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BEHAVIORAL COMMUNITY PSYCHOLOGY: ENCOURAGING
THE COMMUNITY-BASED ELDERLY TO PARTICIPATE IN
A NUTRITIOUS MEAL PROGRAM.

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BEHAVIORAL COMMUNITY PSYCHOLOGY:
ENCOURAGING THE COMMUNITY-BASED ELDERLY TO
PARTICIPATE IN A NUTRITIOUS MEAL PROGRAM

by

Theodore J. Bunck

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Theodore James Bunck

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INTRODUCTION

Applied behavior analysis has provided a technology of behavior change for use in a variety of structured settings, including schools (O'Leary & O'Leary, 1972), institutions for the retarded (Gardner, 1971) and for the mentally disturbed (Ayllon & Azrin, 1968), business and industry (Luthans & Kreitner, 1975) and group living homes (Phillips, Phillips, Fixen & Wolf, 1972). These settings all lend themselves well to the environmental planning and control required to change behavior.

Behavioral technology has also been applied to socially significant problems in the natural and unstructured community. Such an approach has been called "behavioral community psychology" (Briscoe, Hoffman & Bailey, 1975). Studies employing this approach have examined such areas as urban transportation (Everett, Hayward & Meyers, 1974), environmental pollution (Burgess, Clark & Hendee, 1972; Chapman & Risley, 1974; Clark, Burgess & Hendee, 1972), public welfare (Miller & Miller, 1970), policy board effectiveness (Briscoe, et al., 1975) and community dental care (Reiss, Piotrowski & Bailey, in press).

Recently, behavior analysts have attempted to deal with a number of problems that are characteristic of the elderly. In institutions for the elderly, depressive behaviors have been treated via systematic reinforcement of behavior which is incompatible with depressive behavior (Flannery, 1974; Hoyer, 1973; Power & McCarron, 1975), and more appropriate social behaviors such as conversation and group participation have been reinstated to combat loneliness and senility (deLerma,

Salter & Salter, 1975; Hoyer, Kafer, Simpson & Hoyer, 1974; MacDonald, Note 1; McClannahan & Risley, 1974, 1975; Toepfer, Becknell & Shaw, 1974).

While work with the institutionalized elderly is limited, as pointed out in a recent review by Hoyer, Mishara & Riebel (1975), the problems of the community-based elderly have been almost totally ignored. One of the major difficulties with work in this area has been a general failure of the elderly to utilize existing activities and services located within the community, excluding them from numerous opportunities to take advantage of potentially beneficial services (Pierce, 1975).

Behavioral technology has been applied to encourage the under-nourished, institutionalized elderly to consume more nourishing diets by providing token reinforcement for the consumption of meals (Geiger & Johnson, 1974). While figures vary, it is generally agreed that a substantial number of the elderly residing in the community are also in need of more nutritious diets. Surveys have indicated that 65% - 95% of those over 60 years of age are not consuming diets that meet recommended dietary allowances (Bechill & Wolgamot, 1973; National Council on the Aging, 1965; Powers & Golinaux, 1972; Schlenker, Feurig, Stone, Ohlson & Mickelson, 1973; White House Conference on Aging, 1973), and that these nutritional deficits are found across all income levels (Guthrie, Black & Madden, 1972). While Geiger and Johnson's (1974) strategy of reinforcing the consumption of nutritious meals may solve the problem for the institutionalized elderly, effective procedures

for the community-based elderly have not been developed.

Public and private agencies have attempted to design programs emphasizing the availability of nutritious, low-cost meals for the community-based elderly (Bechill & Wolgamot, 1973; Luhrs, 1973; National Clearinghouse on Aging, 1975; Office of Services to the Aging, 1975; Rachlis, Note 2; Watkin, 1972; Wells, 1973; White House Conference on Aging, 1973, Note 3, 4). The rationale for these programs includes the provision of nutritious meals and an atmosphere of social interaction, both of which have been identified as particular needs for the elderly (Buchholtz, 1973; Duval, 1962; Shadko, 1967; White House Conference on Aging, 1973).

It is evident that the mere availability of nutritious meal programs has failed to serve most of those showing nutritional and social deficits (Department of Health, Education and Welfare, 1975; Pelcovits, 1971, 1972; Powers & Golinvaux, 1972). Part of this problem has been attributed to the elderly citizen's unwillingness to lose his feeling of independence by accepting a meal viewed as "charity". In addition, many elderly citizens lack experience with any form of social service, and a past history of non-participation with social activities in general may lead to disinterest in participating in a meal program which requires social interaction (Bechill & Wolgamot, 1973; Match, Note 5; National Council on the Aging, Note 6; Shadko, 1967; Sherwood, 1973).

Although meal programs now exist in most communities in the United States, little has been done to encourage the majority of eligible and undernourished elderly citizens to participate (Michigan Commission on

Aging, Note 7; National Council on the Aging, 1965; Shadko, 1967).

One suggestion often made is to use radio, television and newspapers to inform the public of existing programs (Buchholtz, 1973; Michigan Commission on Aging, Note 7; National Council on the Aging, 1965; Shadko, 1967). More aggressive tactics have also been called for to find those in need of such services and personally inform them of available services and encourage them to participate (Bechill & Wolgamot, 1973; The National Council on the Aging, Note 6; White House Conference on Aging, 1973). The success of such tactics, however, has been questionable, at best (Bechill & Wolgamot, 1973).

In delineating the essential steps to encourage participation in programs for the elderly, Shadko (1967) has suggested that one must provide an appropriate environment, the opportunity, and above all, the motivation to participate. Shadko does not discuss what those motivational variables might be nor have other suggestions been made in the literature relevant to this topic. Behavioral interventions which focus on motivating variables would seem ideally suited to this problem.

This study attempted to encourage elderly citizens residing in the community to participate in a nutritious meal program offered at a local community center. Experiment I looked at the recruitment of new participants by examining the relative efficacy of public service announcements on local radio stations, personal contacts with elderly citizens during a home-visit, a follow-up contact to offer free transportation, and the provision of motivating consequences in the form of incentives. Experiment II attempted to maintain attendance increases

at the meal program by providing positive consequences in the form of activities and incentive offers for those who participated in the meal program. The relative costs for each of these procedures were compared.

—

EXPERIMENT I

Method

Subjects and Setting

This study was conducted with 202 elderly citizen households in a rural township of approximately 12,000 residents. Subjects ranged in age from 62 to 99 years with a mean age of 75 years. Names and addresses of elderly citizens were obtained from township tax rolls, records of service agencies, and reports from community citizens. The setting was a local community center which sponsored a federally funded, low-cost, nutritious meal program for the community's elderly citizens. The site was an attractive, modern facility, centrally located in the community.

Response Measure

Attendance records at the meal program were made daily, Monday through Friday, by the lunchroom manager. Participants were scored as "new" if they had not attended the meal program in the past six months according to previous attendance records. Approximately every third day throughout this study, a second observer independently listed the names of those present. Names on both lists were compared for the number of agreements. Reliability of occurrences was then calculated by dividing the number of agreements by the number of agreements plus the number of disagreements, and multiplying by 100. Inter-observer

reliability was 100% across all phases of this study.

Procedure

Baseline. During this and all subsequent conditions elderly participants received a nutritious meal at the community center. A 50¢ donation was requested, though the meal was always free should the participant elect not to make a donation. The donation box was unobserved so that the presence of others would not discourage donations of lesser amounts. Publicity during this condition was by periodic announcement in the local newspapers and free transportation was provided for those requesting it. Special events such as picnics, outings, and games were provided on an irregular basis.

