

“Telling Your Story”

Innovations in Nutrition Grantee Annual Conference Recap
August 4–5, 2022
Des Moines, Iowa

How do you tell your story?

2019, 2020, and 2021 Innovations in Nutrition Programs and Services (INNU) grantees gathered for an annual conference hosted by the Nutrition and Aging Resource Center. The theme of the conference was, “Telling Your Story,” and the goal was for grantees to learn how to deliver compelling messages about their projects through data, evaluation, storytelling, targeting, and peer networking. It was a successful two days of learning and networking together. Grantees learned how to share their work and impact on older adults. From the keynote speakers, INNU grantee recognition and presentations, to networking and capstone sessions, it was a fun and meaningful conference. Grantees were also provided with headshots. Quick videos of grantee projects were recorded called “lightening talks.” Look for these on the Nutrition and Aging website soon. We look forward to meeting again in 2023!



Thank you to our keynote speakers:

Telling Your Story

[Barbara Mayfield, MS, RDN, LD, FAND](#)

Founder and President
Nutrition Communicator, LLC

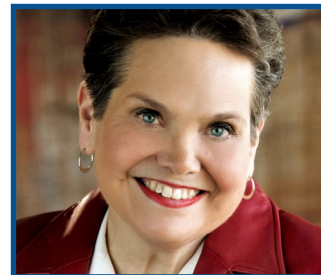
Project Evaluation

Sarah Al-Mazroa Smith, Ph.D.
Education and Training Coordinator
National Institute of Antimicrobial Resistance
Research and Education

Targeting Those at Greatest Economic and Social Need

Jennifer Margrett, Ph.D.
Associate Dean for Research and Graduate
Education
Director, Gerontology Program
Professor of Human Development and Family
Studies, Iowa State University

[Learn more about the keynote speakers](#)



"Telling Your Story" creative notetaking board:
a graphic recording by [Nathan T. Wright](#)

INNOVATIONS in NUTRITION GRANTEE CONFERENCE

AUGUST 4-5, 2022

"Telling Your Story"

Hosted by the Nutrition and Aging Resource Center

INNOVATION is to IMAGINE the FUTURE and FILL in the GAPS. ⁹⁹
- Brian Halligan

You are creating a BETTER FUTURE for THOSE YOU SERVE!

are you LISTENING to your audiences?

What are your storytelling TOOLS?

IS YOUR MISSION STATEMENT CONCISE? COMPELLING? CLEAR?

"If you CONFUSE, you LOSE." ⁹⁹
- Donald Miller

WHY? tell our story??

Secure FUNDING
Raise AWARENESS
Reach people AT RISK
BUILD community support
CHANGE the WORLD!

How well do you KNOW your audience?

DON'T CONFUSE your audience?
Determine your story's KEY MESSAGES

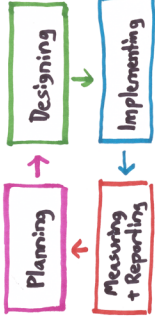
GOALS are broad statements of what the project was created to accomplish

NUMBERS without CONTEXT are MEANINGLESS

WHAT IS EVALUATION?

Systematic and objective assessment of an ongoing project or completed project

EVALUATIONS should be implemented through the ENTIRE PROCESS



KEEP MOMENTUM after the grant

Bethesda NEW Nutrition continued to provide shelf-stable meals during COVID-19. Georgia State University + Virginia Tech + Atlanta Regional Commission trained 160+ volunteers, staff and providers in home meal delivery in Applied Suicide Intervention Skills. Erie County Department of Senior Services increased participation in the Go + Dine Restaurant Dining Program with more options and Flexibility. Heritage Area Agency created three EncoreCafe pop-ups in Cedar Rapids area.

Art: [nathanwright.com](#)

STORIES are about PEOPLE! ⁹⁹
+ illustrate numbers EFFECTIVELY

is a UNIVERSAL form of COMMUNICATION

IMAGINATION + INNOVATION = REALIZATION
- Denis Waitley

Pop culture + media tends to skew NEGATIVE and US vs. THEM and "SILVER TSUNAMI"

How do we tell the STORY of AGING?
COVID-related ageist messaging: HIGH RISK SOCIAL ISOLATION BAD AT TECH SACRIFICE

What can we do with all this evaluation data?

Provide purpose Grants Tell your story to stakeholders
Priorities Alignment of needs Data for future funds

Project names should be DESCRIPTIVE
Keep fonts CONSISTENT thru document

We go beyond clinical work.
- Kenji Sanni

We try to bridge the differences between faiths.
- Maria Comas

We're glad innovation is messy. It allowed us to pivot.
- Leah Bunk

Capstone Project

Use charts + graphs to Break up monotony
List 5 pieces of advice and use quotes

check our 508 compliance guide
Submit in RAW FINAL format (ppt, doc not pdf)

HISTORICAL VIEW OF RETIREMENT:

optimized lifespan outliving
Over-the-hill Few retired

Older adults who experienced more RISK AGEISM had worse MENTAL and PHYSICAL health

Why REFRAME aging?

changes in communication leads to changes in discourse lead to changes in thinking lead to changes in behavior lead to changes in policy and practice

@AgingNutrition #INNU2022

Thank you to our Previous Grantee panel:

Livleen Gill, MBA, RDN, LDN, FAND
Bethesda NEWtrition and Wellness Solutions; Addressing Malnutrition in Community Living Adults, A toolkit for Area Agencies on Aging
Mary Chase Mize, PhD, LPC, NCC
Georgia State University; Senior Nutrition Program Evidence-Based Suicide

Ryan Gadzo
Erie County Department of Senior Services-New York; Modernizing the Congregate Dining Program with Restaurant Partnerships

Tim Getty, MBA
Heritage Area Agency on Aging; Innovating Congregate Meal Sites through the Encore Café

[Learn more about the previous grantee panel speakers](#)



Thank you to our 2019 Grantee Presenters:

Eastern Area Agency on Aging
Tabatha Caso, LSW
Chief Program Officer
Educational Health Resources International (EHRI)
Kemi Sanni, DNP, MSN, APRN, CRNP
WeCare Program Director
Interfaith Ministries for Greater Houston
Leslie Kia, Director, Meals on Wheels
Healthcare Innovation
Martin Cominsky, President and CEO
LifeCare Alliance
Leah Bunck, MSW, LSW
Assistant Director Nutrition Programs
Melinda Rowe, BSN, RN
Director of Wellness & Central Ohio
Diabetes Association
Public Health Solutions
Ailin Liu, MN
Senior Program Manager, Food Initiatives
Laila Khundkar, MPH
Deputy Director—Community Health and Nutrition Access

Texas Health and Human Services Commission
Linda Netterville, MA, RD, LD
Dietitian Consultant, HHSC, Access and Eligibility Services, Community Access
Nandita Chaudhuri, Ph.D.
Research Scientist—Public Policy Research Institute; Texas A&M University

University of Utah
Susan Saffel-Shrier, MS, RDN, CD, Cert. Gerontologist Professor | Department of Family and Preventative Medicine—University of Utah School of Medicine

[Learn more about the 2019 grantee presenters](#)



“Innovation is to imagine the future and fill in the gaps.”

– Brian Halligan

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