

healthy aging UPDATE



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 Iowa Department on
AGING
510 E. 12th St., Ste. 2 | Des Moines, IA 50319
www.iowaaging.gov

Iowa Department on Aging receives grant to prevent falls by at-risk Iowans

The Iowa Department on Aging was one of 14 applicants nationwide to be awarded a two-year federal grant to support fall prevention activities. The project, supported by the 2014 Prevention and Public Health Fund, will advance the implementation and dissemination of evidence-based falls prevention programs and strategies for at-risk Iowans, including older adults and individuals with disabilities.

While falls are the leading cause of both fatal and nonfatal injuries for those 65 years of age and older across the country, the number of fall-related injuries and deaths by older Iowans has increased by 20 percent over the past decade. As a result, more Iowans over the age of 65 die each year as a result of fall-related injuries than injuries sustained in motor vehicle crashes. The Fall Prevention grant will help Iowa address this growing epidemic.

The goals of the project are (1) to increase the number of older adults and adults with disabilities at risk for falls participating in evidence-based fall prevention programs and (2) to embed evidence-based fall prevention programs into an integrated, sustainable fall prevention network.

To meet these goals, the Iowa Department on Aging will partner



Evidence-based fall prevention programs – such as tai chi – will be offered to at-risk Iowans to decrease the prevalence of fall-related injuries and deaths among older adults and individuals with disabilities.

with the Iowa Fall Coalition, the Iowa Association of Area Agencies on Aging and other key stakeholders to:

- ▶ Increase the availability and variety of evidence-based fall prevention programs, such as “Matter of Balance,” “Stepping On” and tai chi.
- ▶ Increase awareness among health care professionals and the general public regarding the prevalence of falls and programs that can reduce falls for at-risk individuals.
- ▶ Establish a network referral process for evidence-based fall prevention programs.
- ▶ Create an online repository of fall prevention materials and impact data for the public, health care professionals and other stakeholders.

For more information on fall prevention activities, visit www.iowaaging.gov.

2014 Hunger Summit addresses food insecurity among older Iowans



On Aug. 12, 2014, the Iowa Department on Aging and AARP held a Hunger Summit to address the growing food insecurity of older Iowans.

Between 2011 and 2012, the number of Iowans over the

age of 60 who reported feeling threatened by hunger or anxious about the amount of food in their home increased by 8.6 percent. To reverse that trend, Hunger Summit participants met to learn more about how hunger impacts the health and independence of older adults and discuss innovative programs to address food insecurity.

Following the educational sessions, Hunger Summit participants worked to identify and prioritize action steps for a strategic plan to address food insecurity. A draft of the plan is shown below:

43,662 (or 7%) of Iowans aged 60 or older were food insecure in 2012.

50% of all diseases impacting older Iowans are directly connected to poor nutrition.

14% of Iowans over the age of 60 receive some type of nutrition assistance.

The effects of food insecurity on quality of life can age a person by as much as 14 years.

Additional facts about hunger and older Iowans can be found at www.iowaaging.com.

Food Insecurity and Older Iowans Strategic Plan (DRAFT)

Overall Goal: Work to reduce hunger among aging Iowans

- A. Develop a coalition focused on reducing hunger in aging Iowans.
 1. House the coalition under an existing 501(c)(3). (Associate with the Food Access and Health Work Group currently under the Iowa Food Systems Council.)
 2. Review, revise and date the following goals based on priorities identified during the Aug. 12, 2014 Hunger and Older Iowans Summit in Des Moines:
 - a. Identify the current work of participating organizations regarding hunger and aging Iowans and look for opportunities to collaborate (versus compete in or duplicate the same work and/or with the same groups.)
 - b. Develop means to reach aging Iowans in a variety of settings, including their doctor's office, YMCA, etc.
 - c. Identify groups/organizations working with non-English speaking individuals, such as Lutheran Services of Iowa.
 - d. Work with these groups/organizations to reach non-English speaking aging Iowans.
 - e. Develop and initiate an awareness campaign for hunger and aging Iowans involving organizational leaders for use internally within their organizations as well as within the community.
 - f. Identify a core of leaders to focus on federal policy and address Older Americans Act (OAA) nutrition program funding shortfalls and the impact of inflation.
 - g. Educate Iowa policymakers on the interrelationships of hunger, nutrition and health (including health care cost impacts) for aging Iowans.
 - h. Address Iowa tax exemption for pantries and food banks.
 - i. Engage the Iowa Medical Association, Unity Point Healthcare, the Food Bank of Iowa and others in a conversation on food insecurity of older Iowans and identify opportunities for physicians or medical homes to promote food assistance programs, such as writing prescriptions for SNAP benefits.
 3. Meet quarterly to discuss progress and make necessary updates on goals and completion dates.

