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Nutrition InfoGram

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A bimonthly Electronic Newsletter from the Nutrition and Health Promotion Team of the California Department of Aging (CDA)

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Title 22 ENP Regulation Revision Update

The Title 22 California Code of Regulations ENP revision package has been approved by the Office of Administrative Law and has been submitted to the Secretary of State for publication. The revised regulations will be effective July 1, 2007. The revised regulation text is available on the CDA website at www.aging.ca.gov under the laws and regulations link.

Older Americans Month

May is Older Americans Month, and last year I asked agencies to share the activities they conducted last year. Here is what the Truckee Tahoe Seniors Council in PSA 4 did in 2006.

- Hosted a special music event and luncheon featuring professional musicians. Invitations were sent to local elected officials.
- Organizations that support and collaborate with the senior center were recognized throughout the month. Names of each organization were featured on printed display boards.
- An editorial about Older Americans Month was published in the local newspaper. The article promoted the congregate meal program and their salad bar feature.
- The provider's spring newsletter featured an article emphasizing Older Americans Month.
- A "Healthy Aging" educational forum featuring a panel of health experts in the areas of senior nutrition, mental health, and falls prevention was scheduled.

Thank-you PSA 4 for submitting this information. Please share what you did in May for Older Americans Month for use in next year's InfoGram. Submit them to Violet Henry at vhenry@aging.ca.gov.

The following website contains information from the Administration on Aging regarding Older Americans Month:

http://www.aoa.gov/PRESS/oam/May_2007/Materials_Downloads.asp

CANDE Conference

The 2007 CANDE Annual Training Conference will be held May 9-11, 2007 at the Wyndham Emerald Plaza Hotel in San Diego. For more information visit their website at: www.CANDE.org or contact Colleen Brock at 530-552-7035 or Paul Downey at 619-235-6572 ext. 301.

The CDA strongly encourages AAA and ENP provider staff to attend the Conference. The Conference provides plenty of opportunities to network, obtain information, and learn how to operate programs more effectively.

Customer Service

This section continues a series of articles, tips, resources, and information to assist providers in developing strategies to improve customer service and increase program participation. They are based on business principles that can also be used in the public/non-profit sector.

The Department has just purchased the book "Measuring Customer Satisfaction: Survey Design, Use, And Statistical Analysis Methods" Second Edition by Bob E. Hayes. I would highly recommend the book as a resource to assist in developing customer service systems and tools.

Most providers will state that most of their new and existing "customers" participate in the program because a friend invited or told them about the program. "Word of Mouth" is the number one avenue that new participants hear about the program. How can providers build on this trend or make it more of a conscious recruiting method?

How To Create Customer Evangelists

*Excerpted from the book "Creating Customer Evangelists"
by Ben McConnell and Jackie Huba*

How do you get customers to tell a lot of people about their experience with you; to act as a customer evangelist?

The obvious lesson is the importance of creating a distinct experience. People want to "do" things rather than just "buy" things. They're highly conscious of consumerism and don't want to just consume and then disappear. They measure their life in experiences.

What Does a Customer Evangelist Look Like?

- They purchase and believe in your product and/or service.
- They are loyal and passionately recommend you.
- They buy from you as gifts for others. (They may invite a friend as a gift for a birthday or other significant event)
- They provide unsolicited feedback or praise.
- They forgive occasional dips in service and quality, but let you know they are not bought.
- They extol your virtues freely.
- They feel connected to something bigger than themselves.

How Do You Create Customer Evangelists?

- Continuously gather customer feedback.
- “Napsterize” knowledge (borrow knowledge from other providers – network with colleagues). Share your knowledge freely.
- Build buzz: through word-of-mouth networks.
- Create community: encourage communities of customers to meet and share (site councils). Create a cause. Focus on making the world (program, site) better.

If you are doing something that works for you, please consider sharing it with others through the InfoGram. Submit information to Violet Henry at vhenry@aging.ca.gov.

