

State Unit on Aging Nutrition Professionals

Discussion Webinar



**The National  
Resource Center on  
Nutrition & Aging**

**UPDATING YOUR PROGRAMMING TO ATTRACT BABY  
BOOMERS: PRACTICE MODELS FOR STATE AND LOCAL  
NUTRITION PROFESSIONALS**

July 16, 2018



**The National  
Resource Center on  
Nutrition & Aging**

# **RURAL AND URBAN CENTERS FOR BABY BOOMERS IN NEBRASKA**

**ERIK WHITE MS RD LMNT**

**July 16<sup>th</sup>, 2018**

# BIOGRAPHY



- Born in Lincoln Nebraska.
- Graduated from the University of Nebraska-Lincoln with Bachelors/Masters.
- Completed Dietetic Internship at Texas State University- San Marcos.
- Currently lives in Lincoln with his wife Jenna who is a Social Worker and Case Manager for the Lincoln Area Agency on Aging (Aging Partners).
- Has a Calico Cat named Kitty and sells his own sauce recipe at local farmers markets.



# NEBRASKA DEMOGRAPHICS

- Agricultural State!
- 15.4% of pop. is age 65+ (total pop. 1.9 million)
- Changing Demographic- rural vs. urban
  - 1870- less than 200,000 urban residents, 2010- 1,200,000!
  - 1870- less than 200,000 rural residents, pop. Peaked in 1940 800,000, 2010- less than 600,000
  - 42 counties in NE have more deaths than births!!
- In Nebraska, 65+ pop. expected to grow by 75% from 2012-2030
- Projected- 8<sup>th</sup> highest percentage of older adults age 85 and older in the nation



## CONTINUED...

- In the U.S., 21.6% (35 million) of those 65+ live in rural community.
- Rural communities lack
  - Adult Day Care
  - Respite services
  - Long-term care facilities
  - Medical Facilities
  - Specialty care
  - Transportation
  - In-home care
  - Healthcare professionals- Need incentive programs to entice young professionals to rural areas.



# THOUGHT STARTER DISCUSSION QUESTION

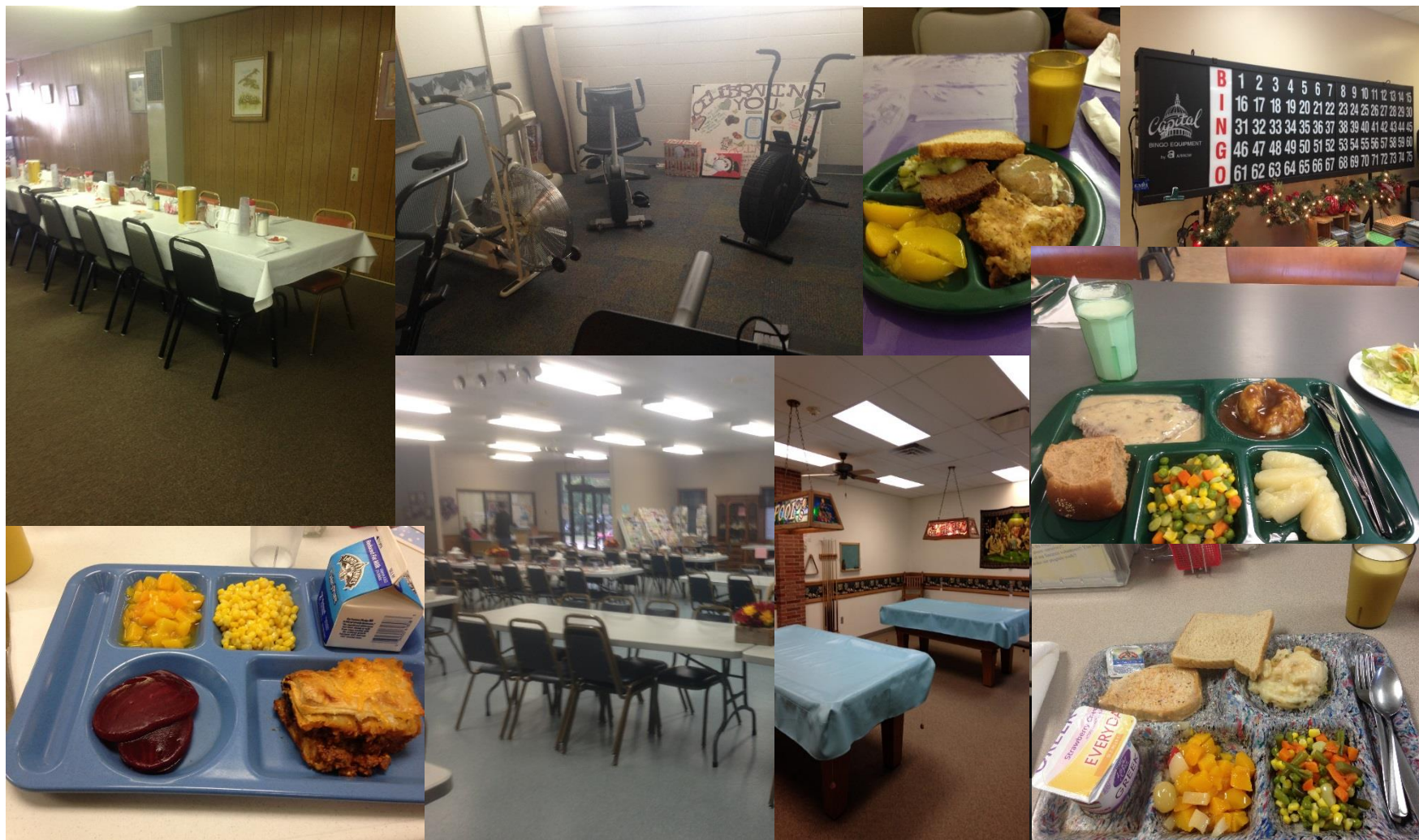
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- What is the most challenging issue you face in attracting baby boomers to congregate meal sites in you state/county/service area?



