

How Does the Congregate Program Fit within the Community?



Polling Question

- Over the last five years, has your congregate program:
 - Increased in participation?
 - Decreased in participation?
 - Stayed the same?

Overview

- Older Americans Act - Priorities
- Characteristics of Congregate Program Participants
- Characteristics of the Congregate Program
- Statistical Analysis of Congregate Programs

OAA-Section 101 Priorities

- Immediate benefit from proven research knowledge which can sustain and improve health and happiness.
- Participating in and contributing to meaningful activity within the widest range of civic, cultural, educational and training and recreational opportunities.

Congregate Programs -Where are they located?

- Designated Senior Center
- Community Center with Multi-Generational Programming
- Senior Housing Facility
- Community Room in Public Building
- Church or Faith Based Building
- School or Educational Campus

Activities Provided

- Services
 - Meals/Nutrition
 - Information and Assistance Services
 - Volunteer Opportunities
 - Transportation Services
- Leisure and Learning Activities
 - Table Games
 - Health and Nutrition Education Classes
 - Physical Fitness Activities
 - Recreational Activities

Supports Independence

- Entry point to community based services
- Disease prevention and health promotion
- Socialization-reduce loneliness and isolation
- Emotional support
- Positive mental attitude
- New skills or information
- Volunteer activities

Results of a Senior Center Participants Survey

- 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

*"The Evolving Role of the Senior Center in the 21st Century," Aday, 2003

Participation at Senior Centers

Study reports:

- 90% have developed close friendships
- 90% report health to be same or better than previous year

**The Evolving Role of the Senior Center in the 21st Century," Aday, 2003

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

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%

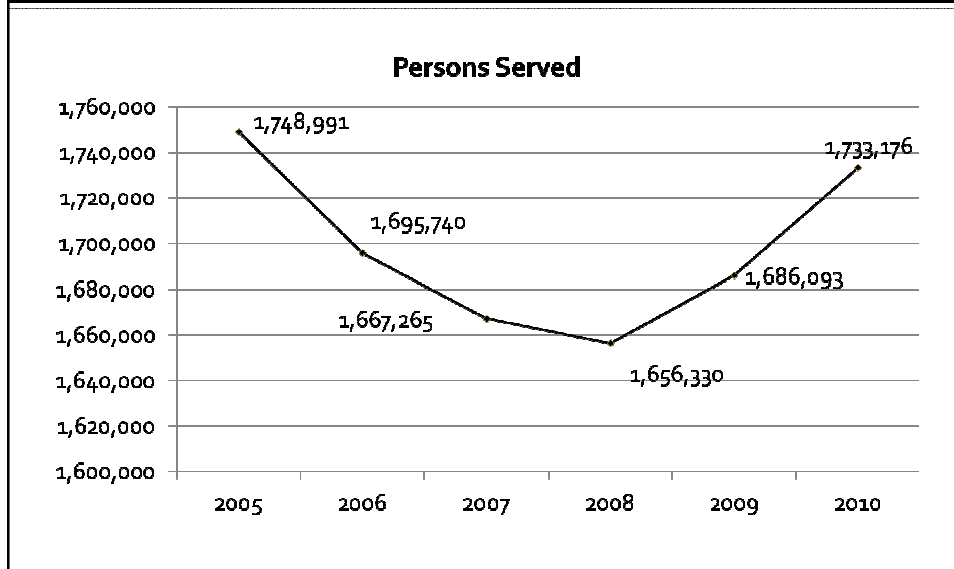
*5th National Survey of OAA Program Participants-2009

