



Guide for Area Agencies on Aging

Updated December 2022

Table of Contents

Table of Contents	2
Background and Purpose	3
The Iowa Café Basics.....	5
5 Steps to Launch:.....	14
Frequently Asked Questions	15
Appendix A: Example Menu	18
Appendix A: Example Menu	18
Appendix B: Sample Monthly Menu Ideas	19
Appendix C: How to Use the Iowa Guide for Menu Planning.....	20
Appendix D: Sample Foodservice Establishment Welcome Letter.....	21
Appendix E: Sample Consumer Welcome Letter	22
Appendix F: The Iowa Café Cost Proposal	23
Appendix G: Sample Iowa Café Contract.....	24
Appendix H: SeniorDine Contact and Pricing.....	27
Appendix I: Restaurant Participation Survey	29
Appendix I: Consumer Survey	30
Appendix K: Newspaper Press Release.....	31
Appendix L: Restaurant Contact Email and Letter Templates	32
Appendix L: Restaurant Contact Email and Letter Templates	33
Appendix M: The Iowa Café Design Toolkit-Canva	34
Appendix N: Example Marketing Letter.....	35
Appendix O: Public Official Letter Template	36

Background and Purpose

With participation in nutrition service participation declining, collaborating with licensed foodservice establishments like restaurants, food trucks, cafés, convenience stores, and grocery stores with hot and cold food options helps increase participation. It has been identified as a successful approach to reaching more older adults who may be at-risk. This guide has been created to streamline the process for your agency to meet the following goals:

Goals:

- Provide choice, quality, and nutritious meal options to food insecure, malnourished, and socially isolated older lowans;
- Diversify meal sites, delivery methods, and food options to meet the needs of an increasingly diverse population and reach communities that lack OAA nutrition services, and;
- Concurrently support local economies.

Target Audience

Adults age 60 and older who are in greatest social and economic need with particular attention to:

- Older individuals with low income
- Older individuals who are part of a minority group
- Older individuals in rural communities
- Older individuals with limited English proficiency
- Older individuals at risk for institutional care

BENEFITS OF



PARTNERSHIPS

**INCREASE CONSUMER
CHOICE AND FLEXIBILITY**



**SERVE CULTURALLY
SPECIFIC MEALS TO A
DIVERSE POPULATION**

**DIVERSIFY THE FOOD
SOURCE SUPPLY CHAIN
& IMPROVE RESILIENCE**



**ATTRACT NEW CONSUMERS
WITH INCLUSIVE SETTINGS**

**SERVE BREAKFAST, DINNER
& WEEKEND MEALS**



**CONNECT CONSUMERS
TO OTHER AAA SERVICES**

**EXPAND OUTREACH &
IMPROVE VISIBILITY**



**ENHANCE DISASTER &
EMERGENCY PLANNING**

**MAIN STREET
ECONOMIC BOOST**



The Iowa Café Basics

How to find an appropriate licensed foodservice establishment

IDA is committed to supporting AAAs in successfully implementing The Iowa Café project. The following individuals and organizations also express support for the project:

- The Office of the Lieutenant Governor
- The Iowa Economic Development Authority
- The Iowa Restaurant Association

Some suggestions to identify licensed foodservice establishment partners include:

- Utilize online mapping software
- Involve AAA Board or Advisory Council
- Ask consumers, employees, friends, and family for recommendations
- Send letters or calling Main Street and Chamber contacts
- Work with IDA and the Iowa Restaurant Association
- Accept inquiries from interested foodservice establishments directly, via an online “Restaurant Interest Form” form or other means.

Menus

Meals must meet 1/3 of the Dietary Reference Intakes (DRI) and Dietary Guidelines for Americans (DGA) by following the most recent Iowa Nutrition Services Guidelines. The Iowa Guide for Menu Planning provides simplicity for meeting the guidelines and is often preferred by foodservice establishment partners. Most restaurants have existing menu items that can meet the guidelines with minimal modification. It is recommended to utilize the restaurant menu instead of inventing new meals, if possible, and to offer multiple options on the restaurant menu to give consumers choice. Menus may include cold meals including salads, sandwiches and wraps.

Meals may include breakfast, lunch, and dinner options, and can be made available any time of day and any day of the week. IDA staff is available for menu assistance, as needed. Additional resources:

- Provide restaurants with a substitution list approved by a Registered Dietitian. See [Sample Substitution List](#).
- Sample menus can be found in the Google Shared Drive ([Menus, Nutrition, and Guidelines](#)).
- Example Iowa Café menus located in Appendix A and B.

Meal Cost

Foodservice establishments may not charge more than they charge the general public for meals. A best practice for cost efficiency is to utilize these guidelines when analyzing foodservice establishment bids:

- Meal cost not to exceed \$10 per meal, and
- Meal cost not to exceed \$12 per meal if delivery is included.

AAAs will work with foodservice establishments to identify appropriate options for the menu. Some suggestions to control cost include:

- Negotiate different pricing for breakfast and lunch meals as breakfast meals are often less expensive to produce
- Limit substitutions
- Limit carry out
- Invite foodservice establishments to contribute to the cost of the meal as a community nutrition security partner (such in-kind gifts also help meet match requirements)
- Adjust portion sizes of menu items to align with nutrition guidelines, for example:
 - Offer a 3 oz burger that meets nutrition guidelines as part of the Iowa Café menu instead of an 8 oz burger, and
 - Label this option as the “Iowa Café Burger” instead of a “children’s” or “senior” burger to avoid possibly alienating consumers.

Technology

Tablet technology is used to streamline the meal tracking and check-in process. This allows consumers to easily “register” or complete an intake form. The tablet can also be used to scan consumers’ meal voucher cards directly upon arrival, decreasing the burden on the restaurant for accounting, and providing a way to ensure that a consumer has meals available before serving. The restaurant should be responsible for the equipment should it be lost, stolen or damaged. A clause should be considered in the contract to address responsibility for lost, stolen or damaged equipment.

