

County of Santa Clara Social Services Agency

Department of Aging and Adult Services Programs
Senior Nutrition Program



CSFC SSA03 092105

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DATE: September 21, 2005

TO: Supervisor James T. Beall, Jr., Chairperson
Supervisor Don Gage, Vice-Chairperson
Children, Seniors & Families Committee

FROM: 
Will Lightbourne
Agency Director, Social Services Agency

SUBJECT: Report Back and Update on the Senior Nutrition Program

RECOMMENDED ACTION

Accept status report from the Department of Aging and Adult Services on the Senior Nutrition Program.

FISCAL IMPLICATIONS

None . This report provides an update on the Senior Nutrition Program.

CONTRACT HISTORY

Not Applicable.

REASONS FOR RECOMMENDATION

On May 10, 2005, the Children, Seniors, and Families Committee (CSFC) accepted the report update on the establishment of a Senior Nutrition Planning Council. At that time a revised schedule was presented that included convening preliminary discussions between the Department of Aging and Adult Services (DAAS) and Council on Aging Silicon Valley (COA) prior to re-scheduling a Senior Nutrition Planning Council meeting. These discussions would also determine if creation of the council would be the appropriate method to increase service to areas of the County where there is a disparity between the number of senior meals being served and the number of low income seniors in those areas. This report presents an outline of progress to date.

A joint meeting between the Department of Aging and Adult Services (DAAS), Senior Nutrition Program (SNP), and Council on Aging Silicon Valley was held on May 04, 2005. At that meeting COA committed to providing data on the 60+ population by city that could be used in a State funding formula to allocate revenue sharing by city with a minimum County allocation. This data was to be provided to COA by California Department of Aging (CDA) using Census 2000 results. The CDA data would be applied in the State Funding formula by COA to create and justify a shared funding proposal for the Senior Nutrition Program that could be presented to cities. The results would be provided to SNP to analyze the practicality of using the formula to address underserved areas of the County and to increase revenue sharing from cities. We have not received the CDA data compilation as of September 7, 2005.

The Planning Department is also preparing poverty level data at the census block/neighborhood level for all Supervisorial Districts on family and senior services that is expected to be provided to the Board of Supervisors in September. The census block data was requested in a referral by the Board of Supervisors to County Administration at the June 21,

2005 Board of Supervisors meeting. SNP has been in contact with the Planning Department to see if the data that is being compiled could be analyzed with the COA results when both reports are available and incorporate any applicable data.

Although the information from COA has been delayed until CDA provides the requested data to COA, the Senior Nutrition Program has continued to pursue additional avenues to promote increased usage of services throughout the County and to bring awareness of the Senior Nutrition services available to seniors.

Outreach Efforts:

SNP continues to outreach in the community through the use of media advertisements, nutrition education and by researching and coordinating these efforts with other community based senior service programs. Senior Nutrition flyers and posters are also distributed annually to hospital discharge planners, community libraries, and doctors' medical facilities.

Recent County-wide efforts include Senior Nutrition congregate and home-delivered meals mailers to food stamp households with members over the age of 60 in Spring and additional mailers to hospital discharge planners at the beginning of July. The July mailers coincided with a media placement for the Meals on Wheels Program in the San Jose Mercury News.

These efforts are in addition to year-round nutrition outreach events and presentations conducted at senior centers, health fairs, and adult resource fairs. Twenty-one Senior Nutrition Outreach events were conducted in FY 04-05.

Currently, the Senior Nutrition Program is exploring the feasibility of setting up an online donation link to solicit contributions and will increase the options available to contributors who wish to directly support the Meals on Wheels Program by their donations. The creation of a link is actively being pursued by SNP pending legal and technological details currently being researched by County Counsel and County Information Systems. The Council on Aging has initially recommended that the online donation link be created separately by the County in order for the County to be able to track contributions directly to the Meals on Wheels Program. The Meals on Wheels Program recently received a donation from the regional chapter of the National Corvette Society, in part, due to the internet web site presence of the Senior Nutrition Program that drew attention to the homebound seniors that the Meals on

Wheels Program serves.

SNP is also partnering with COA to participate in a nation-wide "March for Wheels" Campaign sponsored annually by the Meals on Wheels Association of America (MOWAA) that calls attention the problem of senior hunger in America. During the month of March 2006, Meals on Wheels programs from around the nation will ask their local mayors to distribute home-delivered meals in a special "Mayors for Wheels" promotion of the March for Meals campaign. Invitations will be mailed to our city mayors to request their participation.