Nutrition counseling benefits older adults throughout central Iowa

Submitted by Kate A. Kelderman, Aging Resources of Central Iowa

Nutrition counseling is a valuable tool for older adults, especially those who are at high nutrition risk or who have chronic conditions.

In Aging Resources of Central Iowa's service area, 39 percent of meal participants are considered to be at high nutrition risk, with home-delivered meal clients at the greatest risk. In addition, the National Council on Aging reports that about 91 percent of older adults have at least one chronic medical condition – such as diabetes, diverticulitis or hypertension – and 73 percent have at least two. These diseases often lead to dietary restrictions that can be confusing and hard to follow.

Although the need for nutrition counseling is great, the service is often underutilized. Many people are unsure what nutrition counseling is or are unaware that it is available to them at no cost through their Area Agency on Aging. At Aging Resources, we have found the best way to increase the use of nutrition

counseling services is to spread the word.

To increase awareness about nutrition counseling, Aging Resources works with a number of local dietitians to develop and promote the service through a monthly nutrition education newsletter. In addition, the agency's contracted dietitian, Stephanie Labenz, provides nutrition education and offers one-on-one counseling at congregate meal sites on a regular basis.

During her visits, Stephanie generally gives a brief talk about an aspect of nutrition and then allows time for questions. If meal participants have more questions or request additional assistance, Stephanie meets with them individually to offer guidance.

Aging Resources has seen many positive outcomes from nutrition counseling and we look forward to serving more older Iowans as we continue to increase awareness of this valuable service.

Congregate meal sites serve up more than a healthy lunch



Bev Swallow (left) and Mary Scott (right) enjoy a nutritious lunch together after volunteering at the Altoona Senior Congregate Meal Site.

Congregate meal participants in Altoona are greeted by the friendly smiles and helping hands of two of their own. Bev Swallow and Mary Scott both started attending the meal site to connect with other people and welcomed the opportunity to help others, so today they volunteer to dish up and serve the meals.

Bev started coming to the meal site after being invited by a friend, while Mary lives near the site and decided to visit after seeing a sign for the congregate meal program.

In addition to establishing a close friendship, both women say the congregate meals have provided lots of opportunities to meet new people and enjoy good food. Mary adds that, since she does not always eat vegetables at home, the nutritious congregate meals make her feel healthier, as well.

Congregate meals are available to people who are over the age of 60; the spouses of eligible individuals, regardless of age; volunteers who provide needed services during meal hours; and individuals with a disability who meet specific criteria. For a list of meal sites, contact your local [Area Agency on Aging](#).

2014 Iowa Nutrition Program Facts

22% of 29,953 congregate meal participants were considered to be at high nutrition risk

54% of 11,869 home-delivered meal participants were considered to be at high nutrition risk

209 meal participants received nutrition counseling through Iowa Agencies on Iowa



Meals on Wheels Annual Conference encourages participants to “reinvent the wheel”

In late August, hundreds of senior nutrition professionals from across the country gathered in Scottsdale, Ariz., for the 2014 Meals on Wheels Annual Conference and Expo, organized by the Meals on Wheels Association of America.

