

The Future of Food Security Among Seniors

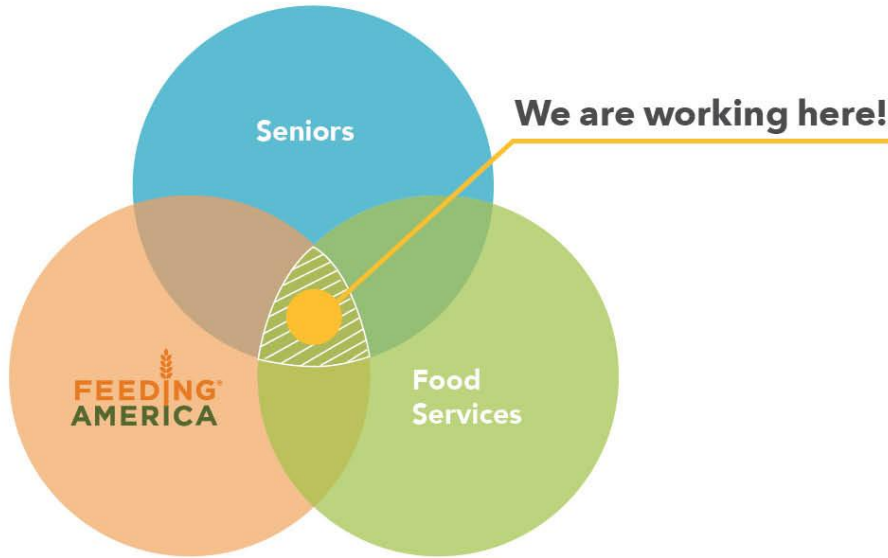




By 2050, the senior population in the US will expand to nearly double, reaching 84 million seniors in America and this population is becoming increasingly diverse.



The number of food insecure seniors in the general population increased by 130% between 2001 to 2012



Why do seniors experience food insecurity?

What does it take for seniors to access food and eat meals?

How do seniors understand their eating options and make decisions?



Process Outline

Sense Making

Secondary Research
Primary Research
4 WEEKS

Interviews

25 seniors and 12 expert

Observations

Food Bank Field Study

Food Pantry Field Study

Community Building Interviews

Volunteering

Prototyping

Fliedwork
Review
3 WEEKS

6 prototyping testing

Ideation Workshop

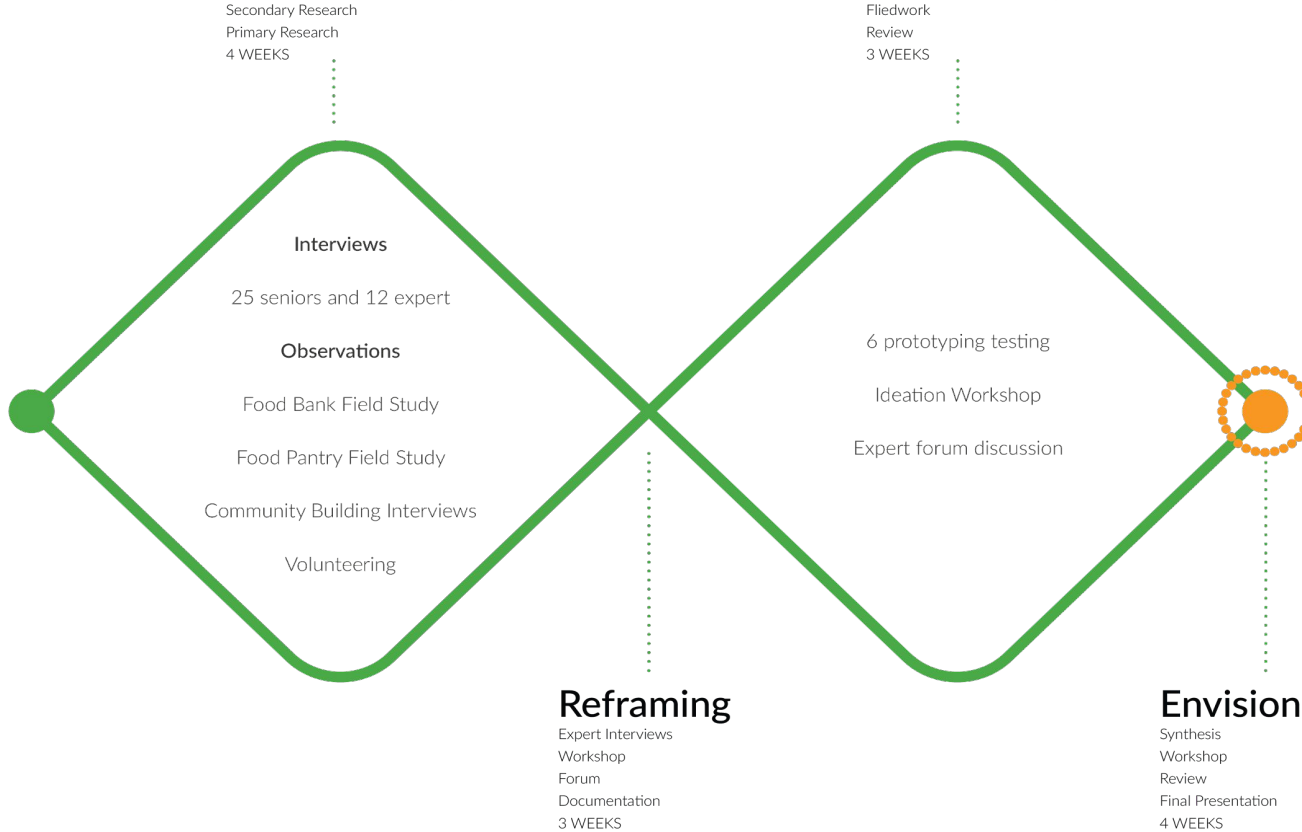
Expert forum discussion


Reframing

Expert Interviews
Workshop
Forum
Documentation
3 WEEKS

Envisioning

Synthesis
Workshop
Review
Final Presentation
4 WEEKS



A photograph showing a food bank sign and fresh lettuce. The sign is white with blue and green text. It says 'LETTUCE' in large blue letters, 'Please Take' in green, and a box with the number '1' in black. Below the sign is a metal ring. In the foreground, there are several heads of green lettuce in clear plastic bags. To the left, a red box is partially visible.

