OPENING REMARKS
REFLECTIONS ON LEADERSHIP & PARTNERSHIP IN THE AGE OF COVID-19

LORRAINE CORTÉS-VÁZQUEZ, COMMISSIONER

August 31, 2020
INTRODUCTION: NYC DEPARTMENT FOR THE AGING

New York City is home to approximately 1.64 million older adults, and the Department for the Aging (DFTA) is committed to helping them age in their homes and communities.
INTRODUCTION: NYC DEPARTMENT FOR THE AGING

DFTA’s mission is to eliminate ageism and ensure the dignity and quality of life of diverse older adults.

Food Insecurity Goals:

• Help older adults navigate the new centralized food delivery system.

• Address food insecurity, and support health and wellbeing (daily contact, lifelong learning).
OVERVIEW: AGING IN NEW YORK CITY

Source: Age-Friendly New York City [link](https://www1.nyc.gov/assets/dfta/downloads/pdf/publications/AgeFriendlyNYC2017.pdf)
New York City’s seniors live in all corners of the five boroughs. The number of New Yorkers over 65 years of age has grown in each borough over the past 10 years, particularly in Manhattan.
FOOD INSECURITY

On March 15, a stay-at-home order was issued for older adults.

- DFTA transitioned from congregate on-site meals to “Grab & Go” to centralized food delivery system.
  - March 15 – April 30: 1.2+ million meals delivered (> 75% increase) in partnership with senior centers & other contracted organizations
  - DFTA went from serving 24,000 to scaling up to serve 44,000 meals*
- Transitioned from DFTA to GetFoodNYC, the City’s emergency food distribution initiative.
Increased demand for home delivered meals

– Pre-COVID: 18,000 meals delivered on any given weekday
– During COVID: more than 22,000 caseload
– April (height of the City’s pandemic): HDM waitlist stood at 290 individuals (4 of 21 contractors had a waitlist of > 50 people)
DFTA ACTIVITIES DURING COVID-19

Combatting Social Isolation

• Mid-March - June: Average of **>7,000** clients/day received wellness calls
  – Today, about 10,000 clients/day receive these calls.
  – Referrals made to elder abuse programs, Friendly Visiting, meals programs, mental health services, and possible housing resources.
• DFTA launched a public outreach campaign to increase awareness and referrals about Social Isolation and Friendly Visiting.
  – Radio PSA was Broadway star Lin-Manuel Miranda aired in local radio stations.
PSA VOICED BY LIN-MANUEL MIRANDA

Click On Image to Hear Audio

Social connection is a basic human need.

For older New Yorkers, social isolation can lead to depression and health problems. A 10-minute phone call can help. Call an elder neighbor, relative, or friend.

Want to do more? Become a volunteer.
Call Aging Connect at 212-AGING-NYC (212-244-8469)

Social isolation in older New Yorkers can affect their health.

It can lead to depression and other major health problems. A 10-minute phone call to an elder adult can help.

Want to do more? Become a volunteer.
Call Aging Connect at 212-AGING-NYC (212-244-8469)
DFTA ACTIVITIES DURING COVID-19

• Virtual programming
  – About 171 DFTA providers offer creative aging, engagement, and educational activities (e.g., fitness and exercise classes, arts & crafts workshops, comedy workshops)
  – Over the phone and through video platforms like Zoom

• Free tablet program – partnership with OATS, T-Mobile, NYCHA
• Aging Connect – a contact center for resources, services, and volunteer opportunities
• Case Management Program by phone consultation
• Geriatric Mental Health clinicians provide services virtually or by phone
ROLE OF PARTNERSHIPS: DFTA PHILOSOPHY

Strategic partnership remains central to work that DFTA does.