[SeniorDine](#) is a program that tracks consumer meals using a credit card-style card or keychain-style card. Each time a consumer eats a meal, the card will be scanned at the foodservice establishment. SeniorDine has capability to track whether the meal is consumed on-site (congregate C1 funding) or Grab & Go (home delivered C2 funding). The AAA may utilize SeniorDine to track consumers, meal counts, and generate a month-end report to be used as an invoice for the AAA’s reimbursement to the restaurant. SeniorDine software also generates a voluntary contribution letter for consumers, and it lists the number of meals the consumer received.

Consumers' cards can be automatically loaded with a preset number of meals per month, and the amount can be determined by the AAA based on available funding, capacity, and prioritization of individuals in greatest nutritional, social and economic need. For example, if a consumer is found to be at higher nutrition risk, living with food insecurity or at risk of malnutrition, more meals may be added onto their card.

SeniorDine requires an iPad or iPod with internet access at the foodservice establishment. Foodservice establishments are responsible for their own internet access. Pricing and contact information for SeniorDine is located in Appendix H.

- [Foodservice Establishment Demonstration Video](#)
- [Consumer Card Balance Demonstration Video](#)

Meal Times

Barring any limitations made by the restaurant, consumers may eat at any time the restaurant is operating including weekends and evenings. This may be an important part of marketing efforts towards the “younger” older adult generation, those who are still working, those who are caregivers, and those who may have less flexible schedules for any other reason.

Congregate vs. Home Delivered Nutrition

Meals can be provided via carry out/Grab & Go, delivery, drive-thru or consumed onsite. Meals consumed onsite should be recorded as a congregate meal. Carry out/Grab & Go, delivery and drive-thru meals should be recorded as a home delivered meal. Meals consumed at home while participating in in-person or virtual interaction arranged by the AAA or provider may be recorded as congregate meals.

AAAs may refer to this [Title III C1 and C2 Service Delivery Decision Tree](#) from the Nutrition and Aging Resource Center to help ensure accurate reporting and data collection.

Voluntary Contributions

Each older individual must be given an opportunity to voluntarily contribute to the cost of the meal per the Older Americans Act and Iowa Administrative Code. It is recommended to mail voluntary contribution letters to each individual

on a monthly basis in order to collect contributions. Best practice is to maintain voluntary contributions processes within

the AAA for The Iowa Cafe. Foodservice establishments should refer all consumers wishing to make contributions to the AAA.

If a consumer wishes to contribute towards the cost of the meal in the restaurant, the restaurant must keep these contributions secure and ensure they are delivered to the AAA. If the AAA and foodservice

establishment agree to accept contributions at the foodservice establishment, a clause should be added to the contract to address this requirement.

The difference between voluntary contributions and tipping the wait staff may be confusing to some consumers. Tips for the restaurant staff will go directly to restaurant employees. AAAs and restaurants may choose to collaborate on educational materials to explain the difference, such as including a reminder to tip wait staff and a separate explanation of voluntary contributions on the printed menu.

AAAs are encouraged to track voluntary contributions received for Iowa Café meals separately. For most providers offering meals through restaurant partnerships, these contributions are higher when compared to contributions for meals offered through more traditional service delivery methods. Data collected may inform AAAs in developing more effective voluntary contributions materials and suggested contribution amounts.

Registration “Intake” Forms

The intake form can be completed online, in-person, by calling the AAA, or through tablet technology at the restaurant. See the graphic below for details. If a consumer registers at the restaurant, the first initial meal can be provided. The foodservice establishment will keep track of this separately to send to the AAA for reimbursement. All other meals cannot be provided until the individual is registered and has an Iowa Café keychain or credit card.

IDA developed an online registration form to streamline registration and maximize participation for Iowa Café consumers. AAAs may also choose to develop their own online registration form. IDA will work with the AAA to coordinate the intake process.

Example infographic describing registration process:



How to Sign Up for The Iowa Cafe



Call Your Local Area Agency on Aging (AAA)



**AAA Phone Number or LifeLong Links
(866)468-7887**



Complete Registration Online



AAA Website



Register in Person at Your AAA or a Participating Restaurant



AAA Address(es)



Contract Process

See sample contract in Appendix G.

- Keep the process simple for contractors - a lengthy contracting process can seem cumbersome and may inhibit or delay partnerships.
- Engage a contract or staff RD or other staff member with comparable expertise to work with each restaurant or grocery store partner both during and after the contracting process. This RD or staff member can guide menu development, serve as a resource for cost-containment strategies, and assist with other needs.
- Consider the predominant aspects of local food culture and develop ways to factor them into the contracting process to ensure programmatic success (i.e. Fish Fry Fridays during Lent, or partnerships with restaurants primarily serving culturally diverse populations in the area). AAAs are encouraged to contract with restaurants that are popular with targeted groups.
- Include specific terms outlining how AAA will reimburse foodservice partners at the contracted rate per meal. Consider specifying that the AAA will not reimburse for staff time, etc. unless additional services are included in the contract.
- Consider adding a contract clause identifying a “site manager” or other foodservice establishment liaison who can help connect consumers with the AAA and additional services, when appropriate. Outline specific expectations and resources.

Food Safety & Sanitation, Compliance and Monitoring Expectations

Restaurants must keep current licensure, food safety protection manager up to date. The AAA will monitor the foodservice establishment on an annual basis, at least. The site is subject to monitoring at any time. The AAA will provide a tool for the establishment to self-monitor on an annual basis, at least. Adherence to the Iowa Food Code is required.

Suggested Sanitation and Training Topics

It may be advantageous to provide trainings or additional resources to restaurant staff. Possible training topics may include:

- Iowa Food Code
- Handwashing and Proper Glove Use
- Three Compartment Sink Systems and/or Sanitizer Solution Policy
- Understanding the “Danger Zone” Time & Temperature Range
- Time & Temperature Records for Food Production
- Corrective Actions
- ServSafe
- Ageism
- Nutrition Needs of Older Adults
- AAA Services to Promote Independence

Restaurant Relations

AAAs should plan to meet with contracted foodservice establishment partners on a regular basis (i.e. monthly) during the first several months to discuss successes and challenges on both sides. Maintain ongoing and frequent two-way communication to address any questions or issues that emerge before they become unmanageable.