LETTUCE

Please Take




**Food
Insecurity is
about more
than food.**



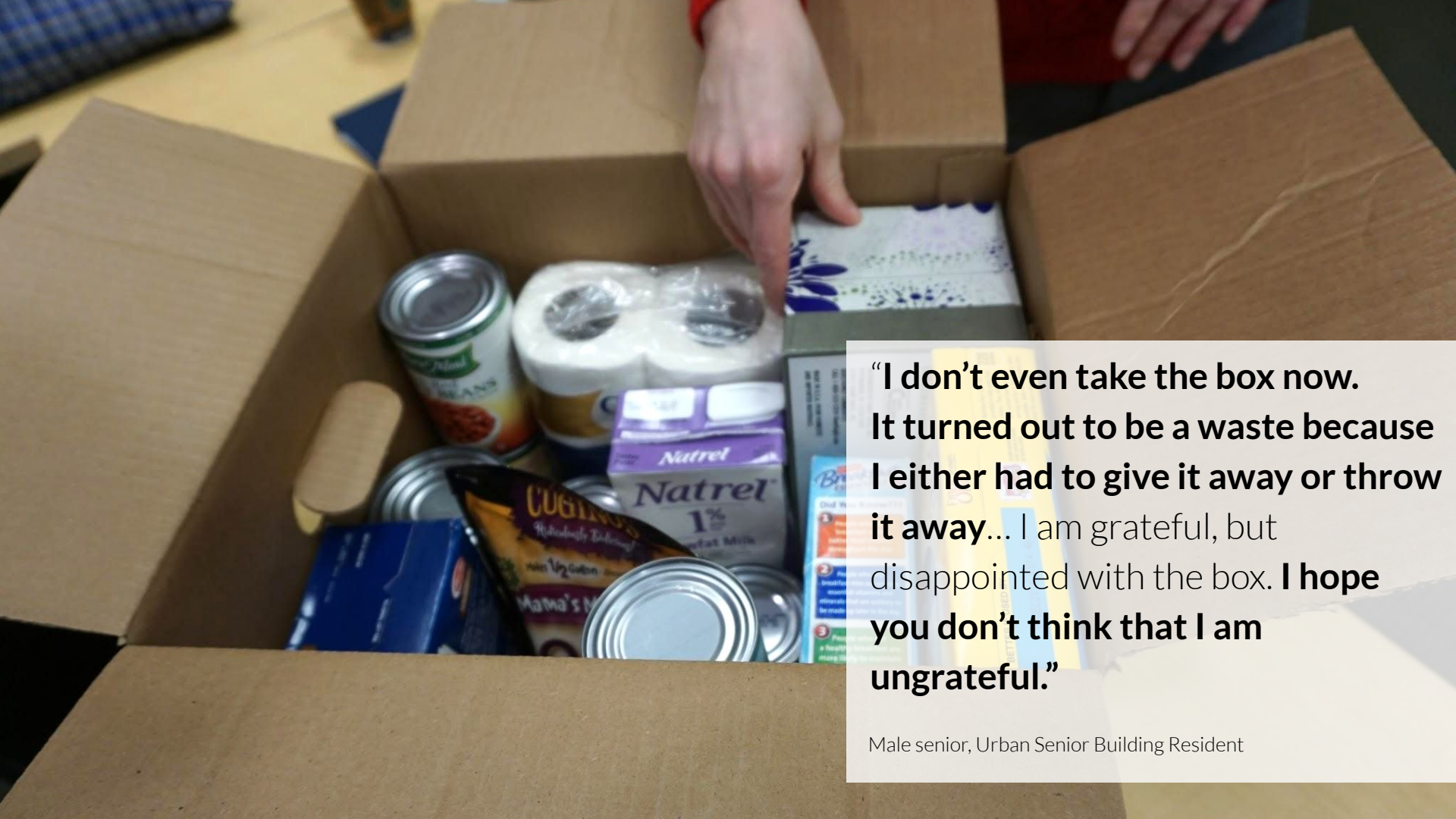
“I hate to give up my freedom! I still give everybody a fit because I get out when the weather is nice and I will ride all over the area.”

Senior Building Resident



“It comes down to willpower.
For anything. There is an old saying,
**‘You can’t teach old dogs new
tricks.’** That applies very much to
seniors. ”

Senior Building Resident




“I don’t even take the box now. It turned out to be a waste because I either had to give it away or throw it away... I am grateful, but disappointed with the box. I hope you don’t think that I am ungrateful.”

Male senior, Urban Senior Building Resident



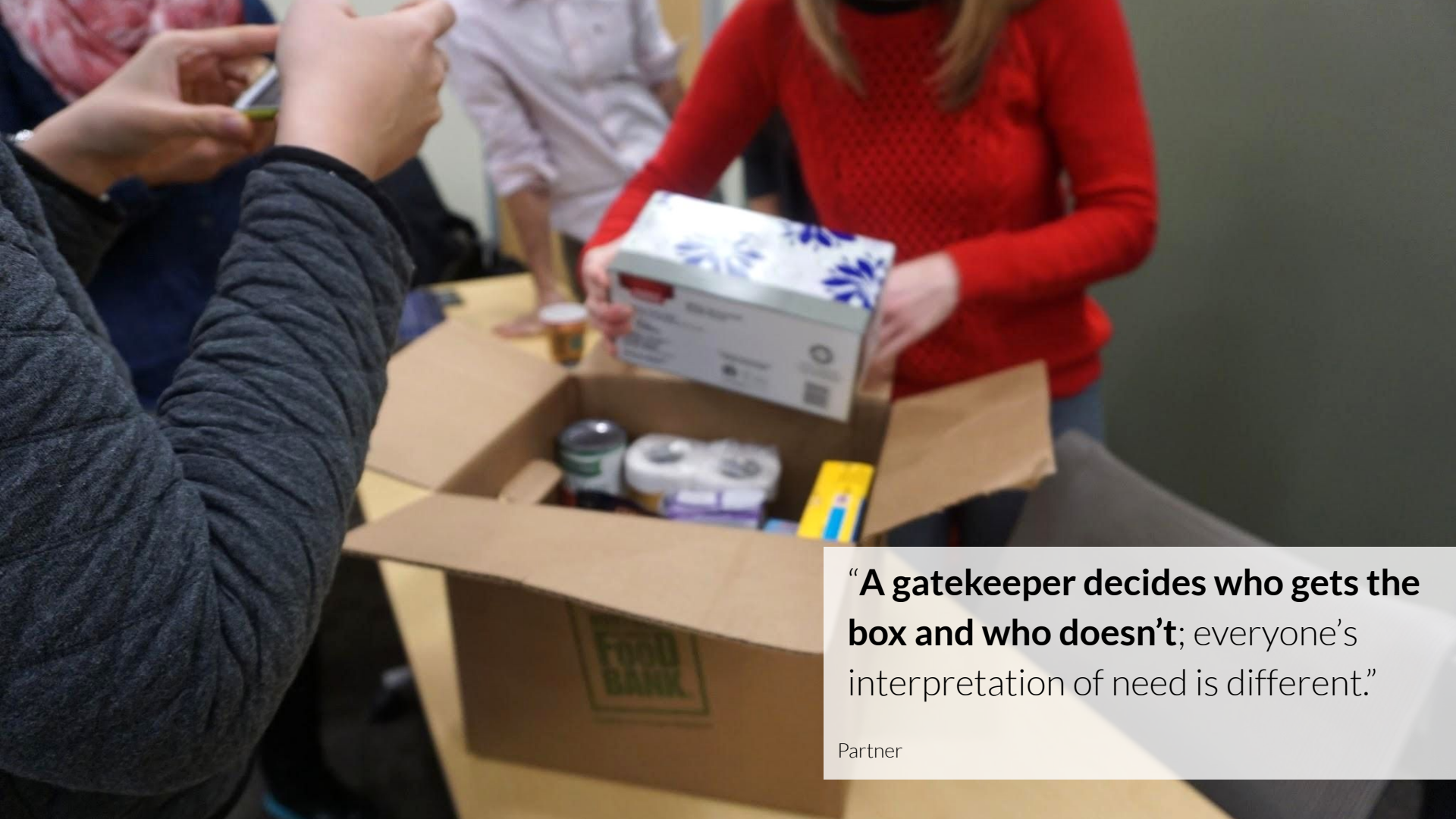
“Each ethnic community we eat different things. They don’t seem to cater to our community as well. I am for experimenting with things. Each month they send us just about the same thing. At one time when I first moved in here I had so much peanut butter and jelly.”

