

Outreach to Increase Home Delivered Meal Participation at Heritage Health and Housing Food and Nutrition Program

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Introduction

Heritage Health and Housing – Food and Nutrition Services (FNS) is a Ryan White funded program located in Harlem that provides healthy, balanced meals for low-income individuals living with HIV/AIDS.

The program provides congregate meals, pantry, and nutritional education for clients on location. Meals include breakfast, lunch, and dinner. Each client is entitled to two meals per day, five days a week from Monday – Friday as well as a pantry bag once per week to cover foods for the weekend as the program does not operate on the weekends.

Additionally, hot meals can be delivered to qualified individuals who are not able to leave their home to attend meals on-site. Individuals who receive home delivered meals must be unable to shop and cook for themselves due to physical or mental limitations and require a doctor's note to verify this status. Hot meals are delivered three days per week on Monday, Wednesday, and Thursday. Home delivery clients receive a total of 10 hot meals and one pantry bag per week.

The Heritage FNS program was operating below projected number of enrollees and total monthly meal delivery target, and needed to improve performance. Therefore, efforts were put in place to recruit additional participants into the home delivery program in order to reach 100% of projected enrollment.

Staff brainstormed ways to improve and decided to outreach to other local community based organizations (CBO). As a result, Heritage FNS developed a partnership with another CBO, Program B, located in Harlem, which also provides housing for individuals living with HIV/AIDS.

The housing provided by Program B is independent living, and residents have access to a kitchen. However, some residents are food insecure as they are unable to shop and cook for themselves due to mental or physical limitations.

Aim

The relationship with Program B enabled Heritage to engage additional participants in the home delivery program, providing them with nutritional meals and increasing FNS enrollment. This collaboration between the two programs would provide meals to more clients in various residences who were in need of additional food to help them maintain weight and good health.

Methods

The Program Director of Heritage FNS (Program A) reviewed the performance statistics over the 2014-2015 contract year, and identified room for improvement in home delivered meal enrollment numbers.

The Program Director then partook in outreach efforts including use of flyers and word of mouth activities, including a staff member at another local organization (Program B) that also provides services for Ryan White consumers, and discussed a potential partnership.

A meeting was held in March, 2015 with the FNS Program Director and the Residential Counselor of Program B. The needs of both parties – Program A and Program B – were discussed. A date was set for Program A to present the services to residents in Program B's housing facility.

The following week, staff from FNS conducted a presentation to introduce the home delivered meal services to a number of residents from Program B's housing facility. Attendees were encouraged to report to their case manager if they were interested in receiving home delivered meals.

