

Senior Issues – Food Workgroup Meeting Notes Tuesday, November 10, 2015

- **Many Upstate seniors who need food assistance are falling through the cracks.** Seniors are being hospitalized and are starving to death because they are not aware of the services available to them.
 - Increased awareness of existing programs is needed. Advertising should not only be geared towards seniors, but also adult children with senior parents.
 - TV and radio stations, as well as churches, can help advertise available services. Print ads are not always best because low income households may not subscribe to the newspaper or have the ability to read.
 - Nonprofits have little to no room in the budget for advertising their services. Nonprofits could pool money for a marketing campaign and create a media package to send to local TV, radio, and newspapers.
 - Public & Private partnerships – work together to be a voice
- **Educating elected officials can help with policy changes that improve senior food assistance services.** Volunteers and retirees can be used as a resource for contacting elected officials (Silver Haired Legislature, volunteers for senior organizations).
 - Advocate for raise in the amount of SNAP benefits seniors receive.
 - Workgroup needs to set the agenda and coach the volunteers on the message for elected officials.
- **Age Friendly Boston** – The city of Boston and AARP have partnered to help make Boston more friendly for senior citizens. [Click here](#) to visit the Age Friendly Boston website.

Next Steps

- **What are two to three things that, if changed, would allow your organization to better serve seniors?** Think about what was discussed at the meeting and email Tiffany Tate (ttate@tenatthetop.org) with your list of changes. At the next meeting which will be scheduled for early 2016, group members will discuss the submission to determine the direction the group will take.