Male, senior building resident

A woman with short grey hair, wearing glasses and a striped shirt, is speaking at a podium. The background is a blue wall with green grass cutouts. A white text box is overlaid on the left side of the image.


“If the pantry does not have the greenery this means I have to go out and spend my few little dollars and unfortunately I am in debt. **My food allowance is small.**”

Female senior, Urban Public Library



“A gatekeeper decides who gets the box and who doesn’t; everyone’s interpretation of need is different.”

Partner

A woman with dark hair, wearing a grey zip-up hoodie and black pants, is seated at a long wooden conference table. She is gesturing with her hands while speaking. In front of her is a black travel mug and some papers. To her left, another person is partially visible, wearing a dark jacket and green pants. The background shows a large window with a white blind and a poster on the wall that says "TEAMWORK".

“Stigma is huge in the older population. We are talking about the greatest generation. We are talking about folks who don’t feel like they should ask for help and on some level they shouldn’t.”

Partner



Seniors enter a major shift in lifestyle juggling new needs leading to unexpected limitations.



Despite many limitations, seniors must navigate a complex system where they face challenges in accessing food and eating a meal.

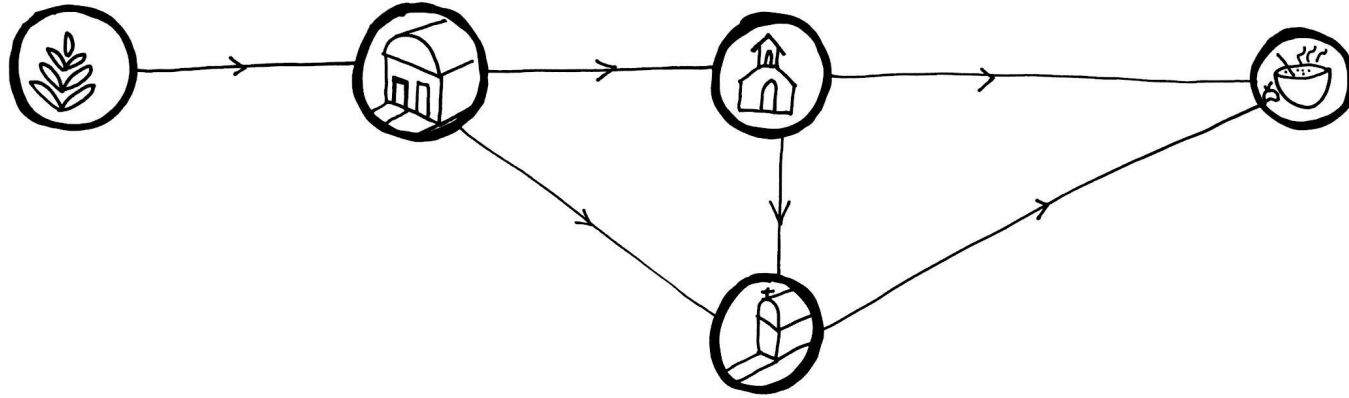


Seniors make decisions based off developed relationships and built trust, upholding dignity as they choose between eating options.

Food Insecurity is about
more than food.

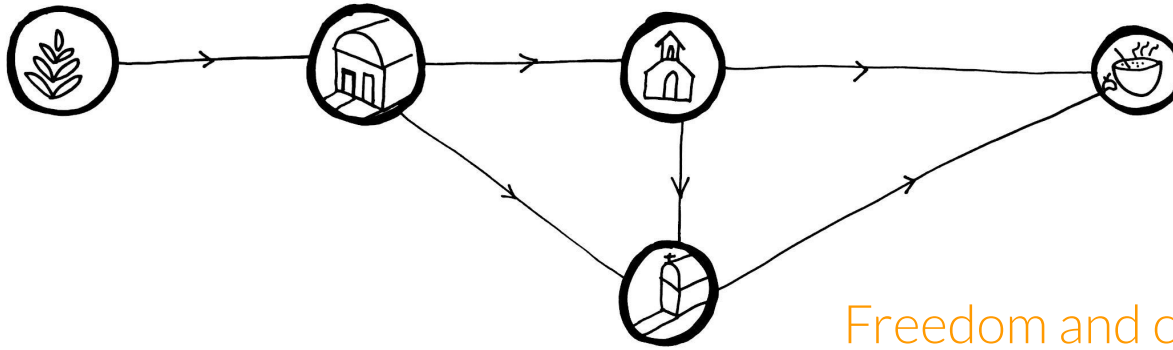
FEEDING AMERICA FOOD DELIVERY & ACCESS SYSTEM

Affordable access to food



FEEDING AMERICA FOOD DELIVERY & ACCESS SYSTEM

Affordable access to food



Freedom and control to access
Overcoming unhealthy habits
Medical / financial assistance
Customization and choices
Stigma free access

USING FOOD AS A CURRENCY



WHAT IF A FOOD BANK OPERATED LIKE AN ACTUAL BANK?