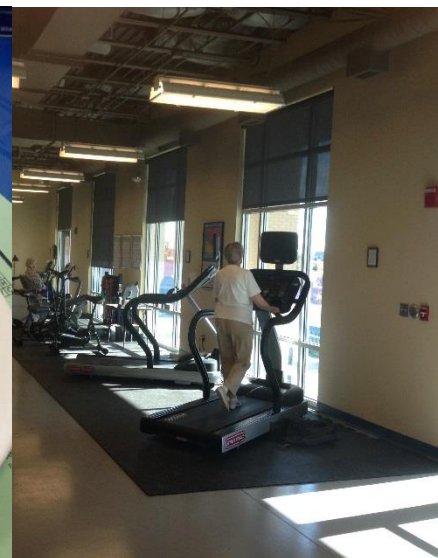


# TRADITIONAL CENTERS



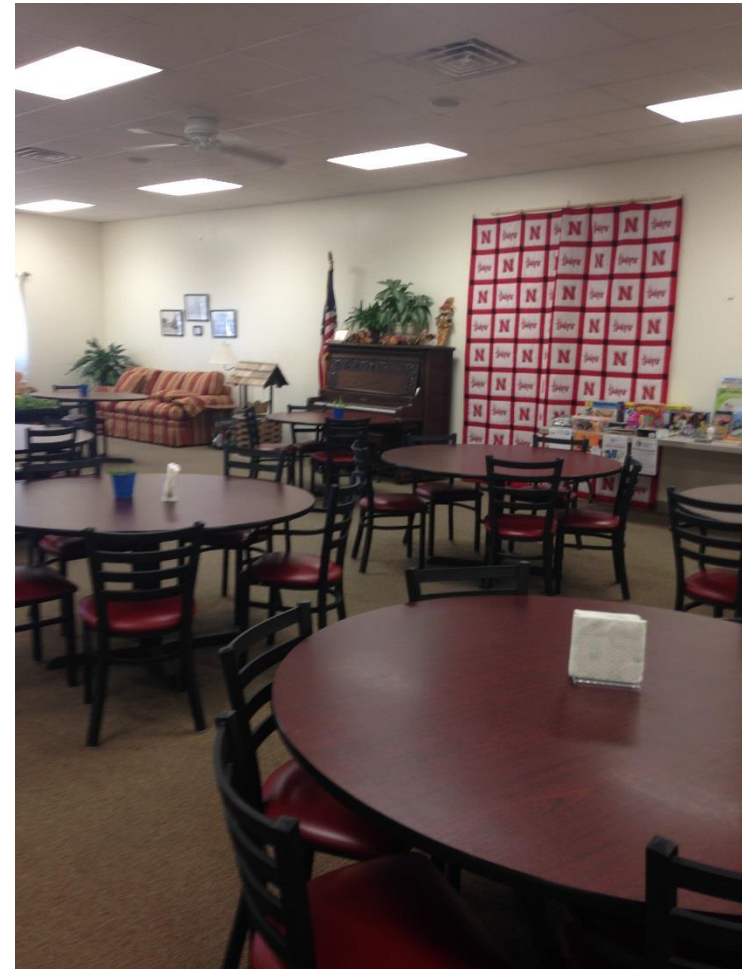


# UPDATES AND NEW ADDITIONS





# CONTINUED...



# #1 POLL QUESTION

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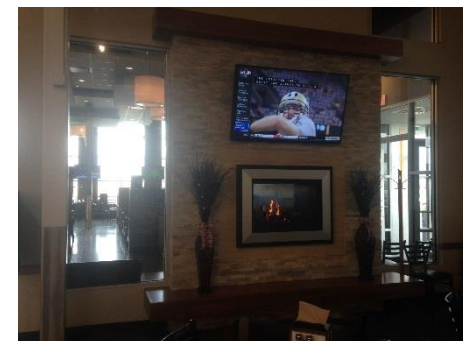


# NEW METHODS

# GROCERY STORES/RESTAURANTS



- **Funding:** Private Corporate Funding, AAA reimbursement, Suggested Voluntary Contributions
- **Programs/Requirements:** Catering services, Deli/Kitchen locations for potential congregate services. Area Agencies on Aging, along with OAA regulations establish programming with stores as well as price negotiations. AAA submits proposal to store, develops agreement
- **Food Safety:** Follow Nebraska Food Code/Lincoln Food Code for Lancaster County only
- **Fees:** Negotiated reimbursement with AAA. Suggested Contribution for clients
- **\*Hy-Vee** is currently being used by two AAA's in Nebraska





# GRAND ISLAND MEAL VOUCHER PROGRAM

- Meal Voucher program at Hy-Vee
- Hy-Vee Dietitian designs and approves of menu's for voucher program. Currently there is also an option for a protein based soup and salad bar option as well
- RD can monitor serving sizes and can provide education to clients. Currently RD provides one-on-one counseling as well as store tours focusing on Diabetes, Blood Pressure and Cholesterol
- Hy-Vee vouchers can be used for both lunch or dinner
- Hy-Vee kitchen also delivers catered meal to Cairo NE, Senior Center