Public Service Radio Announcements. A 30-second public service announcement was given to the community's eight commercial radio stations (see Appendix A). This announcement contained information regarding the nature of the meal program, its low-cost, the availability of free transportation, and the time the meal was served. The announcement was broadcast from one to three times per day, according to each station's policy on public service announcements, for thirty days.

Home-Visits. Elderly citizens not participating in the meal program were personally contacted by a representative of the community center who provided an explanation of the meal program similar to that contained in the public service announcement and invited the elderly citizen to participate. A brochure describing the program with a

sample meal menu was also given to each household (see Appendix B). A brief questionnaire was administered to obtain up-to-date demographic data. A brochure was placed in the mailbox of households in which no persons were contacted upon a second attempt made on a different day of the week.

Follow-Up Contacts. Elderly citizens not participating after home-visits were made were offered free transportation by way of a telephone call or a personal letter. The callers, after identifying themselves as representatives of the community center, invited the elderly citizen to the meal program. The elderly citizen was told that a bus would be in their neighborhood to pick them up for the meal program and were asked if they would like to be scheduled for transportation and a meal. Those without telephones were mailed a personal letter with the same information as the phone call and an invitation to participate (see Appendix C).

Incentive Offer. Those not participating in the meal program after the follow-up contacts were made were mailed a list of items, services, and activities from which they could select upon participation in the meal program (see Appendix D). This list included activities such as trips and movies; items such as lottery tickets, playing cards, houseplants and games; and services such as housecleaning, car washing, and yard work.

Experimental Design

The 202 households chosen for this study were randomly assigned to

one of three experimental groups. These three groups, screened for those no longer residing at the obtained address, were composed of 69, 63, and 70 households. The experimental design was a multiple-baseline across two groups (Baer, Wolf & Risley, 1968) with the third group receiving only the public service announcement and incentive conditions. All experimental conditions except public service announcements, which had to be introduced to all groups at the same time, were completed in Group I prior to being introduced to Group II, serving as a control for external variables affecting attendance, the dependent variable of interest. Groups I, II and III received the public service announcements, after which home-visits were introduced to Group I. Once home-visits were completed for Group I, they were introduced to Group II and follow-up contacts for Group I were started. When follow-up contacts for Group I were completed, contacts were made in Group II, and at the same time the incentive condition began by mailing incentive offers to Group I. Four weeks later the same incentive offer was mailed to Groups II and III. Home-visits and follow-up contacts were excluded in Group III. This ruled out the possibility that the effects found in the incentive condition were due to the cumulative effects of home-visits and follow-up contacts preceding the incentive condition. To the extent that incentives produced similar results in Group III when compared to Groups I and II, it is more likely that prior conditions for Groups I and II were not necessary to obtain these results during the incentive condition.

Results

New Participants

Figure 1 shows the cumulative number of new participants in each of the three experimental groups, across all experimental conditions. Public service radio announcements, made for 30 days on eight radio stations, increased new participants by one in Group II, with no increases in the other two groups. Home-visits to personally invite those in Groups I and II to participate increased participation by six persons in Group I and two in Group II. Follow-up contacts, to offer a second invitation and free transportation, increased participation by one in Group I and showed no increase in Group II. An offer of an extensive variety of incentives, mailed to households in Groups I and II increased new participants by five and three respectively. Incentives, introduced without a home-visit or follow-up contact to Group III, increased participation by seven in that group. The incentive condition, across all three groups, led to a total of 15 new participants as compared to a total of 10 new participants in all previous conditions.

Costs For Each Condition

A detailed breakdown of costs for each condition is shown in Table I. Public service radio announcements were offered as a free service by all local commercial radio stations. Expenses incurred to advertise the meal program were for the clerical time required to contact the radio stations and for the preparation of the announcements.

Figure 1: Cumulative Weekly Total of New Participants in a Nutritious Meal Program in Experiment I.

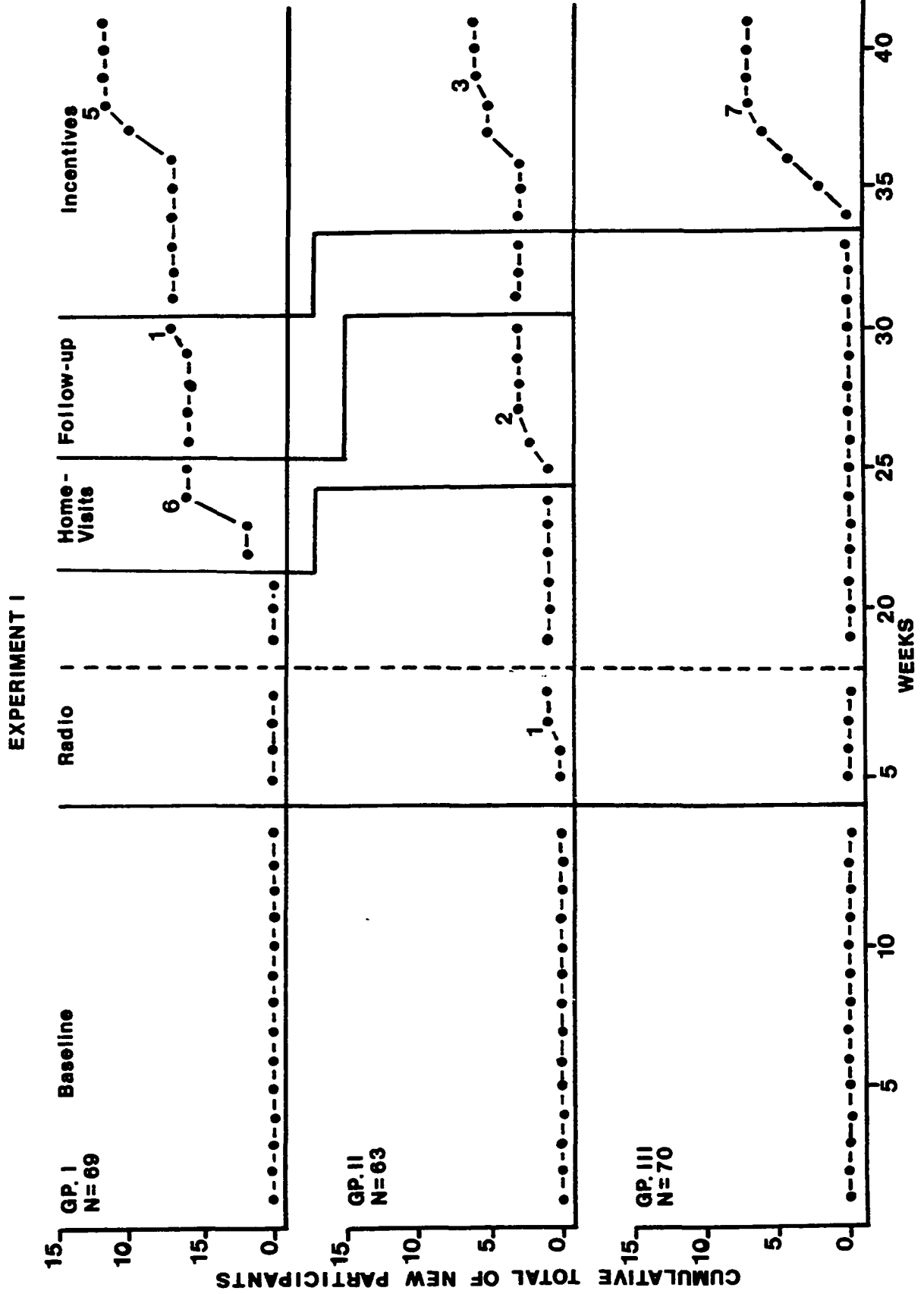


Table I: Estimated Cost For Each Experimental Condition in Experiment I.