LENDING:

In finance, a loan is the lending of money from one individual, organization or entity to another individual, organization or entity.

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TRANSFERS:

Wire transfer, bank transfer or credit transfer is a method of electronic funds transfer from one person or entity to another. A wire transfer can be made from one bank account to another bank account or through a transfer of cash at a cash office.

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CUSTOMER PRIVILEGES:

As a valued Privilege Banking customer you enjoy more convenient banking experience and a comprehensive suite of products and services.

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THE MAGNET:

Creating social gravity through the lending of services, incentives, reputation systems, pricing models, etc.

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TRANSFERS

THE TOOLBOX:

With an infrastructure that enables transactions between participants; food become a currency facilitating interactions without having to visit an actual bank. Allowing clients to access food when, how and where they need it.

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CUSTOMER PRIVILEGES:

THE MATCHMAKER:

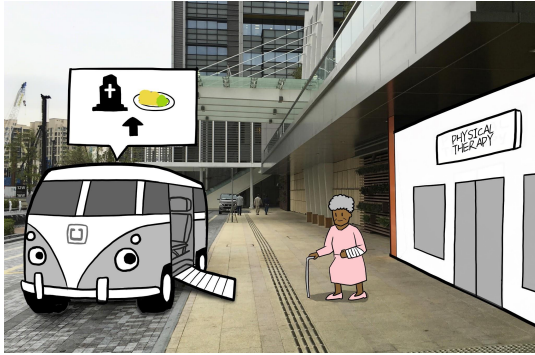
Using rich data to leverage and foster flow of value by making connections between producers and consumers.



FEEDING AMERICA AS A BROKER..



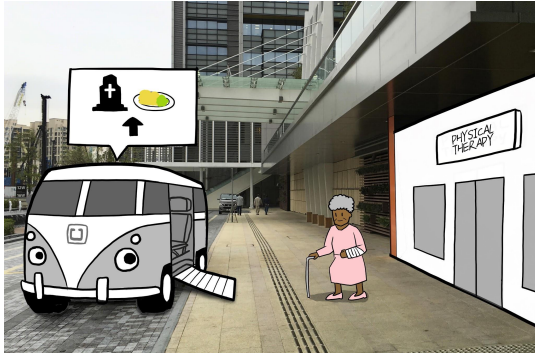
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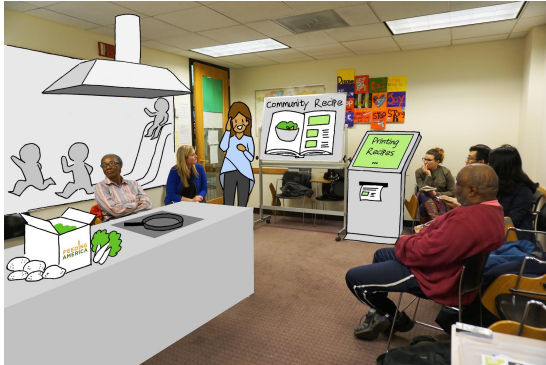
Building connections with partners, providing services such as transportation.



FEEDING AMERICA AS A BROKER..



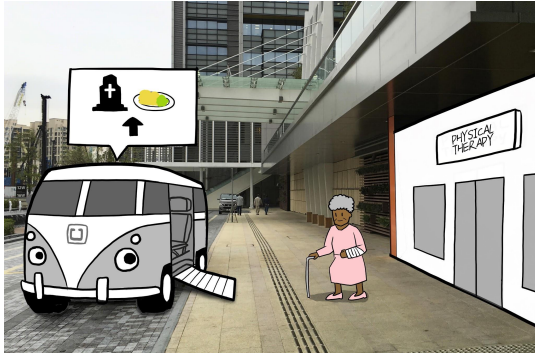
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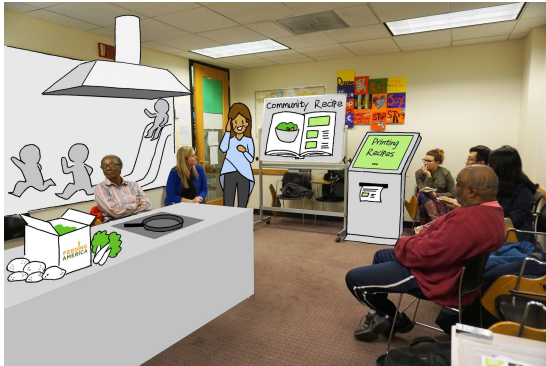
Imagining tools bridging communities through common interest platforms

FEEDING
AMERICA

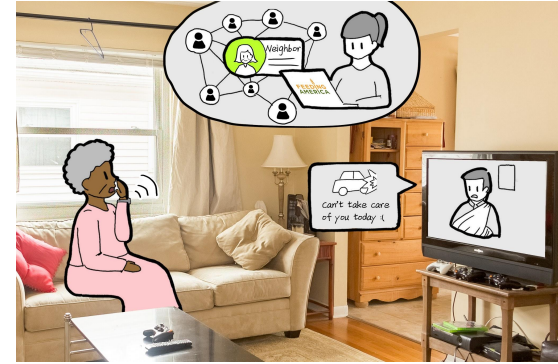
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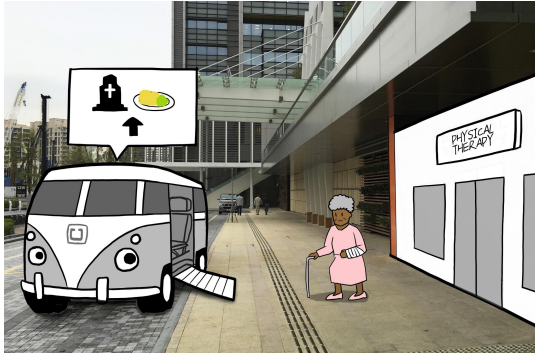
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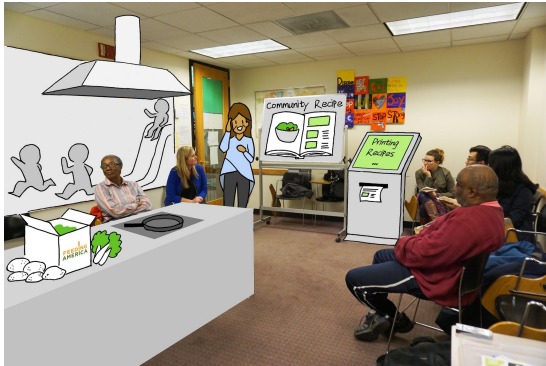
Understanding client prioritises based on situated contexts.

