



MAPPING YOUR PARTNERSHIP ASSETS: TECHNOLOGY PARTNERSHIP

September 17, 2020



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

**WELCOME &
INTRODUCTION**

SUMMER 2020 VIRTUAL LEARNING SERIES

The Power of Partnerships to Drive Senior Nutrition COVID-19 Response and Recovery

Part 1: Potent Partnerships in the Age of COVID-19

- August 31, 2020

Part 2: Mapping Your Partnerships Assets

- September 10, 15, 16 and 17, 2020
 - Restaurants ✓
 - Emergency Services ✓
 - Technology ✓
 - Food Systems

Visit: <https://nutritionandaging.org/virtual-summer-series-2020/>



VISION FOR THIS WEBINAR

- *Gain Insight:*
 - Into an example of a partnership – learn from their partnership story to glean ideas, and get inspired about possible partnerships of your own
- *Consider Your Assets:*
 - Spend some time thinking about your local partnership assets that can be engaged to seed a new collaboration or expand an existing initiative
- *Share Your Map, Learn From Peers, Stay Connected:*
 - Log on to NRCNAengage after the webinar to share, learn and carry on the conversation!



CONNECT WITH YOUR PEERS VIA NRCNAengage

NRCNAengage is an online venue for senior nutrition program staff across the country to connect, share and network with your peers!



The screenshot shows the NRCNAengage website interface. On the left is a navigation menu with options: Home, Discovery, Members, About, Topics (highlighted), Professions, Teams, Chat, and a profile section for NRCNAengage. The main content area features a search bar and several article cards: 'Standardized Recipe Swap', 'Training Talk', 'Business acumen & Revenue Generation', 'New Local Nutrition Program Directors', 'General Resources', and 'Food Safety on the Go'. A large red starburst graphic is overlaid on the right side of the page, containing the text: 'Signing up is easy! Visit www.nrcna.mn.co and click 'Invite'!'.



MAPPING YOUR PARTNERSHIP ASSETS: FOOD SYSTEM PARTNERSHIPS

**GILBERTO LOPEZ, RD MPA,
DIRECTOR OF NUTRITION SERVICES FOR THE DETROIT AREA
AGENCY ON AGING**

September 17, 2020

MDHHS AGING AND ADULT SERVICES AGENCY (AASA)

AASA is Michigan's State Unit on Aging

- March 2020: Stay Home Stay Safe order is issued.
- AASA determines there is a need to reach older Michiganians that are not currently using any of the AAA services.
- A question was added to the COVID-19 website/hotline asking: "If you are 60 or older, do you need a food box?"



MDHHS AGING AND ADULT SERVICES AGENCY (AASA)

Shelf Stable Meal Boxes

- Purchase of shelf-stable food boxes with emergency funds corporate donations and a 'donate a meal' campaign.
- Number of boxes were allocated based on a modified funding formula.
- FBCM and Gleaners handled logistics and deliveries of boxes across the state.
- Total of 25,000 boxes were delivered.

MDHHS AGING AND ADULT SERVICES AGENCY (AASA)

Produce Boxes

- AASA also worked with vendors who qualified for the USDA Farmers to Families program and assisted AAAs with getting boxes of fresh produce, dairy and protein items.

MDHHS AGING AND ADULT SERVICES AGENCY (AASA)

Future Plans

- Next round of USDA fresh boxes
- Q-Boxes and food distribution drive-thru sites:
AAAs and food bank partnerships

THE DETROIT AREA AGENCY ON AGING

- Established in 1980
- Nonprofit Agency
- One of 16 Area Agencies on Aging in the state of Michigan
- One of 622 in the nation.



SERVICES OFFERED BY DAAA

- Information and Assistance (I & A)
- Nutrition Services: hot, frozen, and liquid nutrition for homebound seniors and adults with disabilities
- Health and Wellness workshops
- Clinical Services/Home Care Support
- Long-Term Care Ombudsman
- Medicaid-Medicare Assistance Program (MMAP)
- Senior Community Service Employment Program (SCEP)
- Community Wellness Service Centers (CWSCs)
- Grandparents Raising Grandchildren



DAAA'S COVID-19 JOURNEY

- March 16, 2020 Governor Gretchen Whitmer signs executive order closing the state of Michigan
- DAAA mobilizes and equips staff to work from home.
- DAAA programs strategies ways to continue to meet the existing client's needs.
 - HDM meals
 - Congregate meals



KEY CHALLENGES

- Limit exposure of seniors to COVID-19.
- Changing the meal options and delivery methods.
- Adjusting to the influx of emergency meal requests.
- Creating new partnerships to meet new demands.