TABLE I

ESTIMATED COST FOR EACH EXPERIMENTAL CONDITION IN EXPERIMENT I

	Public Service Announcements	Home-Visits	Follow-Up Contacts	Incentives
Radio Announcements	Free	N/A	N/A	N/A
Clerical Time @ \$2.25 Per Hour	\$2.25	\$2.25	\$29.25	\$6.75
Postage	\$1.04	N/A	\$4.30	\$20.20
Office Supplies @ 3.5¢ Per Letter	\$0.28	\$7.25	\$1.29	\$18.18
Transportation @ 15.8¢ Per Mile	N/A	\$75.52	N/A	N/A
Social Worker's Time @ \$3.57 Per Hour	N/A	\$261.01	N/A	N/A
Telephone Calls @ 6¢ Per Call	N/A	N/A	\$5.34	N/A
Incentives	N/A	N/A	N/A	\$27.00
Total Costs Per Condition	\$3.57	\$341.03	\$40.18	\$72.13

This cost came to a total of \$2.25. Expenses for home-visits, including transportation costs based on 15.8¢ per mile (U.S. Department of Transportation, 1974) and man-hour costs based on \$3.57 per hour for a social worker's time (Occupational Rankings for Men & Women by Earnings, 1974) totalled \$341.03. Follow-up contacts, made by telephone or personal letter, were based on man-hour costs of \$2.25 per hour and 6¢ per telephone call. The cost for follow-up contacts was \$40.18. Total costs for the incentive condition, instituted across three groups, included publicity costs in the form of a mailing as well as the actual cost for the incentives. This total cost for the incentive condition came to \$72.13 and is considerably less than the \$381.21 for the cost of the home-visits and follow-up contacts.

Method of Contacts in Each Condition

In order to contact as many individuals as possible during the home-visit condition, two attempts were made to find an individual at home on separate days. When there was no response to the second attempt, a brochure was placed in the household mailbox. Of the total of 132 households in Groups I and II, 90 were contacted in person and 42 brochures were placed in mailboxes. Follow-up contacts made by telephone reached 89 households and the remaining 43 were mailed personal letters as they had no telephones. Letters announcing the availability of incentives were not returned by the Post Office in Groups I and II, while 10 out of 80 were returned as "undeliverable" in Group III, the group not screened by home-visits to establish the accuracy of addresses.

EXPERIMENT II

Method

Subjects and Setting

Elderly citizens who had participated in the meal program during any condition in Experiment I served as subjects for Experiment II. The setting and meal program were identical to the meal program outlined in Experiment I.

Procedure

Baseline. Daily attendance data collected during Experiment I provided baseline information for Experiment II. Data collection and reliability measures were the same as those in Experiment I.

Activity Days. Wednesdays were designated as "Activity Days", and either a free bingo game or a free movie was scheduled. The activity was conducted following the meal and was made available to each person who attended the meal program on the day the activity was conducted. "Activity Day" was advertised by daily announcements at the meal program for two weeks prior to the first "Activity Day" and by mailing an announcement to those who had participated in the meal program in the past but who had not attended in the preceding two weeks (see Appendix E).

Incentive Days. Each person who participated in the meal program on the day designated as "Give-Away-Day" was allowed to select

from a list of free gifts (see Appendix E). The "Give-Away-Day" was advertised in the same way as "Activity Day".

Experimental Design

Experiment II employed a variation of the multi-element design (Ulman & Sultzer-Azeroff, 1975) in which the independent variable is briefly introduced and frequently alternated with baseline conditions. This design varied from the multi-element in that baseline and treatment sessions were not equal in number. Due to this variation, the design employed in this study might be more accurately described as a series of "repeated probes" of the independent variable.

Results

Attendance

Figure 2 indicates that average attendance at the meal program increased from a baseline average of 14 per day to an average of 17 per day during Experiment I, and that Experiment II led to further increases to an average daily attendance of 28. Figure 3 shows that moderate increases in attendance were found on those days designated as "Activity Days" and that substantial increases occurred on days designated as "Give-Away-Days" in which incentives were offered to participants.

The attendance on "Activity Days" was 24 and 22 on the two days that movies were shown and 24 and 33 on bingo days. Average attendance for Wednesdays, the month prior to the scheduling of Wednesdays as

Figure 2: Average Daily Attendance Per Week During Baseline and Experiments I and II.