**FEEDING
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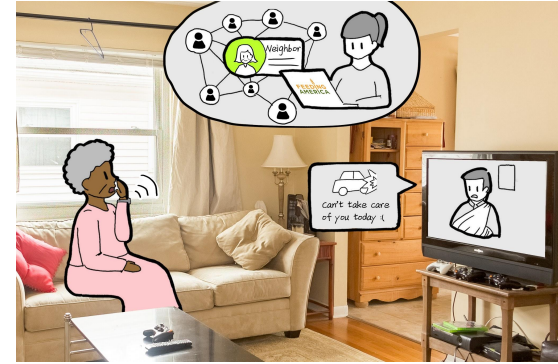
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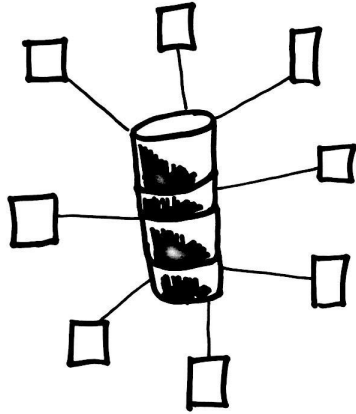
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**FEEDING
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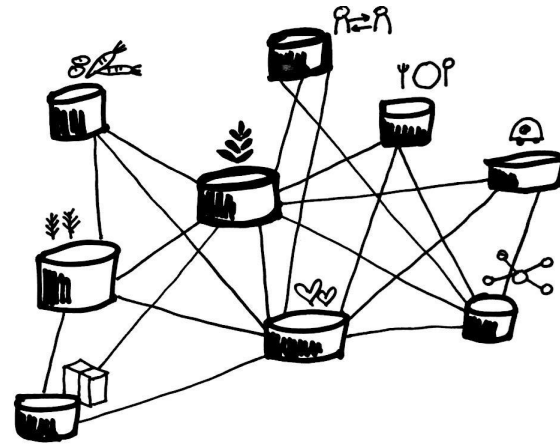
Inspiring support with a digital platform integration.

FROM...



Transforming Feeding America from just being a **logistically supreme, centralized food delivery system** to.....

TO...



To a **decentralized distributed channel network** with **multisystem integration** catering to senior needs.