# COMMERCIAL KITCHENS/FOOD SERVICE COMPANIES

- Funding: Corporate and Private funding Also Suggested Contributions



- Programs/Requirements: Family and Patient Meals/Corporate Vending/Congregate and HDM
- Food Safety: Kitchens should be USDA inspected and follow Nebraska Food Code/Lincoln Food Code for Lancaster County only
- Fees: Negotiated reimbursement with AAA. Suggested Contribution for clients
- \*Treat America (Company Kitchen) is currently serving for the Eastern Nebraska Office on Aging in Omaha.



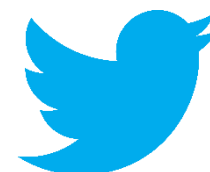
# ALTERNATE HOME DELIVERED MEAL OPTIONS

- **Funding:** Private and some government reimbursement. Possible eligible individuals can contact their local AAA or the Social Security Administration.
- **Programs/Requirements:** Serve meals to Healthcare Organization, Individuals and Caregivers. AAA's can use these meals as Home-Delivered Meals if the client can heat the meal.
- **Food Safety:** Kitchens are USDA inspected for quality and safety, custom designed delivery coolers are continually monitored to ensure proper temps throughout transit. Propriety packaging allows for safe keeping of meals in fridge for 14 days from delivery.
- **Fees:** Mom's Meals available in quantities of 7, 10, 14 or 21, meals are affordable at only **\$6.99/meal** (\$7.99 for Pureed)\* commitments. Sun Meadow charges **\$7.00-\$8.00** per meal.
- \***Mom's Meals** is currently being used in Nebraska.
- \***Sun Meadow** is currently serving a small number of individuals in Omaha.



