RHIP Final Report for The Council on Aging for Central Oregon
“Addressing Food Insecurity and Isolation for Older Adults in Central Oregon”
Reviewed by the Address Poverty and Enhance Self-Sufficiency Workgroup

Summary of Results:

- This project focused on raising awareness and bringing attention to isolation and food insecurity that older adults face throughout Central Oregon.
- With the billboard reading ‘Imagine social distancing. All. The. Time.’ we were able to draw attention to the struggles that many older adults face, even outside of the pandemic.
- This billboard was in place for 5 months, October 1, 2020 – February 28, 2021.
- During that time, we had a large increase in website traffic – 10,465 new visitors compared to 4,696 visitors for the same time period the year prior (123% increase).
- And we served 66,242 meals in that time period: a 13% increase from the previous year (58,556).
- Thank you for contributing to our program’s success by funding the 5 months rental of the billboard space which brought more attention and awareness to the older adults served by our programs.

Story:

Our client, Teresa, lives alone and sent us a thank you letter that in part states: ‘Council on Aging, No way to tell you all how much we all appreciate, and need, the services provided by you people that care. Most people don’t. Thank you so much for the help and love you show so openly. Is a blessing.’

Our clients are feeling the weight of the pandemic, in all forms. The meals, nutritional support & connections are part of the big picture & impact these programs have on the lives of seniors.

*Order of projects is by final report submission date

Published April 2021