Characteristics of Title III C Nutrition Program

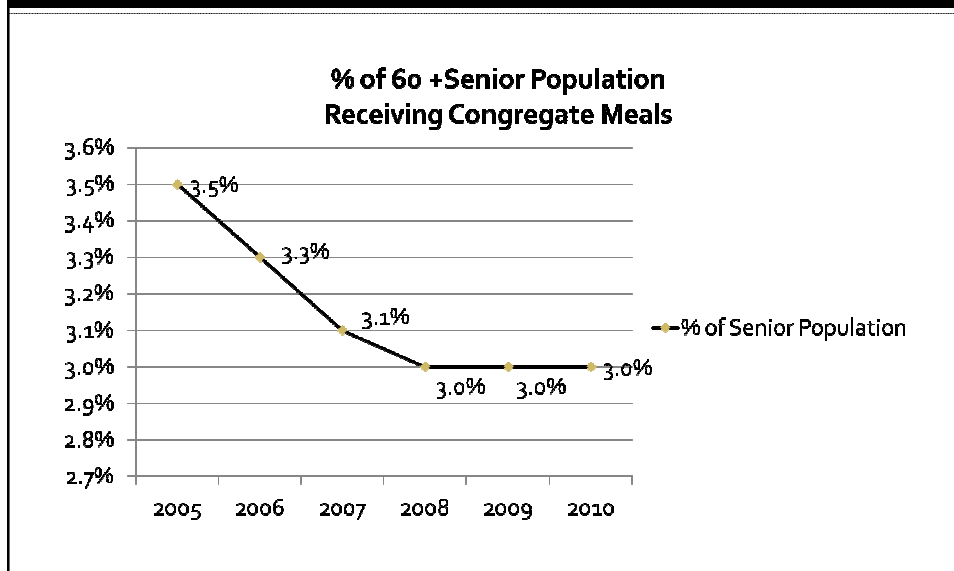
	National Population	Congregate Meals	Home Delivered Meals
Living alone	27%	48%	56%
Three or more ADLs	6%	8%	31%
Services allow to remain in home	N/A	59%	91%

