



The Future of Food Security

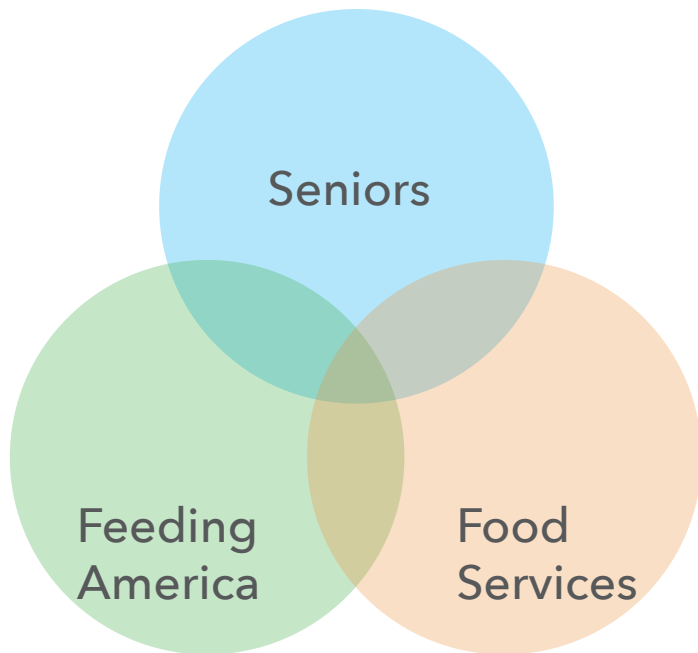
May 10, 2017

FEEDING
AMERICA



The Future of Food Security

How might we increase food security in a diversifying growing senior population?



How do seniors experience food insecurity?

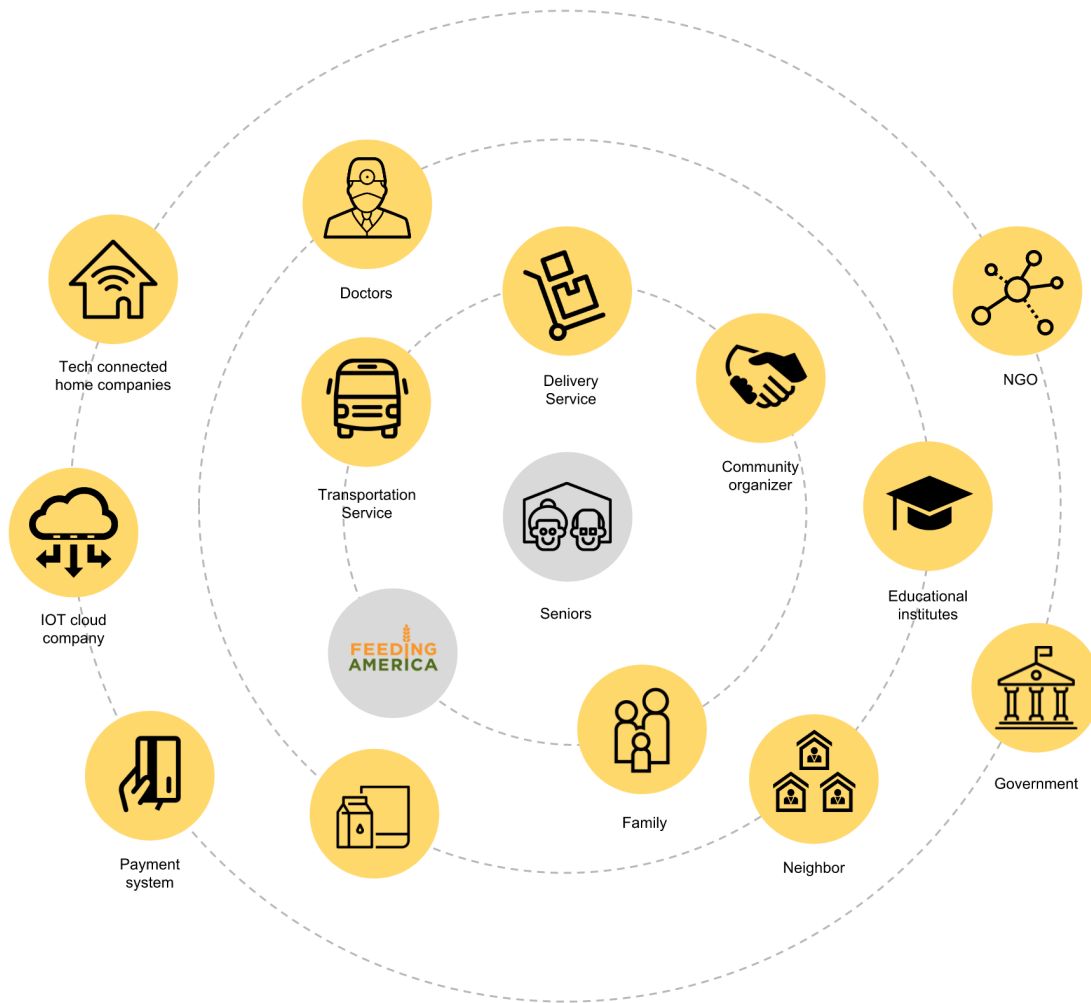
What does it take for seniors to access food and eat meals?

How do seniors understand their eating options and make decisions?

Currently, the Feeding America network serves seven million adults aged 60 and older in communities across the country. However, the population of food-insecure seniors will double if food insecurity remains constant. By applying human-centered design approaches, prototyping, and systems thinking, teams were able to understand how senior citizens eat on a daily basis, and the operational, social, and nutritional contexts through which senior citizens source their food. To address this challenge, teams focused on seniors' last mile, between

accessing food and being able to produce meals, and worked on developing actionable insights to understand seniors in the US. While understanding this context, students were able to prototype demand-centered models of sourcing food, and envision revolutionary possible scenarios to serve future seniors in new ways. Ultimately, these ideas demonstrate new ways to impact livelihoods and their communities wellbeing in the United States.

