

# Tips to Help Your Senior Nutrition Program Run Smoothly

## ▶ **Planning**

### **Create a plan.**

A guiding document for the Senior Nutrition Program.

### **Develop a crisis plan.**

A crisis can happen at any time. It is not a matter of if, but when, a crisis will occur.

## ▶ **Communications**

### **Develop a marketing and communications plan.**

Let your community know who you are and what you do.

### **Use word of mouth.**

Promotion includes communication – conversations with family, friends, neighbors, and community members.

## ▶ **Administration**

### **Manage finances.**

Schedule reviews of program costs for peace of mind and to be ready for reporting time.

### **Keep detailed records.**

Monitor the details of the program – show value and results to stakeholders.

## ▶ **Building Connections**

### **Know your customers.**

Ask customers what is important to them.

### **Build partnerships.**

Partnerships can expand reach within the community.

## ▶ **Evaluation**

### **Solicit feedback.**

Check in with consumers – consumers have great suggestions for improvement.

### **Measure what matters.**

Track key metrics and consider options that will help the program grow.

Source: [Tips to Ensure Your Senior Nutrition Program Runs Smoothly and Efficiently](#)