Current concept of senior centers is aging

Monday, February 12, 2007 By Gary Rotstein, Pittsburgh Post-Gazette

Ginny Jurofcik, 50, oversees the operations of 13 senior centers, but if she were of age to be a patron instead of a provider, she doubts she'd attend one.

The menu of lunches, crafts and classes served at LifeSpan's centers from Clairton to Carnegie, with an average user age of 78, lacks appeal to a baby boomer who expects more past retirement age.

The executive director of the agency serving seniors' needs across southern Allegheny County has been dazzled on visits to modern, comprehensive senior centers in Michigan, Montana and elsewhere. She has seen facilities filled with fit older adults using swimming pools, gymnasiums, libraries, theater halls, outdoor recreation and more, open into the evenings.

That's the kind of regional center Ms. Jurofcik wants in LifeSpan's future, similar to one called the Older Persons Commission Senior Center in Rochester, Mich., which receives 700 visitors a day from 7 a.m. to 9 p.m.

"There's got to be a better way to do what we're doing, to attract more people," she said, noting none of her own buildings averages 100 attendees a day in their neighborhood settings. "My own 80-year-old father doesn't want to go to our centers, but I showed him a slide show of this place in Michigan, and he said, 'I would go to that.'"

LifeSpan recently received a \$45,000 state Department of Aging grant to study whether the agency should plan such a venture. Any development would be years away, but senior centers across the region and beyond are rethinking their approach, based on the changing nature of aging.

A new steering committee of the Allegheny County Area Agency on Aging began meeting last month to plan what kind of long-term changes should be considered at the 60 government-subsidized centers in the county. A community advisory board of more than 70 members holds its first meeting Friday to begin offering input on the same topic.

About 3,000 to 5,000 people 60 and older show up in those centers on a given day, but the strength of the facilities varies widely according to their size, location, staffs and programming levels, said Mildred Morrison, the county's AAA administrator.

The number of centers has been declining, from 68 at the time the last comprehensive study of local senior centers was done in 2001 and more than 100 some years before that. The county funnels about \$3.7 million in annual funding to them, supports their discounted lunch programs and helps provide staffing. Some private centers operate in the county without government subsidies.

Past studies have attracted controversy when suggesting the county had too many small centers serving neighborhoods, without sufficient programming to justify their existence. The county has shied away from forcing any closings, but has set quality standards requiring the 17 agencies running the centers to outline their goals and improvement plans annually to continue receiving funding.

Ms. Morrison said the county had no plans to develop any large multipurpose centers enticing to the next wave of seniors, but agencies such as LifeSpan are free to pursue those. And that is exactly what officials of the Plum Adult Community Center are doing.

The center's board is partnering with the YMCA of Pittsburgh on plans to build a community center and fitness-wellness center side by side in Boyce Park. The facilities would include special programs for seniors, including the use of three types of swimming pools, and be open to the entire community. With an estimated cost of \$11 million to \$12 million, nearly 20 percent of which is raised or committed, the project is dependent on fund-raising and various approvals, such as the county's leasing use of the land.

Maury Fey, vice president of the Plum senior center's board, said the combined structures would be more than 50,000 square feet, while the existing 7,500-square-foot center on Center-New Texas Road is already "pretty doggone crowded."

Needs only will increase with the 65-and-over population in Plum expected to grow from about 3,550 today to 7,000 by 2025, Mr. Fey said. The goal is to have the buildings ready for use in Boyce Park around 2009-10.

"We believe we must integrate" with the next generation of seniors, rather than just serving the needs of present retirees, Mr. Fey said. "Tomorrow's seniors want to be involved in things that are much more health-oriented and things that are much more educational. ... They're a lot healthier than their parents were at the same age, and they expect to live a lot longer."

The senior center lacks the resources and supply of patrons to develop a facility with pools of different sizes and temperatures to serve people doing laps or receiving therapy for muscles or arthritis. On its own, the older population might not justify a weight room, floor exercise area and full slate of strength and conditioning machines.

But the YMCA draws people of all ages, Mr. Fey said, including older adults who might not like the connotation of attending a senior facility. Having outdoor park activities nearby and a community center next door for classes, meetings, dining, banquets and more would give the location an appealing vitality, its planners hope.