*5th National Survey of OAA Program Participants-2009

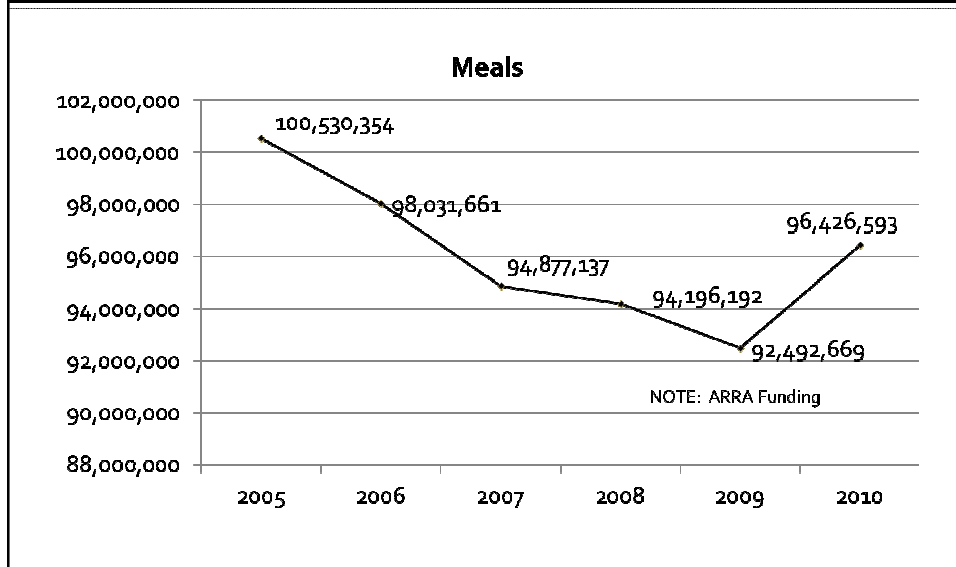
OAA Congregate Nutrition Program



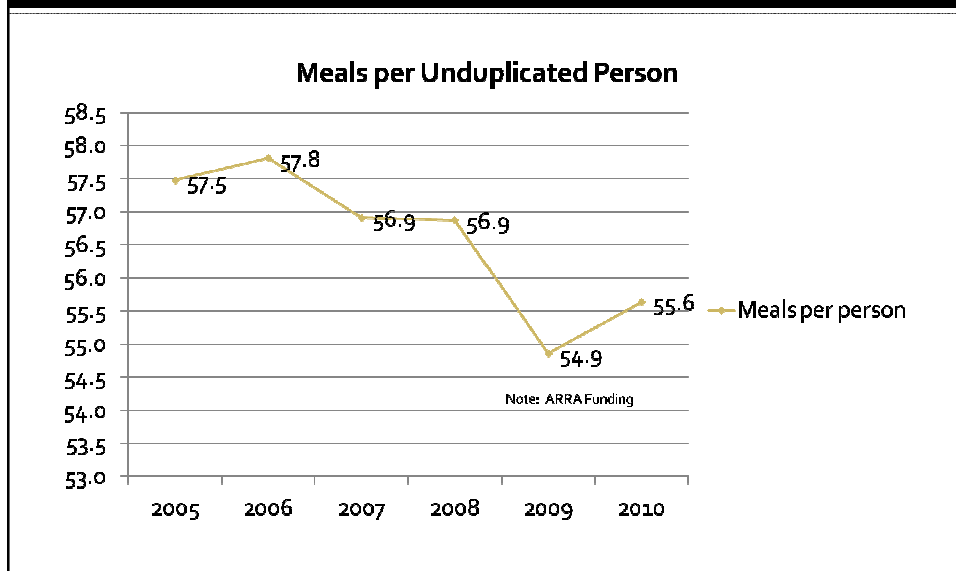
Growth of the Senior Population



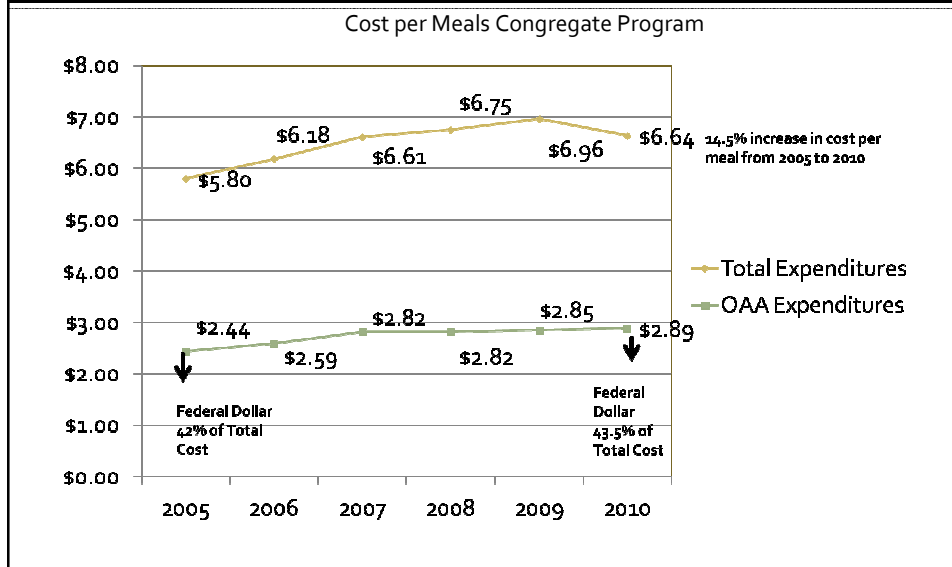
OAA Congregate Nutrition Program



OAA Congregate Nutrition Program



OAA Congregate Nutrition Program



Polling Question

- Why do you think seniors are not interested in attending a congregate nutrition program? Select two.
- Meal preference
- No activities that they will enjoy
- Environment not appealing
- No transportation
- Don't know about the program
- Still working
- Other