Infrastructuring Feeding America as a broker



This system map provides a clear understanding of potential stakeholders to be involved in the proposed designed system. Through the brokering of knowledge, resources and networks, key stakeholders such as community builders, technology companies, and other organizations could build new relations and leverage existing assets to better serve seniors.

The proposed system of interactions allows Feeding America to rely on multiple touchpoint, and provide seniors with critical service options, such as health test, financial consultancy, skill learning, etc.

UNDERSTAND

IMAGINE

BUILD


INSPIRE

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MAP
- 


QUESTION
- 

IDENTIFY
- 


PRIORITIZE
- 


TOOLS
- 


STORIES
- 


RECIPES
- 


WORKSHOPS


- 


HOW TO
- 

SUPPORT
- 

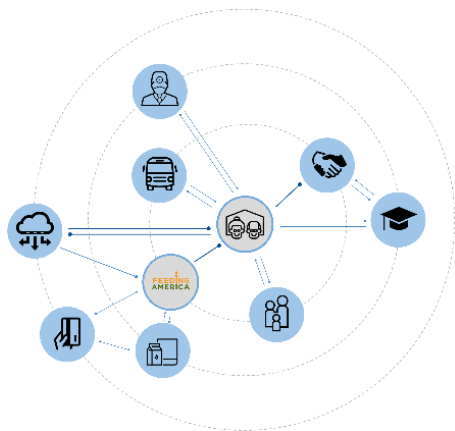
PARTNERS
- 

RESOURCES
- 

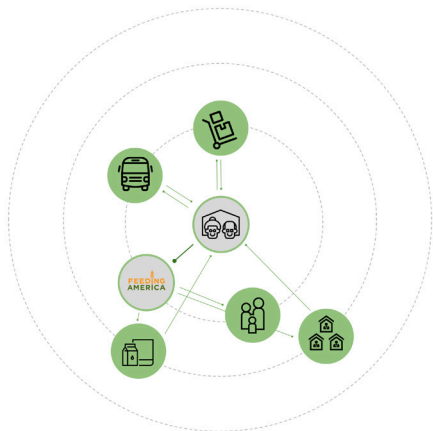
SHARE
- 

SUPPORT
- 

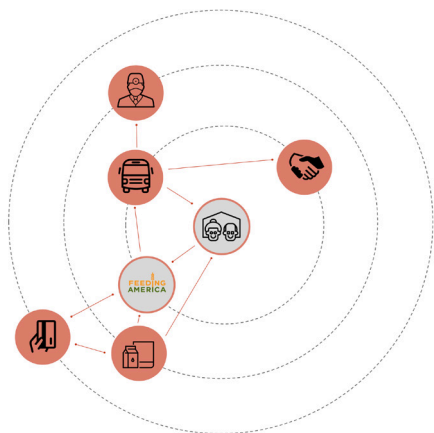
STRENGTH



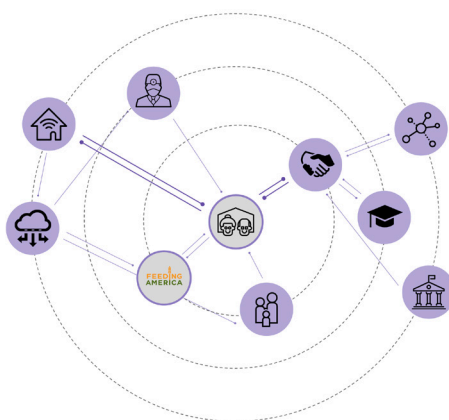
ROUTINE
A sequence of action regularly followed. Connecting seniors with supporting services for daily life activities.



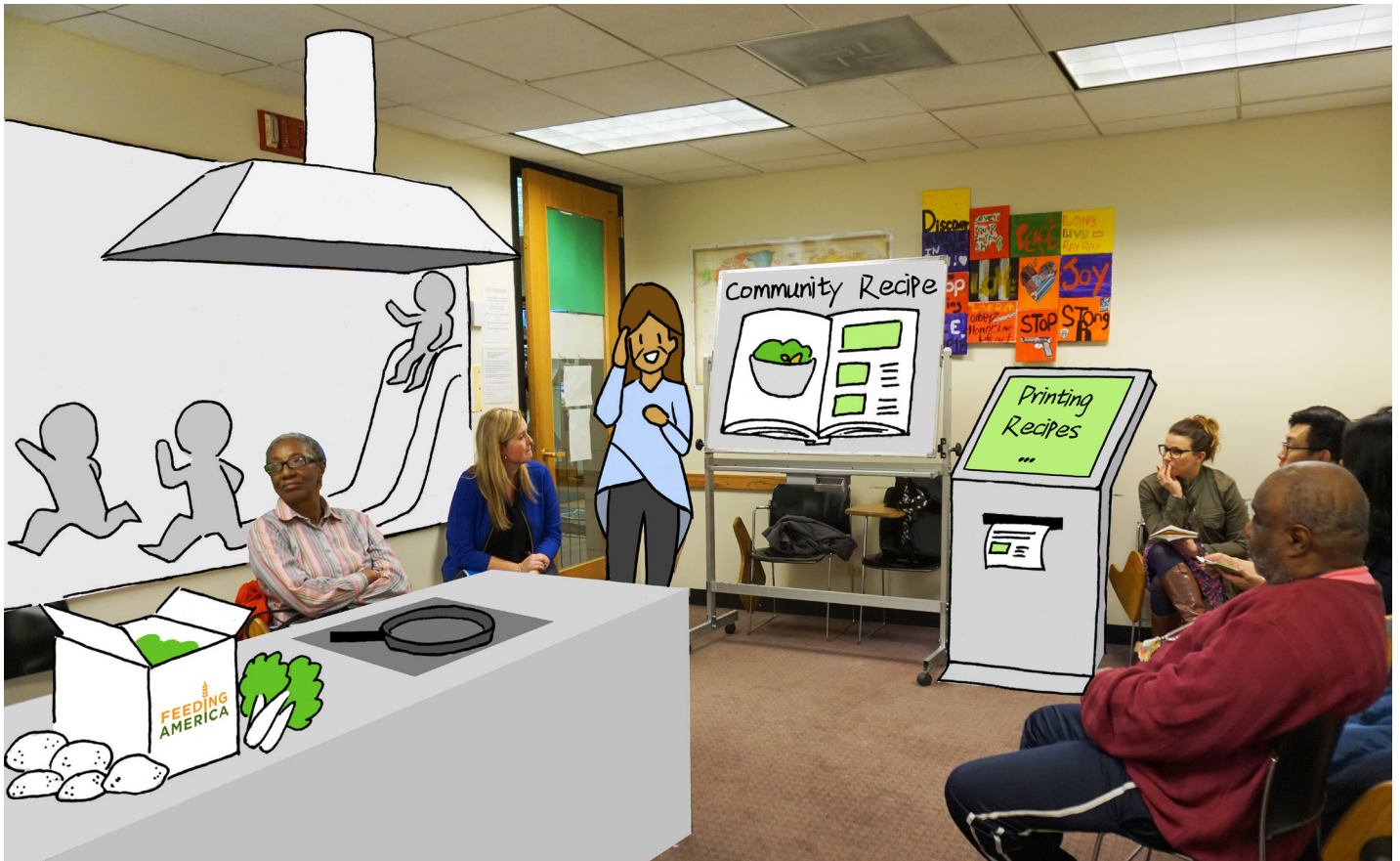
TEMPORARY
Transitory situation. Providing seniors the flexibility to manage financial, health and mobility services on-demand.