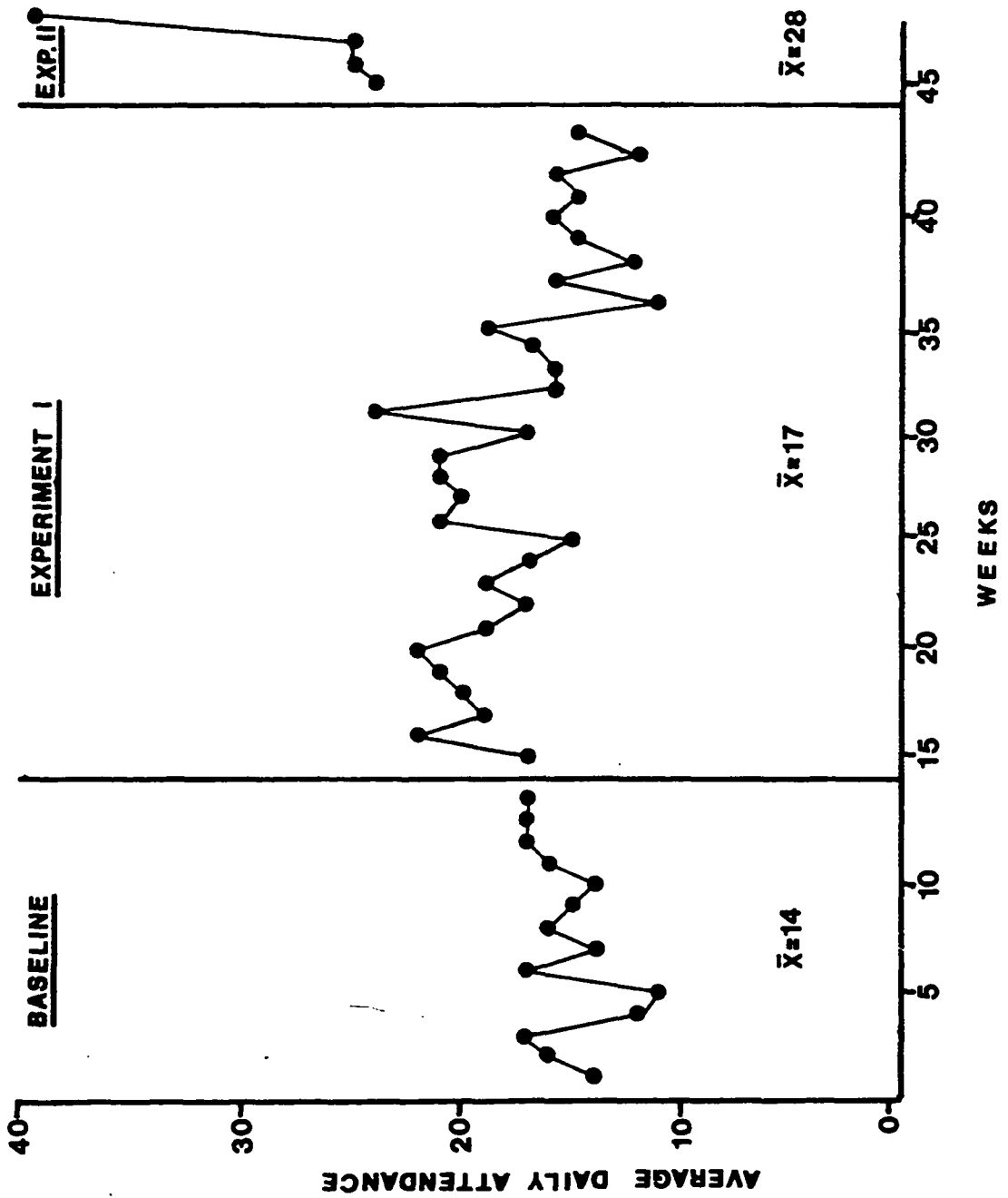
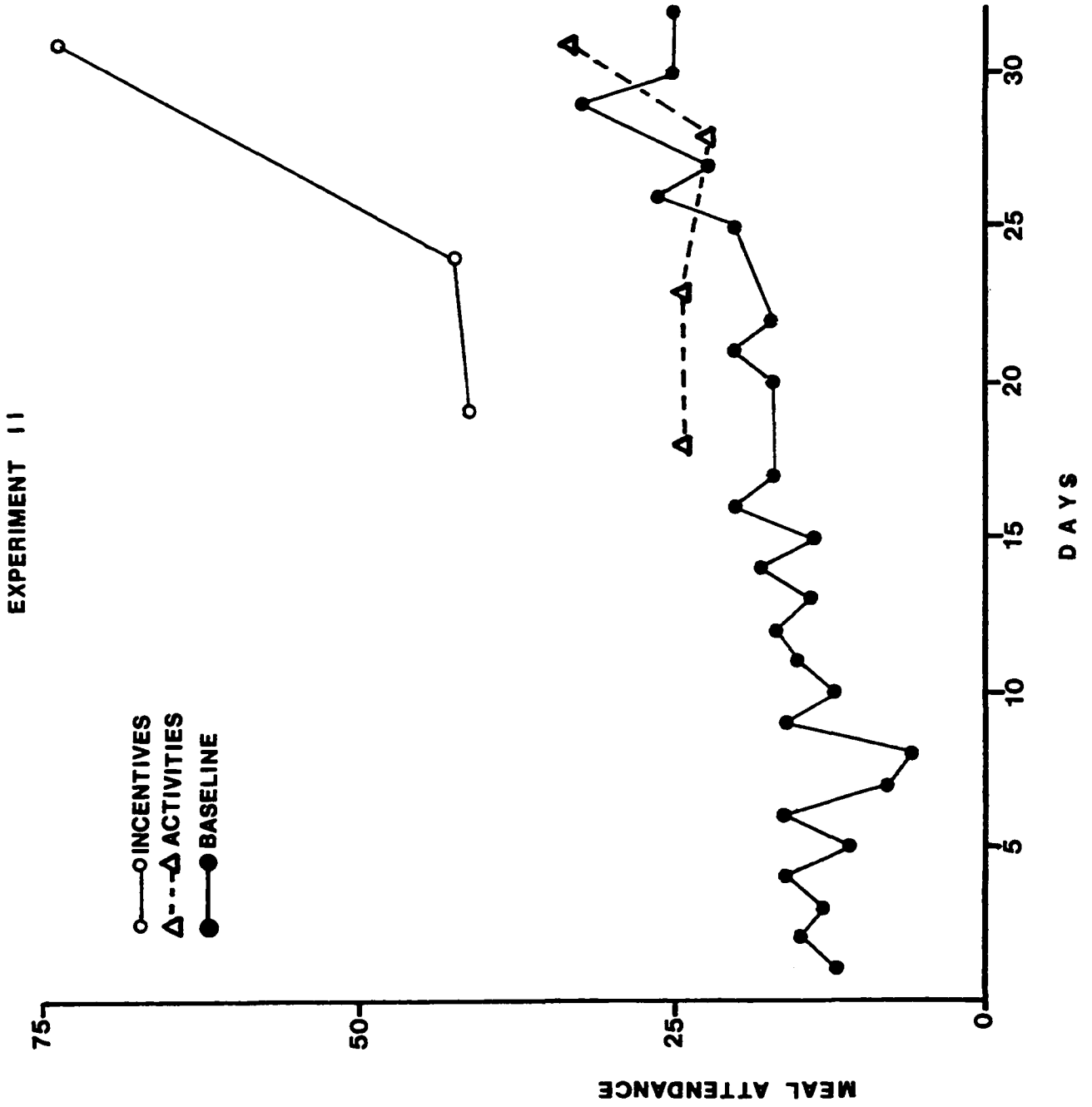


Figure 3: Daily Attendance During Experiment II as a Function of Baseline, Activities, and Incentives.



"Activity Days" was 11 and can be compared to an average attendance of 26 on "Activity Days".

On those days designated as "Give-Away-Days" even greater increases in attendance were found. The attendance on "Give-Away-Days" was 41, 42, and 74 on two Thursdays and a Tuesday, respectively. These figures compare with an average Thursday attendance for the preceding month of 18 and an average Tuesday attendance of 19.

Costs

There were no costs for movies shown on "Activity Days" as films were obtained free of charge from the local public library. "Activity Day" costs were a total of \$40.70 for the two times that bingo was played, including \$15.70 for postage, paper, and clerical time to advertise the program and \$25.00 for bingo prizes. Costs for "Give-Away-Days" totalled \$95.10 with the first incentive offer totalling \$50.00, the second \$24.10 and the third \$16.00. Costs for postage, paper, and clerical time to advertise "Give-Away-Day" were \$15.95, making the total cost of "Give-Away-Days" in Experiment II \$106.05.

GENERAL DISCUSSION

This study demonstrated that reinforcement procedures are an effective way to encourage the elderly to participate in a community-based meal program. This study has also shown that when cost-effectiveness is a consideration, reinforcement procedures may be less expensive than the door-to-door recruitment procedures often called for by social service agencies, offering an alternative procedure to accomplish the case-finding phase of social work.

In addition to being cost-effective, reinforcement procedures were structured in ways to provide incentives that contributed to the overall well-being of the elderly citizen. Examples of the services offered in this study are house cleaning, yard work, shopping trips, health exams, and vitamins. Participation in the meal program, even when irregular, also provided contact with the elderly citizen to determine other areas of need which could be attended to by a social worker.

In Experiment II participation was increased by regularly scheduling of activities and by offers of incentives. That "Give-Away-Day" was clearly superior to recruitment procedures instituted in Experiment I, suggests that the appropriate point of intervention in this study was to make programmatic changes rather than increasing recruitment efforts prior to program improvement.

The offers on "Give-Away-Day" proved to be quite expensive, though an advantage of such a procedure is that the expenses incurred are a

direct result of increased attendance, guaranteeing that increased costs for such a program yield a return in the form of increased participation. This is unlike costs for scheduled activities and for door-to-door recruitment, which may be the same regardless of the attendance.