Nutrition Education

The OAA and Iowa Administrative Code requires all meal consumers to be provided with monthly nutrition education. The AAA may choose to provide restaurants with nutrition education flyers and/or information to support consumers in accessing in-person or online programming on a monthly basis. AAAs and foodservice establishments may also choose to offer nutrition education programming on-site. “Party” rooms, if available during off-peak dining hours, are especially helpful for offering on-site AAA events. Iowa State University (ISU) Extension and Outreach provides a Words on Wellness (WOW) newsletter that is written by dietitians and is an ideal option for AAAs to use. Fresh Conversations provides monthly nutrition education that is another great option.

Marketing

Special Events help draw in new members.

- Grand Opening
- Chef Demos
- Special Menu Days
- Omelet to Order Day
- Wine tastings
- Fundraisers
- Bring a Friend Day (provide possible incentive)

Offer a variety of new activities (exercise & wellness events, Lunch & learn events, BINGO).

Marketing Tools

Newspapers, Radios, Local TV, Community Networking (See Appendix K for example Newspaper Press Release)

Use technology:

- Facebook/Instagram page
- Make sure website is up to date.
- Create a video or YouTube about your program.
- Promote personal testimonies of consumers in the media.

Contacts

Make contacts with community leaders:

- Faith Based Organizations
- Local Pharmacies
- Food Banks/Food Pantries
- Libraries
- Medical Discharge Planners - hospitals, long term care or skilled facilities



- Veteran Service Organizations
- Local Government
- Local Law Enforcement and Social Services Agencies
- Food Assistance Providers
- Local Rotary and other community clubs and organizations
- Real Estate Agents
- Senior Housing Communities
- Local Clinics, Dentists, Eye Doctors
- Funeral Parlor Directors
- College Campus Cafes
 - [Wisconsin Partnership with Campus Cafe](#)
 - [Ohio Partnership with College Campus](#)

Additional Ideas

- Send “We miss you” mailings or phone calls to encourage those who have had a meal site recently close down to educate them about new restaurant. Send out Post Bereavement Mailings & Invitations.
- Consider an upbeat name of the program such as “The Iowa Café.”
- Be simple and straightforward in marketing.
- Consider purchasing targeted mailing lists by zip code and age.
- Contact home delivered meal clients to encourage possible participation at restaurant (example: home delivered meal consumers transition to congregate meals).
- Provide comment cards at restaurants for consumers to give feedback ([Example Comment Cards](#) or Appendix J for consumer participation survey example).
- Find additional marketing materials in the Canva platform. Access link in the [Google Shared Drive](#)).
- [Marketing Brief NRCNA](#)

Sustainability

The goal of sustainability is to integrate and embed the program into a community's network of coordinated health and social services so that it becomes a routine and integral component of the organization's operations. Sustainability strategies can include a combination of approaches including: funding from healthcare entities, other federal funding, philanthropy, public funding, Older Americans Act funding, development of referral partnerships, etc. Potential funding sources may be community foundations, local business or other entities that may be willing to provide funding, volunteers or to sponsor activities or events.

Some ideas to consider for funding sustainability include:

- Invite foodservice establishment partners to make an in-kind gift toward the cost of meals. Partners can also capitalize on increasing awareness of their commitment to supporting socialization, nutrition security and healthy aging in their community.
- Invite local officials to experience The Iowa Café and its benefits to the community. Educate officials on how nutrition services are funded.

- Request support from the County Board of Supervisors, philanthropic and community development groups, and public and private health partners describing the benefits and outcomes of increasing participation in Older Americans Act nutrition services. (See Appendix O: Example Public Official Letter)
- Gather data and testimonials to tell the story of increasing participation in Older Americans Act nutrition services. Develop infographics that describe the value proposition for different stakeholders.

Additional Resources

- Iowa Department on Aging
 - <https://www.iowaaging.gov>
- Nutrition and Aging Resource Center
 - <https://acl.gov/senior-nutrition>
- Administration for Community Living
 - <https://acl.gov>
- Meals on Wheels America
 - <https://www.mealsonwheelsamerica.org>

5 Steps to Launch:

Suggested process to help guide project planning

1. Initiate a strategic planning process
 - a. Get a planning team together. This may include internal staff such as dietitians, nutrition program staff, etc. This may also include external staff such as public officials, local restaurants, state restaurant association, local grocery store leaders, current consumers, community service providers, senior focused entities, etc.
 - b. Identify the expertise the team needs:
 - i. Knowledge of the local restaurant landscape
 - ii. Knowledge of community
 - iii. Marketing/communications and outreach expertise
 - c. Host a strategy session with your team
 - d. Establish your target population
2. Conduct an environmental scan
 - a. Identify available restaurants and existing nutrition services or community meals; understand regional tastes, local expectations around portion sizes, grocery stores with kitchens.
 - b. Identify a range of reasonable meal costs across your local community. Review published menus and call local food retailers.
3. Engage potential vendors
 - a. Issue a Public Notice outlining partnership opportunity, overview of program, and programmatic goals.
 - b. Find restaurants that service meals within the desired price point or those willing to agree to a mutually beneficial price. See Appendix D for welcome letter template and Appendix F for nutrition cost proposals to send to potential restaurant partner. This can be sent along with the Restaurant Partnership Guide for Older American Act Programs.
 - c. Look to find partners in areas of need as well.
4. Review data collected and contract with identified vendor
 - a. Collaborate with identified partner and negotiate a mutually beneficial contract.
5. Develop implementation procedures and launch partnership
 - a. Review and finalize all product and programmatic specifications outlined in contract.
 - b. Establish bi-weekly or monthly meetings with your local partner to ensure continued communication as collaboration advances.
 - c. Establish an implementation procedure for data management.

Frequently Asked Questions

Q: Can a consumer take food home?

A. Yes, a consumer can take leftovers home. A best practice would be to date the container and provide safe food handling instructions because older adults are at a higher risk for foodborne illness.