SPECIAL
Greater or otherwise different from what is usual. Recognizing seniors as assets to their communities and culture.



EMERGENCY
Unexpected or disruptive situation requiring immediate action. Activating support systems to provide stability in vulnerable situations.

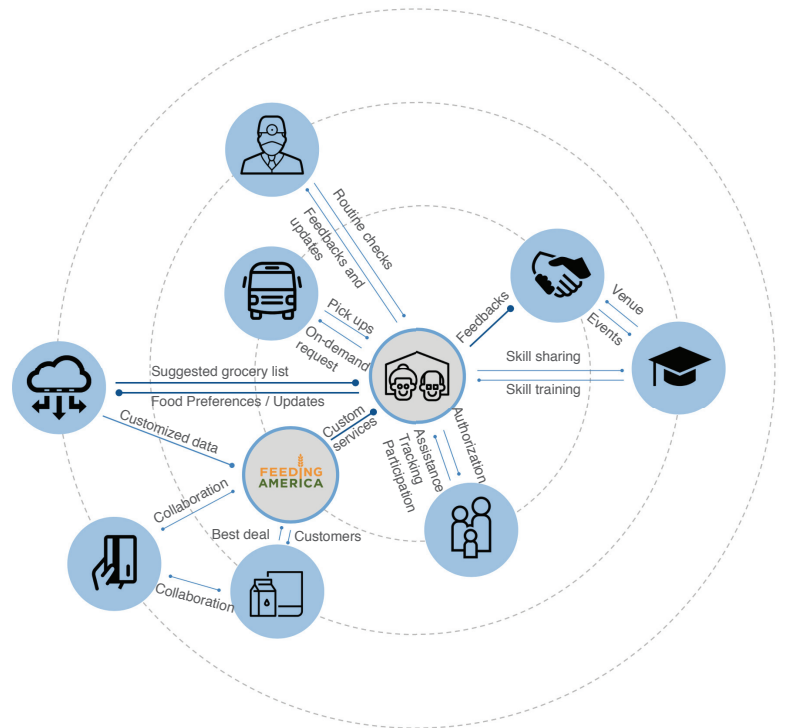


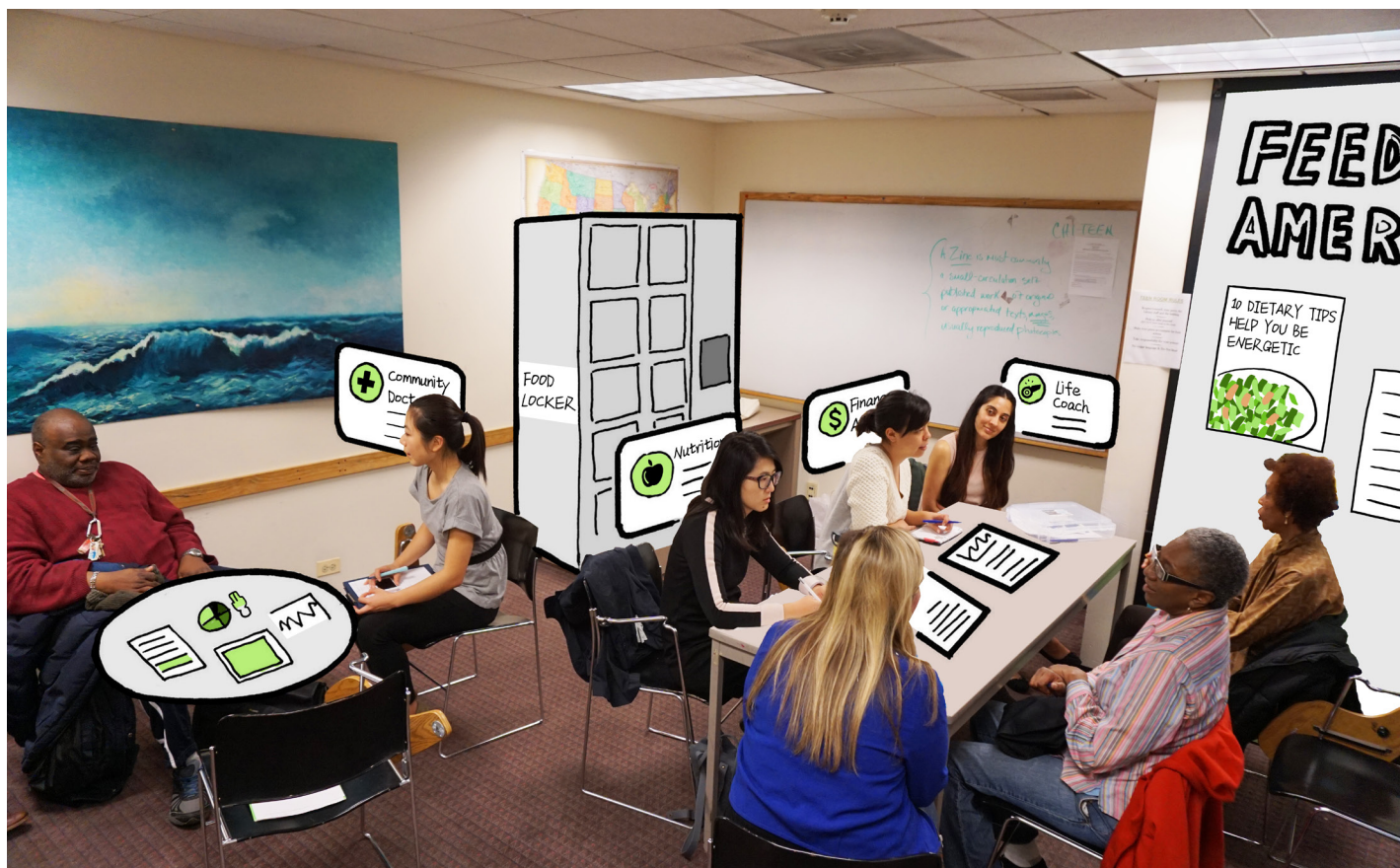
Routine

A sequence of action regularly followed.

Connecting seniors with supporting services for daily life activities.

Feeding America could support seniors to be more engaged in the community by providing the social and technical infrastructure both for learning and teaching opportunities. Through its partnership network, Feeding America could connect seniors with different non-profit organizations, consequently expand and personalize their service options, including health exams, financial consulting, skill learning, and etc.





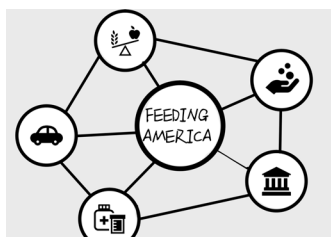
EVENT SUPPORT

Necessary support for seniors who lack of resources but want to contribute to the community and share their life experience.



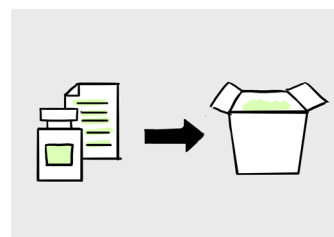
EASY ACCESS

A kiosk which helps senior to register and approach shared community resources such as downloading recipes and registering for classes.