Costs for the three "Give-Away-Days" varied considerably. Items selected most frequently on "Give-Away-Days" were state lottery tickets, houseplants, dance tickets, flashlights, nightlights, cigarette lighters, postage stamps, and car washes. Interestingly, on the day fruit and vegetable baskets were offered, costs were the lowest of the three "Give-Away-Days" but the greatest increases in attendance were found. This finding suggests that attractive incentives can be made available at a reasonable cost while providing beneficial reinforcers to the elderly participant. Costs could be reduced by providing incentives for a limited number of participants by conducting such activities as a drawing or a "wheel of chance" to determine who will receive the incentives. The overall effectiveness of incentive offers in maintaining attendance on a regular basis could be enhanced by making the incentive offers available on an unannounced basis and would prevent individuals from attending only on those days when incentives were offered.

A total of 25 new participants were recruited in Experiment I, representing 12% of the 202 households in the experimental populations. This figure seems quite low in light of the extensive recruitment effort made in this study and other points of intervention may be required.

Alternative interventions might be in the area of further response effort reduction since the prerequisite grooming behaviors and the efforts to travel to the meal site may be difficult for those elderly individuals with physical limitations brought on by age. Other interventions could feature numerous neighborhood sites to reduce travel effort; an aid to go door-to-door to assist in preparatory arrangements for the elderly participant prior to going to the meal site; or home-delivered meal programs such as Meals-on-Wheels which would circumvent all of these difficulties (Buchholtz, 1973).

The low rate of participation found in Experiment I is consistent with those found in several meal programs sponsored by the federal government's Title IV meal programs. These programs, regardless of their rural or urban nature, served only very small proportions of the eligible and needy elderly in their communities (Bechill & Wolgamot, 1973). In light of this, the low participation found in Experiment I is higher than that found in the Title IV programs which often involve less than 1% of their eligible and needy populations. The substantial increases found in Experiment II show that the problem of poor attendance can be overcome in meal programs for the elderly.

Further questions regarding the applications of reinforcement procedures are raised by these results. The range of incentives that could adequately attract the elderly was not investigated in this study. Refinements in the areas of maintenance of attendance via fading procedures, optimal schedules of reinforcement, lottery systems, and other procedures to obtain the most efficient attendance increases are all potential areas for future investigation.

The introduction of "Give-Away-Day" resulted in criticism by the community center staff and long term participants which were similar to those reported by behavior analysts working in the schools (O'leary, Poulos & Devine, 1972) and with parents (Krumboltz & Krumboltz, 1972), centering around the issues of "bribery" and the "virtues of self-motivation over external motivation". Such criticism indicated that the elderly should utilize the meal program because of dire circumstances and not for a free gift. Staff feelings were that it wasn't "right" to "bribe" the elderly to participate when more traditional methods such as home-visits by a social worker should be used. A final staff and participant objection was that the money spent for incentives could have been spent in better ways. Such criticisms are offset for one considering the utility of reinforcement procedures by the cost-efficiency and the positive results shown in this study.

Community center interest in increasing participation in the meal program centered around the possibility that funds for the meal program would be cut back due to disinterest on the part of the community's elderly. The results of this study convinced funding sources that the meal program was reaching substantial numbers of the elderly and the program was not cut as had been considered. Not only was the program "saved" but the director of the community center continued to offer various incentives as a regular part of the meal program in order to maintain the attendance increases.

This study has demonstrated that behavioral techniques can be applied to programs serving the elderly residing in the unstructured

community. The structure of those settings traditionally employing behavioral strategies seems to be unessential to implement interventions on a community level. What seems to be required is an observable response from a well defined population, a positive consequence for the target behavior, and a discriminative stimulus to make the target population aware of when the desired response will be reinforced. Such findings are consistent with work in other areas of behavioral community psychology (Chapman & Risley, 1974; Everett, Hayward & Meyers, 1974; Reiss, Piotrowski & Bailey, in press) and extend this field into new areas of service delivery for the community-based elderly. These findings provide methodological direction for community interventions that are empirically-based, cost-effective, and easy to implement.

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APPENDICES

APPENDIX A

PUBLIC SERVICE ANNOUNCEMENT

Comstock Township Senior Citizens:

Senior Services Inc. and the Comstock Community Center are co-sponsoring a daily, low-cost, nutritious meal to Senior Citizens aged 60 and over. Meals are served daily, Monday through Friday, at 12:00 noon at the Comstock Community Center, 6330 King Highway, Comstock. Social activities are available for anyone wishing to participate. Special diets are available for those with diet restrictions. Those individuals needing transportation may make arrangements by contacting the Comstock Community Center. Transportation is provided free of charge. The cost of each meal is on an ability to pay basis. Further information is available from the Comstock Community Center at 345-8556 regarding this low-cost, hot lunch for Senior Citizens.

APPENDIX B

PUBLIC SERVICE ANNOUNCEMENT

Comstock Township Senior Citizens:

Senior Services Inc. and the Comstock Community Center are co-sponsoring a daily, low-cost, nutritious meal to Senior Citizens aged 60 and over. Meals are served daily, Monday through Friday, at 12:00 noon at the Comstock Community Center, 6330 King Highway, Comstock. Social activities are available for anyone wishing to participate. Special diets are available for those with diet restrictions. Those individuals needing transportation may make arrangements by contacting the Comstock Community Center. Transportation is provided free of charge. The cost of each meal is on an ability to pay basis. Further information is available from the Comstock Community Center at 345-8556 regarding this low-cost, hot lunch for Senior Citizens.

TITLE VII NUTRITION PROGRAM MENUMonday

Baked Pork Steak
 Mashed Potatoes
 Carrots
 Roll - Margarine
 Lemon Pudding

Tuesday

Fried Chicken
 Potato Salad
 Pickles
 Bread - Margarine
 Fruit
 Cookies
 Milk

Wednesday

Beef Hash W/Tomato Sauce
 Corn
 Bread - Margarine
 Fresh Fruit
 Milk

Thursday

Turkey Pot Pie
 Cranberry Duly
 Mixed Vegetables
 Biscuit - Margarine
 Canned Fruit
 Milk

Friday

Tuna-Noodle Au
 Gratin
 Green Beans
 Coleslaw
 Bread - Margarine
 *Cake - (Birthday
 Iced and Uncut
 for Sites)
 Milk

Skim Milk available upon request

*Birthday Cakes each month

APPENDIX D

Dear Comstock Senior Citizen:

We hope that you have heard about the Senior Citizen lunch program at the Comstock Community Center. We would like to tell you that we serve a good, well balanced meal every weekday at 12:00 for Senior Citizens aged 60 and over. The maximum donation is 50¢ per meal although you may pay what you can. The meal is free for those with fixed incomes. We provide free transportation if you call us the day before at 345-8556. Our driver will pick you up and take you home after lunch.

The real intent of this letter is to tell you how much we want you to have lunch with us. In order to convince you just how much we want you, we are offering a long list of activities, services and items that you can choose from ABSOLUTELY FREE!! There are no gimmicks and no hidden tricks.

Look over the attached list that you may select from. Choose an item that looks good and fill out the coupon AT THE END OF THE LIST. Call us at 345-8556 and tell us you are coming. Ask for transportation if you wish. Then bring your coupon to the lunch manager, Jim Tucker, who will arrange for you to receive your selection.

If this free offer sounds too good to be true, remember that this is just another service from the Comstock Community Center.

Sincerely yours,

Dan Kane,
Executive Director

COMSTOCK SENIOR CITIZENS!!!

