



Components of a Quality Nutrition Program – Part 2



Jennifer Fralic, RD



Carlene Russell, RD



John Tamiazzo, PhD

Facilitators: Linda Netteville and Magda Hageman-Apol



Momentum Series

March 27, 2013

National Nutrition Month

Theme: Eat Right, Your Way, Every Day

Web-based discussion with the Assistant Secretary for Aging, Kathy Greenlee, to highlight the important role nutrition plays in healthy aging.

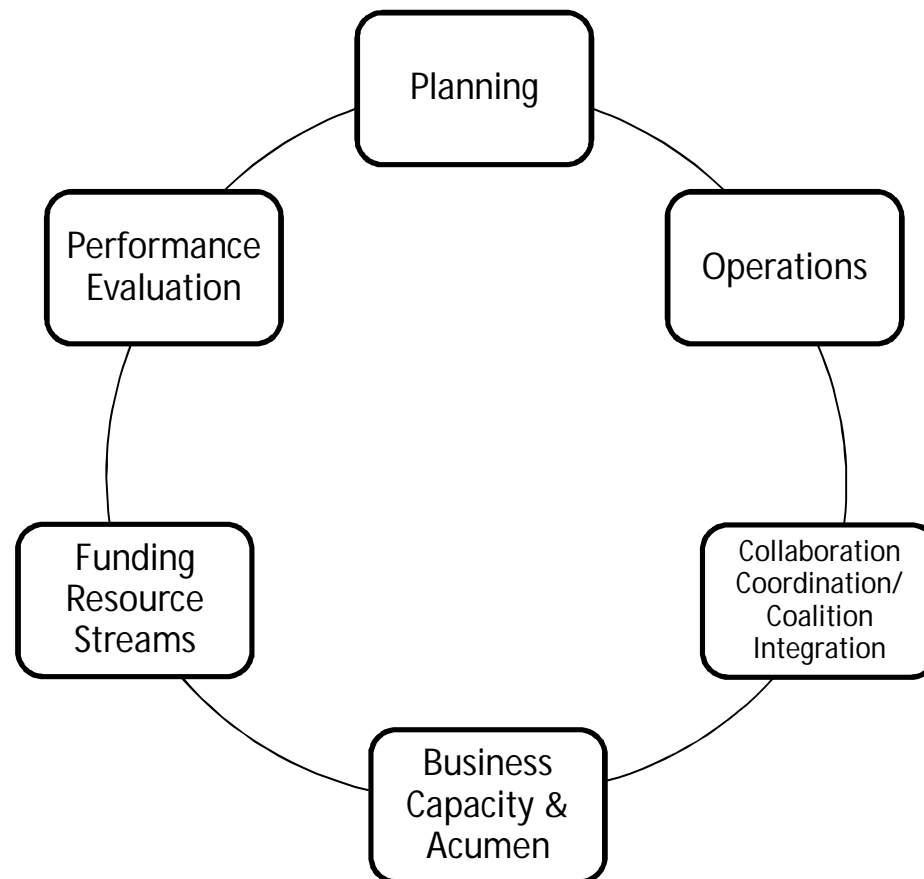
You can submit questions for the Assistant Secretary on this topic through the Chat Room, on the evaluation after the webinar, or via email (before March 4) to resourcecenter@mowaa.org

For more information:

Momentum: Advancing Into Future Readiness
www.nutritionandaging.org/momentum



Components of a Quality Nutrition Program – Part 2





Components of a Quality Nutrition Program – Part 2

Follow up to Part 1

- ◎ **Strategic planning:** Determine where are you going & how are you getting there
- ◎ **Operations:** Define Your Product Based on Customer Wants/Needs
- ◎ **Collaborate, Coordinate, and Integrate:** Parallel systems influence service provision



Components of a Quality Nutrition Program – Part 2

Follow up to Part 1

- ◎ **Business Capacity & Acumen:** Develop a business plan and determine the market
- ◎ **Funding/Resource Streams:** Consider existing and potential funding streams
- ◎ **Performance Evaluation:** Performance measurement and evaluation for different use