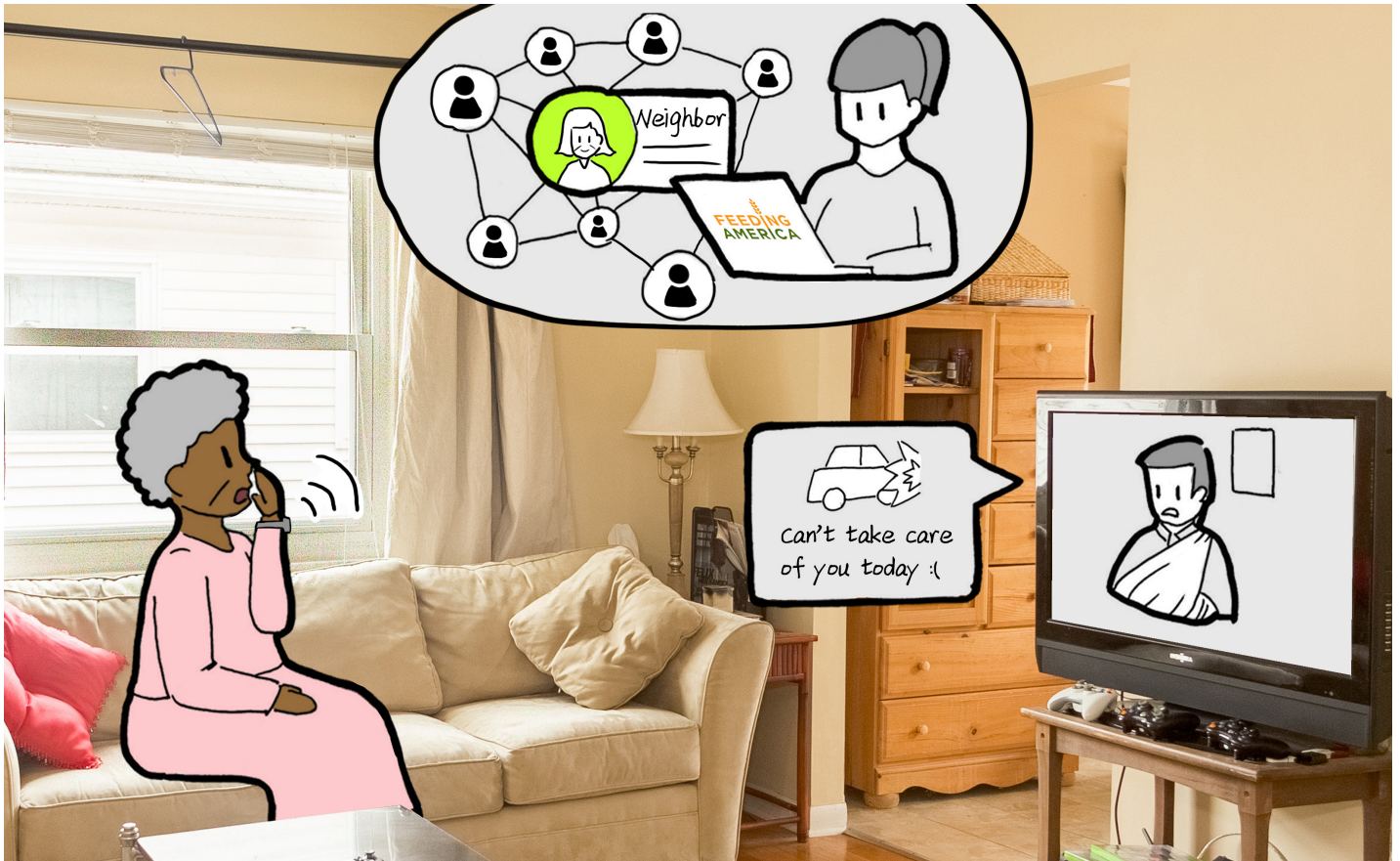
PARTNERSHIP NETWORK

A partnership network collaborating Feeding America with different NGOs that enables seniors to get more wholistic support addressing their financial, health, and mobility capabilities.



DATA FEEDBACK

A service provided by Feeding America medical partners. The system will provide customize the food box based on seniors' health data.

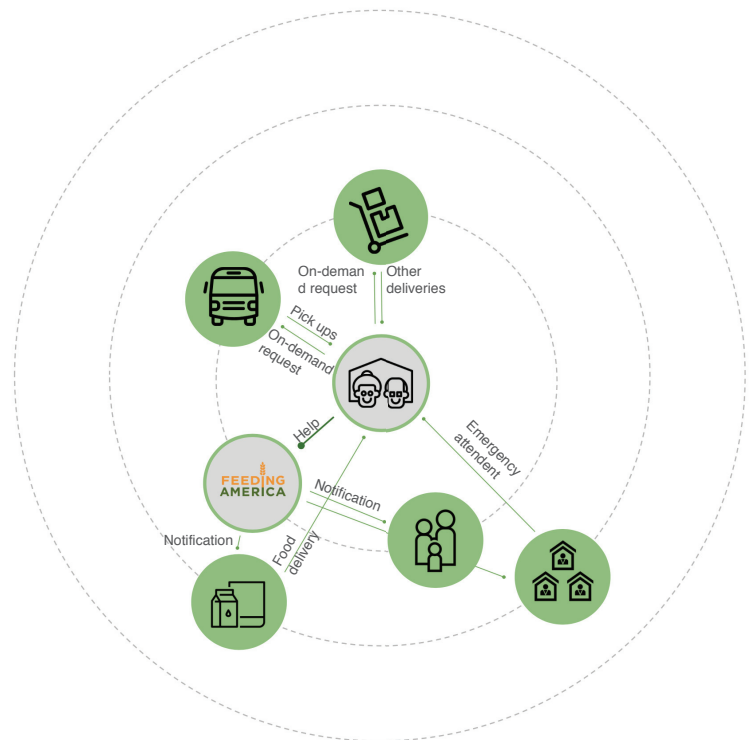


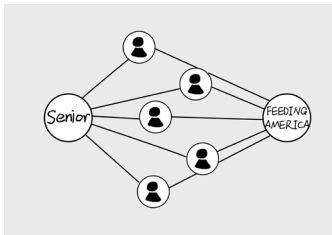
Emergency

An unexpected or disruptive situation requiring immediate action.

Activating support systems to provide stability in vulnerable situations.

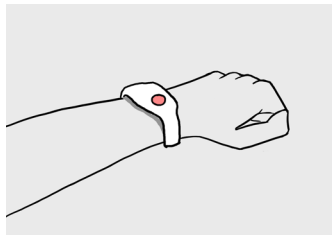
Physical limitation of seniors makes them more vulnerable when coming across emergencies such as being absent of caregiver, accidentally losing power, having an accident or being injured. Through Feeding America's emergency service, seniors would have their own caregiver pool, which is composed of their intimate relatives, friends, neighbors, building managers, and volunteers from their community. The emergency system will notify senior's caregiver pool to help them with the emergency situation. Based on seniors' profile and database, the system will arrange and deliver personalized meals through Feeding America transportation partners, insuring instant food supplies for seniors in need.





CAREGIVER NETWORK

The emergency system creates a caregiver network base on the senior's individual social network. The system is able to select the appropriate caregiver to support the senior in emergency situation based on their availability, preference and the emergency context.



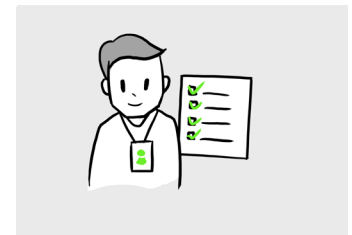
EMERGENCY WEARABLE

A smart device that helps seniors to interact with the Feeding America Emergency service in an easiest way.