Several members of Iowa’s Aging Network attended the event to explore new concepts, share successful practices and discuss innovative ways to meet the changing needs of older Iowans. The conference covered topics ranging from diversifying revenue streams and fostering new partnerships to accommodating shifting demographics and leveraging cutting-edge technologies. Here are some session summaries:

“WORKING WITH FOUNDATIONS 2.0: STRATEGIC GRANT WRITING”

Submitted by Tim Getty, Heritage Area Agency on Aging

This session discussed advanced methods in grant writing when applying to a foundation for financial support. Participants learned about the foundation decision-making process, trends in foundation giving and grant writing methods that make applications compelling.

I will be able to use the knowledge I gained right away, as this session provided great information about how to write a grant that will be noticed by potential funders. We saw examples of requests that received funding, as well as some that did not receive funding, and heard why funders selected the proposals they did.

I wish I would have had the opportunity to participate in this

session earlier. The information will make my job easier and the grant applications I write going forward will have a better chance of receiving funding.

“CASE STATEMENTS”

Submitted by Sally Myers, Northeast Iowa Area Agency on Aging

This session talked about the value of a case statement – a document that explains what goals an organization seeks to meet. Case statements include information about why a need exists, how the organization plans to address the need and what could be accomplished with additional resources.

Participants learned how case statements can be used to tell an organization’s story in compelling language that attracts support from a number of audiences to impact change.

A case statement that could be used to recruit home-delivered meal volunteers might say: “Every Monday through Friday, meals are delivered to consumers such as 92-year-old Martha, who lives in her own one-bedroom bungalow. She glows each day when her meal is delivered and never hesitates to ask how you are, sometimes before you can even ask how she is. You feel really good inside after delivering her meal. You can deliver meals and feel good inside just like this.”

“MEASURING WHAT MATTERS IN NONPROFITS”

Submitted by Sally Myers, Northeast Iowa Area Agency on Aging

This session discussed why it is so important for nonprofit organizations to collect, analyze and present data. By



understanding who the organization’s stakeholders are and what information they want and need, the nonprofit can better identify what data to collect, how it is collected and how frequently, how the data is shared and to whom it is presented.

Participants learned it is important to measure data regarding activities, inputs, outputs, effects and desired impacts. Inputs and activities result in services, which are outputs that facilitate change, or effects, and contribute to the desired impact. We also talked about data collection issues, such as process, technology and data integrity, and the fact that all audiences may not need or want the same information.

“THINKING OUTSIDE THE BOX”

Submitted by Kim Hinz, Northeast Iowa Area Agency on Aging

This session, presented by Mary Beth Harrington, asked attendees to participate in group activities that provided opportunities to think about other ways to use volunteers in agency programs.

The information presented built on themes discussed in other sessions about volunteers, including one that focused on volunteer recognition events and how inexpensive items can be creatively used to thank volunteers for their service. Examples included using a paper clip to tell volunteers they “hold us together,” or using a kazoo to reinforce that volunteers “are music to our ears.”

Home-delivered meal program saves lives

Submitted by Pam Taylor and Catherine Pratscher-Woods, Milestones Area Agency on Aging

A recent survey conducted by Milestones Area Agency on Aging reveals most of our seniors really appreciate their home-delivered meal drivers, with many earning very high marks from respondents. These dedicated staff and volunteers not only bring seniors a great hot meal, but also arrive with a friendly smile each day.

Two recent stories from Scott County demonstrate just what an important role home-delivered meals play in the lives of older lowans on a daily basis. Marcia Towers, who delivers meals on the northwest side of Davenport, was surprised late last month to arrive at one client's house to find her pale and listless.

"I asked her what was wrong and she said, 'I just don't feel well,'" Marcia remembers. "I then asked if she had called her daughter and she said she couldn't because her phone was dead. I immediately called her daughter and described her symptoms and her daughter said she should probably go to the hospital. I called 911 and waited with my client until the ambulance arrived. I'm glad I got to the house when I did – the client's daughter said her mother's health situation was serious enough that, without the quick action, she might have died."

Another home-delivered meal recipient also received emergency medical attention in late August thanks to his home-delivered meal driver.

Dennis Butler, who delivers meals as well as bulk food to the nutrition centers in Bettendorf five days each week, was on

his normal route with a new trainee when he stopped at the house of one of his regular clients.