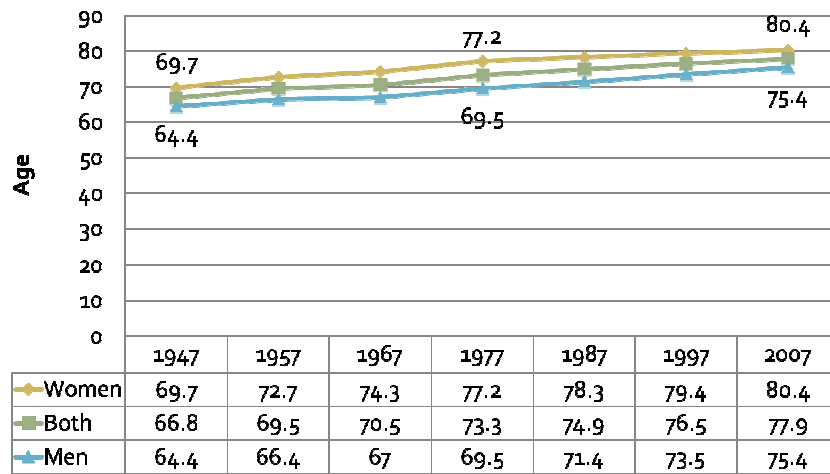
Creating a Customer Driven Operation



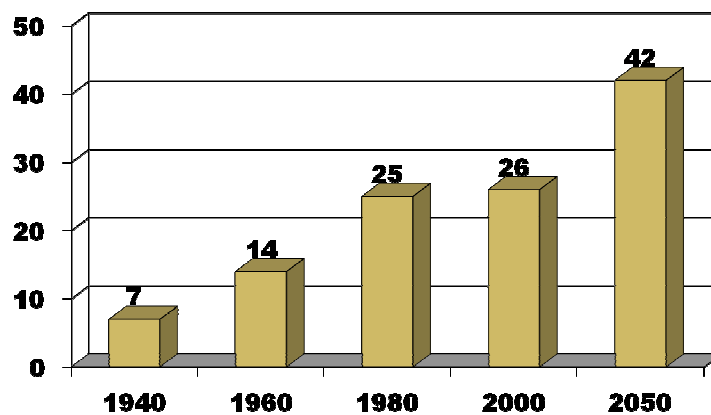
Lessons from a donut shop

- Define which customers you want to serve
 - Segment-Benefit
 - Target marketing
 - Age, ethnicity
 - Niche
- Decide on a value proposition
 - Create a superior customer value
 - Market for the targeted population

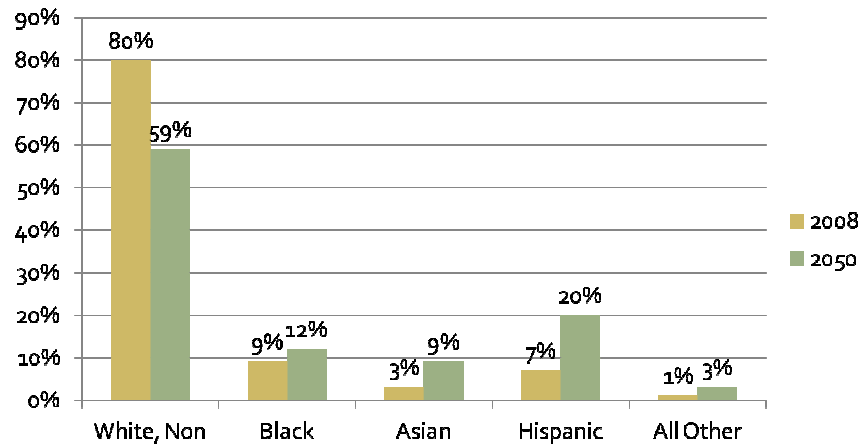
Estimated Life Expectancy



Percent of Americans Age 65 Expected to Survive to Age 90



Racial and Ethnic Composition



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

Define the Target Market

- More older people
- More healthy older people
 - Baby boomers
 - Diverse expectations
- More frail older people
 - More homebound
- More minorities
- More Home and Community Based Care, less nursing home care

Define the Target Market

Senior Population - Very Heterogeneous

- 60-75 year old
 - Still working or recently retired
 - Taking care of aging parent (s)
- 75-85 year old
 - Experiencing more life changing events-relocation, death of spouse/partner, family dynamics
- 85+
 - Greater need for supportive services

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**
 - Improved status of women
- **Change Oriented**

Polling Question

Why do individuals attend a congregate nutrition program? Select two.

- a. Meals
- b. Socialization
- c. Connect to other community services
- d. Activities
- e. Education/Health opportunities
- f. Volunteer opportunities
- g. Other

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

Defining the Product

Participant Input

- Advisory or Planning Committee
- Focus Groups
- Menu Committee
- Participant Survey

Community Input

- Surveys
- Focus Groups

Define Your Product Based on Customer Wants/Needs

Services

- Meals
 - Choice in menu, including cultural & dietary choices
 - Attractive presentation of food
- Adequate transportation & parking

