



Great Problems Seminar: Feed the World
Professor Traver & Wobbe

Preventing Elderly Malnutrition in Worcester, MA: Expanding the Meals on Wheels Program

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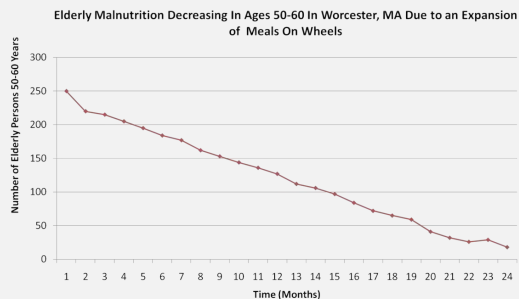
Problem

- Malnutrition in the elderly is a more significant global health issue than obesity.
 - Increase in Social Security
 - Premature institutionalization
 - Reduced physical and cognitive functional status
 - Increased utilization of health care services
 - Premature institutionalization
 - Increased mortality
- Elderly malnutrition can be prevented in Worcester if there is an expansion to the Meals on Wheels program to assist those in the 50 to 60 years of age range.
 - 1965 Older American Act
 - 2006 Census: 28,925 people that were 45-59 years of age.
 - 2006 Census: 26,777 people that were 60 years of age and older.

Solution

- Through charity and volunteer efforts, we will expand the Meals on Wheels program to minimize the elderly nutrition problem in Worcester by targeting a larger age group.
- By assisting this new age group issues related to elderly malnutrition can be prevented if more people are helped out earlier in their lives with their nutritional and dietary needs.

Graph

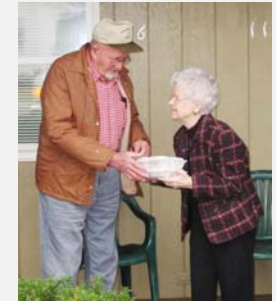


Mechanism/Implementation

- Create a nonprofit, nongovernment, subdivision of the Meals on Wheels program.
- Follow the same concepts, practice, and mission statement as Meals on Wheels.
- Run 100% off donations.
- Increase funds to ensure success of new subdivision.
 - More meals, cars, and general expenses
- Increase funds by approximately \$2,000-\$5,000.
- Implement 2 fundraisers, 2 charity events, and an awareness march to aid funds.
- Reach out to local business for sponsorships.
- Increase community involvement and awareness to supplement donations.
- Increase labor and volunteers.
- Increase community involvement and awareness to increase volunteers.
- Develop a relationship with schools and the youth to accomplish community service hours.

Assessment

- Start small and grow much like the already established Meals on Wheels program.
- Record keeping:
 - Record number of meals delivered per month
 - Record increase in funds per month
 - Record increase in funds per month
- Collect, graph, and analyze data:
 - The three data sets would be plotted on one graph
 - The curves would be compared to decide if the new subdivision is growing at a harmonious rate
 - Analyze growth rate and its potential success
- Check Effectiveness through feed back:
 - Survey/ poll recipients, caretakers, family, volunteers and doctors
 - Survey/ poll should be open ended in nature and leave room for opinions and suggestions



Promotional Material

- Digital storybook: Through photos, music, and text we will portray our ideas through an informational commercial. We are targeting fifty to sixty year olds that need to know about our program and benefits of it. Another audience we are reaching is the general public of Worcester so that donations can be solicited to help fund the expansion of the program.
- A letter of intent will be written to private organizations, companies, and businesses in the Worcester area in order to inform them of the opportunity donate to money to help fund the expansion of the program.