YOU MAY SELECT ANY ITEM ON THIS LIST ABSOLUTELY FREE. JUST BRING THE ATTACHED COUPON WITH YOU WNEH YOU COME TO THE COMSTOCK COMMUNITY CENTER SENIOR LUNCH PROGRAM AT 12:00 ANY WEEKDAY.

WEDNESDAY AFTERNOON AT THE MOVIES - TAKE YOUR CHOICE OF ANY OF THE MOVIES PLAYING IN THE KALAMAZOO AREA. WE WILL PICK YOU UP AND TAKE YOU HOME AGAIN. YOUR FREE TICKET WILL BE WAITING.

SUNDAY AFTERNOON DRIVE - TAKE A QUIET AFTERNOON DRIVE TO SEE LAKE MICHIGAN OR GO TO GRAND RAPIDS. IT'S YOUR CHOICE. WE WILL SHOW YOU THE SIGHTS.

FREE SENIOR DANCE - WE WILL GIVE YOU TWO FREE TICKETS TO GO TO THE NEXT SENIOR DANCE HERE AT THE COMSTOCK COMMUNITY CENTER OR WE WILL GIVE YOU TICKETS TO YOUR CHOICE OF DANCES IN KALAMAZOO. WHAT A WAY TO SPEND AN EVENING.

MICHIGAN STATE LOTTERY TICKETS - WIN A MILLON DOLLARS. WE WILL GIVE YOU TWO FREE MICHIGAN STATE LOTTERY TICKETS. WHAT YOU WIN IS YOURS.

PLAYING CARDS - REPLACE YOUR OLD WORN OUT DECK WITH A BRAND NEW ONE. YOU WILL GET TWO DECKS TO LAST FOR MANY, MANY GAMES.

CROSSWORD PUZZLE BOOK - A BOOK OF OVER ONE HUNDRED CROSSWORD PUZZLES. WE WILL PCIK ONE FOR YOU OR YOU MAY SELECT YOUR OWN.

MAPLE HILL AND/OR WEST MAIN MALLS - SPEND THE AFTERNOON SHOPPING AT THESE FINE KALAMAZOO MALLS. OUR CHAUFFEUR WILL PICK YOU UP, ESCORT YOU AND TAKE YOU HOME AGAIN.

TWO HOUR DRIVE - ANYPLACE YOU WANT TO GO!! OUR FRIENDLY CHAUFFEUR WILL PICK YOU UP, ESCORT YOU AND TAKE YOU HOME AGAIN.

CHRISTMAS SHOPPING TRIPS - GO TO THOSE SPECIAL STORES AND PLACES YOU WANT TO VISIT. OUR CHAUFFEUR WILL TAKE YOU.

BREAKFAST AT DOTTY'S - ENJOY A BREAKFAST AT NO CHARGE TO YOU. WE WILL PICK YOU UP AND ESCORT YOU IF YOU WISH.

BREAKFAST AT GRIFFIN DAIRY BAR - ENJOY A BREAKFAST AT NO CHARGE TO YOU. WE WILL PICK YOU UP AND ESCORT YOU IF YOU WISH.

OIL CHANGE AND NEW FILTER - OUR EXPERT OIL CHANGERS WILL DRAIN YOUR OIL IN YOUR CAR AND REPLACE IT WITH TOP GRADE OIL OF YOUR CHOICE. WE WILL ALSO REPLACE YOUR OIL FILTER. IT'S FREE!

CLEAN YOUR HOUSE - WE WILL CLEAN YOUR ENTIRE HOME FOR FREE. THE COM-STOCK CLEANING BRIGADE WILL GIVE YOU UP TO TWO HOURS OF CLEANING AND OTHER CHORES.

YARD WORK - OUR LOCAL, HARD WORKING YOUTH WILL PROVIDE YOU WITH UP TO TWO HOURS OF YARD WORK UNDER YOUR DIRECTION.

HOUSE REPAIRS - WE WILL MAKE AS MANY SMALL HOUSE REPAIRS ON YOUR HOME AS WE CAN. ASK US AND WE WILL TRY AND MAKE ARRANGEMENTS FREE OF ANY CHARGE.

DINNER WITH DAN KANE - THE EXECUTIVE DIRECTOR OF THE COMSTOCK COMMUNITY CENTER, DAN KANE WILL PROVIDE YOU WITH A MOST ENJOYABLE EVENING. A FREE EVENT FOR YOU BUT YOU MUST HURRY.

HOUSEPLANTS - A FREE POTTED PLANT FOR YOUR LIVING ROOM OR KITCHEN. WE HAVE A NICE SELECTION FOR YOU.

PENCILS - ONE DOZEN FREE PENCILS. RESTOCK YOUR SUPPLY NOW.

NIGHT LIGHT - LIGHT UP THAT DARK HALLWAY DURING THE NIGHT. IT'S FREE.

RUBBERTREE PLANT - THIS IS A VERY SPECIAL GIFT. WE HAVE ONLY ONE AND IF YOU ARE THE FIRST TO ASK, YOU MAY HAVE IT.

BREAKFAST IN BED - THAT'S RIGHT!!! WE WILL DELIVER A COMPLETE BREAKFAST RIGHT TO YOUR DOOR AND EVEN TO YOUR BEDSIDE IF YOU WISH.

KALAMAZOO WINGS HOCKEY TICKETS - SEE THE KALAMAZOO WINGS PLAY HOCKEY. WE WILL GIVE YOU TWO FREE TICKETS TO SEE THE WINGS PLAY.

CANDLELIGHT DINNER - A SPECIAL DINNER FOR YOU AND YOURS BY CANDLELIGHT.

T.V. GUIDE - A FREE SIX MONTH SUBSCRIPTION TO T.V. GUIDE.

CLEAN YOUR EYEGLASSES - HAVE YOUR EYEGLASSES CLEANED FREE EVERYDAY FOR A WEEK. WE WILL COME TO YOUR DOOR AND CLEAN THEM.

COFFEE-BREAK WITH THE COMSTOCK TOWNSHIP SUPERVISOR - A UNIQUE CHANCE TO SPEND A FRIENDLY TIME WITH YOUR TOWNSHIP OFFICIALS.

POOL LESSONS - LEARN HOW TO SHOOT POOL FROM ONE OF COMSTOCK'S BEST.

LONG DISTANCE TELEPHONE CALL - MAKE A FIVE MINUTE CALL FREE OF CHARGE TO ANYPLACE IN THE CONTINENTAL U.S. A NICE THING TO DO DURING THE CHRISTMAS SEASON.

BOWLING - FREE BOWLING RIGHT HERE IN COMSTOCK AT RIVERVIEW LANES.

CHRISTMAS CARDS - WITH CHRISTMAS JUST AROUND THE CORNER THIS BOX OF CARDS WILL GET YOU OFF TO A GOOD HOLIDAY START.

THANKYOU CARDS - A FREE BOX OF THANKYOU CARDS. A NICE THING TO DO.

BIRTHDAY CARDS - A FREE BOX OF BIRTHDAY CARDS TO SEND TO LOVED ONES.

WASH YOUR CAR - OUR STAFF OF EXPERT CAR WASHERS WILL COME TO YOUR HOME AND WASH YOUR CAR. MAKE IT NEW AGAIN!

BINGO - FREE ADMISSION AND BINGO CARDS AT THE J.C. BINGO HERE AT THE COMMUNITY CENTER ON SATURDAY NIGHTS.