- **NYC Diverse Communities**: Committed to providing services in the most culturally and linguistically competent manner
  - Minority and Women-Owned Business Enterprises
  - Access to language translation
  - Priority to underserved populations

- “Partnering for Excellence” in HDM 2020 RFP
STRATEGIC PARTNERSHIPS IN THE AGE OF COVID-19

• DFTA-funded CBO providers

• City Agencies
  – Mayor’s Office Food Czar (GetFoodNYC)
  – DOHMH, PEU
  – Celebrities: Lin-Manuel Miranda

• Technology: OATS, T-Mobile
COVID-19 PARTNERSHIP PIVOTS

• Establishment of stay at home orders
• Transition to grab & go to direct delivery
  – Partnerships to ensure provision of multi-ethnic meals including Kosher, Indian, pan Asian, and Latino foods
  – Updates to the senior nutrition services contracting process to ensure greater flexibility allowing service providers to offer the services where and the format most needed by local communities.
• Coordination with the Mayor’s Office of the Food Czar
  – CBOs’ authorized enrollers
THE ROAD AHEAD: SHORT-TERM STRATEGIES

• **Food Insecurity: Delivery of Meals**
  – Reformed HDM Implementation: diversity, partnerships
  – Launch HDM app: quality assurance for delivery system

• **Food Insecurity: Return to Congregate Meals**
  – Masks/PPEs; Proper social distancing
  – Guidance of local/state DOH and other experts

• **Virtual Programming:** State of the art technology used across entire network; seek collaborative efforts with other CBOs.

• **Case Assistance:** Ensure connections to important benefits, nutrition resources, health (physical & mental) needs, and access to medication

• **Social Isolation:** All of the above elements impact and help combat social isolation.
THE ROAD AHEAD: SENIOR CENTERS OF THE FUTURE

• **Food Insecurity**
  – Produce culturally diverse meals: lower-income neighborhoods, minorities largely negatively impacted by the pandemic
  – Tap into CBO Capacity: Experience and knowledge of older adults and local communities. Address economic development and ensure sustainability thru local catering or procurement of produce/food.

• **Maximize development of virtual programming:** Broaden access and connection; increase older adults’ access to better infrastructure (hardware & internet); and increase training.

• **Case Assistance:** Ensure staff and CBOs have robust connections and good knowledge base in order to effectively connect clients.

• **Unaffiliated Population:** Opportunity to connect with previously unknown older New Yorkers in the community. Grow client base, help them be more connected to services.
THANK YOU
FOOD FOREST (CINCINNATI, OH)

DAVID CURTIN | FOUNDER AND CEO

8/31/2020
FOOD FOREST

Mission: Make fresh food accessible for everyone.
Previously led finance for Kroger Digital and help build 15+ eCommerce businesses within Kroger with business models including Curbside, Delivery, Shipping, Drop shipping and more. Specializes in multi-channel fulfillment and multi-modal grocery experiences.
OUR COVID-19 PARTNERSHIP

Partnership: Make groceries more accessible for seniors.

Other Partners and Sponsors
OUR COVID-19 PARTNERSHIP

Partnership: Make groceries more accessible for seniors.

Other Partners and Sponsors
WHAT WE DO

Multi-Channel Grocery Platform
THE FOOD FOREST

COVID-19 JOURNEY
June 2018

SNAP Approved & Pilot Launch
Free pickup / delivery 2X a week. Partnered with Produce Perks to offer a dollar for dollar match on fresh fruits and vegetables

Left Kroger to build a solution
Kroger closed a store in Walnut Hills of Cincinnati, OH. Partnered with the Walnut Hills Redevelopment Foundation to pilot the Food Forest App.

May 2019
COVID-19 JOURNEY

September 2019

Over 1,000 Users
20+ small businesses all teaming up on deliveries and selling their products on the same store front, unlocking fulfillment efficiencies and synergies.

Farmers Market Partnership
Began building out white-labeling capabilities. Allows you to partner with trusted brands and organizations.

January 2020

20 Businesses

The National Resource Center on Nutrition & Aging
COVID-19 JOURNEY

September 2019

Over 1,000 Users
20+ small businesses all teaming up on deliveries and selling their products on the same store front, unlocking fulfillment efficiencies and synergies.

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January 2020

Over 1,000 Users
20+ small businesses all teaming up on deliveries and selling their products on the same store front, unlocking fulfillment efficiencies and synergies.
NKADD Council on Aging

Just because you don’t use a smart phone doesn’t mean you can’t get your groceries delivered. Partnered with NKADD to expand the service by ordering through caretakers.