Overview

- ◎ Emerging Practice Examples presented today
 - > **Operations** – Meal Planning, Choice Menus, Nutrition Counseling, Screening and Assessment etc.
 - > **Collaborations**
 - > **Business Capacity and Acumen**
 - > **Funding/Resource Streams**



Emerging Practice: Operations and Collaborations

- *Jennifer Fralic, LifeCare Alliance*

Know your environment: elements of success

- ◎ Mergers and partnerships
- ◎ Volunteers
- ◎ Fundraising
- ◎ Social entrepreneurship



Emerging Practice: Operations

Client Choice: Two models:

- ◎ Carrie's Café (congregate)
- ◎ Frozen Choice (home-delivered)



Emerging Practice: The Carrie's Story

- ◎ Decline in congregate participation
- ◎ Surveyed the competition
- ◎ Research
 - > Who is your customer and what do they want?
 - > What are the models/best practices, etc.?
- ◎ How can we make this work with OAA dollars?
- ◎ 2009: Carrie's is launched



Emerging Practice: The Carrie's Story

Welcome!





Emerging Practice: The Carrie's Story

Carrie's Café: A great menu with great prices!



Did you ALSO know that we have Carrie's Combos, specially priced for those aged 60 and over?

Combos are available for a suggested contribution of \$1.50 and include...

- Hot entrée, fruit, bread and milk/juice
- Sandwich*, soup, fruit and milk/juice
- Sandwich*, side salad, fruit and milk/juice
- Entrée salad, fruit, bread and milk/juice

*Sandwiches include cold deli sandwiches, grilled chicken sandwich, hot dog, hamburger or veggie burger.





Emerging Practice: The Carrie's Story





Emerging Practice: The Carrie's Story

How are we doing?

- ◎ 2012 saw a 9% increase over the previous year.
- ◎ Nearly 20% of participants are 69 years old or younger.
- ◎ Average Carrie's Combo participants per day is 80.



Emerging Practice: The Carrie's Story

How are we making it work?

- ◎ Volume
- ◎ Volunteers
- ◎ Spreading overhead
- ◎ Using space with flexibility and creativity
- ◎ Spotlighting special events: media coverage, telling our story
- ◎ Public and employee sales





Emerging Practice: The Carrie's Story

Carrie's Café: Nourishing the human spirit!





Emerging Practice: Frozen Choice

- ◎ Competition was a threat to market share
- ◎ For-profit meal providers were offering extensive client choice
- ◎ Focus groups and surveys revealed CHOICE was the motivating factor in provider selection
- ◎ Frozen Choice began as pilot in October 2011 with ten clients
- ◎ Currently serving 300+



Emerging Practice: Frozen Choice

How it works:

- ◎ Clients select four weeks of entrees, fruits, breads, milks and snacks
- ◎ This remains their standing order until they request to change it
- ◎ The orders are kept in a spreadsheet
- ◎ Mail-merged documents produce packing slips and order forms



Emerging Practice: Frozen Choice

Order Form



Name: Charlie Choice Route: V T 5 Delivery Day: Tuesday
Meal Plan: 5

MARCH 2012 – Week 1

Please return your monthly order to your driver on your next delivery date.

Entrée Selections

Please pick 5 total selections from the choices below.

Qty	Chicken	Qty	Beef & Sausage
	Roman Chicken		Meatloaf w/ Gravy
	Chicken Patty		Pot Roast w/ Gravy
	Chicken Biscuit & Gravy		Salisbury Steak w/ Gravy
	Sweet & Sour Chicken		Beef Hot Dog
	BBQ Chicken		Hamburger
	Chicken Rice Casserole		Beef Lo Mein
	Vegetarian		Italian Sausage w/ Peppers
	Garden Veggie Burger		Mexi Mac
	Cheese Lasagna		Pork & Turkey
	Veggie Chik'n Tenders		BBQ Pork Riblet
	Cheese Stuffed Shells		Spaghetti & Meatballs
	Vegetable Shepard's Pie		Turkey Chili
	Vegetable Pasta Primavera		Pork Chopette
	Macaroni & Cheese		Fish
	Breakfast		Baked Fish
	French Toast		Extra
	Vegetarian French Toast		Chef's Choice

