# August 2009
# Nutrition InfoGram

Issue Number: 25

An Electronic Newsletter from the Nutrition and Health Promotion Team (NHPT) of the California Department of Aging (CDA).

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## News:

We have a new member to the Team:
**Michael Alward, LCSW**
California Department of Aging
Aging Programs Analyst II,
Michael is the lead for the Title III D – Disease Prevention, Health Promotion and Medication Management and Brown Bag Programs. Because CDA is short staffed, Michael is working part time with the NHPT and part time with the Data Team.
You can contact him at: 916-928-3327 or by email at malward@aging.ca.gov

## Reminders:

### 2009 MOWAA Conference

Dates: September 2, 2009 - September 4, 2009

Location: Sheraton San Diego Hotel and Marina
1380 Harbor Island Drive
San Diego, California 92101
Phone: (619) 291-2900
Website: http://www.mowaa.org/Page.aspx?pid=300

DON'T miss this conference! If you can possibly make it, the New Assistant Secretary on Aging Kathy Greenlee will be the keynote speaker. CDA Director Lynn Daucher will also be attending.

**Resources of Interest:**

**Customer Service:**
**"The Voice of the Customer Is a Critical Feedback Loop"**
*By David Mangen, (co-)author of nine books on effective measurement.*

If you want to manage your customer relationships, you need to understand their perspective. Voice of the Customer (VOC) research provides a structured means of doing so that can be used wherever you have significant contact with your customers. If you are interested in new product or service development, VOC can help identify and prioritize customer needs. If you are interested in fostering customer loyalty, VOC can help you identify the primary problems with your own products or services—and the advantages that drive customers to use you competition even when you have a competitive offering.

In essence, VOC can provide a critical feedback loop at almost every touch-point that you have with your customers. As such, VOC encompasses a host of different research techniques that center on one primary question: *What do our customers need?*

Determining what customers need is no simple task. Over the years, I have developed five critical guidelines for the "big picture" that will help ensure the success of your VOC program, regardless of where you apply it.

- **Guideline 1: Think Strategically**
  Unless you are blessed with an unlimited budget, you are not going to be able to listen effectively at each of the many touch-points that you have with your customers. Devote your primary resources to those areas that are most important to your overall CRM strategy, and use less expensive techniques to get feedback from other areas. Within reason, shift resources as your strategy changes or monitoring suggests the emergence of problems in different parts of the organization.
- **Guideline 2: Create a Culture of Listening**
  Even if you can't devote formal resources to VOC studies in certain parts of your organization, you can create a culture where your employees

monitor the voice of the customer in their interactions with them. This is predicated on a business model where employee listening is validated and feedback is encouraged—even if it is bad news.

- **Guideline 3: Use the Customer's Voice**
  Too often companies try to use *their* voice as opposed to the customer's voice. Customers have purchased your product because of the job it will do for them, and as such their needs are best expressed in *their* terms—not an engineer's design specifications. Rarely are my customers interested in the fact that I use "maximum likelihood-based structural equation models to determine the causal structure of business processes." Rather, they want to know what "factors directly and indirectly influence sales."
  This is a particular thorny issue in that it may first require a good understanding of the job steps that customers use so that you can speak intelligently in their voice and, following collection of information, back-translate into the specifications required by product engineers responsible for redesign efforts. This is not an easy task, but it's a necessary one.
- **Guideline 4: Listen to the Right People**
  The "right" person depends on which of the many touch-points you are examining, but as a general rule of thumb you are best-served by listening to the people who are closest to your products or services. You may be tempted to listen to purchase decision-makers—and under some circumstances, that is entirely appropriate—but don't be surprised if price, as opposed to value, becomes a key need for them.
- **Guideline 5: Welcome Criticism**
  With the exception of a few true curmudgeons, most people prefer to be agreeable and, as such, may not willingly reveal issues that are "nagging" at them. If you know that you are having problems in a certain area, address it "head on." You are more likely to identify the root cause of the problem.

For more information and to view this entire article, visit:
http://www.customerfocusconsult.com/articles/articles_template.asp?ID=51

**Going Green:**
**“How Safe Is Going Green for Foodservice Operators?”**
*Many aspects of going green enhance, rather than compromise, food safety programs.*
*By Lisa White, Contributing Editor -- Foodservice Equipment and Supplies, 3/1/2009*

Most any successful foodservice operation needs to volve to continue to meet their customers' changing demands. Chief among these changes today is the desire for an operation to become environmentally friendly, which can include the sourcing of locally cultivated product or the use of energy-efficient equipment and so-called green cleaners or even more progressive waste management procedures. While implementing any and all of these steps can generate specific benefits, the one aspect of their business that must remain constant is the operators' ability to function in a food-safe environment.