Q. Is carry out allowed?

A. One of the key purposes of the Iowa Café and other Older Americans Act nutrition service programs is providing opportunities for socialization, and carry out/Grab & Go may not provide that benefit. AAAs and foodservice establishments may choose to negotiate carry out/Grab & Go availability and terms in the contract agreement. If the AAA and foodservice establishment agree to offer carry out/Grab & Go, these meals must be recorded accurately as home-delivered meals due to federal recordkeeping and funding requirements.

Q. Are we permitted to define relationships and deliverables with restaurants/providers via MOUs instead of formal vendor contracts?

A. No, a contract must be in place for federal funds; a sample contract is attached in Appendix G.

Q. Are we expected to offer this service across all counties, or is this a local decision?

A. This is up to each AAA. Keep in mind that the goal is to serve more meals and more people. Underserved counties should remain a priority. The AAA should consider their entire region.

Q: What if a consumer wants to dine outside of the PSA in which they live or are registered?

A. Some AAAs utilize inter-agency MOUs for this purpose. IDA has drafted a suggested process for AAA consideration when nutrition services are delivered to a consumer outside of the PSA assigned to their home address.

During Registration

- AAA staff member or service provider completing intake in person or via telephone - note whether consumer intends to travel to Iowa Café sites in other PSAs and where
- Registration forms may also include this question or similar: Do you know which Iowa Cafe location(s) you'd like to visit? If so, please let us know which one(s):

When consumer intends to dine in another PSA

- If consumer expresses interest in visiting nutrition sites in another PSA, home AAA will enter consumer data in Wellsky and refer to host AAA(s)

- Host AAA will verify that nutrition registration has been entered into Wellsky, conduct prioritization for wait list (if applicable) and issue additional dining card(s) or vouchers, if needed
- Home and host AAAs may need to coordinate meals available on consumer cards to align with consumer need and program capacity; available meals in each PSA should be clearly communicated to consumers

Data Reporting

- Home AAA maintains responsibility for consumer intake reporting in Wellsky
- Typically based on consumer address
- Out of state residents typically referred to nearest AAA
- Host AAA will report any meals provided in their PSA

Q. Can we serve people under 60?

A. The same Older Americans Act Title III-C rules and Iowa Administrative Code apply.

Q: Does the dietitian need to receive recipes from the restaurant to run a nutrient analysis?

A. Not necessarily. The dietitian can use the Iowa Guide for Menu Planning to approve menus used. It is important to take note of serving sizes in this case, and make sure the restaurant uses standardized recipes.

Q: Does the restaurant need to make a new menu from scratch?

A. No. It would be advantageous to use what the restaurant is already serving. The foodservice establishment may need to add certain components to meals that are already being served.

Q. What information do we need to collect from new consumers?

A. Nutrition Intake forms as specified in the current Reporting Manual need to be completed initially and on an annual basis.

Q. Is Nutrition Education or Nutrition Counseling required at the restaurant “meal site”?

A. Yes, nutrition education and nutrition counseling will have the same requirements as typical meal sites.

Q: Can approved meals be from the restaurant menu?

A: Yes, depending on the meal. For approving menus, it is best to work with the dietitian and agency staff for menu planning. It may be easiest to use the existing menu and modify meals to fit nutrition requirements.

Q. How do the voluntary contributions work at restaurants?

A. This can be up to the AAA. Best practice is to maintain voluntary contributions processes within the AAA for The Iowa Café, as this is also helpful in making the distinction between contributions and tips for foodservice employees. It is recommended to mail voluntary contribution letters to each individual on a monthly basis in order to collect contributions, or reach out in another way, such as email or text-to-give. AAAs may find it helpful to explain the difference between tips for foodservice employees and voluntary contributions in welcome letters and monthly contributions letters sent to consumers, as well as in materials provided to the foodservice establishment (such as an educational table tent or an explanation on the printed menu).

Appendix A: Example Menu



THE
iowa
CAFÉ

MENU

RESTAURANT NAME | LOCATION

MAINS (PICK 1)

Served with lettuce, tomato, onion

- BLT Sandwich
- Cheeseburger
- Grilled Chicken Sandwich
- Chicken Bacon Ranch Sandwich
- Cod Fish Sandwich
- Hamburger
- Haystack
- Mushroom & Swiss Burger
- Patty Melt
- Pizza Burger
- Reuben Sandwich
- Smoked BBQ Pulled Pork Sandwich
- Grilled Tenderloin

Chef Salad (made with ham, grilled chicken or breaded chicken), served with a breadstick side.

SIDES (PICK 1)

- Coleslaw
- Pea Salad
- Baked Potato
- Side Salad
- Green Beans
- Vegetable of the Day

BEVERAGES (PICK 1)

- Coffee
- Tea
- Milk
- Orange Juice

BREAKFAST

SERVED WITH CHOICE OF BEVERAGE

- 2 Egg Omelet (3 ingredients) + 2 slices toast
Onions, Tomatoes, Onion/Pepper Mix, Mushrooms, Green Peppers, Jalapenos, Bacon, Sausage, Ham
- 2 Eggs, 2 slices toast, hash browns + 1 side fruit
- Ham, sausage or bacon with egg and cheese on Texas toast + 1 side of fruit