Name: Charlie Choice Route: V T 5 Delivery Day: Tuesday
Meal Plan: 5

MARCH 2012 – Week 1

Qty	Fruit (Pick 5)
	Natural Applesauce
	Strawberry Applesauce
	Mixed Fruit Cup
	Pear Cup
	Peach Cup
	Pineapple Tidbits Cup
	Fresh Orange
	Fresh Apple

Qty	Snacks (Pick 5)
	Strawberry Cereal Bar
	Mozzarella Stick
	Carnival Crunch
	Cheese-Itz
	Alphabet Cookies
	Animal Crackers
	OR
	Variety Snack-Pack

Qty	Beverages (Pick 5)
	2 % Milk
	Skim Milk
	Chocolate Milk
	Orange Juice
	Apple Juice

Qty	Breads (Pick 5)
	Cornbread Mini Loaf
	Dinner Roll
	Wheat Bread



Emerging Practice: Frozen Choice

Fulfilling Orders

- ◎ Maintain par levels of entrees
- ◎ Volunteers assist with packing and delivery
- ◎ Custom packed cooler for client
- ◎ Spreadsheet was developed by a volunteer!
- ◎ Spreadsheet provides
 - > Information about the popularity of selections
 - > Forecasting data
 - > Selection patterns



Emerging Practice: Frozen Choice

Choice is a marketing tool

- ◎ Meal tasting events at senior buildings
- ◎ Rolled out Frozen Choice
- ◎ Average 2 new referrals per tasting
- ◎ Have seen over 150 new clients as a result of the tasting events
- ◎ Market share back to pre-competition levels
- ◎ No choice but to include choice



Emerging Practice: Collaborations

- *Carlene Russell, Iowa Dept. on Aging*

● Iowa Food Systems Council



- > Collaboration: Congregate meal site kitchens and local farmers (fruit and vegetable producers)
- > <http://www.iowafoodsystemsCouncil.org/>
(under projects)



● Chef Charles Nutrition Education Program

- > Collaboration: SNAP-Ed, Iowa Departments of Public Health and Aging; Iowa State University Extension
<http://www.idph.state.ia.us/INN/ChefCharles.aspx>





Emerging Practice: Iowa Food Systems Council

- ◎ Monitor food and health landscape
- ◎ Encourage and coordinate connections between food systems leaders and identify policies, programs, research for a sustainable food system.
- ◎ Build a healthier food economy, a healthier environment and healthier Iowans.
- ◎ *Locally grown foods, farmers markets, farm to school, gardening, food security, healthier meals*





Emerging Practice: Iowa Food Systems Council

Fruit and Vegetable Growers Need Kitchens for Processing

- ⦿ Establishing licensed kitchens is expensive for producers.
- ⦿ Licensed kitchens are needed to meet regulatory requirements and to increase market options.
- ⦿ Value-added processing helps to address short growing season, short shelf life and limited direct marketing of fresh crops in season.
- ⦿ **Iowa has licensed congregate meal kitchens across the state and could benefit from an additional revenue source.**



Emerging Practice: Iowa Food Systems Council

4 Steps in this Study

1. Survey Iowa congregate meal sites
2. Survey specialty crop producers
3. Convene two meetings to discuss feasibility issues such as management, liability, schedules, fees, barriers, etc.
4. Complete a feasibility study including
 - > analysis survey results
 - > meeting results
 - > lessons learned
 - > steps for forming agreements between producers and congregate meal programs.



Emerging Practice: Iowa Food Systems Council

Meeting of Farmers and Meal Site Managers





Emerging Practice: Iowa Food Systems Council

Results

1. There is interest among kitchen managers and specialty crop producers in Iowa to process Iowa specialty crops and to make licensed processing facilities more readily available.
2. Department of Inspections and Appeals involvement is important from the beginning.
3. There are many regulations and licensing considerations but they are not insurmountable.
4. The amount of time to offer processing in an existing licensed kitchen can be minimized using resources such as templates both for business plans and agreements between kitchens and producers.
5. The cost to start processing in an existing licensed kitchen can be minimized by starting with a limited number of products using available kitchen equipment, and choosing products and markets that have fewer regulatory challenges.