Seniors Need Grocery Access

Food Forest and Meals on Wheels of Southwest OH & Northern Kentucky partner to build an MVP experience for seniors

+1000% increase in orders and accounts created

COVID-19 JOURNEY

April 2020

June 2020
PHASE I

Fresh & Affordable Delivery!

Shop over 10,000 grocery items!

Build your list for fast reordering!

Download on the App Store

Download on Google Play

The National Resource Center on Nutrition & Aging
METRICS TO DATE

5,000+
PEOPLE SERVED

Since June of 2019
METRICS TO DATE

+$400k \text{ / yr.}

$1.2m \text{ / yr.}
Annualized GMV

Seniors & High Need

33% of transactions via EBT or to targeted impact areas.
METRICS TO DATE

+$800k / yr.

To Local Businesses

$1.2m / yr.
Annualized GMV

27% of items grown locally, 36% of items from small businesses
COVID-19 PARTNERSHIPS & ROLE OF PARTNERSHIPS

SYNERGIES, EXPERTISE & TRUST
ROLE OF PARTNERSHIPS – THE VALUE CHAIN

SYNERGIES  EXPERTISE  TRUST
ROLE OF PARTNERSHIPS – THE VALUE CHAIN

SYNERGIES

EXPERTISE

TRUST
ROLE OF PARTNERSHIPS

SYNERGIES

The whole is greater than the sum of its parts.
COVID-19 PARTNERSHIP

Small & Local Businesses

Allows small businesses to reach customers that previously would have considered unreachable.
Online Ordering Integration

Leverage a robust supply-chain and digital infrastructure to for online fulfillment.
COVID-19 PARTNERSHIP

Last Mile Infrastructure

Leverage robust supply chain and last mile infrastructure to reach more seniors.
ROLE OF PARTNERSHIPS – THE VALUE CHAIN
EXPERTISE

What can you do that others can’t?
Specialized Expertise

Specialized partners can pack a punch in very specific areas. Produce Perks is a leader in nutrition and nutrition incentive programming.
ROLE OF PARTNERSHIPS – THE VALUE CHAIN

SYNERGIES  EXPERTISE  TRUST
Loyalty and trust are the great accelerators.
80+ Years of Experience

“Our roots trace back to 1937 when we opened Wesley House, a home for low-income seniors”
Trusted Services

Experienced service provider allows us to explore more creative online ordering methods.
Our Partnership Philosophy

Synergies made it affordable, expertise made it compelling, and trust was the accelerator.
THE ROAD AHEAD

PLANNING FOR SUCCESS
THE ROAD AHEAD: PHASED APPROACH

**Launch MVP (Completed)**

**Phase #1**

- 10,000 grocery items
- Free next day delivery
- T, W, R, F 5:00-7:00pm

**Measurements & Enhancements**

**Phase #2**

- Enhance the experience
- Add meals to the catalog
- Team up on deliveries

**Expand Partnerships**

**Phase #3**

- Turn-key setup
- Centralized support
David Curtin
Founder & CEO Food Forest
E: David@foodforest.co
david-curtin-0b834025
Web: www.foodforest.app
Social: @FoodForestApp
BREAK UNTIL 12:30PM
INTRODUCTION TO THE NRCNA

Hosted by: Meals on Wheels America
Funded by: Administration for Community Living
HOW CAN THE NRCNA HELP YOU?
WHAT DOES THE NRCNA OFFER?

Training | Technical Assistance | Reports | Research

Areas of focus:
- Nutrition, Health and Aging
- Food Service and Operations
- Smart Business
  - Business acumen
  - Sustainability
  - Social entrepreneurship
RESOURCES AVAILABLE 24/7/365

• Easy access to resources, research, tools and training.

• Contemporary and responsive resource on all desktop and mobile devices

Visit: https://nutritionandaging.org/
HELPFUL RESOURCES JUST FOR YOU
REPORTS, TOOLKITS, AND WHITE PAPERS

FOOD SAFETY
ON THE GO

NOURISHING SENIORS THROUGH MEDICALLY TAILORED MEALS

CONGREGATE NUTRITION PROGRAMS
AN EXPLORATION OF CURRENT CHALLENGES AND FUTURE OPPORTUNITIES
NEW RESOURCES FOR YOU IN 2020

Visit: https://nutritionandaging.org/issue-briefs-white-papers/
KEY RESOURCES FOR YOU
In 2017, the Administration for Community Living awarded six grantees funding for innovative projects that will enhance the quality, effectiveness, and outcomes of nutrition services programs provided by the national aging services network. The six grants totaled $742,872 for the two-year project period. Through this grant program, innovative and promising practices that can be scaled across the country have been identified with a goal to increase use of evidence-informed practices within the nutrition programs.