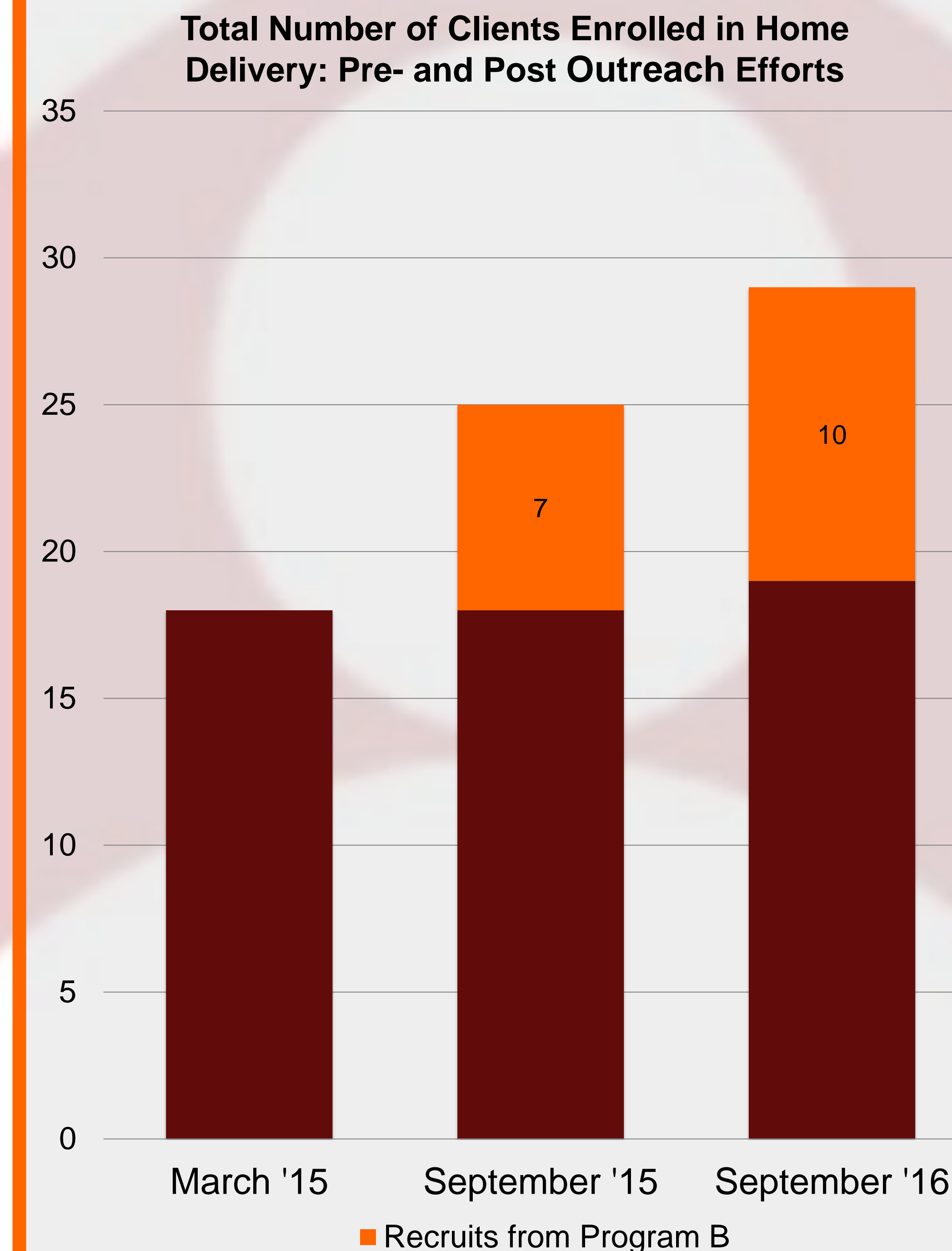
Interested individuals were then required to provide the eligibility documents for enrollment including: proof of HIV/AIDS diagnosis, proof of address, proof of income, and doctor's note. As some of these documents take time to acquire, individuals began to complete the enrollment process in April, 2015. Once eligibility was verified, individuals completed the intake process with an FNS staff member including: eShare and nutrition assessment, nutrition care plan development, and nutritional counseling.