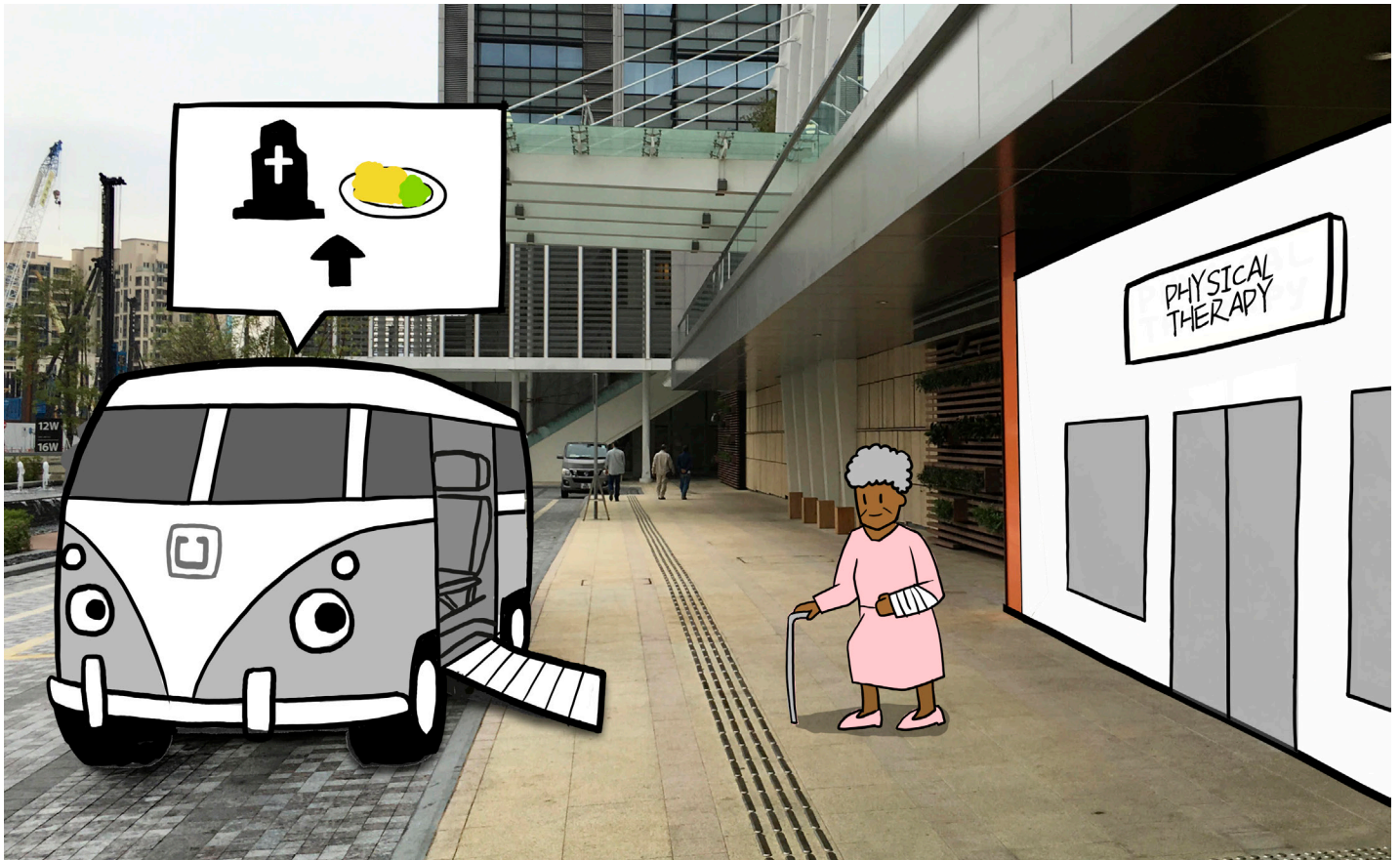
PERSONALIZED FOOD / MEAL

Prepared food box and meals customized by senior's health data and personal preference. The food comes from local grocery stores, food pantries or restaurants. The Feeding America transportation partner will help deliver the food.



CHECKLIST

A task list for instructing the temporary caregiver to help the senior practice their daily.

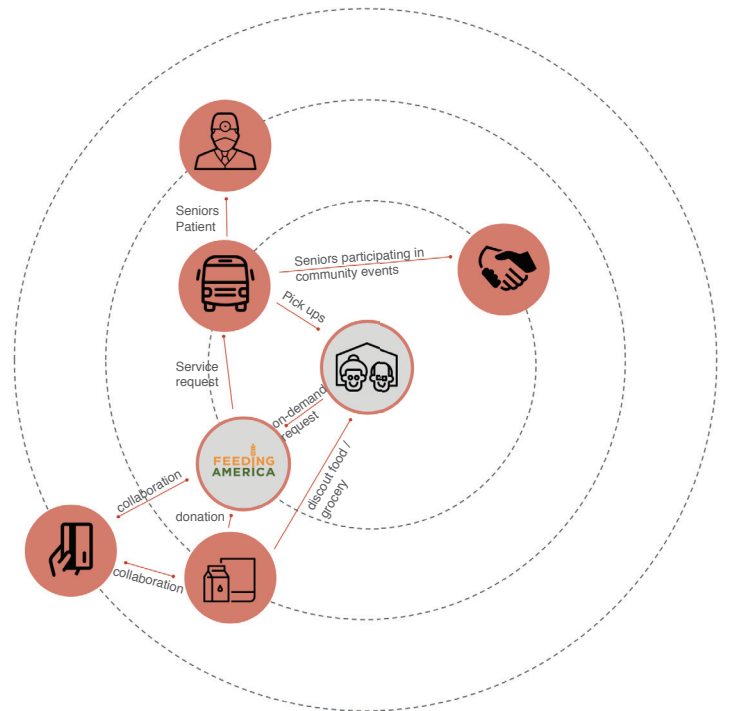


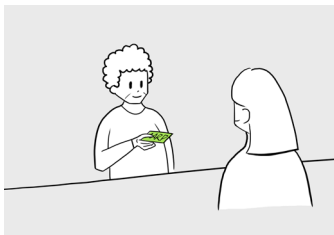
Temporary

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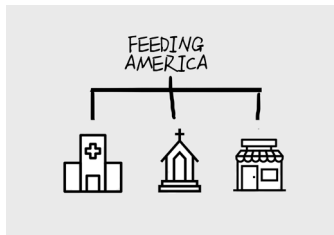
Feeding America's partnership with AARP, social services, and national retailers allows every grocery store to become a food bank, providing seniors with a wide variety of local fresh food choices. Feeding America's platform could coordinate care for seniors through a simple and friendly interface - a virtual assistant network. By shopping and paying with their AARP credit/debit card - a financial tool that connects seniors to other Feeding America partners and gives stability through personalized banking and emergency financial services, seniors can manage their public assistance and donated items without stigma.





STIGMA FREE

Seniors will receive assistance without stigma by using a AARP credit/debit card that will allow access to food without constraints.