INFRASTRUCTURING TOOLKIT

UNDERSTAND



MAP



QUESTION



IDENTIFY



PRIORITIZE

IMAGINE



TOOLS



STORIES



RECIPES



WORKSHOPS

BUILD



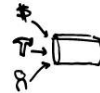
HOW TO



SUPPORT



PARTNERS



RESOURCES

INSPIRE



SHARE

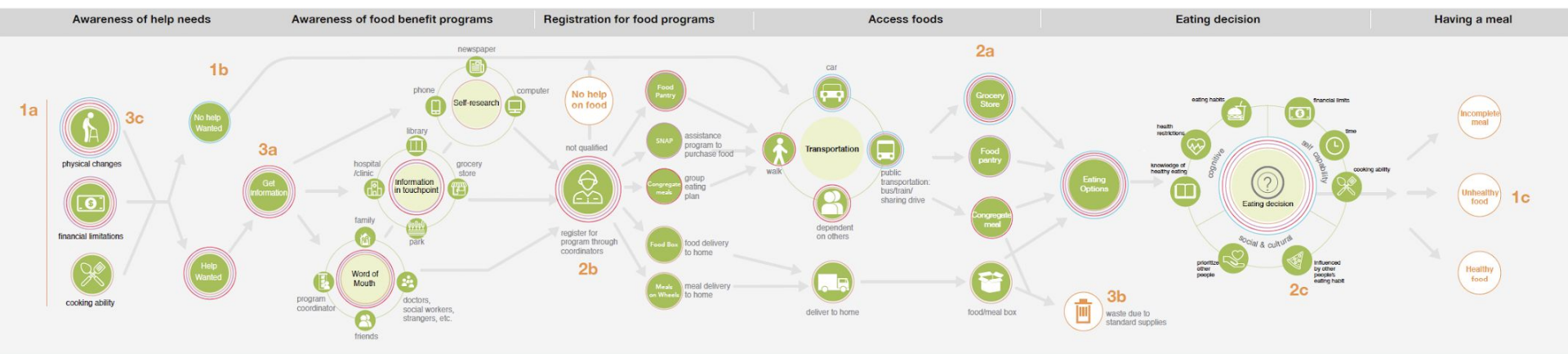


SUPPORT

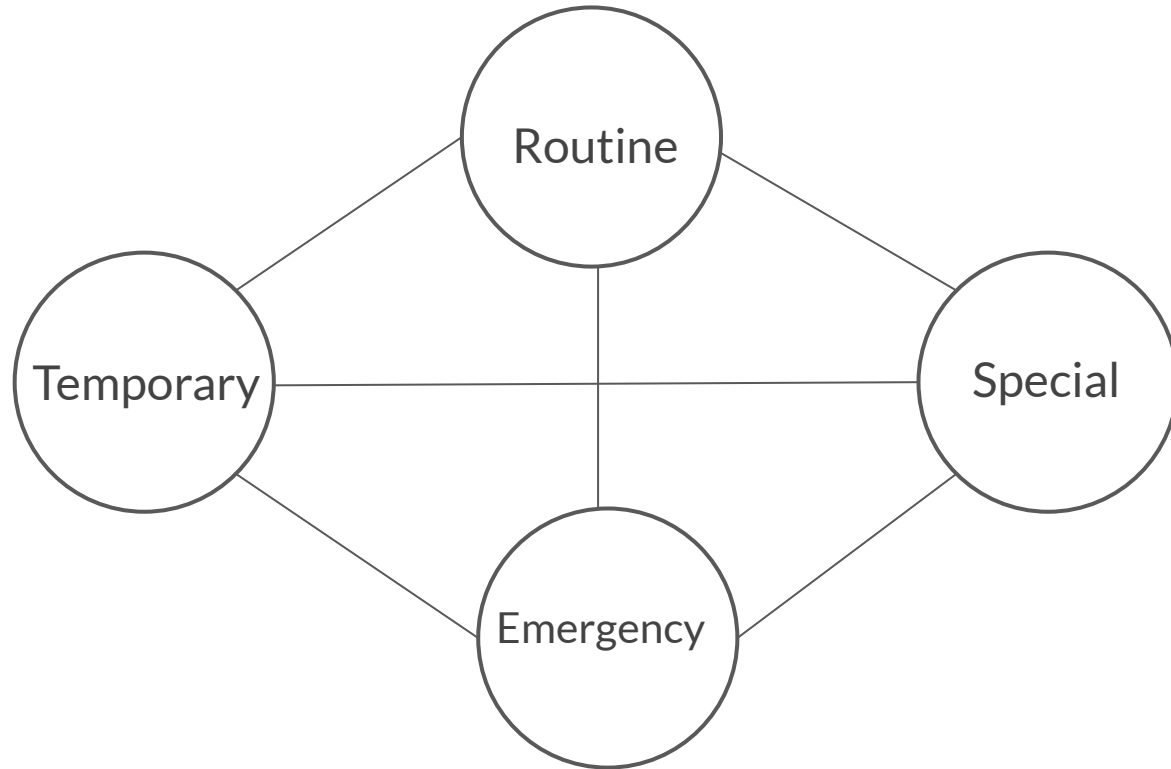


STRENGTHEN

USER JOURNEY



INSPIRED BY HEALTH CARE SYSTEM



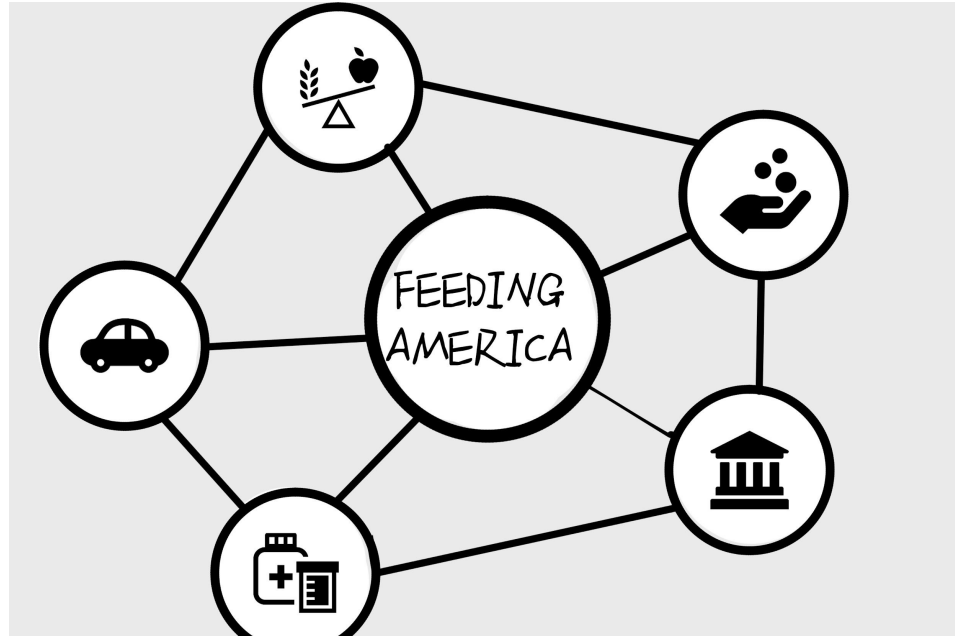


ROUTINE

A sequence of action regularly followed.

KEY FEATURE

Partnership networks holistic support addressing their financial, health, and mobility capabilities.



DESIGN PRINCIPLE

Connecting seniors with supporting services for daily life activities.



Community Doctor

FOOD LOCKER

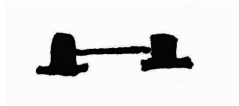
Nutrition

Financial

Life Coach

AM
10 DIETARY -
HELP YOU BE
ENERGETIC

A Zine is most commonly
a small circulation self-
published work, not original
or appropriated text, more
visually reproduced production

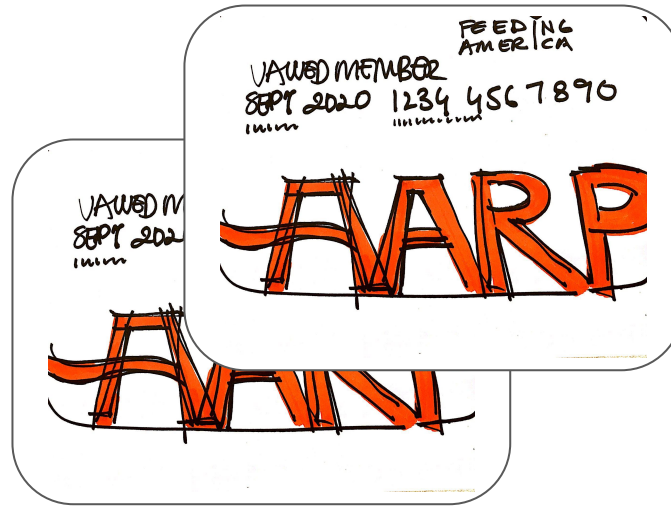


TEMPORARY

Transitory situation.

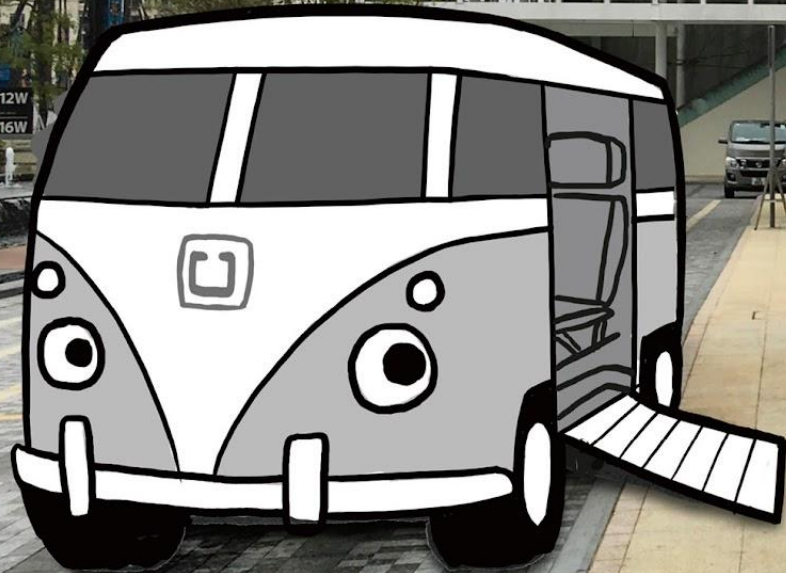
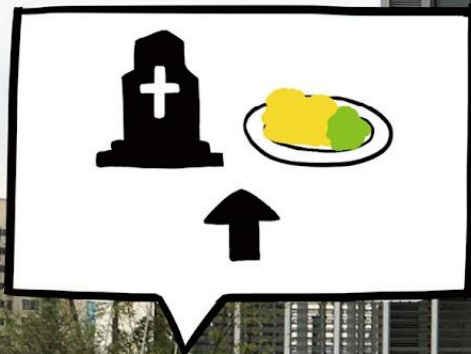
KEY FEATURE

FOOD AS A CURRENCY Seniors can receive public assistance and free donated items in the background, without stigma, by shopping and paying with their AARP credit/debit card

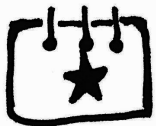


DESIGN PRINCIPLE

Providing seniors the flexibility to manage financial, health and mobility services on-demand.