SHOPPING SPREE AT THE COMSTOCK COMMUNITY CENTER TRADING BAR - TAKE YOUR PICK OF ANY THREE ITEMS OF YOUR CHOICE.

FREE HEALTH EXAM - WE WILL MAKE ARRANGEMENTS FOR AN EXAMINATION AT THE COMSTOCK COMMUNITY CENTER.

HAIR CUT - HAVE YOUR HAIR CUT FREE AT YOUR FAVORITE COMSTOCK BARBERSHOP OR HAIRDRESSER.

FOOTBALL GAMES - SEE YOUR FAVORITE HIGH SCHOOL TEAMS PLAY. TELL US WHAT GAME YOU WOULD LIKE TO SEE AND WE WILL TAKE YOU AND/OR GET YOU TICKETS.

BASKETBALL GAMES - WE WILL TAKE YOU TO YOUR FAVORITE HIGH SCHOOL.

FREE MALT - TAKE A BREAK ON A HARD WORKING AFTERNOON AND GO TO THE GRIFFIN DAIRY BAR. YOU WILL BE PICKED UP AND ESCORTED IF YOU WISH.

KALAMAZOO GAZETTE - HAVE THE GAZETTE DELIVERED FREE TO YOUR DOOR FOR A WEEK.

TYPEWRITTEN LETTERS - WE WILL PROVIDE YOU WITH YOUR OWN PERSONAL SECRETARY TO TYPE YOUR LETTERS FOR YOU.

PAINT YOUR MAILBOX - IS YOUR MAILBOX OLD AND GRAY? WE WILL SHARPEN IT UP FOR YOU. YOU PICK THE COLOR AND WE WILL GET IT PAINTED FOR YOU.

BICENTENIAL TREE - YOU MAY HAVE TO WAIT FOR A FEW MONTHS FOR THIS ONE BUT THE COMSTOCK TOWNSHIP WILL PLANT A PATRIOTIC BICENTENIAL TREE IN YOUR YARD.

CANDLES - DECORATE YOUR HOME WITH CANDLES FOR CHRISTMAS OR ANYTIME.

FLASHLIGHT - THIS HIGH POWERED, HEAVY DUTY LIGHT WILL PROVIDE LIGHT IN THE DARK AND DURING EMERGENCIES.

PHOTOCOPIES - UP TO TEN FREE PHOTOCOPIES OF ANYTHING YOU WANT COPIED.

LEGAL ADVICE - FREE ADVICE FROM A LAWYER REGARDING YOUR LEGAL QUESTIONS.

AARP - MEMBERSHIP IN THE AMERICAN ASSOCIATION FOR RETIRED PERSONS. THIS ORGANIZATION PROVIDES NUMEROUS BENEFITS FOR THE SENIOR CITIZEN.

KALAMAZOO NATURE CENTER - TRAVEL WITH US TO VISIT THE KALAMAZOO NATURE CENTER FOR AN ENJOYABLE AFTERNOON.

KALAMAZOO ART CENTER - FOR THOSE WHO APPRECIATE FINE ART. WE WILL TAKE A SMALL GROUP OF ART LOVERS TO THIS FINE CENTER.

KELLOGG BIRD SANCTUARY - SPEND A RELAXING AFTERNOON AT THE KELLOGG BIRD SANCTUARY. YOU WILL BE PERSONALLY ESCORTED.

TIME MAGAZINE - ENJOY A SUBSCRIPTION TO TIME MAGAZINE.

NEWSWEEK MAGAZINE - ENJOY A SUBSCRIPTION TO NEWSWEEK.

ARTS AND CRAFTS - PICK YOUR FAVORITE HOBBY AND TELL US WHAT YOU NEED FOR IT. WE WILL TRY AND GET YOU ARTS AND CRAFTS SUPPLIES FREE.

PAPERBACK BOOKS - INTERESTING FICTION AND NONFICTION BOOKS TO PASS THE TIME. YOU WILL BE ABLE TO SELECT ANY TITLE YOU LIKE OR WE CAN SELECT FOR YOU.

SWIMMING - FOR THE HEARTY SENIOR CITIZEN. GO SWIMMING AT THE HELEN COOVER RECREATION CENTER. SPEND AN EXCITING AFTERNOON.

ANYTHING ELSE THAT YOU WOULD LIKE - ASK US. WE MAY BE ABLE TO GET IT FOR YOU. WE REALLY WANT TO ENCOURAGE YOU TO HAVE LUNCH WITH US. TELL SU WHAT YOU WOULD LIKE AND WE WILL SEE IF WE CAN GET IT.

REMEMBER ALL OF THESE ITEMS AND SERVICES ARE FREE WHEN YOU TRY OUR SENIOR LUNCH PROGRAM. WE WANT YOU TO KNOW THAT WE REALLY WANT YOU TO COME TO OUR SENIOR LUNCH PROGRAM HERE AT THE COMSTOCK COMMUNITY CENTER. JUST BRING THE COUPON ATTACHED BELOW WITH YOU AND WE WILL GIVE YOU EXACTLY WHAT YOU HAVE INDICATED ON THE COUPON. PLEASE GIVE US A CALL A DAY AHEAD OF TIME WHEN YOU DECIDE TO COME TO LUNCH. PHONE US AT 345-8556. WE WILL ALSO PICK YOU UP IF YOU ASK WHEN YOU CALL.

YES! I WILL TRY OUT THE SENIOR LUNCH PROGRAM. HERE IS THE NAME OF THE ITEM I WOULD LIKE TO RECEIVE FREE OF CHARGE. I WILL CALL THE COMSTOCK COMMUNITY CENTER AT 345-8556 AND TELL THEM I AM COMING TO LUNCH. I WILL GIVE THIS COUPON TO THE LUNCH MANAGER WHO WILL SEE THAT I RECEIVE THE ITEM LISTED BELOW.

NAME: _____ DATE _____

ADDRESS: _____ PHONE: _____

ITEM OR SERVICE SELECTED: _____

WE ARE GLAD THAT YOU ARE GOING TO TRY OUT OUR SENIOR LUNCH PROGRAM!!!

APPENDIX E
COMSTOCK SENIOR CITIZENS!!!!

ONCE AGAIN THE COMSTOCK COMMUNITY CENTER IS MAKING AN OUTSTANDING OFFER TO YOU, THE SENIOR CITIZENS OF COMSTOCK IN ORDER TO ENCOURAGE YOUR ATTENDANCE AT THE SENIOR LUNCH PROGRAM SERVED DAILY AT 12:00 AT THE COMSTOCK COMMUNITY CENTER.

OUR

OFFER
IS

THIS

"ACTIVITIES DAY" - STARTING JANUARY 28, EACH WEDNESDAY WILL BE AN "ACTIVITIES DAY". WE WILL BE SHOWING A MOVIE OR PLAYING BINGO EACH AND EVERY WEDNESDAY.

"GIVE-AWAY-DAY" - STARTING ON JANUARY 29, EACH THURSDAY WILL BE A "GIVE-AWAY-DAY". YOU MAY WISH TO CHOOSE A FREE GIFT FROM THE ATTACHED LIST.

TO ENJOY EITHER OF THESE SPECIAL OFFERS, TO BE HELD AT THE COMSTOCK COMMUNITY CENTER SENIOR LUNCH PROGRAM, JUST CALL US A DAY OR TWO IN ADVANCE AND TELL US THAT YOU WILL BE COMING. OUR PHONE NUMBER IS 345-8556. WE WOULD ALSO BE PLEASED TO HAVE OUR BUS PICK YOU UP IF YOU ASK US TO.