"I knocked on the door, leaned in and called out my client's name as I usually do," Dennis says. "I could hear the television as I walked in and continued to call his name. I found him seated and in what I thought could be a diabetic state that left him unable to talk or respond to me. His body began to jerk and gasp for air, so I knew there was something seriously wrong. I immediately called my supervisor and 911. As I waited for the ambulance to arrive, I stayed with my client, talking to him and telling him everything would be all right."

Fortunately, there is a happy ending to the story. "My greatest joy of this entire ordeal was being able to see and talk to my client the very next week as he recovered from his illness," Dennis says. "I am thankful I was there and could be of help; I am proud to be a Milestones AAA driver."



Marcia Towers



Dennis Butler



Congregate meal sites can look to restaurants for tips on attracting Baby Boomers

As restaurants spend millions of marketing dollars to discover new ways to attract Baby Boomers, congregate meal sites can benefit from their findings. In an article entitled "How Can Restaurants Attract Baby Boomers?" in the January/February 2014 issue of *Food & Nutrition Magazine*, the following insights were shared regarding how this generation decides where to go to eat:

- ▶ Boomers are adventurous and will try new foods, especially healthy options and items that are perceived as a good value provided with good service.
- ▶ Boomers want to feel special and like feeling they're part of a community. Servers should greet diners with warmth, kindness and generosity so they feel like the server truly wants them to be there and feel welcome.
- ▶ Boomers enjoy the classics, but they're also adventurous and enjoy trying the new spices and flavors. Offer smaller portion sizes as well as vegetarian, low-fat and low-sodium options.
- ▶ Boomers are loyal customers and want to be rewarded for their loyalty. Offer deals, coupons or discounts to retain loyal customers and attract new ones.

Tools and Resources



NUTRITION EDUCATION

Low-sodium recipes: [The Million Hearts® Healthy Eating & Lifestyle Resource Center](#) offers numerous healthful, family-friendly, tasty recipes along with lifestyle tips, customizable meal plans and more.

Nutrition Education Toolkit: The Iowa Department on Aging has been updated the [Nutrition Education Toolkit](#) on its website to include a variety of resources that can be used for nutrition education.

HEALTH PROMOTION

Healthy Meetings Toolkit: The National Alliance for Nutrition and Activity (NANA) has developed the [Healthy Meeting Toolkit](#) to help organizations serve healthier foods for meetings and conferences, work with hotels to contract for a healthy conference, talk to a caterer or chef about serving healthier options, integrate physical activity into meetings and more.

FOOD ASSISTANCE

Senior economic vulnerability: The National Senior Citizens Law Center reports Nearly half of all seniors live on income less than two times the supplemental poverty threshold. Extreme poverty rates are increasing significantly for women 65 and older, up from 2.6 percent in 2011 to 3.1 percent in 2012. Additional facts are included on the NSCLC's [Poverty and Opportunity Profile](#).

Senior emergency preparedness spans the calendar year

While September is officially National Preparedness Month, emergency preparedness is something we should be thinking about all year long. It is especially important for older Iowans to take steps to be better prepared for emergencies and disasters.

The results of a recent study conducted by the University of Iowa College of Public Health showed many older adults are not prepared for disasters, even though they are often more vulnerable when disasters strike.

As a result, the Iowa Department on Aging, along with the Iowa Department of Homeland Security and Emergency Management, encourage older Iowans, their families and their caregivers to be aware, make an emergency plan and build an emergency supply kit.



Because older adults often have additional things to consider, such as the need for transportation assistance, prescription medication or specialized medical equipment, each person should carefully examine their own needs and develop a plan to meet those needs in case an emergency occurs.

Although September has passed, it is never too late to talk with the older adults in your life about the need to be prepared and the steps they can take to ensure their safety. More information and toolkits are available at www.beready.iowa.gov and www.ready.gov/seniors.

Heritage Area Agency on Aging develops emergency preparedness kits

The Heritage Area Agency on Aging recently partnered with the Grant Wood Chapter of the American Red Cross in Cedar Rapids to produce 350 emergency preparedness "Go Kits."