Appendix B: Sample Monthly Menu Ideas

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>A: BBQ Chicken Sandwich Sweet Potato Fries Broccoli Pineapple</p> <p>B: Egg Salad Sandwich Carrot Sticks Potato Chips Watermelon 1% Milk</p>	<p>A: Mustard Glazed Tilapia French Cut Green Beans Red Beans & Quinoa Cherry Pie</p> <p>B: Dinner Salad Lentil Soup w/ Italian Sausage Cantaloupe WW Roll 1% Milk</p>	<p>A: Baked Pork Chop Butternut Squash Creamed Kale WW Roll Cinnamon</p> <p>Applesauce</p> <p>B: Deli Turkey Sandwich Pickled Beets Cottage Cheese Choc Chip Cookie</p>	<p><i>Build Your Own Soup & Salad Bar</i></p> <p>Romaine Lettuce Salad Tomato Basil Soup Honeydew Melon Yogurt Parfait</p>	<p>A: Hamburger Parsley Potatoes Roasted Brussels Sprouts Berry Mix</p> <p>B: Tuna Salad Sandwich Cucumber Slices Black Bean & Corn Salad Brownie 1% Milk</p>
<p>A: Country Fried Chicken Mashed Potatoes with Gravy Asparagus Pears & Pineapple 1% Milk</p> <p>B: Ham Balls Scalloped Potatoes Green Beans WG Bread Angel Food Cake w/ Berries</p>	<p><i>BREAKFAST FOR LUNCH DAY</i></p> <p>A: Cheese and Veggie Omelet Hashbrowns Avocado Slices Banana 1% Milk & LS Tomato Juice</p> <p>B: Breakfast Sandwich Tomato Slices Cinnamon Roll 1% Milk & OJ</p>	<p>A: Maid Rite Sandwich Peas & Carrots Potato Salad Watermelon 1% Milk</p> <p>B: Baked Salmon Roasted Broccoli & Cauliflower Potato Wedges WG Roll Peach Crisp</p>	<p>A: Lasagna Side Salad Breadstick Raspberry & Blackberry Mix 1% Milk</p> <p>B: Open Faced Turkey Sandwich Mashed Potatoes with Gravy Corn Strawberry Ice Cream</p>	<p><i>Build Your Own Taco Bar</i></p> <p>Turkey Taco Meat or Fajita Chicken Hard Shell or WG Tortilla Rice and Beans Pineapple 1% Milk</p>
<p>A: Pot Roast with Gravy Root Veggies Baked Sweet Potato WG Roll Yogurt Parfait</p> <p>B: Liver & Onions Fried Potatoes Corn on the Cob Watermelon 1% Milk</p>	<p>A: Pulled Pork Sandwich Three Bean Salad Coleslaw Rosey Applesauce</p> <p>B: Lemon Baked Cod Brown Rice Pilaf Steamed Cabbage Carrot Cake 1% Milk</p>	<p><i>Build Your Own Pasta Bar</i></p> <p>WG Spaghetti or Rotini Noodles Pasta Sauce or Alfredo Sauce Meatballs or Chicken Side Salad Garlic Bread Snickerdoodle Cookie 1% Milk</p>	<p>A: Turkey Burger Baked Potato Stewed Tomatoes Blueberry Pie 1% Milk</p> <p>B: BLT Sandwich Minestrone Soup Blueberry Yogurt Peaches</p>	<p>A: Beef Stroganoff Roasted Green Beans WG Bread Oatmeal Raisin Cookie Vanilla Ice Cream</p> <p>B: Shrimp Fried Rice Egg Roll Mandarin Oranges 1% Milk</p>
<p>A: Teriyaki Chicken Stir Fry Veggies Brown Rice Apple Crisp with Ice Cream</p> <p>B: Spinach Salad Creamy Chicken</p> <p>Rice Soup WG Roll Apricots 1% Milk</p>	<p>A: Pork Tenderloin Baked Beans Broccoli Slaw WG Roll Sweet Cherries 1% Milk</p> <p>B: Salisbury Steak Baked Sweet Potato Summer Squash Medley Banana Crème Pie</p>	<p>A: Chicken Fettucine Sauteed Zucchini Breadstick Strawberries</p> <p>B: Philly Cheesesteak Sandwich French Fries Spinach Salad Rice Krispie Treat 1% Milk</p>	<p><i>Build Your Own Baked Potato/Mashed Potato Bar</i></p> <p>Baked Potato or Mashed Potatoes Sugar Snap Peas Grapes Chocolate Chip Cookie 1% Milk</p>	<p>A: Broccoli Ham Casserole Steamed Cauliflower WG Bread Strawberry Jello</p> <p>B: Garlic & Herb Chicken Baked Potato Chips Asparagus Fresh Orange 1% Milk</p>

Appendix C: How to Use the Iowa Guide for Menu Planning

Food Group	Portion Size	Monday	Tuesday	Wednesday
Protein	3 oz meat/fish/poultry; 1 egg= 1 oz	Roast chicken	Mixed bean soup, 1.5 cups	Baked salmon
Grain #1	1 slice bread, 1- 6" tortilla; 1/2 cup rice/pasta, 5 crackers	Whole wheat roll	Baked cheese quesadilla with whole wheat tortilla	Wild/brown rice pilaf
Grain #2	1 slice bread, 1- 6" tortilla; 1/2 cup rice/pasta, 5 crackers	Oatmeal topping on apple-raisin crisp dessert	Large tortilla, 12 "	Sour dough bread
Vegetable #1	1/2 cup cooked, 1 cup leafy greens, 1 small whole vegetable	Small baked sweet potato	Pepper, tomato corn salsa	Low-fat creamed spinach
Vegetable #2	1/2 cup cooked, 1 cup leafy greens, 1 small whole vegetable	Broccoli with diced red pepper	5 carrot sticks or 1/2 cup cooked carrots	Low-sodium vegetable juice
Fruit	1/2 cup canned/frozen; 1 small raw, 1/4 cup dried	Apples/raisins in dessert	Strawberries or blueberries	Pineapple canned in its own juices
Dairy/ Alternate	1 cup low-fat fluid (reconstituted dry or evaporated milk) 1.5 to 2 oz cheese	1% milk	Cheese in quesadilla; 1.5 oz	1% milk
Dessert (optional)	1/2 cup dessert option, 2 small cookies	Apple-raisin crisp		
Oil/margarine	1 Tablespoon oil, 1 Tablespoon soft margarine, 2 Tablespoons salad dressing	1 tablespoon soft margarine		1 tablespoon soft margarine
Beverages	8 oz	Coffee, tea, water	Coffee, tea, water	Coffee, tea, water

Source: National Resource Center on Nutrition & Aging

Hello,

You are receiving this packet containing information regarding a restaurant voucher program because we are interested in collaborating with you! Enclosed is a brief description about the congregate meal program with *[Area Agency on Aging]*. There is also a restaurant partnership guide containing FAQs.

