



Nutrition and Aging
Resource Center
Website



Summit Website



Nutrition and Aging
Resource Center

2024 Innovations in Nutrition Synergy Summit: Bridging Ideas and Innovation

Hosted by the Nutrition and Aging Resource Center
May 15-16 | Des Moines, Iowa

May 15, 2024

8:00am – 9:00am

Conference Check-In

9:00am – 9:30am

Welcome and Opening of General Session
Savery I Ballroom

Alexandra Bauman, RD, LDN, Director of the Nutrition and Aging Resource Center and Director of Navigation and Supportive Services for Iowa Department of Health and Human Services

Sarah Francis, Ph.D., M.H.S., R.D, Research Director of the Nutrition and Aging Resource Center and Professor at Iowa State University in Food Science and Human Nutrition and a State Extension Specialist in Food and Health

Aniessa Rollinson, MS, RDN, Project Manager, Office of Nutrition and Health Promotion Programs, Administration for Community Living

9:30am – 11:00am

Session 1: Keynote Speaker – Communicate for Results: Creating Messages that Engage Audiences
Savery I Ballroom

Aimee Viniard-Weideman, MA, PCC, Founder + Trauma-Informed Coach, Facilitator and Educator, Daybreak Transition Partners, LLC, Strategic Initiatives Project Manager, Iowa State University Extension and Outreach

It's a challenge to know how to communicate to raise the awareness, support, funding and participation your organization needs to be successful.

Today, with so many ways to communicate, it is harder than ever to be heard in this 24/7 world of constant messaging. At the same time, limited staffing and resources means you're trying to do more with less, stretching your time, your budget and yourself.

Join us for this engaging workshop to learn how to:

- *Create a core message for your organization*
- *Identify and understand your key audiences*
- *Customize messages for specific audiences*

Participants will:

- *Engage in a hands-on workshop*
- *Practice developing strategies and creating messages*
- *Gain valuable feedback from other participants*
- *Gather helpful tools to take back to their organizations*

11:00am - 11:15am Morning Break

Enjoy seasonal fruit and assorted breakfast bars. Please take this time to stretch, use the restroom, and connect with others!

11:15am - 12:45pm Session 2: Get Scrappy: Smarter Digital Marketing for Organizations Big and Small
Savery I Ballroom

Nick Westergaard, Author and Educator, Director of Story Lab at the University of Iowa's Tippie College of Business

When it comes to marketing, it's the best of times and the worst of times. New media allows us to reach more people, build personal relationships, and deliver real value to our customers. However, budgets are tighter than ever and we're constantly distracted by all of the shiny new things coming at us. The answer? Get scrappy. During this myth-busting and actionable talk, you'll discover how getting scrappy can help you put your brains before your budget, do more with less, and simplify your marketing in today's complex world.

12:45pm - 1:45pm Networking Luncheon
Savery II Ballroom

Enjoy Latin Street Food, buffet style, as you get to know more about your peers within the INNU Grantee network!

1:45pm - 2:45pm Session 3: Innovations in Nutrition 2021 Cohort Celebration Panel
Savery I Ballroom

Let's celebrate our INNU 2021 Grantee Cohort as they finish up their final grant year! Learn about the incredible work that our three INNU 2021 Grantee Projects have carried out over the past three years.

East Tennessee State University

Whitney Bignell, PhD, RDN, LD/N, Assistant Professor and Director, Didactic Program in Dietetics, East Tennessee State University

Socially Nutritious is a virtual "social supper club" nutrition education program that brings older adults, graduate nutrition students, and undergraduate or high school student nutrition ambassadors together to learn about foods and nutrients important for health as we age. This project seeks to decrease the risk of malnutrition, food insecurity, and loneliness among older adults by connecting them to community resources and helping them develop actionable skills, such as goal setting.

Lanakila Pacific

James Li, Program Manager, Lanakila Meals on Wheels

Kūpuna U is a variable congregate meal program (Title III-C-1) that adapts to the challenges posed by COVID-19, making it accessible to seniors who previously couldn't participate. Through the use of technology, and a combination of in-person and remote service delivery, this program expands access to more seniors, providing opportunities for social interaction, nutrition education, and healthy meals, thereby improving their overall health and well-being.