While certainly trendy and a good marketing message to consumers, foodservice operators looking to make their operations more environmentally friendly also need to take into consideration any potential impact these steps could have on food safety. The good news is that many operators with green and sustainable programs indicate that aspects of these practices help enhance food safety programs.

**Buying Local**

By purchasing foods locally, operators not only reduce fuel usage and decrease environmental pollution, but they may also eliminate food safety risks. With the recent food illness outbreaks involving peanut butter and spinach, many foodservice professionals are calling into question the safety of U.S. processing and production plants.

Many green operators say purchasing produce, dairy and meats from small, local suppliers can reduce the risk of food contamination during mass production, lengthy transports and long-term storage. By purchasing from local farms and independent food suppliers, pathogen concerns from salmonella and E. coli are eliminated.

Operators who purchase food locally say knowing exactly where food comes from is key to ensuring food safety. Many make regular trips to farms and become familiar with the operations. It helps that, unlike with mass production, there typically is no middleman.

Small, local farms have a lot more to lose if the safety of their products is called into question. If a family farm sells tomatoes laced with salmonella, they're out of

business. Smaller, local suppliers have more at stake, so food safety is always a priority.

By considering the implications on food safety with each green initiative, operators can prevent issues before they occur. Food safety has and will always be the No. 1 issue in foodservice. Despite the importance of green initiatives, no one is willing to make exceptions to these procedures.

The bottom line is that foodservice operations maintaining the same level of safety and hygiene when implementing green and sustainable initiatives will not experience any conflicts that will compromise their operations.

For more information and to view this entire article, visit:
http://www.fesmag.com/article/CA6640926.html

**Supplemental Nutrition Assistance Program (SNAP) Article (Spectrum, July, 7, 2009):**
**"Some Seniors May Not Realize They Are Eligible for Assistance Programs"**
*By Tom Porter, AARP California State President*

California has the lowest percentage of participation in the Supplemental Nutrition Assistance Program of any state. A recent report from the USDA shows that only half of those eligible for the food assistance program apply. One of the biggest obstacles to registration is the fact that many people don't even know the service is available.

**Feeding the Hungry Should be a SNAP**
American Association of Retired Persons (AARP) California believes that no one (of any age) should go hungry. Yet many people must make the devastating choice to either pay for their medications or their groceries. The struggling economy and cuts to state, county and city programs have resulted in an increasing number of families left to wonder where their next meal will come from.

Of particular interest to the AARP Foundation is the impact this has on older Americans. There are an estimated 3.6 million aged 65+ who live in poverty in the United States, and millions of others who qualify for federal assistance programs like SNAP (formerly known as the Federal Food Stamp Program), which can alleviate some of the worry and anxiety associated with how to pay for groceries each month.

In California, only half of the people who are eligible take advantage of this benefit. The most common reason people do not receive SNAP benefits is that they don't realize they may be eligible. But recent program enhancements mean that more people may be eligible to apply.

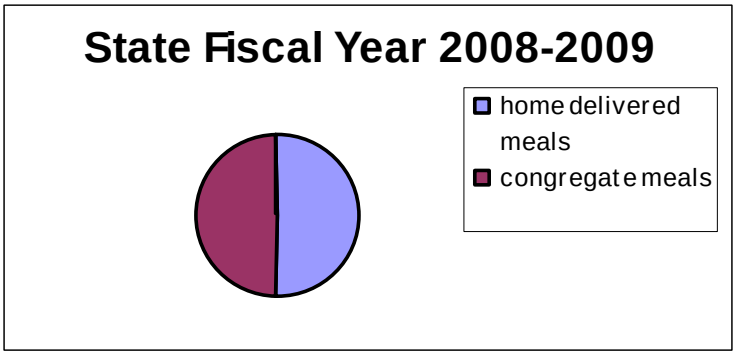
SNAP can be a life changing value for individuals, families and communities, but only if the millions of qualified individuals apply for benefit. Currently, only 9 percent of SNAP recipients are age 60+; however a much larger number of the elderly population is potentially eligible.