Emerging Practice: Iowa Food Systems Council

Action Steps: Kitchens

1. Secure approval from Board of Directors for kitchen to develop a shared-use processing business.
2. Meet with Department of Inspections and Appeals to tour the kitchen and learn what products might be processed and licenses required.
3. Based on equipment available and licensing, decide on products that will be accepted for processing as well as whether refrigeration, freezer space, and dry storage will be available.
4. Check with insurance agent about insurance needs with processing and product storage (if applicable).



Emerging Practice: Iowa Food Systems Council

Kitchen Steps cont'd

5. Develop a rental agreement for use between the kitchen and the producer and have your lawyer review.
6. Determine days and hours that kitchen will be available for processing. Scheduling is a function of the kitchen and will need to be assigned to a specified staff person.
7. Develop a promotional piece for your shared-use processing kitchen and market your new business.
8. Receive proposed recipe and equipment needs from interested producers and make decision if acceptable for the kitchen facility.
9. Department of Inspections and Appeals review
10. Start small and expand as appropriate



Emerging Practice: Chef Charles Nutrition Education





Emerging Practice: Chef Charles Nutrition Education

- Started in 2003
- Based on Pick a Better Snack Program/video
- Funded by USDA's SNAP-Ed
- Designed for congregate meal sites
- Lead by lay leaders
- Monthly newsletter/Scripted leaders guide
- Incorporates adult learning strategies
 - Small groups
 - Interactive activities
 - Visual resources





Emerging Practice: Chef Charles Nutrition Education

◎ Educational Messages

- › Increase fruit and vegetable intake
- › Increase physical activity
- › Prepare food safely
- › Stretch food dollar/identify assistance programs
- › Reinforce Dietary Guidelines/connect with foods on menu



Low fat calcium
rich foods

Physical activity

Fruits/vegetables
Dairy foods



October

Pick a Better...

Cheese Snack

Good news! More cheese selections are available at the supermarket today. Many varieties of cheese are available in individually packaged servings. The individually wrapped servings may cost a little more but they may save money if you find that a bigger block of cheese goes bad before you use it.

String mozzarella, light cheddar cheese sticks, and low-fat herb cheeses are examples of individually wrapped cheese that are also lower in fat. The single-serving feature provides a moderate portion that limits the amount of calories, fat, and saturated fat for you. The individual portion size is not only handy but it makes it less likely that you will eat too much cheese at one time.

Is cheese a healthy snack? Cheese provides a healthy dose of important nutrients, such as calcium. A single serving of string cheese contains 10 to 20 percent of the calcium you need daily. Cheese also provides protein, vitamin A, vitamin B12, and riboflavin.



Chef Charles Asks the Questions

I've heard that eating dairy foods can help me control my high blood pressure. Is this true?

Yes. Scientists are still trying to understand how foods work together to keep us healthy but the evidence to date shows that eating low-fat dairy foods may help control or lower blood pressure. When you eat plenty of fruits and vegetables, whole grains and low-fat dairy products, your diet will be rich in calcium, potassium and magnesium – three minerals essential for controlling blood pressure.

One Serving of Dairy
8 oz. low-fat milk
1 cup low-fat yogurt
1 1/2 oz. low-fat cheese

Drink or eat two to three servings of low-fat dairy each day. Low-fat means the milk is either fat-free, skim or 1%. Try keeping track of your dairy foods this week. And don't forget to include the low-fat milk served at your meal site!

Chef Charles Says...

Falling Is for Leaves

Planning lawn clean up this fall? Heed advice from the American Academy of Orthopedic Surgeons:

- ◆ Warm up with 10 minutes of stretching and light exercise,
- ◆ Wear non-skid shoes, and
- ◆ Bend at your knees when you pick up anything.