# ADVERTISING, EVENTS AND ENTICEMENTS

- Facebook
- Twitter
- Webpages
- Magazines, New letters, Monthly Papers
- Education Outreach Breakfasts/Events
- Annual walks to promote healthier lifestyles
- Increased use of retail meals for clients to take away (convenience)
- Continued offerings of Title III-D fitness classes at centers including Tai Chi and offering up to date fitness equipment





# REFERENCES

- Nebraska Department of Economic Development [NDED] (2015). *Population*. Retrieved from <http://www.neded.org/business/data-a-research/population>
- University of Nebraska-Lincoln (2018). *Nebraska Population Aging, Shifting East* Retrieved from <https://sdn.unl.edu/deicher>
- U.S. Census Bureau. (2014). *The Baby Boom Cohort in the United States: 2012 to 2060*. Retrieved from <https://www.census.gov/prod/2014pubs/p25-1141.pdf>
- U.S Census Bureau. (2017). QuickFacts Nebraska. Retrieved from <https://www.census.gov/quickfacts/ne>





**QUESTIONS?**



**The National  
Resource Center on  
Nutrition & Aging**

# **ONONDAGA COUNTY OFFICE FOR AGING**

**MARIA MAHAR MA RD CDN**

**Director of Senior Nutrition Services**

# ONONDAGA COUNTY, NEW YORK

- Onondaga County is in the central portion of New York State.
- As of 2010, 468,000 people lived in Onondaga County, 14% were 65 years of age or older.
- In 2017, Office for Aging served 8,740 seniors (60+)
  - Total served = 3,178 ( < 74 yr. old) = **36%**
  - Nutrition served = 2, 045 ( < 74 yr. old)= **30%**





# SENIOR NUTRITION DAYS AT THE MARKET

## Senior Nutrition Days at the Market

### A Nutrition Dining Site for Seniors at The CNY Regional Market!

*Collaboration between the CNY Regional Market and the Onondaga County Department of Aging*

**Dates:** June 28\*  
July 12  
July 26  
August 9

**Time:** 11 AM—1 PM

**Location:** Shed "E"  
CNY Regional Market  
2100 Park Street



**\*The City of Syracuse Stan Colella All-Star Band plays from 11 am to Noon on June 28 and August 9**

## SENIOR DINING SITE AT THE FARMERS MARKET.

- Average attendance = 125
- 60-72 = 42%
- Minority = 33%
- Menus consists of produce purchased from farmers who are selling at the market that day.

### Example of Menu

- Gold Sauce Glazed Pork Cutlet
- Hinderwadel's Creamer Potatoes
- Summer Squash & Red Bell Peppers
- Strawberry Ice Cream



# FLAVOR & THE MENU



# FLAVOR & THE MENU

## HOME DELIVERED MEAL MENU

### **Strategies And Solutions for Menu Development to attract Baby Boomers**

1. More modern style of eating (ex: Greek Bowl)
2. More Ethnic Foods (ex: Tabouli)
3. Vegetarian Options (ex: Veggie Burger, Pasta Primavera)
4. Ancient Grains (ex: bulgur, farro, quinoa)
5. Unique Condiments (ex: fruit salsa, chipotle mayo)
6. Seasonal Menu (ex: more fresh produce in summer months)
7. Choice Menu (ex: clients can choose from entrée A or B)