That type of collaboration between seniors-oriented groups and community institutions was one of the strongest recommendations to come out of an extensive study covering centers supported by the Montgomery County Department of Aging and Adult Services in suburban Philadelphia.

The \$135,000 study has prompted the 12 senior centers in that county to look at tie-ins with hospitals, recreation centers, churches or one another to offer better programs while avoiding duplication of services, said Joanne Kline, the department's executive director. Through partnerships, the centers can offer longer hours or try other innovations. Long-term benefits would come from getting a bulging population of people in their late 50s and early 60s used to the idea of using a senior center.

There aren't plans for any comprehensive new centers yet, Ms. Kline said, but it could come. As in Plum, it probably would be through a senior organization collaborating with another community institution.

It's too early for LifeSpan to figure out such details.

Its feasibility study for a comprehensive multiservice center will get under way this year once funds are obtained to supplement the state planning grant, Ms. Jurofcik said. Her hope is to develop a building within about three years that would impress any of about 100,000 older people in LifeSpan's service area, the same as she and her father were struck by the facility in Rochester, Mich.

She said, "Once one of them is built, people are going to say, 'What took this long?'"

Disaster and Emergency Preparedness

Lila Shelton, Nutrition Consultant for Area 4 Agency on Aging (A4AA) asked me to share the following information about an emergency situation that happened to one of their providers.

Due to flooding from broken ceiling water pipes which resulted from the severe cold weather in January (snow in Truckee), one provider experienced the following:

The refrigerators and freezers were without power. Approximately \$5,000 worth of food was not usable since there were no back up facilities available. In addition, they were not able to find a kitchen to prepare meals right away.

The board members called friends and about 10 people came to help move items out of the kitchen. A local food distribution program picked up the refrigerator and freezer foods that were still usable, but needed to be used immediately.

The first day after the disaster, the program used a kitchen in the senior complex but was quickly shut down by the local health department, because it didn't meet food facility standards or have a permit to operate. On the second day, the local hospital agreed to prepare and distribute the meals for C1 and C2 (60 meals). The Hospital RD called A4AA to go over menus and was surprised that their menus did not meet meal requirements. The provider continued to search for an alternative site and found a restaurant willing to do the noon meals.

The following are lessons learned from this situation that should be included in disaster, emergency, or other disruption in service plans:

- To save time, have contracts or Memorandums of Understanding (MOUs) in place with a wide range of organizations and individuals in case of emergency. Determine ahead of time where you can go to prepare a meal with just a couple of hours notice. If a grocery store has power it may be able store food, slice meat for you, or even make sandwiches for a small number of people.
- Develop a list of volunteers and staff who can be called to help move food, store non-perishable, and perishable foods, clean-up, deliver meals, run errands, or prepare food.
- Have your critical computer data backed up and taken off site each day. If your server or files are destroyed in water or fire how will you contact all of your sites, HDM recipients, retrieve financial info, etc.?
- Have a diagram or map which shows where gas, water, and electrical shut offs are located for the main kitchen and each satellite site. Truckee's water shut off was 2 feet under snow, only one person knew where it was, and he had to be located. If you are flooded or the building has burned or fallen, the shut-offs may not be visible.
- Have a list of emergency phone numbers for the building manager, owner, board members, staff, volunteers, etc. Develop and distribute a telephone tree so that calling can be done by many not just one person (make sure the list is updated on a regular basis).
- Your phones may be out. If you have a cell phone, how long will the battery last? Do you have a charger? One provider had a car charger, but had to keep running out to check for messages. Consider a satellite telephone. Computer e-mail or instant messaging works well too. Emergency hand crank charging

generators can be purchased for specific cell phone models and are available through Amazon.com or other suppliers of emergency equipment.

- Contact the phone company to have the main number rolled over or transferred to a cell phone or alternate number. Otherwise phone calls will go unanswered.
- Contact local radio or TV stations to request a broadcast message to be aired with information regarding status of meals for HDM and alternate congregate site locations.
- Discuss insurance coverage once a year with your agent. Make sure you have sufficient coverage for both food and equipment losses.