REMEMBER: WEDNESDAY, JANUARY 28 - "ACTIVITIES DAY"
THURSDAY, JANUARY 29 - "GIVE-AWAY-DAY"

WE ARE LOOKING FORWARD TO HAVING LUNCH WITH YOU!!!

COMSTOCK COMMUNITY CENTER SENIOR LUNCH PROGRAM
"GIVE-AWAY-DAY"

THE FIRST WEEKLY "GIVE-AWAY-DAY" WILL BE HELD AT THE COMSTOCK COMMUNITY CENTER SENIOR LUNCH PROGRAM ON THURSDAY, JANUARY 29 AT 12:00 NOON. EVERYONE WHO ATTENDS THE LUNCH PROGRAM ON THAT DAY WILL BE ABLE TO SELECT, ABSOLUTELY FREE OF CHARGE, ONE OF THE FOLLOWING ITEMS:

MICHIGAN STATE LOTTERY TICKETS - WE WILL GIVE YOU TWO FREE TICKETS.

PLAYING CARDS - REPLACE YOUR OLD WORN-OUT DECK WITH A NEW ONE.

CROSSWORD PUZZLES BOOK - A BOOK OF OVER ONE HUNDRED CROSSWORD PUZZLES.

FREE SENIOR DANCE - TWO FREE TICKETS TO THE NEXT SENIOR DANCE.

HOUSEPLANTS - A FREE POTTED PLANT FOR YOUR LIVING ROOM OR KITCHEN.

PENCILS - ONE DOZEN FREE PENCILS. RESTOCK YOUR SUPPLY NOW.

NIGHT LIGHT - LIGHT UP YOUR DARK HALLWAY NOW.

FLASHLIGHT _ LIGHT FOR THOSE DARK NIGHTS.

LONG DISTANCE PHONE CALL - UP TO FIVE MINUTES ABSOLUTELY FREE.

BIRTHDAY CARDS - A FREE BOX OF BIRTHDAY CARDS TO SEND TO YOUR FRIENDS.

THANKYOU CARDS - A FREE BOX OF THANKYOU CARDS. TELL SOMEONE THANKS.

CAR WASH - HAVE YOUR CAR WASHED FREE. GET THAT WINTER SALT OFF NOW.

SHOPPING SPREE AT THE COMSTOCK COMMUNITY CENTER TRADING BAR.

TYPEWRITTEN LETTERS - WE WILL PROVIDE YOU WITH YOUR OWN PERSONAL SECRETARY.

CANDLES - DECORATE YOUR HOME WITH A DECORATIVE CANDLE.

PHOTOCOPIES - UP TO TEN FREE COPIES OF ANYTHING THAT YOU WANT COPIED.

PAPERBACK BOOKS - YOU NAME THE TITLE OR WE WILL PICK ONE FOR YOU.

TO PARTICIPATE IN "GIVE-AWAY-DAY" JUST CALL US A DAY OR TWO IN ADVANCE SO THAT WE CAN SAVE A MEAL FOR YOU. WE WILL BE GLAD TO HAVE OUR BUS PICK YOU UP IF YOU ASK WHEN YOU PHONE US AT 345-8556.

WELCOME TO THE SECOND COMSTOCK COMMUNITY CENTER "GIVE-AWAY-DAY".
WE ARE GLAD THAT YOU ARE HERE AND HOPE TO SEE YOU AT LUNCH AGAIN.
WE WOULD LIKE TO REMIND YOU THAT WE SERVE LUNCH HERE EACH WEEKDAY.

TODAY YOU MAY ORDER YOUR FREE GIFT FROM THE FOLLOWING LIST:

Calendar	Bag of Apples
Carnation	Paperback Book
Pad of Paper	Photocopies
Rain Hat	Candle
Kleenex	Typewritten Letters
Postage Stamps - 5	Thankyou Cards
Matches - 1000 matches	Birthday Cards
Lighter	Long Distance Phone Call
Cake Mix	Night Light
Vitamins	Batteries for your Flashlight
Potatoes	Houseplants
Half a Gallon of Milk	Free Senior Dance
Large Bottle of Coke	Crossword Puzzle Books
Bunch of Bananas	Playing Cards
Bag of Oranges	Can of Peas - 2
Eggs	Can of Corn - 2
Cigars	Cigarettes
Pipe Tobacco	

COMSTOCK SENIOR CITIZENS

THE COMSTOCK COMMUNITY CENTER WANTS TO REMIND YOU THAT THE SENIOR LUNCH PROGRAM WILL CONTINUE TO MAKE OUTSTANDING OFFERS TO YOU, THE SENIOR CITIZENS OF COMSTOCK.

REMEMBER THIS SPECIAL OFFER:

WEDNESDAY, FEBRUARY 4 - BINGO - THAT'S RIGHT! FREE BINGO.

THURSDAY, FEBRUARY 5 - GIVE-AWAY-DAY - THIS IS THE DAY THAT IS TOO GOOD TO BE TRUE. BY POPULAR DEMAND, WE ARE ONCE AGAIN GIVING AWAY NUMEROUS GIFTS TO EVERYONE THAT HAS LUNCH WITH US ON THIS DAY.

TO PARTICIPATE IN THESE SPECIAL EVENTS, JUST HAVE LUNCH WITH US ON WEDNESDAY OR THURSDAY. CALL THE COMSTOCK COMMUNITY CENTER A DAY OR TWO IN ADVANCE AT 345-8556 AND LET US KNOW THAT YOU ARE COMING, WE WILL SAVE A PLACE FOR YOU. IF YOU NEED TRANSPORTATION WE OFFER FREE TRANSPORTATION SO JUST TELL US WHEN YOU CALL.

SO.....

WEDNESDAY, FEBRUARY 4 - FREE BINGO

THURSDAY, FEBRUARY 5 - GIVE-AWAY-DAY

ANNOUNCEMENTS

COMING ACTIVITIES AT THE COMSTOCK COMMUNITY CENTER SENIOR LUNCH PROGRAM.

WE REALLY WANT TO HAVE YOU WITH US FOR LUNCH ON THESE DAYS AS WELL AS EACH WEEKDAY THAT WE SERVE A LUNCH TO YOU.

NEXT WEEK

WEDNESDAY, FEBRUARY 11, - ACTIVITIES DAY - ONCE AGAIN WE WILL BE SHOWING A MOTION PICTURE FOR YOUR ENJOYMENT.

NEXT THURSDAY, FEBRUARY 12, - THERE WILL NOT BE A "GIVE-AWAY-DAY". BUT LOOK FURTHER, WE HAVE ANOTHER ONE COMING.

WEDNESDAY, FEBRUARY 11, - ACTIVITIES DAY - BINGO - THAT'S RIGHT, FREE BINGO AFTER LUNCH.

OF SPECIAL INTEREST TO YOU

"GIVE-AWAY-DAY" WILL BE STARTED AGAIN ON TUESDAY, FEBRUARY 17. TAKE SPECIAL NOTE OF THIS CHANGE. GIVE-AWAY-DAY IS CHANGED FROM THURSDAY TO TUESDAY. WE WANT YOU TO COME AND HAVE LUNCH WITH US ON THIS SPECIAL "GIVE-AWAY-DAY" ON TUESDAY, FEBRUARY 17. THIS MAY BE YOUR LAST CHANCE AT THIS UNIQUE OPPORTUNITY.