# FLAVOR & THE MENU

## HOME DELIVERED MEAL MENU

### Meals on Wheels Fall/Winter Cycle Menu: Week 1

Monday	Tuesday	Wednesday	Thursday	Friday
<b>Hot</b>	<b>Hot</b>	<b>Hot</b>	<b>Hot</b>	<b>Hot</b>
<b>ENTRÉE A</b> Salisbury Steak with Mushroom Gravy	<b>ENTRÉE A</b> Parmesan Crusted Chicken	<b>ENTRÉE A</b> Baked Ziti	<b>ENTRÉE A</b> Ham and Scaloped Potatoes	<b>ENTRÉE A</b> Crispy Fish Fillet with Homemade Tartar Sauce
<b>ENTRÉE B</b> Cheesy Stuffed Peppers	<b>ENTRÉE B</b> Breaded Veal Cutlet with Brown Sauce	<b>ENTRÉE B</b> Chicken Patty Sandwich with Cranberry Mayonnaise	<b>ENTRÉE B</b> Buffalo Chicken Pizza	<b>ENTRÉE B</b> Caramelized Onion Tart
<b>SIDE</b> Egg Noodles	<b>SIDE</b> Seasoned Potatoes	<b>SIDE</b> Green Beans	<b>SIDE</b> California Blend Vegetables	<b>SIDE</b> Classic Mixed Vegetables
<b>SIDE</b> Lemon Glazed Carrots	<b>SIDE</b> Winter Blend Vegetables	<b>SIDE</b> Escaloped Apples	<b>SIDE</b> Blueberry Cobbler	<b>SIDE</b> Butternut Squash Wedges
<b>Cold</b>	<b>Cold</b>	<b>Cold</b>	<b>Cold</b>	<b>Cold</b>
<b>ENTRÉE A</b> Grilled Chicken on Whole Wheat Flatbread Sandwich	<b>ENTRÉE A</b> Ham and Provolone on a Kaiser Roll with Honey Mustard	<b>ENTRÉE A</b> Egg and Olive on Indian Naan Bread	<b>ENTRÉE A</b> Turkey on Rye with Russian Dressing	<b>ENTRÉE A</b> Crab Salad on a Kaiser
<b>ENTRÉE B</b> Cheese Sandwich on Wheat Bread	<b>ENTRÉE B</b> Peanut Butter and Jelly Sandwich	<b>ENTRÉE B</b> Roasted Red Pepper Pinwheel	<b>ENTRÉE B</b> Peppered Tomato on White Bread Sandwich	<b>ENTRÉE B</b> Bologna Sandwich on Wheat Bread with Mustard
<b>SIDE</b> Black Bean and Corn Salad	<b>SIDE</b> Beet Salad	<b>SIDE</b> Tangy Carrot Salad	<b>SIDE</b> Confetti Coleslaw	<b>SIDE</b> Crispy Broccoli Salad
<b>SIDE</b> Chocolate Pudding Oreo Parfait	<b>SIDE</b> Pineapple Tidbits	<b>SIDE</b> Banana	<b>SIDE</b> Plump Peaches	<b>SIDE</b> Fruit Cocktail
Milk or Juice as Needed	Milk or Juice as Needed	Milk or Juice as Needed	Milk or Juice as Needed	Milk or Juice as Needed



# FLAVOR & THE MENU

## HOME DELIVERED MEALS

### **Difficulties with Menu Development to attract Baby Boomers**

1. Cost
2. Having a menu that appeals to both baby boomers and the WWII and post-war generations
3. Revising the menu to meet the most current Dietary Guidelines
4. Finding the balance between healthier foods and less healthy requests from clients (ex: desserts)
5. Competition (ex: Mom's Meals)

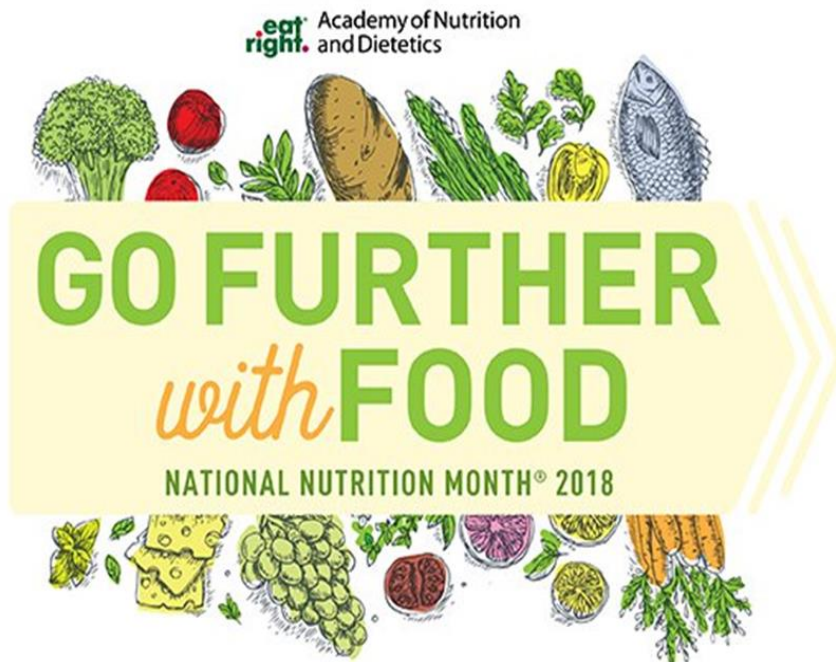




# SPECIAL EVENTS

## NUTRITION AND HEALTH EXPO FOR SENIORS

To celebrate National Nutrition Month®, the Onondaga County Office for Aging holds an annual Nutrition & Health Expo for Seniors. This event includes health screenings, breakfast, nutrition education, community resources, and exercise classes. The 2018 event set an attendance record of 474 seniors, many of them are boomers.





