



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

**RESUMING 'NEW NORMAL
OPERATIONS'
PEER TO PEER EXCHANGE –
URBAN PROGRAMS**

MAY 28, 2020



**The National
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INTRODUCTIONS



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OPENING REMARKS



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RESUMING PEER TO PEER EXCHANGE FOR URBAN PROGRAMS

JEANNE MARTIN, EXECUTIVE DIRECTOR

MEALS ON WHEELS NORTH JERSEY

May 28, 2020

OVERVIEW OF ORGANIZATION

- Meals on Wheels North Jersey has been in operation since 1972. We serve approximately 400 clients per year through the service of over 500 volunteers
- We have 1 full time employee and 4 part-time employees
- Food is prepared at two nursing care facilities
- Annual Budget \$500,000
- Our program is located in northern New Jersey, 15 miles from New York City.



NEW NORMAL PIVOTS

- We have pivoted, pirouetted, done the Macarena, the Tango, the Twist and the Mashed Potato!



- Changed from daily fresh meals to weekly frozen meals
- Recruited volunteers to call clients weekly
- Moved our distribution site...**FOUR** times
- Staff is working remotely and reduced hours
- Changed our meal provider...**THREE** times



RESUMING NEW NORMAL OPERATIONS: STATUS

- Safety of Staff, Volunteers and Clients
- Developing and strengthening relationships
- Prioritizing what is going to make our program viable in the future



RESUMING NEW NORMAL OPERATIONS: CONCERNS

- Safety
- What if it happens again?
- We are financially okay now, but what about next year?
- If we go back to 5-day delivery we will need our full force of volunteers back. Will they be willing to come back?
- Did our Clients miss us when we were gone?



RESUMING NEW NORMAL OPERATIONS: OPPORTUNITIES

- Creating a program that is greater than before
- Partner with Agencies to extend our reach
- Use the positive impact we had during the pandemic to promote our mission
- Celebrate and Promote our new image as a Community Hero



COVID-19 PIVOTS TO KEEP

- Keep frozen meals on hand
- Deepen the relationships we have formed
- New donors and volunteers
- Our ability to work remotely when needed



LESSONS LEARNED FOR PEERS

- Trust your instincts
- Stay positive
- Take care of yourself
- Take care of your people – Safety FIRST – Staff, Volunteers and Clients
- Be prepared for the worst – Prepare documents early
- Stay in contact often with staff, board, supporters and peers.



THANK YOU - CONTACT INFO

Jeanne E. Martin

Executive Director

Meals on Wheels North Jersey

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RESUMING “NEW NORMAL” OPERATIONS: A PEER-TO PEER- EXCHANGE FOR URBAN PROGRAMS

**PAUL DOWNEY
PRESIDENT/CEO – SERVING SENIORS**

May 28, 2020

OVERVIEW OF SERVING SENIORS' CLIENTS

- Based in San Diego, California
- Client Demographics (**8k+** unduplicated annually)
 - **85%** below FPL; median income **\$935**
 - *Ethnically diverse*
 - *Lack of affordable housing number one concern*
 - *At-risk of homelessness or homeless*
 - *Multiple chronic health conditions*
 - *Would not have access to nutritious food without senior meals program*



OVERVIEW OF SERVING SENIORS' SERVICES

- Senior Centers: 12 sites throughout San Diego
 - Meals (C1 and C2):
 - Feb '20 – **60k** per month
 - Projected June '20 – **215k** per month
 - Case Management: social workers/nurses
 - Activities/Exercise/Civic Engagement
 - Dental, Mental Health, Legal and other Collaborations



NEW NORMAL PIVOTS

- Closure of all Senior Centers: March 12, 2020
- Conversion of C1 clients to HDM overnight
- Continuation of To-Go meals for homeless seniors
- Dramatic increase in demand for meals from new clients
- Maximizing kitchen capacity – finding other alternatives
- Health and safety of clients, staff and volunteers – new protocols needed
- Social Isolation and associated health/mental health concerns – use of Telehealth



NEW NORMAL PIVOTS

- Need to hire additional staff (food service workers/drivers) rapidly
- Developing systems (IT and process) for staff able to work from home
- Social Isolation and associated health/mental health concerns
- Fundraising
 - Major Donors
 - Media appeals
 - E-Blasts with video
 - Online/social media



RESUMING NEW NORMAL OPERATIONS

- Health and safety -- top priority
- Sustainability is key – Need to think 18+ months ahead
- Maximizing efficiency of operations
- Transparency with staff, funders, media and elected officials
- This is marathon – need to pace staff
- Be willing to take risks on new ways of doing things



RESUMING NEW NORMAL OPERATIONS: CONCERNS

- Funding
 - CARES Act/OAA has \$750M additional for nutrition – What happens post-COVID-19?
 - Recession/Depression – What is the long-term impact on fundraising? Will donor fatigue occur?
- Senior Centers – Have we permanently broken congregate meal programs? How do we rebuild (especially given that numbers were declining pre-COVID-19)?
- Increased social isolation and associated mental/physical health issues