Video Library Updates

Team A has hired an Office Technician, Kimberly Weitnauer, who will be coordinating the video lending library. You can contact her at (916) 419-7554.

The CDA has obtained five additional copies of the customer service video, “Give ‘Em The Pickle” with Bob Farrell. It is available in DVD format only. The DVD includes a workbook to assist in developing a customer service training program incorporating principles presented in the DVD. To borrow or reserve a copy contact Kimberly.

The most current version of the video library list can be found at the following website: http://www.aging.ca.gov/aaa/guidance/Nutrition_Video_Listing_02_07.pdf . Be sure to tell Kimberly the number of the video you want to borrow.

Resources of Interest

Nutrient Analysis Software Chart

Updated: 3/7/07

Software Name	Company Name	Company Contact Info	Website
FoodWorks	The Nutrition Company	nutrico@mindspring.com ph 888-659-6757 P.O. Box 477 Long Valley, NJ 07853	www.nutritionco.com
Computrition	Computrition	Ph 800-222-4488 19808 Nordhoff Place Chatsworth CA 91311	www.comptrition.com
Dietmaster Pro	Lifestyles Technology	Ph 888-286-7677 1334 E. Chandler Blvd, Suite #4/A34 Phoenix, AZ 85048	www.lifestylestech.com

The Food Processor	Esha Research	sales@esha.com 800-659-3742 ext. 100 4275 Commercial St, SE, Suite 100 Salem, OR 97302	www.esha.com
Nutritionist Pro	Axya Systems	cbarrientos@axya.com 800-709-2799 4800 Sugar Grove Blvd Suite 602 Stafford, TX 77477	www.axya.com
CookerPro			www.barringtonsoftware.com
MasterCook:CookingLight	Sierra.com		www.realfood4realpeople.com/mc.htm
NutriBase	CyberSoft, Inc.	Ph 877-223-5459 3851 E. Thunderhill Place Phoenix, AZ 85044-6679	www.nutribase.com

If you would like a copy of the results of the nutrient analysis software usage survey that was recently conducted, please contact Violet Henry at vhenry@aging.ca.gov.

Declining Congregate Meal Participation

New York City conducted a study to determine why meal participation at their Senior Centers was declining, and what strategies worked to reverse the trend. The following website contains the results of their research: "Critical Factors in the Successful Utilization of Senior Center Meals."

http://www.nyc.gov/html/dfta/downloads/pdf/trend_utilization_report_2007.pdf

Disease Prevention and Health Promotion

The following website sponsored by the National Association of Chronic Disease Directors provides information on chronic diseases and provides links to state level activities: www.chronicdisease.org

The following website contains tips for older users of dietary supplements:

<http://www.cfsan.fda.gov/%7Edms/ds-savv2.html>. It also includes a Spanish language version.

The following is the International Council on Active Aging website:

<http://www.icaa.cc/Index.asp>

The International Council on Active Aging (ICAA) is dedicated to changing the way we age by uniting professionals in the retirement, assisted living, fitness, rehabilitation, and wellness fields to dispel society's myths about aging. The ICAA helps these

professionals to empower aging Baby Boomers and older adults to improve their quality of life and maintain their dignity.

Information from the Meals on Wheels Association of America (MOWAA)

In an effort to assist local senior nutrition programs, MOWAA has partnered with GrantStation to provide members with a free subscription to the GrantStation Insider. This valuable tool, published weekly, provides the latest news and information about funding opportunities, upcoming grant deadlines, conferences, and training. For information on how to subscribe visit MOWAA's website at: www.mowaa.org

The Nutrition and Health Promotion Team Contact Information

Bob Ramsey-Lewis, Policy Manager rramsey@aging.ca.gov
Barbara Estrada, Nutrition Consultant bestrada@aging.ca.gov
Violet Henry, Nutrition InfoGram editor and Nutrition Consultant vhenry@aging.ca.gov