All these steps limit your risk of falling.



MOMENTUM

The National
Resource Center on
Nutrition & Aging

Food Assistance How Does an EBT Card Work at the Grocery Store?

The Food
Assistance
Program



provides Electronic Benefit Transfer (EBT) cards that can be used to buy groceries at supermarkets, grocery stores and some Farmers Markets. The card looks like any credit card including using a PIN or Personal Identification number for safety. And if all of the money in the account is not used in a month, the balance can remain for several months or until your next shopping trip. Using the EBT system is easy and helps people buy food like fresh produce recommended for better health including lowering blood pressure.

Lettuce Wraps

Slice of low-fat cheese or
a low-fat cheese stick
Slice of turkey
1 lettuce leaf
Favorite mustard



Wrap a slice of low-fat cheese or a cheese stick, turkey and mustard into a lettuce leaf.



1. Spread mustard on leaf.



2. Add a stick of cheese



3. Roll up lettuce leaf

106 calories;
14g protein; 2g
carbohydrate;
392 mg sodium;
15mg potassium;
22mg calcium;
15mg fiber; 4 g
total fat



4. Enjoy!

Easy Cheesy

Decode the message by finding each substitute letter or symbol.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
5	16	10	18	15	24	19	9	21	12	25	17	23	13	8	20	1	7	14	22	4	2	6	11	26	3

21 13 18 21 2 21 18 4 5 17 17 26 6 7 5 20 20 15 18 17 8 6 24 5 22

10 9 15 15 14 15 14 13 5 10 25 14 5 7 15 5 9 15 5 17 22 9 26

10 9 8 21 10 15 24 8 7 10 5 17 10 21 4 23 20 7 8 22 15 21 13

5 13 18 2 21 22 5 23 21 13 14

Food Safety Toss Your Cloth Grocery Bag in the Washer Now and Then

Reusable cloth grocery bags are convenient and environmentally friendly. They do require cleaning to avoid possible food poisoning. Here are some tips to keep your bags clean:

- ◆ Wash your cloth grocery bag frequently in the washing machine or by hand with hot, soapy water.
- ◆ When shopping, put meat, poultry and fish in separate plastic bags before placing in the tote. This will help prevent juices from leaking onto your reusable bags.
- ◆ Place fresh or frozen raw meat, poultry and fish in separate totes from produce and ready-to-eat foods. Use a permanent marker to label your bags to help keep them for separate foods.
- ◆ Store totes in a clean, dry location. Avoid leaving totes in the trunk of a vehicle.

Get the News

Vitamin D Linked to Lower Diabetes Risk

People with adequate levels of vitamin D may be at lower risk of developing type 2 diabetes. Vitamin D deficiency is more common among older adults because their bodies are less efficient at manufacturing D from sunlight. The risk of vitamin D deficiency rises for those who live in northern states, especially in the winter months, when there is less of the type of sunshine rays needed by the skin to make vitamin D. To reduce your risk, include vitamin D-rich foods, including fortified milk, juice, breakfast cereals and fatty fish (salmon, tuna, and mackerel) year round. Next month Chef Charles will talk about vitamin D supplements.

Diabetic Care, October 2011.

Be Active...

Ever Feel TV Commercials are a Waste of Time?

Make good use of watching TV by exercising during the commercials. Standing up and stepping in place during commercials, may burn as many calories as you would if you took a walk.

One hour of stepping in place during the ads will give you 21 minutes of activity, or roughly 2,100 steps. You will burn about 150 calories, nearly double the 80 calories you would burn during the hour of sitting on a couch. The average person burns 150 calories walking for a half hour at a moderate pace (3 mph). You would burn fewer calories at a slower pace.

A typical half-hour TV show has 8 to 12 minutes of commercials, and American adults spend three to five hours a day watching TV. Does this sound like you? If you stood up and stepped in place during the commercials, you could burn an extra 200 to 350 calories a day.