RESUMING NEW NORMAL OPERATIONS: OPPORTUNITIES

- Leverage the critical value of senior meal programs during the crisis to maintain/increase long-term funding/sustainability (government/philanthropy)
- Reinvent the senior center model to meet the future needs of older adults (since we have to rebuild anyway)
- Expand use of technology (e.g. telehealth and software to make operations more efficient)
- Improve processes to maximize operational efficiency and to keep costs low



COVID-19 PIVOTS TO KEEP

- Reimagined protocols, processes and trainings for staff.
- Use of technology like telehealth, ZOOM and other online resources to extend services
- Focus on the importance of socialization as major contributing factor to health and wellbeing
- Critical need to rethink and rebuild senior center network
- Transparency



LESSONS LEARNED FOR PEERS

- Importance of having right team in place before the crisis
 - Hire the best (preferably people smarter than you)
 - Offer best practices training
 - Empower them to make decisions and take action
 - Encourage new ideas and reward risk taking
- Importance of having relationships with elected officials, media and donors before the crisis occurs
 - Allows you to leverage those relationships to the max because trust is already established



THANK YOU - CONTACT INFO

Paul Downey

President/CEO, Serving Seniors

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Q & A



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**CHAT BOX
CROWD SOURCED
SOLUTIONING**

KEY CHALLENGES DISCUSSION QUESTIONS

- **ENGAGEMENT**

- How do we continue to provide congregate meals in light of COVID-19 concerns?

- **SAFETY**

- Staff: How to sustain access to PPE?
- Clients: How to regain confidence of seniors so they return to the congregate meal program?

- **COMPLIANCE**

- How to engage participants in being compliant to established safety protocols?



Photo by [Mikael Kristenson](#) on [Unsplash](#)





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LOOKING AHEAD

NEXT WEBINAR

Title: Addressing Nutrition and Social Connection Needs of Rural Older Adults

Date: June 2020

Time: 3:30pm – 4:30pm ET

Stay Tuned, Please Visit: www.nutritionandaging.org/training



COMING SOON – STAY TUNED

Technical Assistance and Training Needs Assessment Survey

- The NRCNA will be fielding a survey early next month to examine the educational needs of senior nutrition program staff across the country.
- The survey findings will be used to establish recommendations that will inform a strategy for ongoing training development by the NRCNA for the benefit of senior nutrition program professionals in the Aging Network.
- Stay tuned!



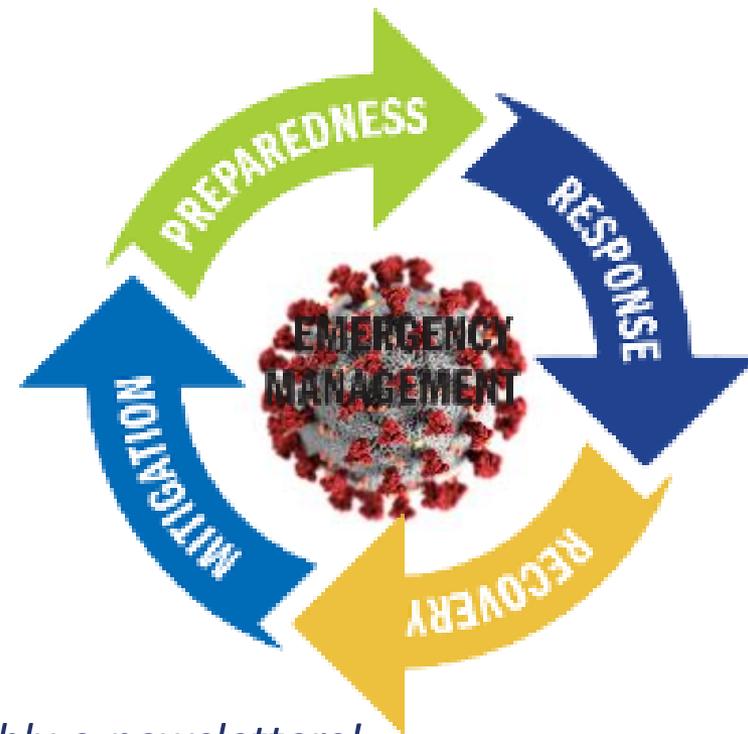
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SOON TO BE RELEASED

Senior Nutrition COVID-19 Resource Compendium

- *Summarizes available guidance and tip sheets to support emergency preparedness related to this public health emergency:*
 - *Meeting client needs*
 - *Client education*
 - *Addressing social isolation*
 - *Program operations & Meal options*
 - *Managing staff & volunteers*
 - *Food delivery/food service*
 - *Community coordination*
 - *Work environment/food safety*



Stay in the know - be sure to subscribe to our monthly e-newsletters!





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THANK YOU
**PLEASE COMPLETE THE
EVALUATION**