Define Your Product Based on Customer Wants/Needs

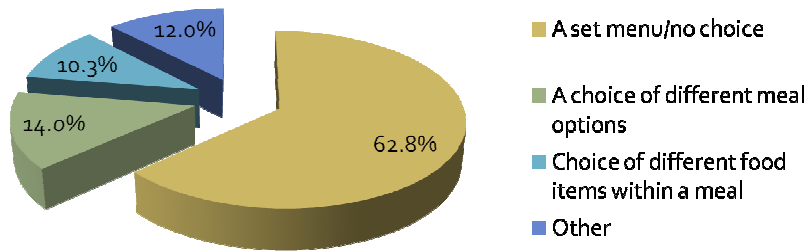
- Environment
 - Knowledgeable & friendly staff
 - Pleasant, welcoming, supportive environment

Define Your Product Based on Customer Wants/Needs

- Activities
Variety of supportive programs, services and activities
 - Educational
 - Health Promotion
 - Physical fitness
- Volunteer opportunities

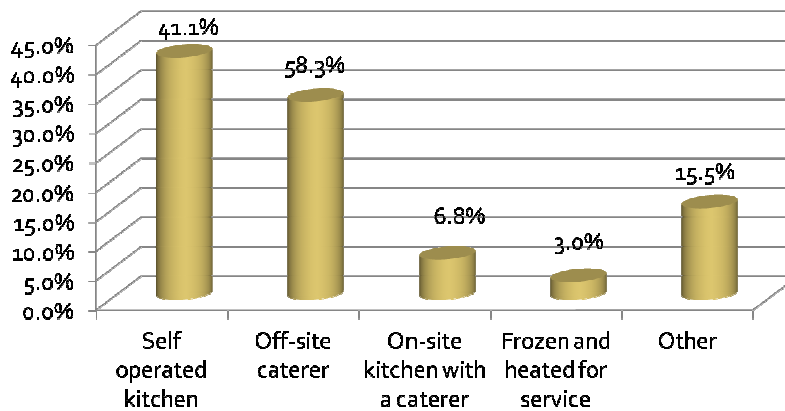
MOWAA Member Survey 2012

Menu Selection



MOWAA Member Survey 2012

Where the Congregate Meals are prepared



Solutions - Choices

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

Solutions - Services

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

Solutions - Services

- Medical nutrition therapy
- Nutrition support groups, diabetes, heart disease
- Caregiver nutrition education
- Integration with other programs, i.e. physical activity, falls prevention
- Integration with hospital discharge
- Linkages to physicians, home care, case management

Partnering Organizations

- County Extension Service
- Volunteer Organizations
- Civic Groups
- Health Departments
- Hospitals
- Park and Recreation Departments
- Universities and Colleges
- Local Businesses
- Youth Organizations

Promoting the Congregate Program

- Recent Retirees
- Welcome Wagon or New Homeowner Services
- Faith based organizations
- Health fairs
- Community partners/Businesses

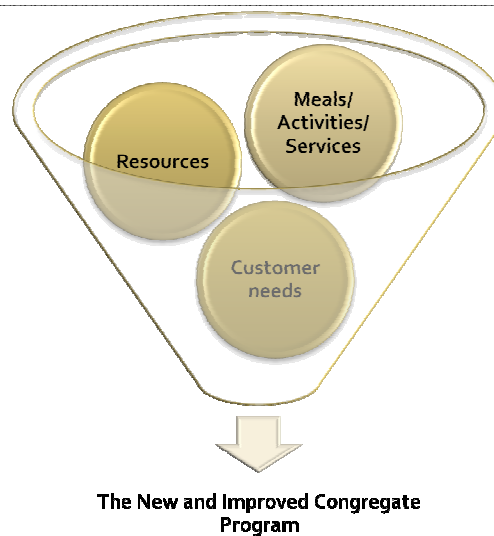
Evaluate - Is the site achieving the desired outcomes?

- Participant Satisfaction
 - Survey
 - Suggestion Box
 - Comment Cards
- Healthy behavioral changes
- Demographics-Community vs. Participation

When all else fails...

- Evaluate
 - Need
 - Demographics
 - Services available
 - Cost effectiveness
 - Possible alternatives
 - Combine sites
 - Relocate sites
 - Different venue

Where Do We Go From Here



Resources

- **Aging Statistics**
 - http://aoa.gov/AoARoot/Aging_Statistics/index.aspx
- **AoA Performance Information**
 - http://aoa.gov/AoARoot/Program_Results/OAA_Performance.aspx
- **Profile of Older Americans 2011**
 - http://www.aoa.gov/aoaroot/aging_statistics/Profile/index.aspx