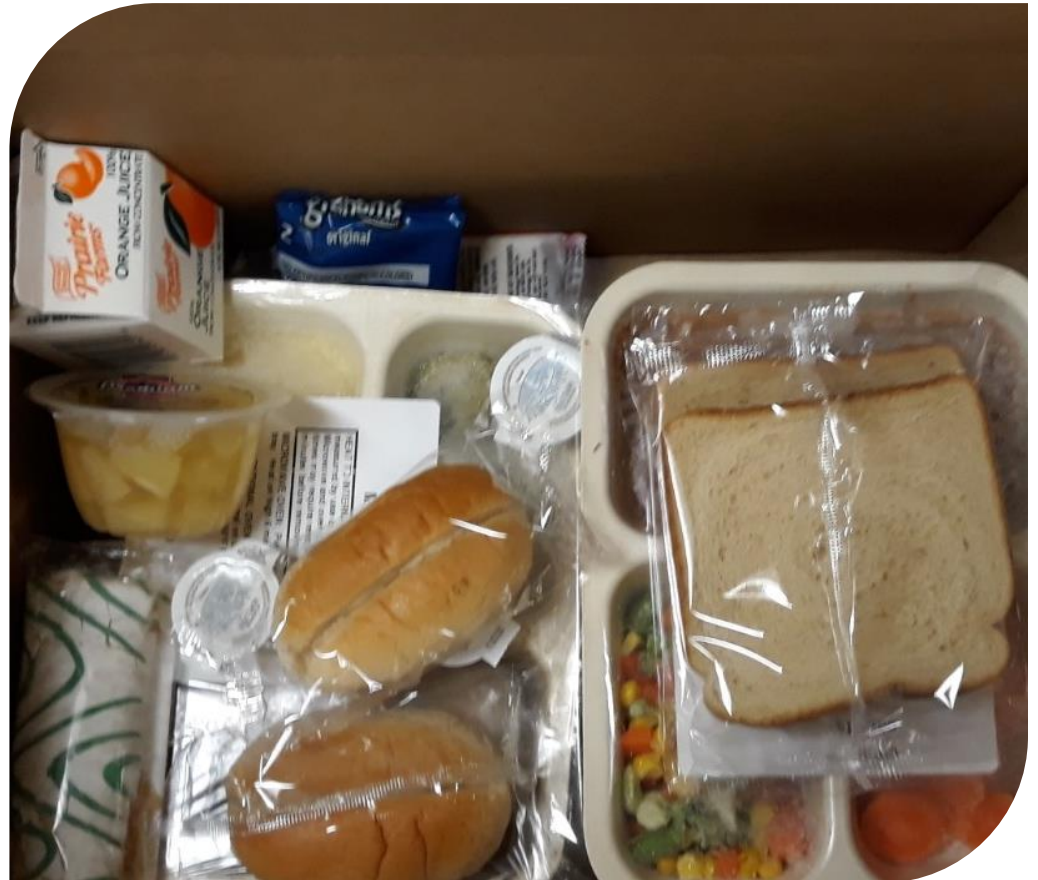
SOLUTIONS

- Frozen five pack meals.
- New partnerships for “curbside” pick-up centers.
- New partnerships for “emergency” HDM referrals.
- New partnerships forged for distribution of “emergency” shelf stable products, produce/dairy boxes and meals donated by local businesses.



