

# Background and Purpose

## A. Goal:

The goal of the project is to modernize Iowa's congregate meal program infrastructure, delivery mechanisms, and outreach to increase the number of consumers and meals served.

## B. Objectives:

- 1) Establishing a restaurant partnership infrastructure in the Elderbridge Area Agency on Aging (AAA) service region and Northeast Iowa Area Agency on Aging (NEI3A) service region (year 2)
- 2) Developing flexible approaches to congregate meal service delivery mechanisms to target and outreach to two generations of older adults
- 3) Modernizing a streamlined intake process through technology use
- 4) Identifying seniors who may be food insecure, socially isolated, and rural and providing nutrition education.

## C. Overview of Project:

The Iowa Department of Health and Human Services Division of Aging and Disability Services (HHS ADS), formerly known as the Iowa Department on Aging, in partnership with Area Agencies on Aging (AAA), developed The Iowa Café to modernize Iowa's congregate meal program infrastructure. The Iowa Café transforms the traditional congregate meal site delivery method to an attractive restaurant partnership for older adults to gather and enjoy nutritious meals. This mutually beneficial project benefits both Iowa's food insecure older adults and local communities to generate economic stimulus.

## D. Project Results:

Iowa Area Agencies on Aging contracted with twenty-two (22) restaurant partners who served 98,107 meals to 6,221 consumers. The addition of The Iowa Café restaurant partnership model:

- Increased congregate nutrition consumers served by up to 112%,
- Increased reach among older adults age 60-74 by up to 344%,
- Increased reach among older adults who identify as Hispanic by up to 123%,
- Increased reach among other culturally and racially diverse groups by up to 125%,
- Increased reach among consumers living with food insecurity by up to 38%, and
- Increased reach among consumers living in rural areas by up to 112% compared to 2019.

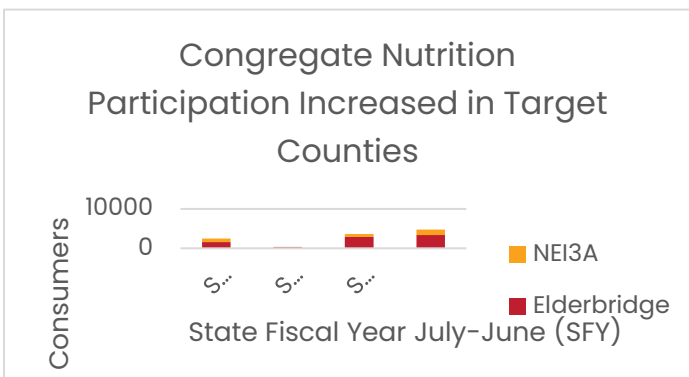
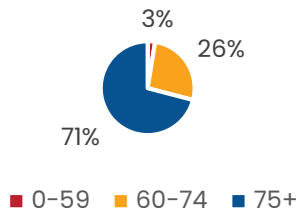
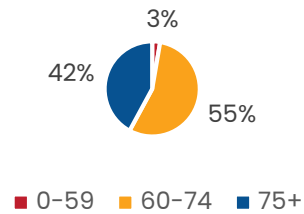


Figure A. Demonstrates the increase in congregate nutrition participation in counties targeted by the grant project (includes meals funded outside the grant)

### Limited Outreach to Congregate Consumers Age 60-74 in SFY2019

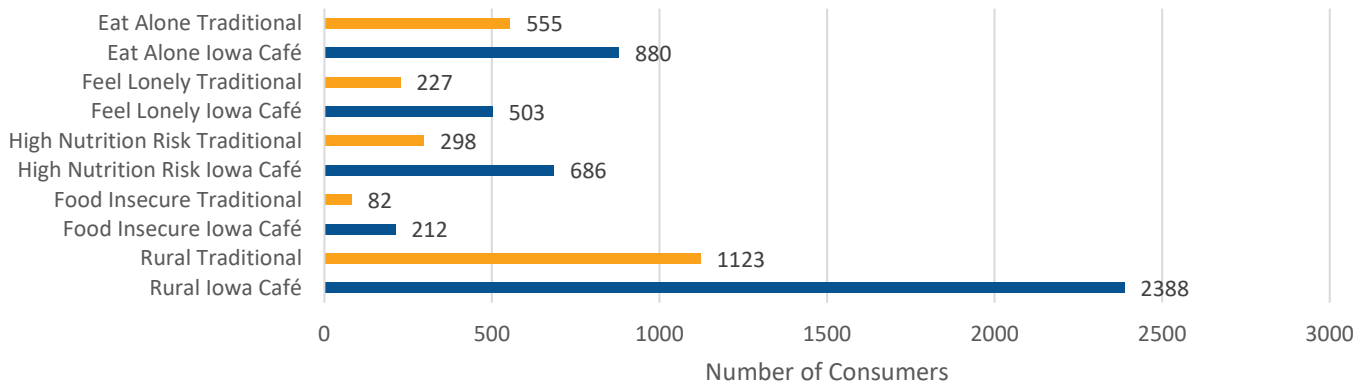


### Improved Outreach to Congregate Consumers Age 60-74 in SFY2023

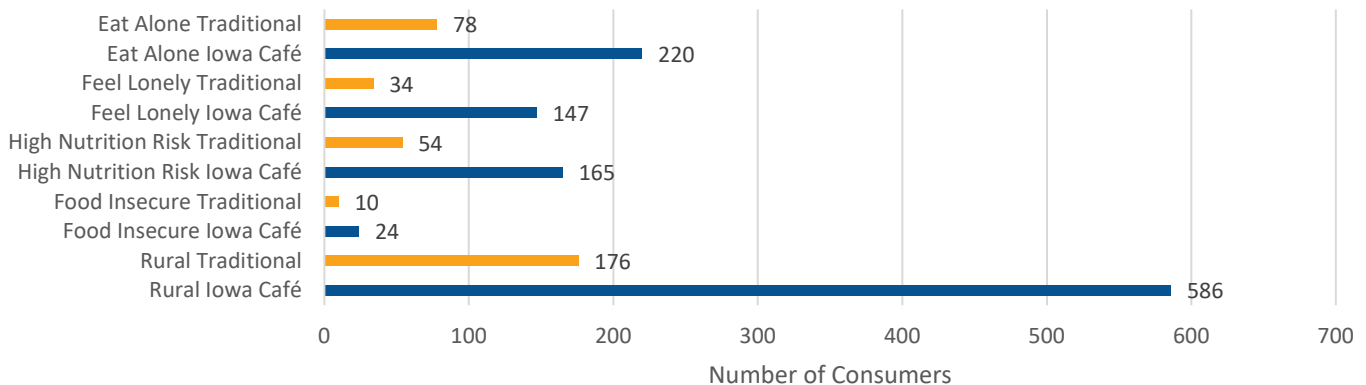


Figures B and C. Demonstrate improved outreach to two generations of older adults in the Elderbridge AAA service region between SFY2019 and SFY23 (see full report for Figures D and E)

### Iowa Café Model Reached More Targeted Consumers (Elderbridge SFY23)



### Iowa Café Model Reached More Targeted Consumers (NEI3A SFY22)



Figures F and G. Compare outreach by the traditional and Iowa Café models in the targeted counties