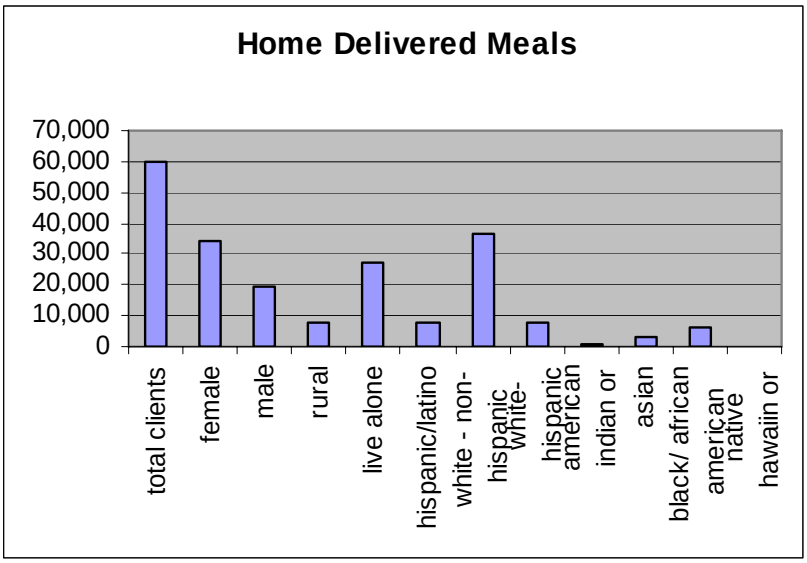
**To learn more about the SNAP program:**
By phone, call toll-free (877) 847-FOOD
By AARP's Web site, learn how to apply for SNAP and other public benefits, visit: www.aarp.org/quicklink

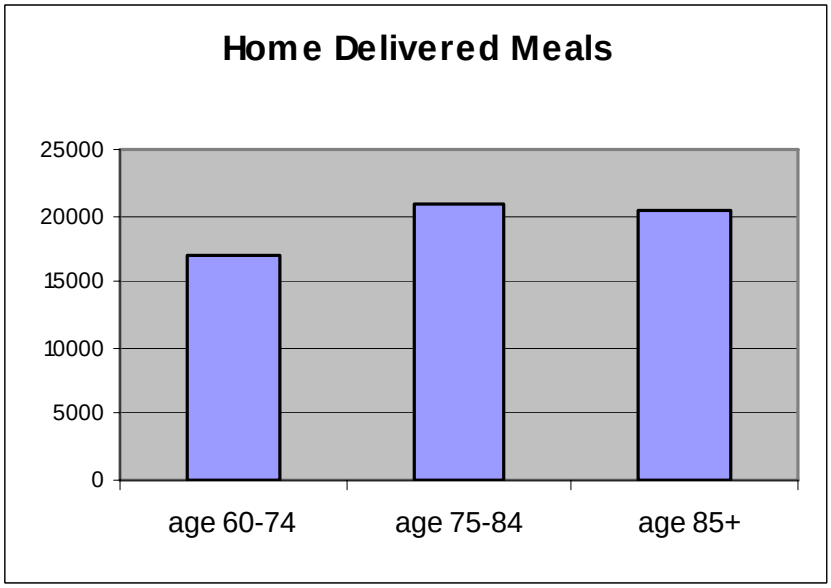
**Questions** regarding the article, of how California seniors are eligible for food stamps but are just not applying:
1. Are older adults receiving SSI/SSP eligible for food stamps?
No. Anyone that receives SSI payments is ineligible for food stamps in California. SSI/SSP removes any seniors from the program.
2. Are adults that receive any stimulus benefits eligible for food stamps?
No. Anyone receiving the recent stimulus increase in benefits is ineligible for food stamps, since those benefits are delivered through the Food Stamp Program.

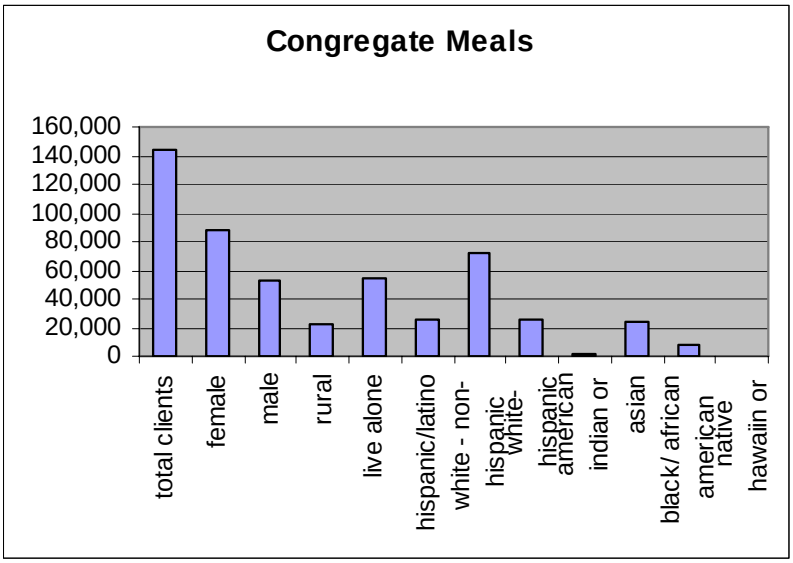
The NHPT is developing a collaboration with the California Department of Social Services and the California Food Policy Advocates to increase awareness of benefits available to eligible seniors and to increase sensitivity for local county intake workers on how to work more effectively with the senior population.