SOLUTIONS

Frozen Five Pack Meal Delivery



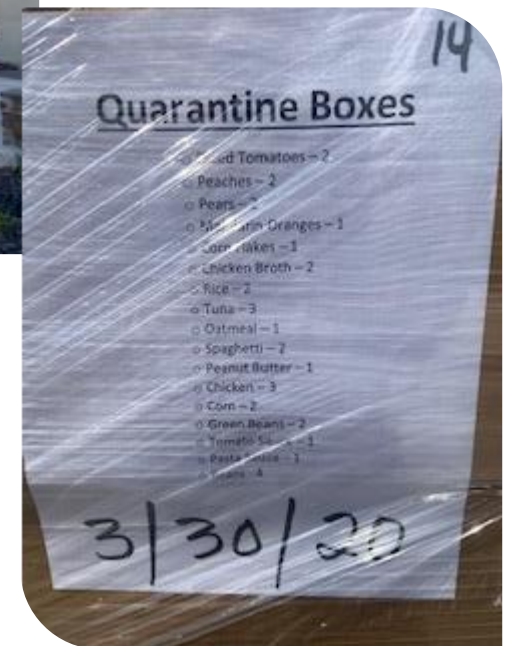
SOLUTIONS

Produce Box Distribution



SOLUTIONS

Gleaners Community Food Bank "Q-Box" distribution

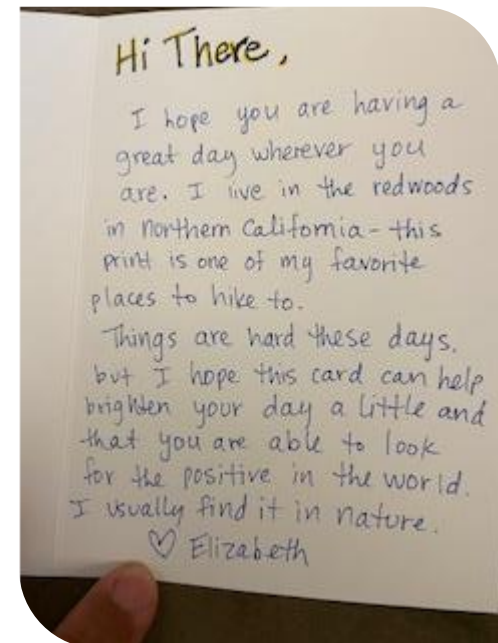


Gateway Gourmet/Project Isaiah Meals



SOLUTIONS

Project Isaiah Card Writing Campaign



APPROACH

What partnership(s) were identified to address the key challenge?

- DAAA partnered with both private and public entities.
- New entities were vetted prior to partnering.

How were partners engaged?

- Some partnerships were the result of funders. Some were existing partners. Finally some partnerships were a result of “cold calling” and personal connections.

What would another project seeking to replicate this project need to know?

- Reach out to existing partners and ask for referrals.
- Be open to entities reaching out to you to partner.
- Look to your staff that may have personal relationships with potential partners.



LESSONS LEARNED

- Keeping phones and electronic equipment updated is crucial.
- Maintaining relationships with current and potential providers.
- Know what your strengths and weaknesses are, perform a SWOT analysis.
- Are your software/technical skills up to date?
- Know your staffs skills, can they be used in a different capacity?
- Is your disaster plan up to date? Do your providers have one?



ROAD AHEAD

- DAAA has been awarded funding from the Michigan Health Endowment Fund to establish a *Coordinated Food Delivery Initiative* to build on partnerships developed during our emergency response.
- DAAA will nurture recent partnerships and continue to look to forge new ones.
- Key new partners include: Detroit Food Policy Council, Forgotten Harvest, Gleaners Food Bank and other collaborative partners.



ROAD AHEAD

- DAAA has been actively reflecting on our actions and reactions to COVID-19 and asking: What did we do well? What could we have done better?
- DAAA is reviewing and updating it's Disaster Preparedness Plan.



THANK YOU

Gilberto Lopez

Detroit Area Agency on Aging

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QUESTIONS?