Please contact *[Nutrition Director]* at *[Area Agency on Aging]* at *[Email or Phone number]* for more information and a Request for Proposal packet.

Thank you!

Appendix E: Sample Consumer Welcome Letter

DATE

NAME

ADDRESS LINE 1

ADDRESS LINE 2

Welcome to The Iowa Café! Enclosed is your meal card to use at [The Iowa Café foodservice establishment(s)] up to [number] meals a month. Each month, [number] meals will be automatically loaded on to your card, and they will not “roll over” to the next month. At the beginning of each month, you will receive a voluntary donation request letter to help us sustain this great service. An example of the letter is below:

NAME,

THIS IS NOT A BILL

We hope you are enjoying your meals offered by The Iowa Café in partnership with RESTAURANT NAME. The Iowa Café provides these meals with federal, state and local funding along with voluntary donations from consumers.

While you are not required to pay for your meals, it is helpful to know that your voluntary donations support the cost of the meals. You can continue to obtain your meals at RESTAURANT NAME regardless of your ability to pay. Our greatest concern is for your continued nutritional health.

For your information, the average meal costs \$8.00 to produce and deliver. We suggest a confidential voluntary donation of \$5.00 per meal; however, we will gratefully accept any donation you are able to make. You can send your monthly donation by cash or check to NAME Agency on Aging. Please make a notation on the check that the donation is for your meals at RESTAURANT NAME

Number of meals used in February:

Please make your check payable to “NAME Agency on Aging” and mail to:

NAME Agency on Aging

c/o Finance Department

ADDRESS LINE 1

ADDRESS LINE 2

If you have any questions, please call NAME at XXX-XXX-XXXX.

Sincerely,

NAME



The Iowa Café Cost Proposal

Name of Restaurant: _____ Date: _____

Address: _____

Name of owner: _____ Phone: _____

Email: _____

Does your foodservice establishment have internet access? _____

Food Service License # _____ Expiration Date _____

Website _____

Service provided	Reimbursement Price Per Meal	Contact name
Iowa Café Meals (dine-in)	\$ _____.	

Please attach a copy of the menu to this proposal.

DISCLAIMER: This is a sample contract. Use your own counsel to adjust as you see fit.

**CONTRACT BETWEEN
[AAA/AGENCY NAME]
AND
[CONTRACTOR NAME]**

This Contract, by and between [AAA /Agency Name], an independent 501(c)(3), [Address] hereinafter 'Agency', and [Contractor Legal Entity Name] ("Contractor"), is for the provision meals to older adults as set forth below.

Term of Contract:

This Contract shall be effective from [DATE] ("Effective Date") until [DATE]. The Agency shall have no obligation for goods or services provided by the Contractor prior to the Effective Date.

Scope of Services:

- a. Contractor shall provide meals using funding provided by Agency.
- b. Meals shall be made in compliance with the following:
 - i. The contractor shall serve meals as described in dietitian-approved menus to ensure compliance with current Iowa Nutrition Services Guidelines.
 - ii. The contractor shall ensure that nutrition services meet all food safety standards and are in compliance with local health department regulations.
 - iii. Every precaution shall be taken to ensure that all foods are stored, prepared, held and served within the temperature guidelines established by the Iowa Department of Inspections and Appeals.
- c. If Contractor provides delivery service under this contract:
 - i. Delivery employee shall not be a convicted felon, or have a record on:
 - 1) Dependent Adult Abuse Registry, or
 - 2) Child Abuse Registry, or
 - 3) Sex Offender Registry
 - ii. Delivery employee shall notify Agency immediately if home-delivered meal consumer is not at home when delivery is attempted.
- d. Contractor, employee(s), or volunteer(s) associated with Contractor shall not request, solicit, or accept any form of payment. The contractor staff and/or wait staff may accept tips, but this must not be coerced. Voluntary contributions shall not be accepted by the contractor. The AAA will solicit and receive all voluntary contributions.
- e. The contractor must keep current licensure and food safety protection manager up to date. The site is subject to monitoring at any time. The agency will monitor on an annual basis, and will provide the contractor with a tool for self-monitoring every six months. Adherence to the Iowa Food Code is required.

Payment Terms:

The Agency shall reimburse Contractor \$____ for each meal served on-site to an eligible congregate nutrition service consumer; and \$____ for each meal delivered to an eligible home-delivered nutrition service consumer. These rates include all applicable taxes, fees, overhead, and all other direct and indirect costs incurred or to be incurred by the Contractor. The (Contractor) shall not charge (AAA) more than what it charges the public for the same meal during normal operations.

In no event shall the liability of the Agency under this contract exceed \$_____ [per month/quarter/year].

The contractor will be provided with a tablet. This is for program use only. If the equipment is lost, stolen or damaged the contractor will be required to reimburse the agency for the lost, stolen or damaged equipment.

Terms and Conditions:

Contractor understands the funds provided by Agency may be provided with limiting terms and conditions. Contractor hereby accepts and agrees to abide by all terms and conditions that come from the use of said funds.

Termination:

Termination by Either Party for Convenience. At any time during the term of the Agreement, either party may terminate this Agreement for any reason by giving thirty (30) calendar days' notice in writing to the other party of the intention to terminate.

Termination Due to Default. If either party defaults in the performance of a material obligation under this Agreement and fails to cure such default within thirty (30) days after receipt of a written notice given by the other party demanding that the default be cured, the non-defaulting party may terminate this Agreement immediately upon giving a written notice of termination.

Termination by Agency Due to Funding or Direction from the Iowa Department of Aging. In the event of reduction, suspension, discontinuance, or other unavailability of funds provided by the Iowa Department on Aging, Agency may immediately terminate this Agreement without penalty. In the event, the Iowa Department of Aging directs Agency to directly provide the services contemplated in this Agreement, Agency may immediately terminate this Agreement without penalty. All outstanding amounts owed will be promptly paid and Agency will work with Contractor to notify Consumers of the change in services.