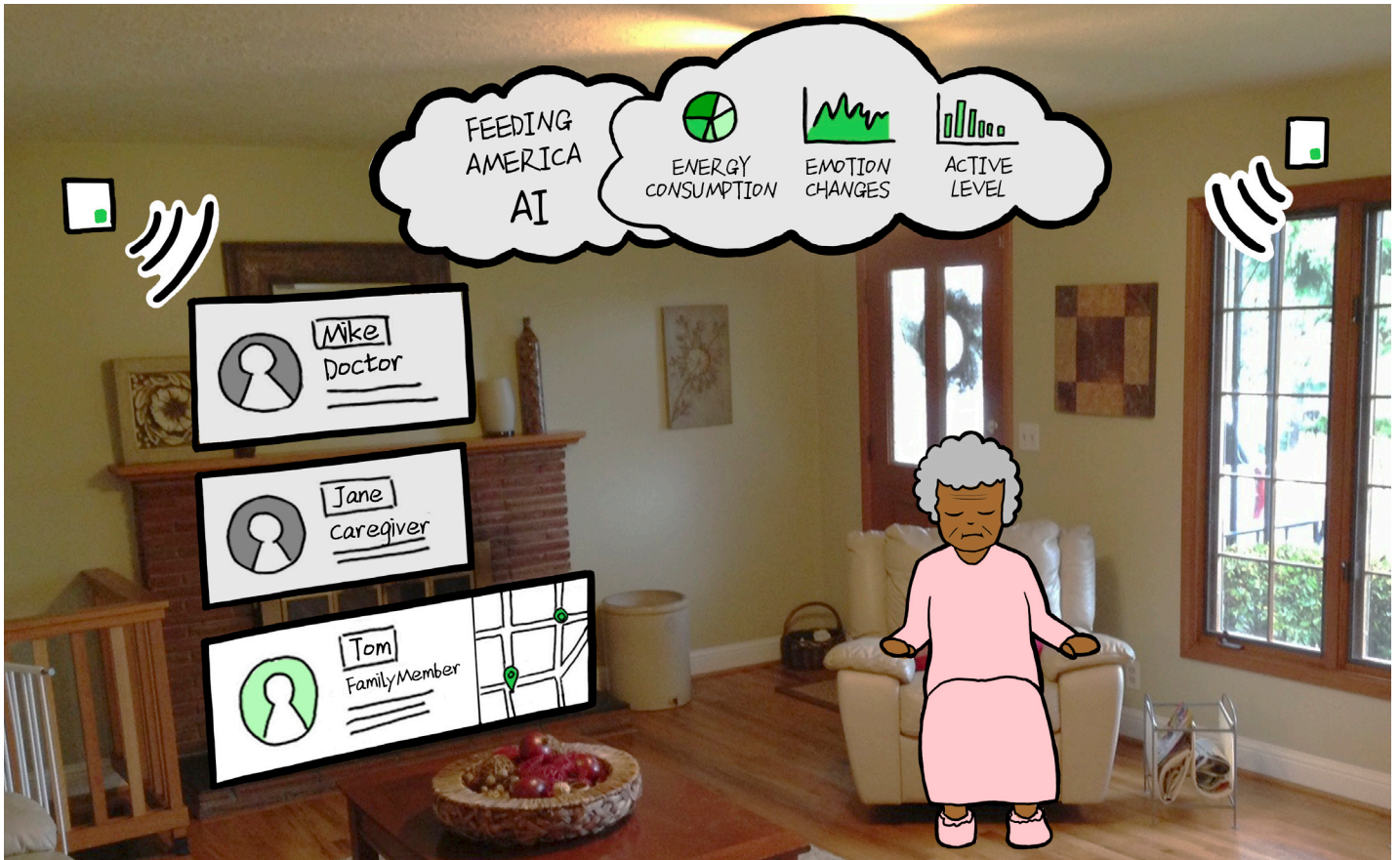
COMMUNITY PARTNERSHIP

Community entities like grossary store, clinic and faith-based organizations, will work in collaboration to give multiple touchpoints for access to resources.



FOODBANKS AS BANKS

Financial tools will connect seniors with other partners, and give them stability through personalized banking and emergency services.