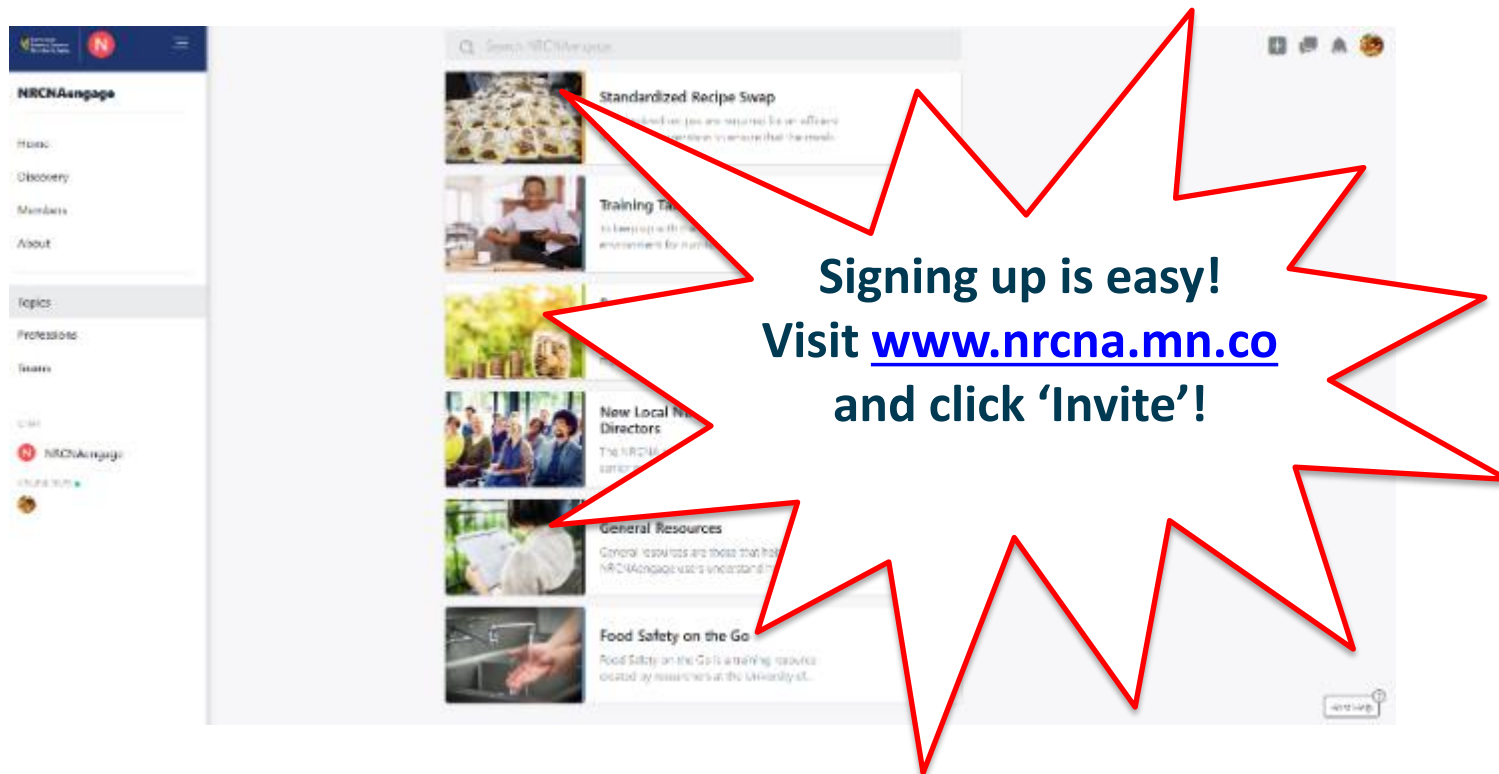


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Nutrition & Aging**

LIVE ASSET MAPPING

NEXT STEPS

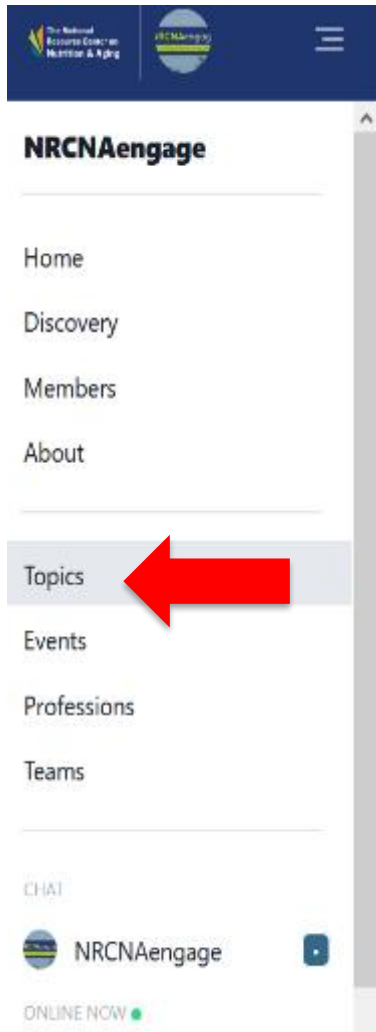
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FINDING THE INVENTIVE PARTNERSHIPS THREAD