PHYSICAL
THERAPY

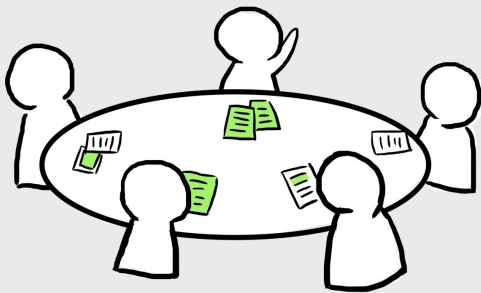


SPECIAL

Greater or otherwise different from what is usual.

KEY FEATURES

USER ENGAGEMENT & MOTIVATION Provide instant feedback of user's contribution, create artifacts to reinforce ownership and engagement.



DESIGN PRINCIPLE

Recognizing seniors as assets to their communities and culture.



There should be southern food like chicken and banana pudding cake!

We want to hold a party to celebrate our community's 60th birthday!

How to use our funding most efficiently?

Community News





COMMUNITY
BUILDER

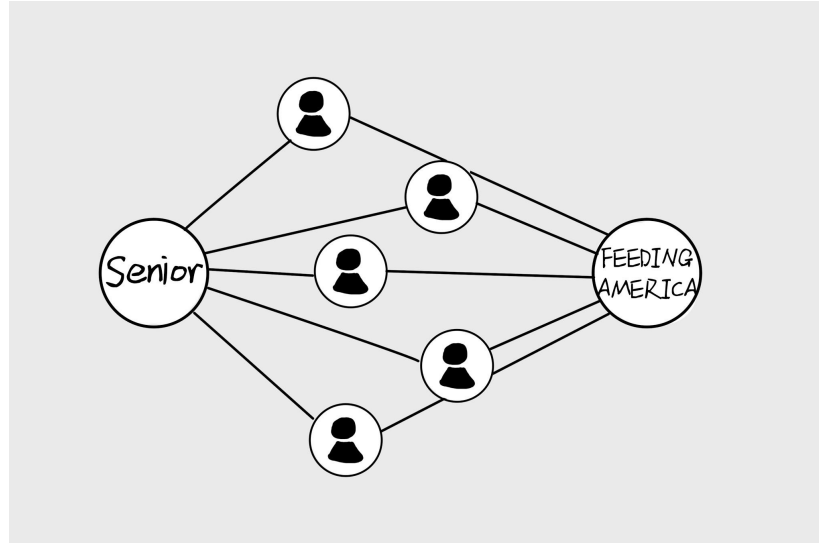


EMERGENCY

An unexpected or disruptive situation requiring immediate action.

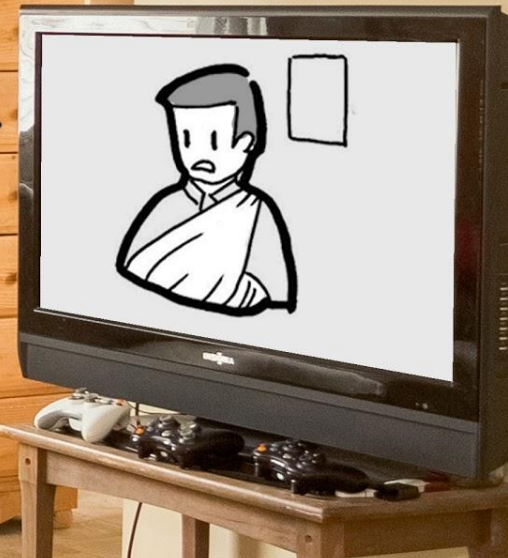
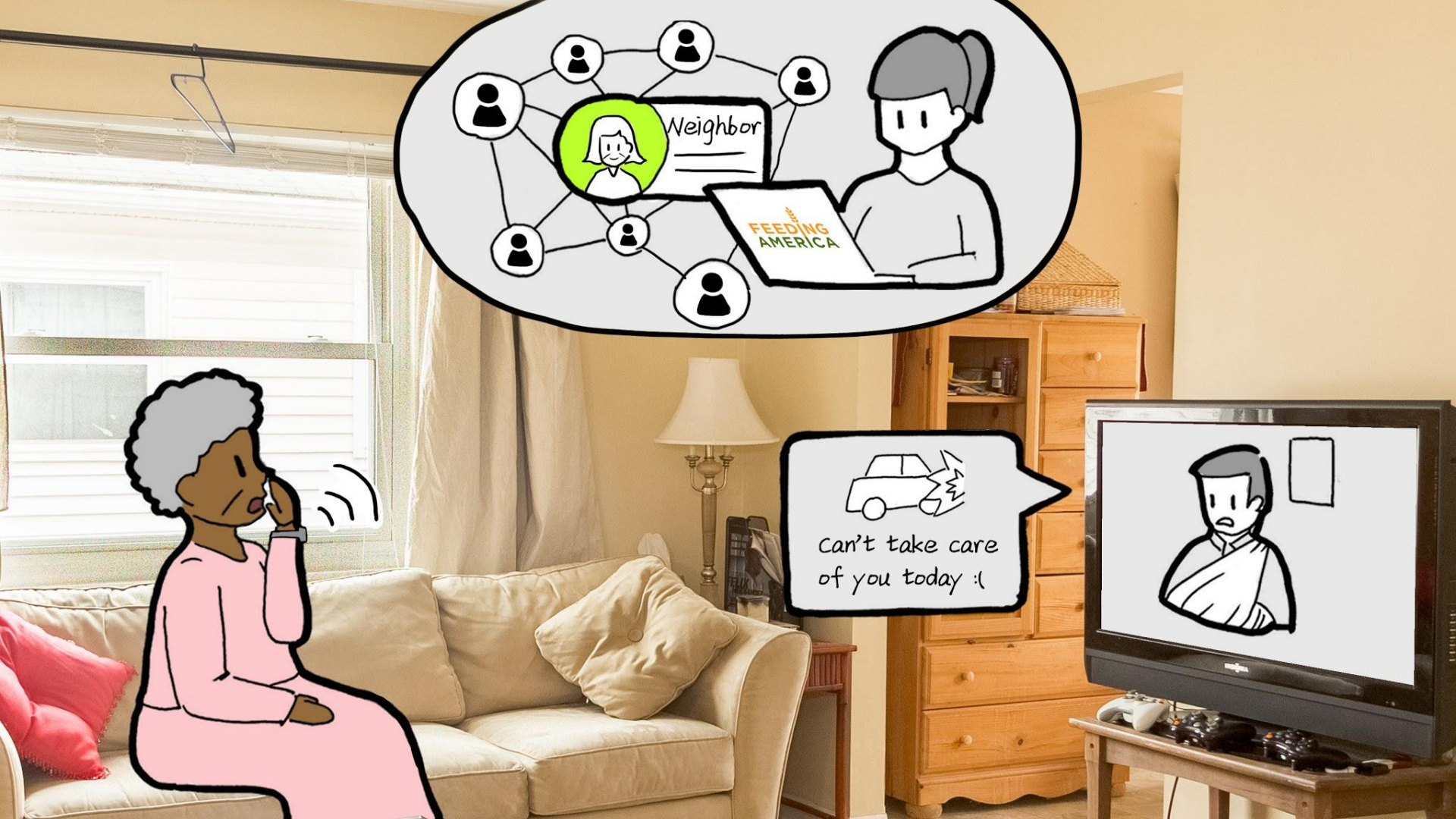
KEY FEATURE