University of New England

Maggie Gamble, Research Assistant, BA, MSW candidate

Michele Polacsek, PhD, MHS, Professor, Public Health and Director, Center for Excellence in Public Health
The University of New England Centers for Excellence in Public Health and Aging and Health, in partnership with Westbrook Housing Authority and Southern Maine Agency on Aging, implemented and evaluated the impact of an innovative, pandemic-responsive nutrition education program, Enhanced-10 Tips for Adults (e-TTA), on food security, socialization, and perceived health and well-being of residents in a rural low-income senior housing setting in Maine, a three-year project.

2:45pm - 3:15pm

Wellness Session
Savery I Ballroom

Cat Rudolph, MS, RD, LDN, 200-hour certified yoga teacher, ACE Group Fitness Instructor, Graduate Research Assistant, Iowa State University

Refresh and rejuvenate with simple movements that will leave you feeling more awake!

3:15pm - 4:15pm

Session 4: Maximize Your Message: Finding Joy in Using Media
Savery I Ballroom

Anne Elizabeth Cundiff, RD, LD, FAND, AE Huebert Consulting

Being an effective communicator requires more than delivering great content through various media outlets. We have to feel it, believe it, make it our own and find joy in sharing it. Anne will share strategies to help you get organized, discover what platforms you enjoy and create your own style of messaging.

4:15pm - 4:20pm

Nutrition and Aging Resource Center Day One Summary
Savery I Ballroom

Wrap up of day one and discussion of what day two looks like!

4:30pm - 5:30pm

Happy Hour and Reception
Scopri Restaurant

Join us for an evening reception! Includes complimentary appetizers and a cash bar.

May 16, 2024

8:00am - 9:00am

Technical Assistance Appointments with Nutrition and Aging Resource Center and Administration for Community Living Staff

If you signed up for an appointment, please refer to the agenda including the time of your meeting and with whom, that was shared through the INNU Grantee Listserv. Bring your specific question(s) you noted on the form as well.

Savery I Ballroom

Alex Bauman
Ashley Danielson
Bambi Press
Caroline McKinney
Denita De Raad
Shelley Woodall

Savery II Ballroom

Liz Fridley
Marissa Vance
Sarah Francis
Savannah Schultz
Jocelyn Evans
Aniessa Rollinson

Truman Boardroom

Cat Rudolph
Erin Hoisington

9:00am – 10:15am Session 5: Mini Innovation Sessions
Savery I Ballroom

These two mini innovation sessions will cover the topics of grant sustainability and navigation of partnership and staffing challenges

Innovation 1

Lesli Biediger-Friedman, PhD, MPH, RD, Associate Professor and Graduate Co-Coordinator, Nutrition and Foods Program, Texas State University

The NUEVA (Nutrition for Underserved Elders Via Application) Project aims to build capacity to provide food and nutrition services to older adults in Central Texas. The project is staffed by a large multi-disciplinary team. In the two years of the grant, the team was required to pivot with challenges requiring a change of community, a change of PI, and an adaptation to new collaborations. This presentation will focus on the path of this pivot along with participatory approach, models, and process evaluation.

Innovation 2

Tim Getty, Regional Nutrition Coordinator for Heritage Area Agency on Aging
Building collaborations and partnerships; how to keep them going through the life of the grant, how to maintain them after the grant ends

Collaborations are partnerships that are key to the development and implementation of any new project or effort. They also are vital in sustaining and even growing the project or effort after the life of the grant. Learn best practices and also challenges to creating and sustaining collaborations and partnerships, so your project can continue to be successful and potentially grow into the future.

10:15am – 10:30am Morning Break

Enjoy seasonal fruit and assorted breakfast bars. Please take this time to stretch, use the restroom, and connect with others!

10:30am – 11:30am Session 6: Breakout Rooms by Grant Type

Please join the breakout room of your specific grant type. Engage in conversations, brainstorm and troubleshoot topics sent in by yourself and peers!