The National Resource Center on Nutrition & Aging

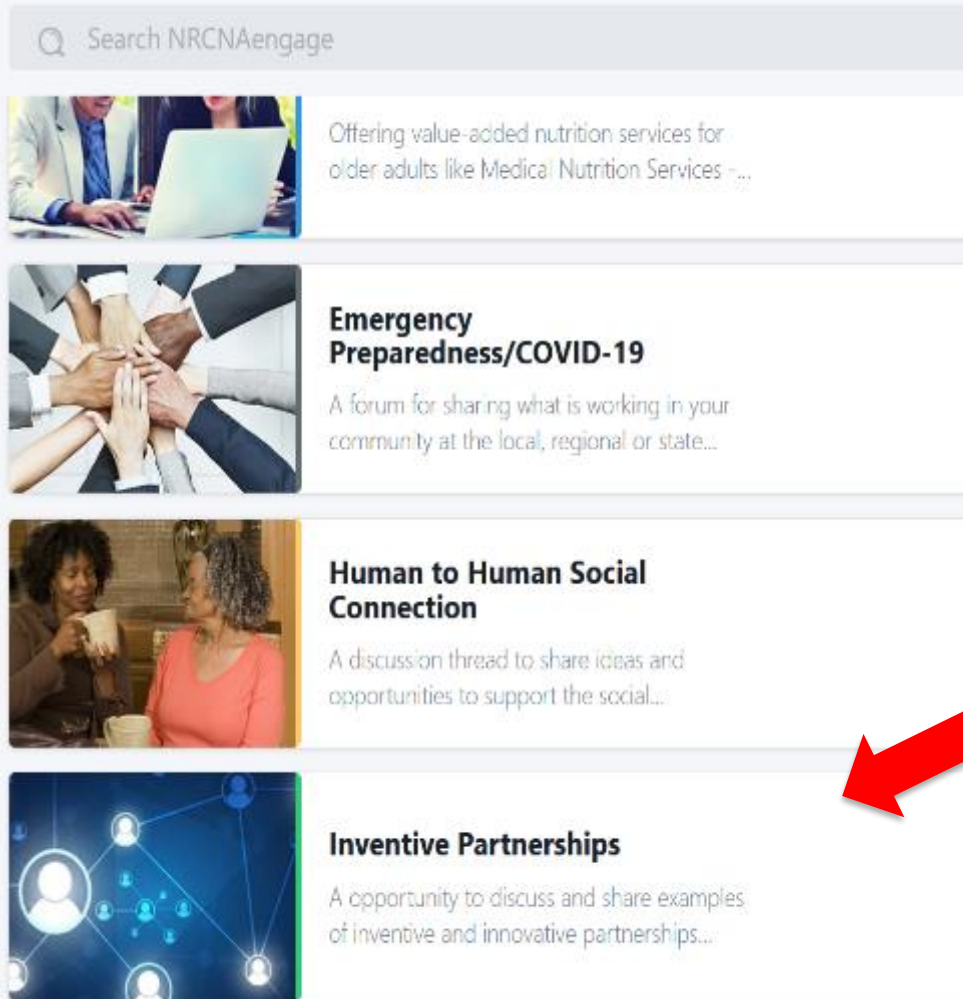
NRCNAengage

- Home
- Discovery
- Members
- About
- Topics**
- Events
- Professions
- Teams





CHAT

NRCNAengage

ONLINE NOW



Search NRCNAengage

-  Offering value-added nutrition services for older adults like Medical Nutrition Services -...
- **Emergency Preparedness/COVID-19**
A forum for sharing what is working in your community at the local, regional or state...
- **Human to Human Social Connection**
A discussion thread to share ideas and opportunities to support the social...
- **Inventive Partnerships**
A opportunity to discuss and share examples of inventive and innovative partnerships...



63%

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Visit
www.nrcna.mn.co
to join the conversation.

SHARE YOUR MAP, CONNECT WITH PEERS

The screenshot displays the NRCNAengage website interface. On the left is a dark blue sidebar with the NRCNAengage logo and navigation links: Home, Discovery, Members, About, Topics (highlighted), Events, Professions, and Teams. Below the sidebar is a 'CHAT' section with the NRCNAengage logo. The main content area features a topic header for 'Inventive Partnerships' with a sub-description: 'A opportunity to discuss and share examples of inventive and innovative partnerships between senior nutrition programs and a diversity of community-'. To the right of the header are 'Manage' and '+' buttons. Below the header is a search bar labeled 'Search this Topic'. A red arrow points to the 'Manage' button, and another red arrow points to the text input field below the search bar. The main content area shows a list of events, each with a green calendar icon and a title: 'Mapping Your Partnership Assets – Food 911 – Emergency Services Partnership' (dated TUE 15 SEP, 2:00 PM) and 'Mapping Your Partnership Assets – Food Forest Mobile App Partnership' (dated WED 16 SEP, 2:00 PM). A third event, 'Sample Restaurant Partnership Map', is partially visible. In the top right corner, there are icons for 63% completion, 1 notification, and 11 messages. A white box with a black border on the right side contains the text: 'Visit www.nrcna.mn.co to join the conversation.'



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**THANK YOU
SEE YOU ON
NRCNAengage**