SNP will also be participating in the county-wide Food Safety Net committee comprised of community based organizations in a coordinated effort to identify food resource gaps in service and highlight the Congregate and Meals on Wheels Programs as additional food resources for seniors in need.

SNP is exploring how other non-county food programs contribute to available senior support services. Other community-based organizations such as Second Harvest Food Bank or faith-based organizations assist in providing food to seniors independently or with minimal County assistance.

In collaboration with Second Harvest Food Bank, the Senior Nutrition Program is continuing to accrue brown bag data for the Supervisorial Districts and is scheduling outreach at 54 brown bag distribution centers located throughout Santa Clara County. Non-county senior meal center locations continue to be identified as additional food resources for seniors in their respective Supervisorial Districts.

An initial analysis of additional non-county senior food support services derived results for District 4 and identified an average of 1275 brown bag program participants (23% of the County total) in District 4. The following 5 non-county senior nutrition sites were also identified as providing over 54,000 additional senior meals in this area:

- Cypress Senior Nutrition 403 Cypress Ave, San Jose 95117
 - Kirk Senior Nutrition, 1601 Foxworthy Ave, San Jose, 95118
- (the above sites are funded by City of San Jose)

- Billy de Frank Gay & Lesbian Senior Nutrition, 938 The Alameda, San Jose 95128 (funded by San Jose Healthy Neighborhood Venture Funds)
- Alzheimer's Activity Center, 2380 Enborg Lane, San Jose 95128
- Live Oak Adult Day Services 1147 Minnesota Ave, San Jose 95128

Additional brown bag and non-county resources are being compiled for the remaining Supervisorial Districts to complete the County-wide analysis.

As part of the identification and location process of other food resources, SNP identified three hundred twenty-seven (327) senior subsidized housing centers or apartment complexes to determine the extent of meal services within these sites. These sites are distributed throughout the County as follows:

- District 1 – 65 centers
- District 2 – 91 centers
- District 3 – 47 centers
- District 4 – 76 centers
- District 5 – 48 centers

SNP has made telephone inquiries and preliminary results indicate that only a portion of these complexes offer full or partial meal services to residents. These centers will be targeted for future nutrition outreach presentations.

While the data is being formulated by COA, the Senior Nutrition Program continues to promote and seek additional sources of revenue for congregate and home-delivered meals through traditional contract negotiations with nutrition contractors and through a renewed SBC Foundation grant application.

Results:

Prior efforts in these areas have resulted in increased revenue from the the City of Santa Clara for the congregate meals program and a donation to Meals on Wheels from SBC corporation. SNP has recently received an inquiry in August about a Winter holiday donation to the Meals on Wheels Program from an automobile dealers association that would possibly donate to help offset the increasing price of gasoline that is required to deliver senior meals. A Spring media ad placement for Meals on Wheels in the local Campbell Times newspaper resulted in 13 new

additional Meals on Wheels Campbell participants as a result of this advertisement.

Continued community outreach and Board of Supervisor support of the Senior Nutrition Program has sustained the annual level of 1.1 combined congregate and home-delivered meals over the past 2 years. The Meals on Wheels participation level increased from 1490 unduplicated program participants in FY 03/04 to 1673 participants in FY 04/05, an 8.14% increase in program participants. As a result of maintaining and increasing the level of service over this period the Senior Nutrition Program in FY 04/05 received \$811,134 in United States Department of Agriculture Nutrition Services Incentive Program (NSIP) reimbursements, a 29% increase over FY 03/04, effectively reducing the County general fund share of senior nutrition expenditures from 46% in FY 03/04 to 42% in FY 04/05.

The program will continue to campaign independently and with other community based organizations to maximize the awareness of the Senior Nutrition Program and will continue to seek additional sources of revenue to the meal programs. Once COA has presented its proposed funding scenario and the results analyzed, the Senior Nutrition Program will present these findings and how they will impact future planning efforts of the Senior Nutrition Program.

CONSEQUENCES OF NEGATIVE ACTION

Negative action will result in not accepting the status report of the Senior Nutrition Program.

STEPS FOLLOWING APPROVAL

The Clerk of the Board will follow the usual steps for a report of this type.