RESUMING ‘NEW NORMAL OPERATIONS’
PEER TO PEER EXCHANGE – URBAN PROGRAMS

MAY 28, 2020
INTRODUCTIONS
PIVOTING TO ADDRESS THE NEED
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

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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)
  o 85% below FPL; median income $935
  o Ethnically diverse
  o Lack of affordable housing number one concern
  o At-risk of homelessness or homeless
  o Multiple chronic health conditions
  o Would not have access to nutritious food without senior meals program
OVERVIEW OF SERVING SENIORS’ SERVICES

• Senior Centers: 12 sites throughout San Diego
  o Meals (C1 and C2):
    ▪ Feb ‘20 – 60k per month
    ▪ Projected June ‘20 – 215k per month
  o Case Management: social workers/nurses
  o Activities/Exercise/Civic Engagement
  o 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
  o Major Donors
  o Media appeals
  o E-Blasts with video
  o 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
  o CARES Act/OAA has $750M additional for nutrition – What happens post-COVID-19?
  o 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
  o Hire the best (preferably people smarter than you)
  o Offer best practices training
  o Empower them to make decisions and take action
  o Encourage new ideas and reward risk taking

• Importance of having relationships with elected officials, media and donors before the crisis occurs
  o 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

The National Resource Center on Nutrition & Aging
MAIN CONCERNS
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?

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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
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

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The National Resource Center on Nutrition & Aging
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THANK YOU

PLEASE COMPLETE THE EVALUATION