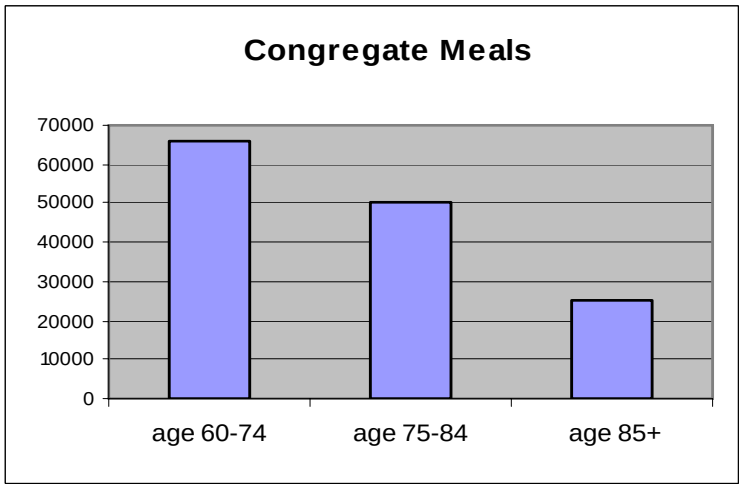
**Model Statistics for CDA Service Units:**
**Charts for Home Delivered Meals, Congregate Meals, and Nutrition Education**