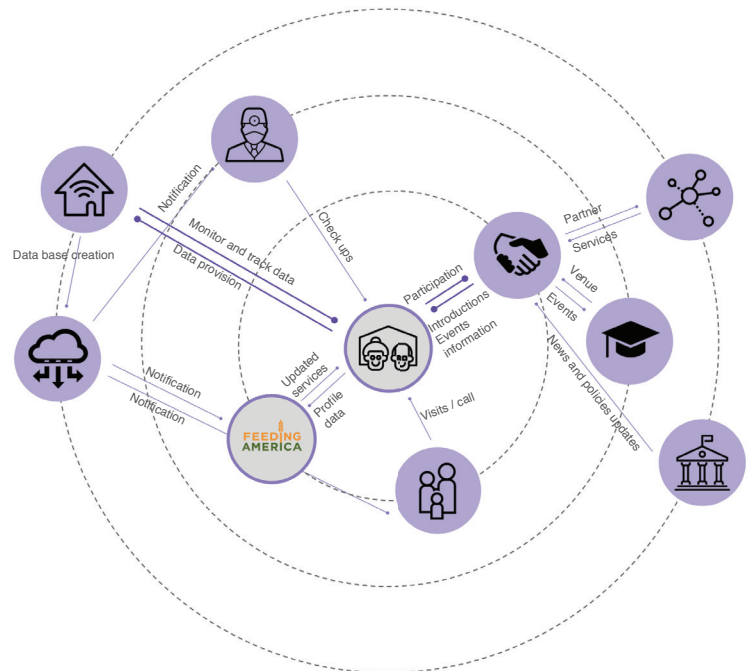


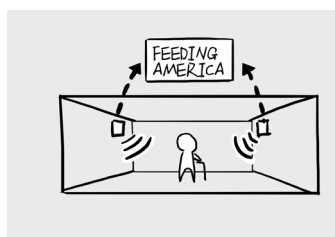
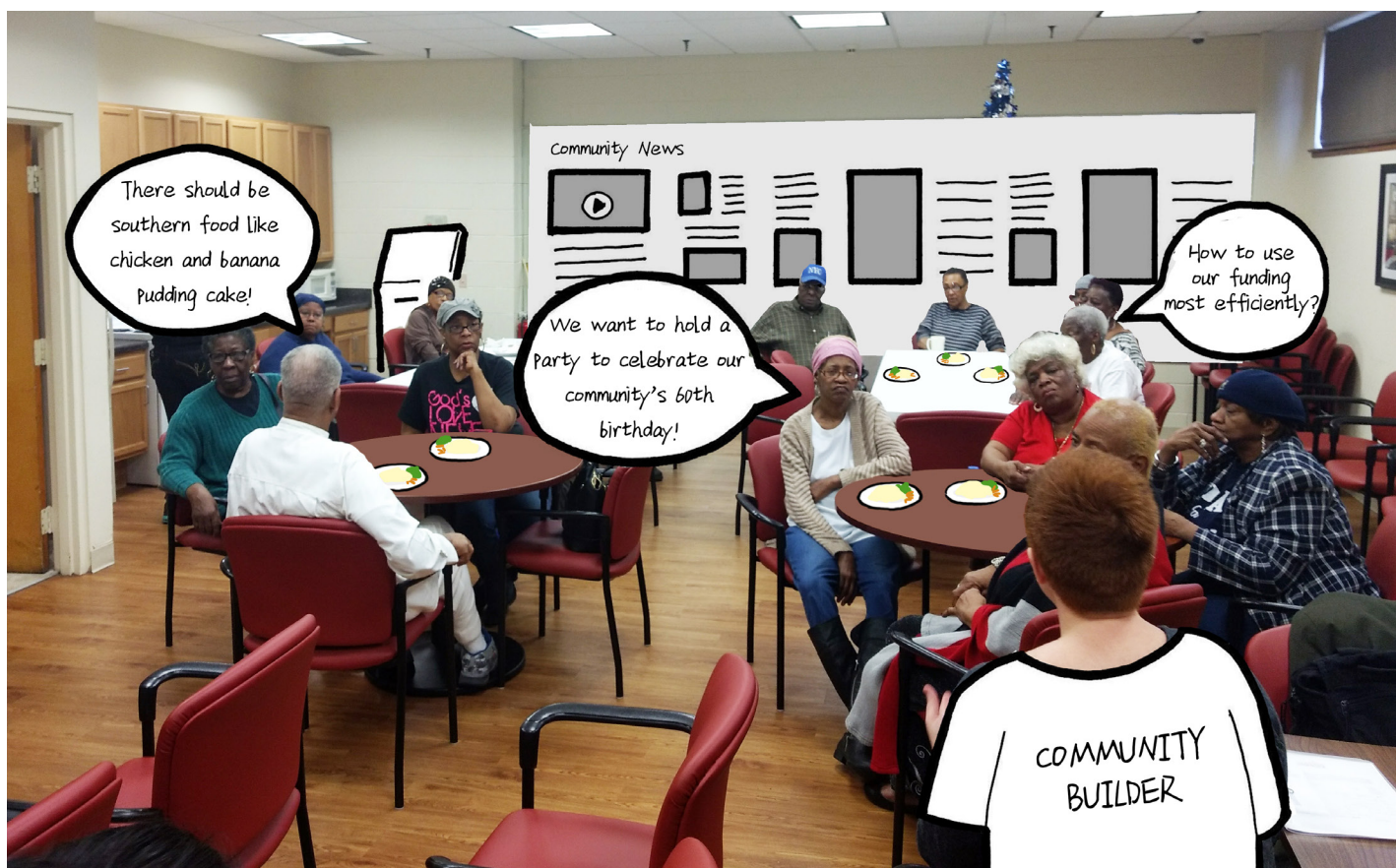
SPECIAL

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Recognizing seniors as assets to their communities and culture.

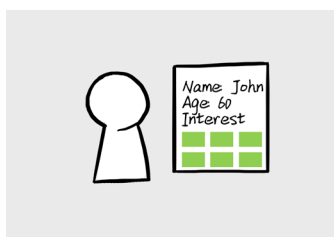
Feeding America could leverage smart environments and cultural traditions to mobilize communities to protect and celebrate the wisdom of senior. Monitoring systems could be used to detect seniors' activity level, energy consumption and emotional change, noticing changes in their behavior and triggering their local social network to provide assistance. Feeding America could also provide support for seniors to celebrate cultural traditions and special events within their community, such as Chinese New Year or their birthday. Seniors could have a social hub for meeting and planning a community event. Feeding America would support community leaders with networking services and customized food catering from donations.





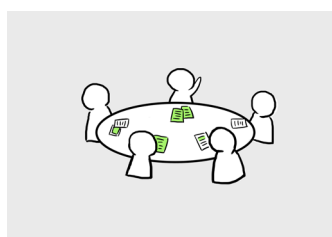
DATA COLLECTION AND NOTIFICATIONS

The system will use sensors and touchpoints to collect & monitor behavioral data. Notifications to personalized network will inform data has exceeded the monitor thresholds.



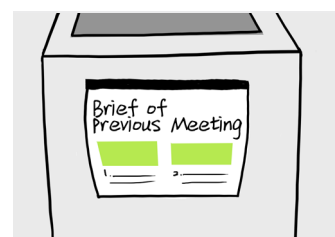
NETWORK ACTIVATION

User profile in database will suggest topics/ news of interest, and engage seniors in processes and decisions that might have direct impact on them.



RESOURCE BROKER

The broker will bring experiences to social hubs, provide edgy technology learning classes to seniors, and allocate resources in demand.



USER ENGAGEMENT & MOTIVATION

System will provide instant feedback of user's contribution, and create artifacts to reinforce ownership and engagement.



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