The project was funded by a grant from Walmart grant and additional funding and supplies were provided by Frontier Products. Additionally, Frontier Products employees

assembled all of the kits, which contained a canvas or plastic drawstring bag, first aid kit, flash light, poncho, disaster registration card (from EMA), canned and dry food for three complete meals, a supply of bottled water and more.

For more information about the project, contact Tim Getty at (319) 398-5559 or tgetty@kirkwood.edu.



Home Food Safety **MYTHBUSTERS**

Myth: It's only important to rinse fresh fruits and vegetables for safety. I don't need to dry them too.



Fact: Using a clean cloth or paper towel to blot dry fresh fruits and vegetables after rinsing is more important than you might realize!

Research has found this drying step further reduces the level of harmful bacteria on the surface of fresh produce. Take a two-step approach to cleaning your produce:

1) just before use, rinse under running water only the fruits and vegetables you plan to eat, including those with skins or rinds that are not eaten; and 2) dry fruits and vegetables with a clean cloth or paper towel.

fightbac.org



**Partnership for
Food Safety
Education**

Iowa Administrative Code

321-7.12 (231): Nutrition Services

The following information pertains to Nutrition Education, as codified in Iowa law:

7.12(1)

The purposes of the nutrition services program are to:

- c. *Provide activities of interest to elders on each day the congregate meal site is open, including a monthly nutrition education program under the supervision of a licensed dietitian if the nutrition education provides medically oriented information.*

7.12(4)

The AAA shall ensure that nutrition funds are used to:

- c. *Provide nutrition screening and counseling as appropriate and nutrition education services to address assessed needs.*

Report Manual Definition:

Nutrition Education (1 session per consumer): *A program to promote better health by providing accurate and culturally sensitive nutrition, physical fitness or health information (as it relates to nutrition) and instruction to participants and caregivers in a group or individual setting overseen by a dietitian or individual of comparable expertise.*

Nutrition Education Reporting:

Nutrition education is a mandatory and a registered service that is to be reported in IAPRS. Examples for reporting nutrition education in IAPRS:



- ▶ A nutrition education program is provided on how the Food Assistance Program can help individuals purchase fruits and vegetables. The instructor gives a half-hour session for 30 participants. *This should be counted as one nutrition education session for each registered congregate meal participant.*
- ▶ Information on MyPlate is placed on the back of the menu. Menus are distributed to 15 congregate meal site participants. The meal site manager discusses how to use MyPlate for identifying the recommended number of servings for each food group. *This should be counted as one nutrition education session for each registered congregate meal participant.*
- ▶ Information on MyPlate is placed on the back of the menu and given to home-delivered meal participants. *This is not counted as nutrition education session as it does not include instruction or interaction between a leader and program participant.*

HCBS Conference focuses on nutrition and food insecurity

Submitted by Sally Myers, Northeast Iowa Area Agency on Aging

The National Home and Community Based Services (HCBS) Conference is held each year in conjunction with the National Association of States United for Aging and Disabilities (NASUAD) Meeting. This year's conference included two nutrition sessions:

"PRIORITIZING AND TARGETING SERVICES TO ADDRESS NUTRITION RISK"

Presented by Holly Grueling, RD, LD/N
AoA/ACL Nutritionist, this session
discussed how adequate nutrition plays

an important role when it comes to an individual's health, functionality and ability to remain at home.

Food-insecure older adults are 50 percent more likely to be diabetic; 14 percent more likely to have high blood pressure; 60 percent more likely to have congestive heart failure or have had a heart attack; twice as likely to report fair or poor general health; three times more likely to suffer depression; and twice as likely to report gum disease or asthma.

“THE RELATIONSHIP BETWEEN NUTRITION AND AGING”

Presented by the Human Nutrition Research Center on Aging of Tufts University and the USDA, this session focused on research that shows a relationship between nutrition and many of the leading causes of death in the U.S.

A significant portion of older adults have nutritional problems exhibited as both under-nutrition (micronutrient deficiencies) and over-nutrition (obesity).