Termination Due to State Action. This Agreement is contingent upon the approval of the Iowa Department on Aging which has the right to review and approve all subcontracts between Agency and its Contractors. If the Iowa Department on Aging or any other state agency refuses to approve this

Agreement, Agency may immediately terminate this Agreement. All outstanding amounts owed will be promptly paid and Agency will work with Contractor to notify Consumers of the change in services.

Rights on Termination. Termination of this Agreement for any reason shall be without prejudice to any rights which shall have accrued to the benefit of either party prior to such termination. Termination of this Agreement shall not relieve either party from obligations which are expressly indicated to survive termination, including, without limitation, the obligations arising in this contract.

Relationship of the Parties:

The parties to this Agreement understand and agree that their relationship is that of independent contractors. Nothing contained herein shall be construed or implied to create a partnership of joint venture between the parties, nor shall either party be considered an agent or employee of the other party.

Execution:

IN WITNESS WHEREOF, in consideration of the mutual covenants set forth above and for other goods and valuable consideration, the receipt, adequacy and legal sufficiency of which are hereby acknowledged, the parties have entered into the above Contract and have caused their duly authorized representatives to execute this Contract.

[Contractor]

[Agency]

CatMatt LLC DBA CatMatt Software Solutions

Contact: Lisa LaBonte
Phone: 203-465-9711

Address: PO Box 4176, Windham, NH 03087
Email: Llabonte@catmatt.com

Startup Costs as of 2022:

- \$995-\$1,995 one-time set up cost for an organization to use SeniorDine, depending on integration needs and other factors
- \$150-\$450 Apple iPod or iPad mini per restaurant
 - Note: some restaurants already own their own iPad or iPod, and there would be no need to purchase additional tablets. SeniorDine sells iPads and will mail with pre-loaded software; however, you are also welcome to purchase your own, and SeniorDine will provide instructions to download software. You may be able to find used or older versions of iPads and iPods for a discounted price from companies such as Backmarket.com. Pricing and availability of new devices will depend on market and supply chain.
- Cards ~\$.60 per consumer. Customization details may vary and 2022 estimates are included below.
 - Custom card design
 - Black text front only
 - Preprinted / Renumbered
 - 100 cards \$0.65 each
 - 500 cards \$0.60 each
 - 1000 cards \$0.55 each
 - 2000 cards \$0.53 each
 - On demand / personalized with customer name
 - Any quantity \$0.95 each
 - Black text front and back
 - Preprinted / Renumbered
 - 100 cards \$0.75 each
 - 500 cards \$0.70 each
 - 1000 cards \$0.65 each
 - 2000 cards \$0.63 each
 - On demand / personalized with customer name
 - Any quantity \$1.05 each
 - Full color front black text back
 - Preprinted / Renumbered
 - 100 cards \$0.99 each
 - 500 cards \$0.95 each
 - 1000 cards \$0.90 each
 - 2000 cards \$0.88 each
 - On demand / personalized
 - Customer name any quantity \$1.49 each
 - Customer name & photo ID and quantity \$1.99 each



- Key Chain card
 - Black & White \$0.30
 - Color \$0.45

Recurring Costs:

- \$0.20 per swipe/scan. This covers data management and includes funder reports, merchant invoices and all card data.

Appendix I: Restaurant Participation Survey



Restaurant Survey

Thank you for your participation in The Iowa Café – a restaurant partnership program to serve older adults nutritious and balanced meals. Your feedback can help us to serve more older adults in need of nutrition services and socialization opportunities. The Iowa Department on Aging and _____ (AAA name) would like to know about your experience as a meal provider. Please complete the survey below.

1. What mealtime did you serve? *Select all that apply.*
 Breakfast Lunch Dinner
2. How many meals per day did you provide?
 25 - 50 50 - 75 75 - 100
 100 - 125 125 - 150 150+
3. What types of meals were available? (Check all that apply)
 Dine-In Delivery Carry Out/Grab & Go
 Other _____

<i>Please rate your level of satisfaction with the following:</i>	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
4. Application process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Communication with the area agency on aging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Contracting process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Ease of meeting meal requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Established reimbursement/meal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Senior Dine program and technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Invoicing/reimbursement process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Overall satisfaction with participating in The Iowa Café	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Use the space below to share any additional feedback. Please provide comments to any statements you responded "dissatisfied" or "very dissatisfied".



Appendix I: Consumer Survey



Consumer Survey

Thank you for your participation in The Iowa Cafe – a restaurant partnership program to serve older adults nutritious and balanced meals. The Iowa Department on Aging and _____ (AAA name) would like to know about your experience as a consumer. Please complete the survey below.

1. What mealtime did you receive meals? *Select all that apply.*
 Breakfast Lunch Dinner

2. What type of meal(s) did you receive? *Select all that apply.*
 Dine In Carry Out Delivery

3. How many meals per week did you receive?
 1 - 3 3 - 5 5 - 8
 8 - 10 10+

4. How much of the meals did you typically consume?
 All Most About half
 Less than half None

<i>Please rate your level of satisfaction with the following:</i>	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
5. Quality of the meals received	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Taste of the meals received	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Temperature of the meals received	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Variety of the meals received	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Menu options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Registration process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Ordering process, if applicable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Overall satisfaction with participating in The Iowa Cafe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Use the space below to share any additional feedback. Please provide comments to any statements you responded "dissatisfied" or "very dissatisfied".





FOR IMMEDIATE RELEASE

[DATE]

[AGENCY] partners with Iowa Department on Aging and local small businesses to expand nutrition services for older Iowans

[AAA NAME] Area Agency on Aging is a local agency that provides services to address the needs and concerns of older adults. The agency is one of 6 area agencies on aging in the state of Iowa. [AAA NAME] covers the [name region] areas of Iowa, currently serving [number of counties]. Services offered by [AAA NAME] include congregate and home delivered meals, promoting health and socialization among older adults.

[AAA NAME] has recently implemented a new program called The Iowa Café. The Iowa Café is a new, innovative partnership between local Area Agencies on Aging and local foodservice establishments such as restaurants, food trucks, cafes, etc.