Savery I Ballroom

Breakout 1: Research and Demonstration

Savery II Ballroom

Breakout 2: Replication Model B (Encore Cafe) and Model D (Restaurant)

Truman Boardroom

Breakout 3: Model A (Malnutrition) and Replication Model C (Suicide Prevention)

11:30am – 12:00pm Work Time and Break

We understand your day-to-day responsibilities do not stop while at this summit. Organizers have set aside work time to allow you to address anything, if needed. Also, feel free to utilize this time to connect with others!

12:00pm – 1:00pm Networking Luncheon
Savory II Ballroom

Enjoy South Side Italiano, buffet style, as you get to know more about your peers within the INNU Grantee network!

1:00pm - 2:00pm

Session 7: Design, Accessibility and Tacos! Why Not Both?
Savery I Ballroom

Marissa Vance, MAC, Communications Manager, Nutrition and Aging Resource Center

Creating accessible resources and materials does not have to be boring or a tedious process. In fact, it can be a skill that you will want to develop to enhance your career. During this session you will learn more about the importance of creating accessible materials and be exposed to basic tools or resources. Plans are to cover how to think outside the box when it comes to how best to present the information and resource documents or other materials. At the end of the presentation, you will have an opportunity to create an ADA compliant document that enhances your stakeholders' experience.

2:00pm - 3:15pm

Session 8: Partnering with City and State Government: Fostering Mutually Beneficial Partnerships
Savery I Ballroom

Moderator:

Shelley Woodall, MS, RDN, LD Program Assistant, Nutrition and Aging Resource Center, Iowa State University Extension and Outreach

Panelists:

Eva Donnelly, Iowa State University Extension and Outreach

Katie Sorrell, RDN, LD, Policy, Systems and Environment Change Coordinator, Iowa State University Extension and Outreach

Michelle Book, President and CEO, Food Bank of Iowa

Mae McCarty, MPH, Regional Supervisor for Nutrition Education, Iowa State University Extension and Outreach

Discover insights and gain knowledge from leaders who have effectively tackled the challenge of food insecurity. The leaders of Food Bank of Iowa, SNAP-Ed, and EFNEP have all created successful programming with federally funded initiatives that have effectively served Iowa's low-income seniors. Their success is grounded in strong statewide partnership networks, involving not only other agencies but also government entities. These programs have formed long-lasting relationships and fostered connections with stakeholders deeply invested in their success. Through sustained collaboration with diverse agencies and government bodies, they have exceeded mere projects to nurture communities and uplift lives. Their joint ventures and advocacy efforts create opportunities to strengthen communities and demonstrate a steady commitment to improving the well-being of individuals and families.

3:15pm - 3:30pm

Break

Please take this time to stretch, use the restroom, and connect with others! Enjoy assorted house-baked cookies, as well!

3:30pm - 3:45pm

Wellness Session
Savery I Ballroom

Cat Rudolph, MS, RD, LDN, 200-hour certified yoga teacher, ACE Group Fitness Instructor, Graduate Research Assistant, Iowa State University

Refresh and rejuvenate with simple movements that will leave you feeling more awake!

3:45pm - 4:45pm

Session 9: Digital Nourishment: Using AI to Cultivate Community Health

Savery I Ballroom

Kris Baldwin, EdD Educational Administration and Leadership with an emphasis on Adult & Higher Education, MA School Library Studies, MEd Secondary Teaching and Learning, BSEd English Education, Iowa State University Extension and Outreach

Connecting with communities can be a challenge. It's important to have messaging that is placed where audiences will access it and for that messaging to be engaging. Generative artificial intelligence resources can help to create remarkable messaging for a variety of communication channels as well as provide increased opportunities for managing those campaigns. This session will provide a brief overview of how generative AI works, share examples of what generative AI can do, and allow for hands-on practice with free online resources.

4:45pm - 5:00pm

Conference Conclusion

Savery I Ballroom

Let's wrap up a great two days, shared together!

Thank you!

On behalf of the Nutrition and Aging Resource Center, thank you for your presence and participation in the 2024 Synergy Summit! We hope you were able to learn, connect and have fun along the way! Thank you, also, for the work you do every day in making a difference in the lives of older adults.