Answers



A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
5 14 18 21 2 21 18 4 5 17 17 26 6 7 5 20 20 15 18 17 8 6 24 5 22

INDIVIDUALLY WRAPPED . LOW-FAT
21 13 18 21 2 21 18 4 5 17 17 26 6 7 5 20 20 15 18 17 8 6 24 5 22
CHEESE SNACKS ARE A HEALTHY
10 9 15 15 14 15 14 13 5 10 25 14 5 7 15 5 9 15 5 17 22 9 26
CHOICE FOR CALCIUM . PROTEIN
10 9 8 21 10 15 24 8 7 10 5 17 10 21 4 23 20 7 8 22 15 21 13
AND VITAMINS .
5 13 18 2 21 22 5 23 21 13 14



Emerging Practice: Chef Charles Nutrition Education

Program Evaluation

◎ Participants' Outcomes

- > Lower nutrition risk (DETERMINE)
- > Improve self efficacy

◎ Focus Groups

Don't like to cook/like food samples

Ask who is Chef Charles

Some leaders are uncomfortable in leading a program



Emerging Practice: Chef Charles Nutrition Education

Future of Chef Charles

- ◎ Redesign look of newsletter
- ◎ Simplify the instructor's guide
- ◎ Focus on behavior change (discuss action steps)
- ◎ Rename the program
- ◎ Leader training video
- ◎ Make the program available state wide with new distribution of funding/reorganization of Iowa AAAs from 13 to 6



Emerging Practice: Business Capacity & Acumen

— *John Tamiazzo, Sedona Community Center*

Questionnaire:

To help the Sedona Community Center raise money through grants, fundraisers, and donations, so they could deliver more meals to more hungry people in the Sedona area they asked clients these questions.

- ☉ If Meals on Wheels wasn't delivered, there would be a shortage of food in the house.

Yes No **65% yes**

- ☉ Receiving Meals on Wheels has helped me to live independently in my home.

Yes No **91% yes**

- ☉ Meals on Wheels provide me with a hot, fresh meal. If I didn't receive it, I wouldn't have a prepared meal to eat.

Yes No **85% yes**

- ☉ Meals on Wheels are necessary for my continued health.

Yes No **93% yes**

- ☉ I live alone with no one to check on me daily other than Meals on Wheels.

Yes No **55% yes**



Emerging Practice: Sedona Community Center

The Sedona Community Center has partnerships with:

- Heartline Café
- Poco Diablo Resort
- El Rincon
- The Hideway Café
- Wild Flower Bakery
- Oak Creek Brewery and Grill
- The Foodbank





Emerging Practice: Sedona Community Center

The Sedona Community Center's funding comes from:

- Northern Arizona Council of Governments (NACOG)
- The City of Sedona
- The Sedona Art Center Loving Bowls
- The Tax Credit Program
- Festival of Trees
- Our Website www.sccsedona.org
- Grants
- Spring Appeal
- Donation appeals





Emerging Practice: Sedona Community Center

Marketing:

- M on W video
- Website
- RRN weekly column
- Quarterly Newsletter
- Loving Bowls
- Tax Credit Program and Fundraiser
- Spring Appeal
- Presentations to local groups
- Spring Conference on Aging with YMCA and Sunrise Center for Adults
- Hosting of monthly meeting for local Executive Directors



What Are the Components of a Quality Nutrition Program?

Q & A



Momentum Series

March 27, 2013

National Nutrition Month

Theme: Eat Right, Your Way, Every Day

Web-based discussion with the Assistant Secretary for Aging, Kathy Greenlee, to highlight the important role nutrition plays in healthy aging.

You can submit questions for the Assistant Secretary on this topic through the Chat Room, on the evaluation after the webinar, or via email (before March 4) to resourcecenter@mowaa.org

For more information:

Momentum: Advancing Into Future Readiness
www.nutritionandaging.org/momentum



National Resource Center on Nutrition and Aging

Main Website, Online Library, and Topic Guides

www.nutritionandaging.org

Proceedings of *Perspectives on Nutrition and Aging*

www.nutritionandaging.org/summit

NRC Email Announcement List

<http://list.nutritionandaging.org/mailman/listinfo/network>