A local restaurant, [RESTAURANT NAME], has partnered with [AAA NAME] to provide meals for older adults, age 60+, and their spouse of any age. These meals will be available during restaurant hours [RESTAURANT HOURS]. [AAA NAME] has an extensive menu with available meals offered by the program.

To register, contact [AAA NAME] directly at [PHONE NUMBER].

Once registered, eligible consumers will receive a key card in the mail that will need to be presented when visiting the restaurant.

If you are a restaurant interested in partnering with [AAA NAME], please contact Nutrition Services Director, [CONTACT NAME], directly at [EMAIL OR PHONE #].

A portion of the cost of services is provided through federal, state and local funding. All consumers are provided an opportunity to make a contribution, which helps to expand services to more older adults. If you would like to make a donation, please check out [WEBSITE] for ways to donate.



Appendix L: Restaurant Contact Email and Letter Templates

Quick Email

Hello [NAME],

I hope this email finds you well. My name is [NAME], and I am the Healthy Living Director at the [AAA NAME] Area Agency on Aging. In partnership with the Iowa Department on Aging, we have launched an exciting restaurant partnership program to serve more older adults called The Iowa Café. The Iowa Café works with local restaurants to serve meals to adults age 60+, and the restaurants are reimbursed for their meal cost. I attached more information about The Iowa Café to this email.

I'm reaching out to ask for your help in marketing the program and connecting with local restaurants. If you know any restaurants that are interested in being an Iowa Cafe site, please let me know or encourage them to contact me directly at [contact details].

Please let me know your thoughts and if you have any additional questions. I am more than happy to set up a phone call to discuss further.

[NAME]



Appendix L: Restaurant Contact Email and Letter Templates
Formal Letter

Dear [NAME],

We hope this letter finds you well. Your organization is being contacted as a potential partner in providing nutrition services and socialization opportunities for older Iowans.

Under the Older Americans Act, the Iowa Department on Aging receives federal funding each year from the Administration for Community Living. This funding is redistributed to Iowa's six Area Agencies on Aging. [AAA NAME] Area Agency on Aging covers the [AREA] area of Iowa. A portion of this funding helps provide nutritious meals to older adults, aged 60+, through partnerships with local restaurants. It is also one of the goals of the program to identify and serve older adults who are food insecure, socially isolated, and located in rural areas.

We are looking for your assistance in identifying restaurants in your community that may be interested in partnering with our organization and older adult nutrition programs. **Please respond with any interested restaurants and contact information (Name of Restaurant, Manager Name, Phone, and Email).**

We would be happy to set up a conference or phone call to discuss any questions you may have regarding this program.

Sincerely,

Iowa Department on Aging

[AAA NAME] Area Agency on Aging



Appendix M: The Iowa Café Design Toolkit-Canva

The Iowa Café Design Kit is available on www.canva.com. Please contact Bambi Press or Alex Bauman with questions on accessing the design kit. Additional information available in the Google Shared Drive ([Canva Information Shared Drive](#)), and a screenshot of example materials are included below. Current materials include:

- Menu Template
- Poster
- Table Tents

The Iowa Cafe Design Kit ☆



Example Iowa Cafe Menu Tem...



The Iowa Cafe Menu Template



The Iowa Cafe Poster



The Iowa Cafe TableTents



Help ?



Dear XXX,

Northeast Iowa Area Agency on Aging is offering an exciting new program in your area! The Iowa Café is a partnership program between NEI3A and local restaurants to allow you to get out and socialize, and enjoy a hot, nutritious meal, all while supporting a local business in your community.

We have all felt the effects of social distancing during these past few years. Now is the perfect time to take advantage of this unique program designed to improve your mental and nutritional health!

We are partnering with Bents Smokehouse & Pub in Westgate in your area. Here is how the program works:

- If you are age 60 or over (or the spouse of someone who is), you qualify for this program.
- Three easy options to register:
 - Visit www.nei3a.org/iowa-Cafe and register online.
 - Call NEI3A at 1-800-779-8707 and press 1 at the prompt.
 - Visit Bents Smokehouse & Pub in Westgate and request to sign up.
- NEI3A will send you an Iowa Café key card.
- Your key card can be used up to 12 times per month – once per day.
- When you visit Bents Smokehouse & Pub (or any other participating Iowa Café restaurants) scan your card and pick from the Iowa Café Menu.

It is that easy! There are no fees to participate in the program, and no payment is required. However, we will send you a monthly letter offering you a chance to contribute toward the cost – helping us provide this service for more people.

Do you want to support your local community and socialize with friends, all while enjoying a delicious meal? Get registered today!

Signature



Appendix O: Public Official Letter Template

Date

Title [Name of Public Official]

Office

Office Address

Dear [NAME],

I hope this letter finds you well. My name is [NAME], and I am the Healthy Living Director at the [AAA NAME] Area Agency on Aging. I'm reaching out to make sure you are aware of an exciting public-private partnership that is increasing access to nutritious meals and socialization opportunities for older Iowans 60+ in [area] called The Iowa Café. This program works to identify and serve older adults who are food insecure, socially isolated, and located in rural areas. Local restaurants, who have been hit hard by the pandemic and inflation, also get an economic boost. An integrated network of community partners is working to increase awareness of services like these that promote healthy aging and independence in [area].

Under the Older Americans Act, the Iowa Department on Aging receives federal funding each year from the Administration for Community Living that is redistributed to Iowa's six Area Agencies on Aging. [AAA NAME] Area Agency on Aging leverages this funding to help provide a suite of services to promote healthy aging in the community. [AAA] is also working to develop sustainable funding arrangements to expand access to these important services for older Iowans.

In addition to the Iowa Department on Aging, some key individuals and organizations who express support for the project include:

- The Office of the Lieutenant Governor
- The Iowa Economic Development Authority
- The Iowa Restaurant Association

I invite you to join me for lunch at [list nearby Iowa Cafe locations] or meet at your convenience to discuss how you can get involved. We would be happy to set up a conference or phone call to discuss any questions you may have.

Sincerely,

Iowa Department on Aging

[AAA NAME] Area Agency on Aging