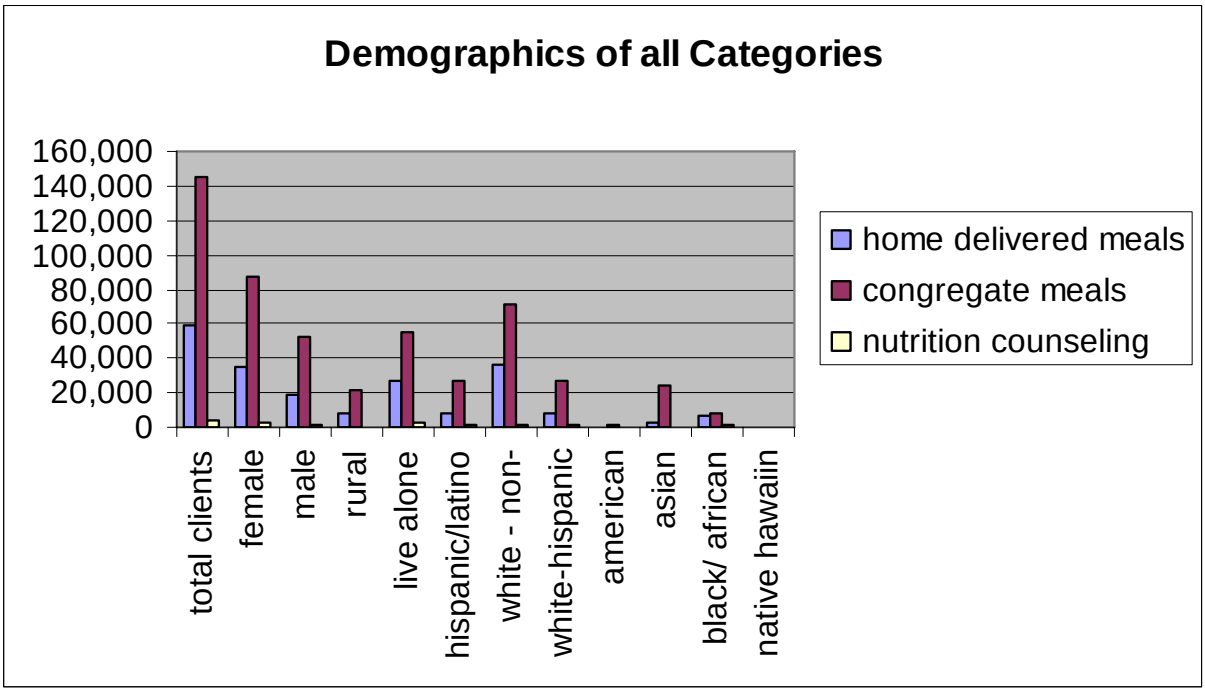


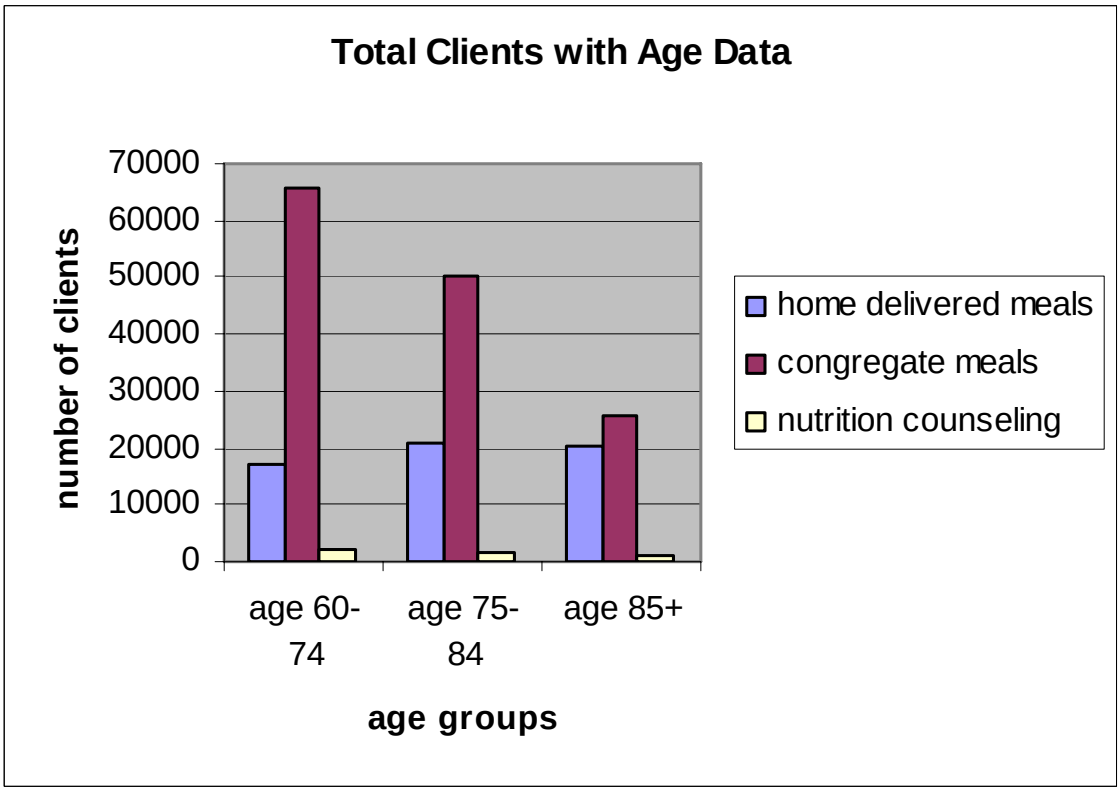

Home Delivered Meals
70,000
60,000
50,000
40,000
30,000
20,000
10,000
0
total clients
female
male
rural
live alone
hispanic/latino
white - non-hispanic
white-hispanic
american indian or
asian
black/ african
american native
hawaiin or


Home Delivered Meals
25000
20000
15000
10000
5000
0
age 60-74
age 75-84
age 85+


Congregate Meals
160,000
140,000
120,000
100,000
80,000
60,000
40,000
20,000
0
total clients
female
male
rural
live alone
hispanic/latino
white - non-hispanic
white-hispanic
american indian or
asian
black/ african
american native
hawaiin or


Congregate Meals
70000
60000
50000
40000
30000
20000
10000
0
age 60-74
age 75-84
age 85+


Demographics of all Categories
160,000
140,000
120,000
100,000
80,000
60,000
40,000
20,000
0
total clients
female
male
rural
live alone
hispanic/latino
white - non-white-hispanic
american
asian
black/ african
native hawaiin
home delivered meals
congregate meals
nutrition counseling


Total Clients with Age Data
number of clients
70000
60000
50000
40000
30000
20000
10000
0
age 60-74
age 75-84
age 85+
age groups
home delivered meals
congregate meals
nutrition counseling

**Contact Information:**

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