CAREGIVER NETWORK The emergency system creates a caregiver network base on the senior's individual social network. The system is able to select the right caregiver to support the senior in emergency situation

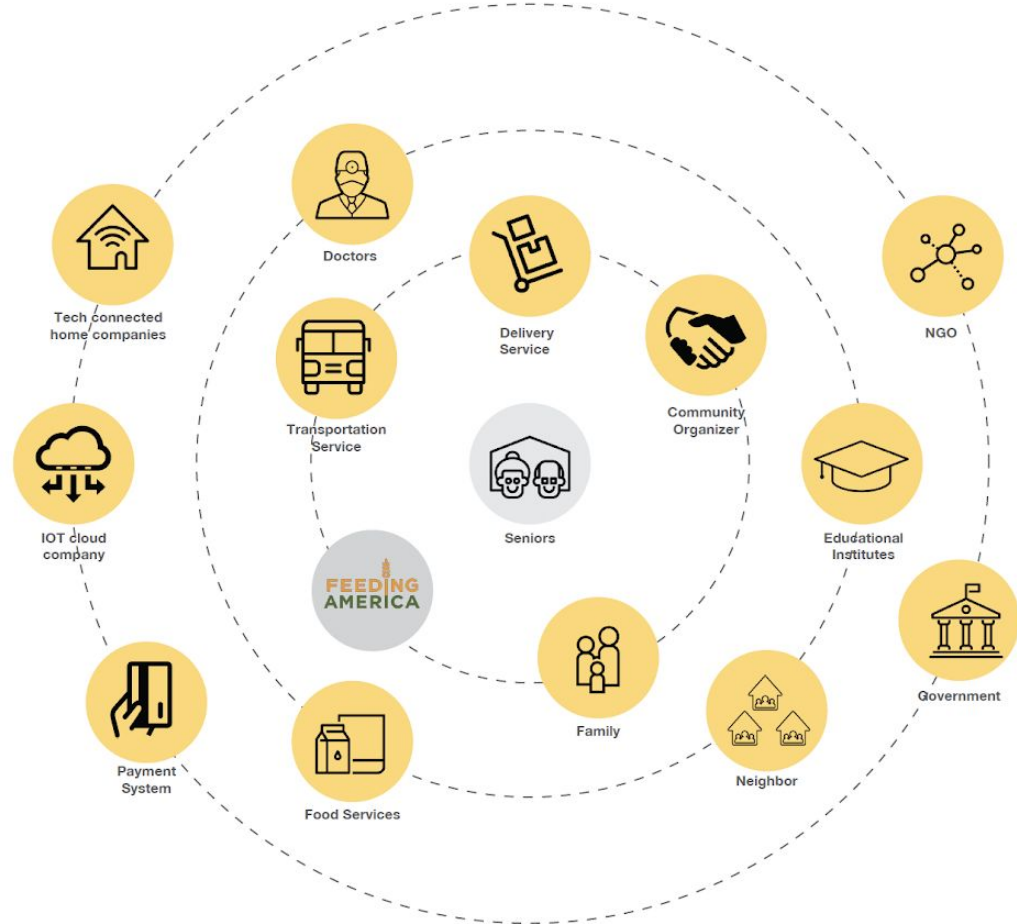


DESIGN PRINCIPLE

Activating support systems to provide stability in vulnerable situations.

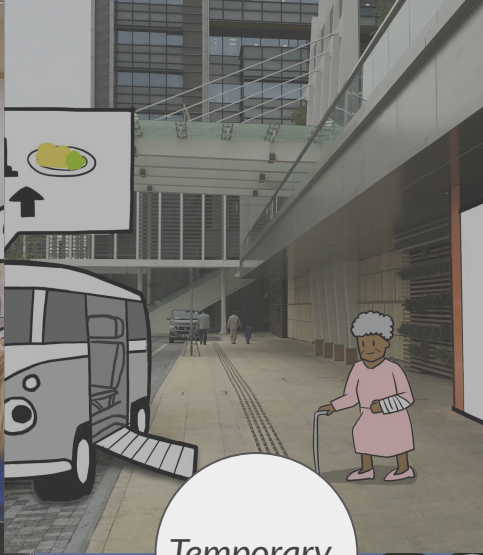


SYSTEM MAP





Routine



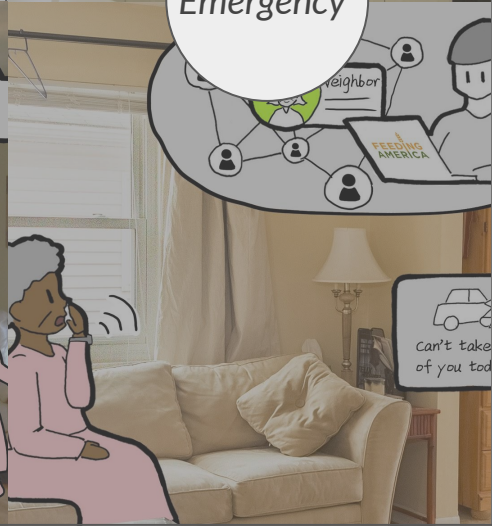
Temporary



Special



Emergency



Thank you

