

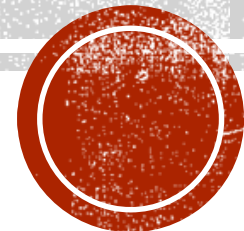
# LESSONS AND OPPORTUNITIES FROM FIG FUNDING

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The Heritage Area Agency on Aging

Growing Bolder Hunger Summit: Reducing Senior Hunger

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# ADDRESSING FOOD INSECURITY FOR OLDER IOWANS/E.I.G. FUNDING

- Iowa Legislature allocation of \$250,000 general fund providing congregate and home delivered meals to food-insecure older adults (HF 2473 Section 9)
- FY 2015 (July 1, 2014-June 20, 2015)
- Funding distributed to Area Agencies on Aging from Iowa Department on Aging based on population of older adults
- Project Plan
  - To implement innovative and flexible service delivery systems
  - Three different approaches implemented:
    - Distribution of Meal Vouchers (four AAA's)
    - Expansion Weekend and Evening Meals (two AAA's)
    - Frozen Meal Distribution (one AAA)
    - Senior Food Boxes (one AAA)



# PROGRAM GUIDELINES / PARTICIPANT FOCUS

- Income guidelines and registration process similar to Senior Farmer's Market Nutrition Program (\$15,730 for individual or \$31,235 for couple)
- Registration form included food insecurity and nutrition risk questions
- Participant Focus
  - 60 years of age or older
  - Met income guidelines (self-declared)
  - Not currently participating in OAA nutrition program
  - At potential of high nutritional risk
    - (eats alone, medical conditions, access to nutritious foods)



# PROJECT OUTCOMES

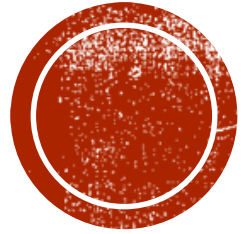
- **Reach:**
  - 33,738 meals provided to 4,034 food insecure older Iowans
- **Redressing Food Insecurity**
  - Participants reported that in the last 30 days
    - 46% couldn't afford to eat well balanced meals
    - 44% stated that the food they bought didn't last and did not have money to get more
    - 42% cut the size of meals due to not having enough money to but food
- **Additional Findings**
  - The post assessment/participant satisfaction survey found that:
    - 39% were not aware of the Congregate Nutrition Program
    - 97% felt this program assisted them in remaining healthy and more independent
    - 98% felt that the program was beneficial



# PROJECT OUTCOMES CONT.

- Reaching New Consumers/Increasing Awareness
  - Project resulted in new collaborations between the AAA's and other organizations
  - Resulted in reaching new consumers who also learned about additional programs available to address their needs
  - AAA Service Delivery methods/outreach
    - Local food pantries/Iowa Food Bank Association
    - SFMNP participants
  - Future plans include a continued collaboration with the Iowa Food Bank Association to provide assistance to apply for SNAP assistance at dining sites and continued marketing of additional services such as transportation and case management.
  - Of the \$250,000, \$5,683.30 was unspent.
  - Several AAA's overspent their allocation, one AAA had a \$4,000 match
  - Timing did not allow for a redistribution of funds among the AAA's





# PROJECT EXAMPLE: THE HERITAGE AGENCY ON AGING

F.I.G. Program

HY-VEE Meal Voucher Program



# HY-VEE VOUCHER PROGRAM

- Partnership with HY-VEE –Johnson Ave in Cedar Rapids
- Located in area faced with a dining site closure
- Used the existing “Fresh Choice” menu at deli case
- Offered choices for breakfast, lunch, and dinner
- Allowed to redeem two vouchers per visit
- Vouchers distributed by Heritage through
  - Marketing efforts (press releases, list serve e-mails)
  - Collaborations with new partners (Salvation Army, Olivet Mission)
  - Referrals from HY-VEE dieticians, case managers, etc.



# VOUCHER PROGRAM CONT.

- Participant packet included:
  - 10 Meal vouchers (printed by HY-VEE)
  - Program brochure
  - Voluntary contribution information and envelope
  - Nutrition Education
- Additional nutrition education available through HY-VEE dietician
- Satisfaction survey sent one month after voucher distribution
- Program available only at Johnson Ave. store
- Supplemental voucher distribution
- Home delivery from HY-VEE available (only 3 deliveries made)





# LOCAL RESULTS

- 75% single
- 67% female
- 8% minority
- 65% did not receive SNAP benefits
- 54% could not afford to eat well balanced meal
- 49% cut the size of meal due to not having enough money to buy food
- 48% stated the food did not last and they did not have money to get more
- 52% lived more than one mile from the nearest store
- 95% client satisfaction
- After participating
  - 54% could not afford balanced meals
  - 45% cut the size of meals
  - 45% stated the food did not last and didn't have money for more
  - 55% are now aware of the senior dining program



# LOCAL RESULTS CONT.

## Successes

- Voucher system went well
- Variety of menu options
- Met MyPlate Guidelines
- Milk or yogurt was offered
- Met identified need
- Collaborations established
- Found pockets of un/under served older adults
- “Bob” example of traveling to store

## Opportunities/Challenges

- Store was under construction
- Available at only one store
- Employee training/communication
- Participants confused about what they could choose from
- Large rush towards end of program
- Multiple participants came back for two meals simultaneously



# LOCAL PROGRAM COMMENTS / SUGGESTIONS

- Very good program, thank you so much!
- Brochure was confusing to participants and staff
- The coupons were a big help on a senior budget
- We should have it again, a lot of people did not get to try it
- Seemed nice when I didn't have to eat the same thing
- Increase staff training
- Add icons to deli case
- Improve communication of policies to participants
- Space out "use by" deadlines throughout program



# OVERALL PROJECT LESSONS/CHALLENGES

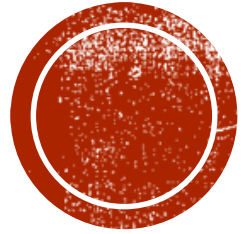
- Delay implementation of projects until January/February 2015
- Varied Needs by AAA
  - Several different service models throughout the state
  - Varying resources and needs in each AAA
- Last minute redemption of vouchers at grocery stores did not allow enough time for fund redistribution, thus resulting in the unspent funds



# OVERALL PROJECT OPPORTUNITIES

- Increased program awareness
- Uncovered/Discovered pockets of potential consumers
- New collaborations
  - Local community partnerships
  - Iowa Food Bank Association
- Brought much needed services to underserved areas
  - Heritage (site closure)
  - Connections (food deserts)





**THANK YOU!!**

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