranberries is "bounce berries" because they bounce when ripe.</li> <li>✓ Wisconsin is the nation's #1 cranberry producer and produces up to 390 pounds a year</li> <li>✓ Only 5% of cranberries are sold fresh; 95% are turned into cranberry juice, sauce, and other cranberry products</li> <li>✓ Legend has it that the Pilgrims may have served cranberries at the first Thanksgiving in 1621 in Plymouth, Massachusetts</li> </ul>	<p align="center"><b>Beneficial Bites</b></p> <p align="center"><b>Cranberries</b></p> <p><b>Health Benefits:</b></p> <ul style="list-style-type: none"> <li>✓ Prevents urinary tract infections</li> <li>✓ Prevents kidney stone formation</li> <li>✓ Increases HDL (good cholesterol)</li> <li>✓ Protects against macular degeneration</li> </ul> <p><b>Interesting Facts:</b></p> <ul style="list-style-type: none"> <li>✓ Cranberries were first named "crane berries" because the plant's flowers dip down and resemble the head of a crane</li> <li>✓ Another name for cranberries is "bounce berries" because they bounce when ripe.</li> <li>✓ Wisconsin is the nation's #1 cranberry producer and produces up to 390 pounds a year</li> <li>✓ Only 5% of cranberries are sold fresh; 95% are turned into cranberry juice, sauce, and other cranberry products</li> <li>✓ Legend has it that the Pilgrims may have served cranberries at the first Thanksgiving in 1621 in Plymouth, Massachusetts</li> </ul>
<small>Written and Created by Laurelyn Harper UW-Stout Dietetic Intern, 11/2009</small>	<small>Written and Created by Laurelyn Harper UW-Stout Dietetic Intern, 11/2009</small>	<small>Written and Created by Laurelyn Harper UW-Stout Dietetic Intern, 11/2009</small>

**Wisconsin Cranberry Marsh**

**WI Elderly Nutrition Program Poster Contest Finalist**



**Wisconsin's Elderly Nutrition Program**  
Celebrating 40 years of healthy food and healthy living.

## Standardization with Customization

- Offer options and choices for each community to choose what energizes them.
- You can have uniformity but still allow communities the freedom to make it their own.
  - “More Than a MEAL” examples

**We Are So  
Much  
More  
than A  
MEAL!**

**INTRODUCING  
"MORE THAN A MEAL CAFE"  
DINING FOR PEOPLE 60 PLUS**

**Grand Opening June 1st**

**Where: American Legion**  
530 US Hwy 45 S, Eagle River  
(Look for the helicopter on the left side of the road)

**When: Lunch is served at noon.** We are open 10 a.m. to 2 p.m. Tuesday, Wednesday and Friday so please come early or stay late and enjoy free coffee, good conversation and activities.

**Cost: Suggested Donation \$4.00.** Reservations are required. Call 715-891-1221 to reserve your meal 24 hours in advance. \*Home delivered meals available.

\* **Handicapped accessible Bus is Available.**  
If you need a ride call 715-891-1221 & friendly **Werner Kant** will pick you up!

We are not a restaurant. We offer one wholesome meal a day but we offer so much more designed specifically for people age 60 plus. Think of this as YOUR place to hang out, have fun, laugh, enjoy and grow friendship and socialize. We want you to help us shape what will be offered at this location such as educational, health and wellness activities and programs that help you maintain your independence. It can be a hub for you to volunteer, give back to and strengthen your local community in various ways; YOU can make a difference.  
Join hostess **Jennie Johnson** for food, socialization & fun!

**We are not a restaurant.** We offer **one** wholesome meal a day but we offer so much more designed specifically for people age 60 plus. Think of this as **YOUR** place to **hang out**, have fun, laugh, enjoy and grow friendship and socialize. We want you to help us shape what will be offered at this location such as educational, health and wellness activities and programs that help you maintain your independence. It can be a hub for you to volunteer, give back to and strengthen your local community in various ways; **YOU can make a difference.**

Please join hostess \_\_\_\_\_ for food, socialization & fun!  
Our friendly bus driver will be glad to pick you up!

We look forward to Seeing You Soon

## *Advocacy*

**Mobilize**

**Empower**

**All Together or All for One**

**Leverage**

## ***Home Delivered Meals***

**M**eal

**E**ncouragement

**A**ssurance

**L**ove

## ***Dining Experience***

**M**eeting place

**E**ntertainment/Education/"Edutainment"

**A**ctivities

**L**aughter

## ***Volunteer Hub***

**M**ake A Day!

**E**nhance Lives!

**A**dd Hope!

**L**ighten Loads!

## ***“Purpose” Place***

**M**ake a Difference

**E**xcite/Energize/Empower

**A** role to play

**L**eave a legacy

## **Partnerships/Relationship Building/Networking**

**M**ake connections

**E**ducational opportunities or

**E**nhance the Community

**A**dvocacy/Action

**L**earn from Each Other

## **Assume Your Role Leaders!**

- Leaders grow relationships and partnerships.
- Should be having 2-3 conversations per week with potential partners to build informal relationships.
- Informal authority is earned...thru relationship building, you need to be connected in the community; keep people close and related.

***Leaders are people who create a shared vision powerful enough to lift people out of their day-to-day petty preoccupations and focus them on things worthy of their effort.***

**“WHOLE PERSON WELLNESS”  
WISCONSIN ELDERLY NUTRITION  
PROGRAM TAGLINE**  
*“Feeding the Whole Person”*



***Wisconsin's Elderly Nutrition Program  
Provides **SUSTENANCE:*****

- S**ocialization
- U**tilized by people 60+
- S**creening
  - T**argets those most in need
- E**ducation
- N**ourishment
- A**ssessment
  - N**ew Serving Options
  - C**ommunity Service
  - E**nhances Independence

## ***Remember to Enjoy Yourself...***



### **“Wow” Experience**

**Fun**

**Energy**

**Purpose**

**Engagement**

**Friendship/Socialization**

**Passion**

**Enthusiasm**

## **IN SUMMARY**

***WHAT DO YOU SEE FOR THE FUTURE OF  
YOUR PROGRAM?***

***HAVE THE COURAGE TO SEE WHAT OTHERS  
CHOOSE NOT TO.***

***THANK YOU FOR ALLOWING ME TO HIGHLIGHT  
WHAT WE ARE DOING IN WISCONSIN.  
PLEASE CONTACT ME IF YOU HAVE ANY  
QUESTIONS/COMMENTS.***

***SINCERELY, PAM***