# SPECIAL EVENTS

## NUTRITION AND HEALTH EXPO FOR SENIORS

### Event Objectives

- Promote National Nutrition Month® and the expertise of RDs and DTRs
- Increase health awareness and disease prevention for seniors by providing health screenings, educational information, and related activities
- Increase awareness of community services for seniors

### Historical Data

Year	# Attendees	# Exhibitors
2015	78	12
2016	301	27
2017	276	36
2018	474	56



# SPECIAL EVENTS

## NUTRITION AND HEALTH EXPO FOR SENIORS



## SPECIAL EVENTS

### NUTRITION AND HEALTH EXPO FOR SENIORS

“I’m still young now, but the nutrition and health expo really opened my eyes to all the options I have as I get older. I’ll be able to improve my quality of life and be my best self.”

- 2018 Nutrition & Health Expo Participant



## SAGE UPSTATE & ONONDAGA COUNTY OFFICE FOR AGING



**SAGE Upstate** - promotes the well-being of older people and allies in Central New York through health programs, social activities and education.

### Collaboration Programs

- Step Up To Stop Falls
- Senior Nutrition Farmers Market Coupons
- Nutrition Education
- Nutrition & Health Expo



# DINNER DINING AT JEWISH COMMUNITY CENTER



**The Jewish Community Center of Syracuse** offers kosher meals on Monday evenings during the summer including a variety of live entertainment.

Average attendance is 70 per evening meal. A majority of the seniors are baby boomers.

## **Example of Menu**

- Fresh Teriyaki Salmon
- Oven Roasted Asparagus
- Wild Rice
- Fresh Berry Crisp





## VIDEO, SOCIAL MEDIA & WEBSITE LINKS

1. Video - Senior Nutrition Program at the CNY Regional Farmer's Market  
<https://www.youtube.com/watch?v=zPR4KpaCbYE>
2. Office for Aging Facebook Page  
<https://www.facebook.com/Onondaga-County-Office-for-Aging-832777493504438/>
3. Institute for Caregivers – Free Classes for Current & Future Caregivers  
<http://www.ongov.net/aging/icare.html>
4. Videos for Institute for Caregivers Popular Baby Boomer Classes  
<http://www.ongov.net/aging/videos.html>
5. Office for Aging Nutrition Home Website  
<http://www.ongov.net/aging/nutrition.html>
6. Office for Aging Nutrition Home Delivered Meals Website Page with Links to Onondaga County Providers  
<http://www.ongov.net/aging/home-delivered-meals.html>







**The National  
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Nutrition & Aging**

**THANK YOU FOR WATCHING**

**MARIA MAHAR MA RD CDN**

**Onondaga County Office for Aging: Director of Senior Nutrition Services**

**QUESTIONS?**

# **STARTER DISCUSSION QUESTIONS**

# YOUR TURN!

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- What stigmas do baby boomers have about congregate dining in your area/state?
- Have area agencies on aging in your state voiced concerns regarding the constraints of government regulations influencing the ability of programs to expand or meet the changing needs of baby boomers.





## **UPCOMING TRAININGS/EVENTS**



**WEDNESDAY, JULY 25, 2018 WEBINAR | 3:30PM ET**  
**UNDERSTANDING AND DOCUMENTING**  
**KEY CLIENT IMPACT METRICS**

**REGISTER TODAY!**







## PRE-CONFERENCE EVENTS

# REFOCUSING ON SOCIAL DETERMINANTS OF HEALTH TO STRENGTHEN CLIENT IMPACT

**The Westin Charlotte**  
**Charlotte, NC | August 27, 2018**





# **MEALS ON WHEELS**

## **ANNUAL CONFERENCE & EXPO**

2018

**FYI:  
SUA NUTRITION  
PROFESSIONAL  
NETWORKING  
BREAKFAST**





**The National  
Resource Center on  
Nutrition & Aging**

**THANK YOU**