The Innovations In Nutrition Programs and Services Resource Hub contains documents for senior nutrition programs to understand and replicate the inventive programs and services piloted by the 2017 ACL grantees.

Visit: https://nutritionandaging.org/innovation-services-hub/
Senior nutrition programs around the country continue to work in inventive and non-traditional ways to adapt to the evolving needs of older adults in the communities they service. Here is a listing of just a few of the amazing organizations that provide for the nutrition, health and wellness needs of older adults.

Learn More and Visit: https://nutritionandaging.org/promising-practices-hub/
BREAK UNTIL 12:30PM

POWER OF PARTNERSHIPS TO DRIVE SENIOR NUTRITION PROGRAM COVID-19 RECOVERY AND RESPONSE
FACILITATED CONVERSATION
1. Trust is the basis for great partnerships. What suggestions might you have during these challenging times to build and sustain the trust that is needed for successful strategic partnerships?

2. Share an example of the strategies your organization used to work through the challenges that arose during the COVID-19 pandemic with strategic partners.

3. If an organization represented by an attendee was seeking to work with your organization, what information would they need to show, have at the ready, to secure buy-in, to advance a strategic partnership?
4. What inventive, non-traditional ways to leverage technology solutions, would you like to see created in the near future to address systematic needs that senior nutrition programs have?

5. Thinking of a partnership model for the virtual senior nutrition program of the future, what aspects must be considered/put in place so that vulnerable clients (those at risk of being excluded due to the digital divide) are engaged and not left behind?

6. Looking ahead, what gives you the most hope as we move into the rest of the year in 2021 – as frontline providers continue to contend with the COVID-19 pandemic?
Q & A
LOOKING AHEAD TO SEPTEMBER

• We invite you reflect on the ideas and inspiration gleaned from today’s event and join us in a few weeks for 4-part webinar series: Mapping Your Partnership Assets:

- **Thursday, September 10, 2020**
  2:00pm-3:30pm (EDT)
  MAPPING YOUR PARTNERSHIP ASSETS
  **Meals of Love Restaurant Partnership**
  Karla Radka,
  President and CEO, Senior Resource Alliance, Area Agency of Aging of Central Florida Inc.
  REGISTER TODAY

- **Tuesday, September 15, 2020**
  2:00pm-3:30pm (EDT)
  MAPPING YOUR PARTNERSHIP ASSETS
  **Food 911 – Emergency Services Partnership**
  Leah Bunck,
  Assistant Director, Nutrition Services
  REGISTER TODAY

- **Wednesday, September 16, 2020**
  2:00pm-3:30pm (EDT)
  MAPPING YOUR PARTNERSHIP ASSETS
  **Food Forest Mobile App Partnership**
  Jennifer Steele,
  Executive Director, Meals on Wheels Southwest Ohio & Northern Kentucky
  REGISTER TODAY

- **Thursday, September 17, 2020**
  2:00pm-3:30pm (EDT)
  MAPPING YOUR PARTNERSHIP ASSETS
  **Quarantine Box Food System Partnership**
  Gilbert Lopez,
  Nutrition Programs Coordinator, Detroit Area Agency on Aging
  REGISTER TODAY
WHAT’S NEXT?

3:00 P.M. TO 3:45 P.M. EDT – LEADING DURING A GLOBAL PANDEMIC: LESSONS THAT WILL SHAPE OUR FUTURE

PRESENTER: Lance Robertson, Administration for Community Living (ACL) Administrator and Assistant Secretary for Aging

MODERATOR: Ellie Hollander, President and CEO, Meals on Wheels America
THANK YOU & SEE YOU IN SEPTEMBER

@NRCNA_engAging
www.nutritionandaging.org