Results

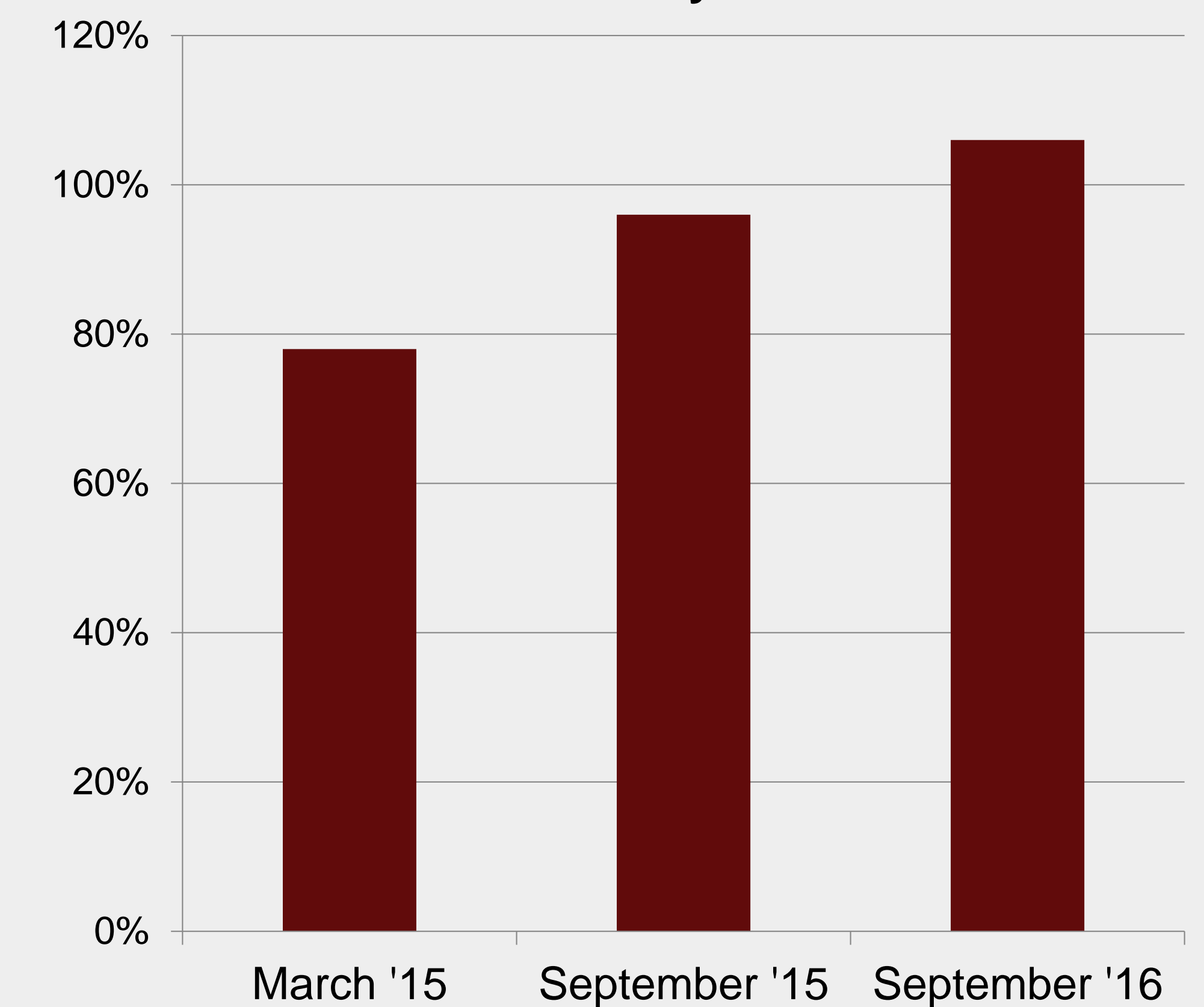
Initially, twelve consumers from Program B showed interest in signing up for the home delivery program. As of September 2015, seven individuals were registered and receiving home meal delivery services. The partnership has continued with success, and as of September, 2016, ten individuals from Program B are receiving delivered meals (Figure 1).

By partnering with Program B, the enrollment numbers in the Program A's home delivery services were increased by 61%. Since the program outreach began, Program A has been able to meet 100% of their goal for home delivered meals (Figure 2).



Conclusions

Percentage of Monthly Goal Met for Home Delivery Meals



Word of mouth spread from the involved case managers to additional case managers within Program B, and additional referrals were made. Case managers and social workers continue to refer eligible clients to the home delivery program, which continues to grow.

Customers who are receiving services have repeatedly expressed their satisfaction with the service.

The consistency of the partnership with Program B has allowed the Heritage FNS program to increase enrollment and meet 100% of the projected monthly delivered meals. This shows that developing a relationship with outside organizations can help programs to grow and achieve their potential meeting service goals.