Promoting Awareness of Food Assistance and Nutrition Among Iowans Age 50+

Ann Heuer
Dietetics Student
WIN Program Research Assistant, Fall 2012-Present
Rosenfeld Intern, Summer 2013
Funded by USDA’s SNAP Program, an equal opportunity provider and employer through the Iowa Department of Human Services and Iowa State University Extension and Outreach Services
Background

• One in four older adults is at risk of malnutrition
  (National Resource Center on Nutrition, Physical Activity & Aging. Malnutrition and Older Americans)

• Food insecurity reduces an older adult’s ability to perform activities of daily living (Zilliack & Gundersen, 2011)

• Malnutrition and food insecurity can cost an older adult $2,000-$10,000 more per hospital visit than older adults who are not malnourished
  (National Resource Center on Nutrition, Physical Activity & Aging. Malnutrition and Older Americans)
Iowa’s Aging Population

2010

2040

Population age 65 and over

Less than 20%

20% or more

State Data Center of Iowa and the Iowa Department on Aging Older Iowans: 2013
Supplemental Nutrition Assistance Program (SNAP)

• Called “Food Assistance” in Iowa

• Purpose:
  – Reduce food insecurity (inadequate access to safe and nutritious food)
Food Assistance

• Can be used for:
  – Any food or nonalcoholic beverages to be eaten at home
  – Buy plants and seeds to grow food

• Can NOT be used for:
  – Any foods already hot or meant to be eaten in store
  – Non-food items (e.g. vitamins, supplements, etc)
WIN Program Goals

• Increase awareness of food assistance in Iowa

• Provide low-cost nutrition tips for Iowans age 50+
WIN Program Presentations

• Presentations:
  – **Direct:** Interactive session, led by WIN volunteer
  – **Indirect:** non-active session, facilitated by WIN volunteer

• Duration: 20-30 minutes

• Target Audience: adults age 50+ with low income
WIN MyPlate Bingo

• Discussed low-cost nutrition tips, health benefits of different foods, and how food assistance helps meet the MyPlate recommendations.
• Explained how food assistance can be used to buy seeds or plants to grow herbs and spices to use in place of salt.
WIN Program Indirect Presentations

- **WIN DVD** - discusses information about nutrition for older adults and food assistance

- **WIN Display Board** - interactive display about nutrition and food assistance
Program Evaluation

• Program survey
  – Specific to presentation being provided
  – 2 nutrition questions
  – 3 food assistance questions
  – 6 food security questions

• Sociodemographic data not collected per programming regulations
WIN Participants

• 1,493 older Iowans (age 50-94)
  – 272 (18.2%) completed program surveys

• Programs conducted:
  – In 13 counties with low food assistance enrollment for adults age 50+
  – At low income senior apartments, congregate mealsites, fairs (health, county, state), farmers markets
# WIN Program Results

<table>
<thead>
<tr>
<th>Characteristic Evaluated</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requested assistance in applying for food assistance</td>
<td>73</td>
<td>26.8</td>
</tr>
<tr>
<td>Had not received food assistance previously</td>
<td>174</td>
<td>63.9</td>
</tr>
<tr>
<td>Answered at least one nutrition question correctly</td>
<td>207</td>
<td>76.1</td>
</tr>
<tr>
<td>Answered at least one food assistance question correctly</td>
<td>214</td>
<td>78.7</td>
</tr>
<tr>
<td>Program attended:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seasoning Savvy</td>
<td>81</td>
<td>29.8</td>
</tr>
<tr>
<td>WIN Display</td>
<td>78</td>
<td>28.7</td>
</tr>
<tr>
<td>WIN Bingo</td>
<td>72</td>
<td>26.5</td>
</tr>
<tr>
<td>WIN DVD</td>
<td>41</td>
<td>15.1</td>
</tr>
</tbody>
</table>

Iowa State University
Extension and Outreach
WIN Program Impact

The potential economic impact of the WIN Program outreach to the 73 older Iowans who expressed interest in applying for FA was $161,184 (73 older adults x $1.84 GDP x 12 months).

Hanson, Kenneth. The food assistance national input-output multiplier (FANIOM) model and stimulus effects of SNAP. ERR-103. U.S. Dept. of Agriculture, Econ. Res. Serv. October 2010.)
References

• Hanson, Kenneth. The food assistance national input-output multiplier (FANIOM) model and stimulus effects of SNAP. ERR-103. U.S. Dept. of Agriculture, Econ. Res. Serv. October 2010.


• Zilliack, James P. and Craig Gundersen. Food Insecurity Among Older Adults. AARP Foundation. August 2011.
Questions