



Contents

Executive Summary	3
Introduction	4
Why Measure Social Impact?	5
Meals on Wheels New South Wales Mission	6
Meals on Wheels Program Summary	7
Measurement Approach	8
Meals on Wheels™ Australia Impact Thesis	9
Measurement Methodology	10
Key Findings	11
Findings: Clients	12
Findings: Volunteers	26
Reflections and Recommendations	35
Get in Touch	36
Appendix	37

- 1.The Huber Social Wellbeing Measurement Framework
- 2. Data Transparency Page
- 3. Measurement Considerations
- 4. Predictors of Wellbeing Tables

Disclaimer

This document has been produced solely for use by Meals on Wheels™ Australia and Meals on Wheels NSW and is to be shared at their discretion. Huber Social does not accept any responsibility for any loss or damage whatsoever occasioned to any other party resulting from the unauthorised circulation, reproduction or use of this document.



Executive Summary

Meals on Wheels™ (MoW) has long been a household name when it comes to meal delivery, but what is less understood is the contribution the organisation makes to the community more broadly.

Meals on Wheels Australia (MoWA) has partnered with Huber Social to measure the social impact of the service, with a specific focus on understanding the benefits of the MoW model beyond nutrition. The goal is to both obtain evidence that MoWA has impact beyond meal delivery, and better understand the key drivers of success to ensure the service is as effective as possible. Data was collected from eight services across NSW as part of national measurement. This report focus on results from NSW. Where valuable, findings are compared to national results for deeper insights.

Measurement was conducted with eight services across NSW through multiple measurement periods in 2021 and 2022. The dataset for this report includes 565 responses from clients and 413 from volunteers across NSW. Key findings are as follows:

For Clients:

- Social connection is vital to wellbeing, yet clients are in need. The number of social connections a client has was strongly correlated with their wellbeing, however, only 21.4% of clients report having one or more meaningful social connections a day.
- **Volunteer connection is key.** Of all the factors relating to Meals on Wheels services in NSW that were examined, how well clients know their volunteers had the strongest relationship with wellbeing. Essentially, clients who know their volunteers better have higher wellbeing and score higher across a range of program outcomes including self-worth, enjoyment and nutrition.
- Length of visit matters, but frequency does not. Longer visits were associated with stronger volunteer relationships but the number of visits a week had no effect on the strength of relationship.
- Centre-based meals offer opportunity for greater social connection. Centre-based meals participants scored higher than other clients on a range of factors that are key to their wellbeing including community connection and their sense of agency.

For Volunteers:

- Meals on Wheels volunteers in NSW have higher wellbeing than other Australians. People volunteering with Meals on Wheels in NSW were found to have 11% higher wellbeing compared with a sample of similar Australians. When compared to similar volunteers in another service organisation, Meals on Wheels volunteers still report having 5% higher overall wellbeing.
- Social connection is just as important to volunteers and Meals on Wheel services build it.

 Social connection was found to be highly correlated with overall wellbeing among volunteers, and people who had volunteered with Meals on Wheels for six years or more scored higher across a range of social connection factors when compared to new volunteers.

Meaningful Social Connection is the Key Ingredient in the Meals on Wheels Model

The data shows that social connection is vital to the wellbeing of both Meals on Wheels clients and volunteers, setting a clear course for a more effective service. Efforts should be focused on providing greater opportunities for connection with clients, be it through stronger relationships with volunteers or other opportunities like centre-based meals. The report shows that at its best, Meals on Wheels services across New South Wales are not only providing a vital service to their clients, but also contributing to the wellbeing of their volunteers, providing a double benefit to the community. Far from just a meal service, Meals on Wheels services in NSW are providing a platform for healthy aging, through nutrition and social connection for clients, and community building for volunteers.



Delivering Connection, Building Community

As life expectancy in Australia continues to increase, it is projected that the number of people aged 65 years and older will more than double by 2057. It is important to ensure that these added years of life are 'good years', with people enabled and supported to experience healthy, independent and dignified lives.

There are clear challenges to this goal, with wellbeing in later life often threatened by social isolation and associated feelings of loneliness. The 2021 Royal Commission into Aged Care Quality and Safety found that older people place a higher value on having a sense of belonging and connection with their local community, with in-person interactions particularly valued.²

Meals on Wheels™ services in New South Wales support older Australians and others who may be experiencing challenges to living independently in their homes. Meals on Wheels seeks to address two of the biggest threats to successful ageing – social isolation and loss of independence, while also providing nutritious meals for good physical health.

As a result of its commitment to better understand the impact of the service and ensure it is as effective as possible, Meals on Wheels Australia™ (MoWA) has partnered with Huber Social to measure its social impact for both clients and volunteers. The aim of this measurement program is to understand not only the impact on the overall wellbeing of



those delivering and receiving its services, but also to understand which aspects of the Meals on Wheels service model best support the wellbeing of clients and volunteers.

To date, measurement has been undertaken across services in South Australia, Queensland and New South Wales. This report presents the results of measurement of a sample of eight services across New South Wales. It provides key insights into the how the Meals on Wheels delivery model is operating in NSW and identifies opportunities for services to improve their approach to maximise impact.

"[Meals on Wheels has had] a big positive impact. I have made many new positive friends... I feel cared for by my volunteers. MoW has opened a whole new world in my Life. I have learnt a lot about ageing from my MoW Friends.

I turn to MoW sometimes with my problems. "

Why Measure Social Impact?

Huber Social was engaged to measure the social impact of Meals on Wheels™ Australia to demonstrate the impact of the Meals on Wheels program and identify any opportunities to maximise effectiveness and better allocate resources.

1. Measure

To measure the impact of Meals on Wheels services in New South Wales, Huber Social measures the shift in overall wellbeing and program outcomes for people who engage with their services - in this case, both clients and volunteers.

Measurement provides a data driven approach for MoWNSW and services in NSW to articulate their social impact to internal and external stakeholders.

Why Wellbeing?

Measures overall progress and supports the systematic solving of social issues

Ultimately, the goal of all social impact is to put people in the best position to fulfil their potential and achieve wellbeing. It is therefore important to measure wellbeing to ensure that overall, programs are having a positive impact. To measure social impact, Huber Social therefore measures a shift in overall wellbeing and the specific program outcomes that contribute to it.*

Taking a wellbeing approach also provides a whole-of-life understanding of a person's needs. Instead of starting with the issue at hand, which tends to focus on the crisis end of a problem and places artificial limitations on the needs of people, strengthening wellbeing supports building a person's capability and opportunity to fulfil their potential, thus working to systematically address social issues.

2. Maximise

Beyond a focus on target outcomes, Huber Social's approach considers the holistic needs of a person to be in the best position to fulfil their potential.

This approach identifies opportunities to refine Meals on Wheels programming (if required) and utilisation of resources to maximise the organisation's impact on client and volunteer wellbeing.







Meals on Wheels in NSW Program Summary

Meals on Wheels[™] has been supporting the health and wellbeing of older Australians for over 70 years.

The international Meals on Wheels service model seeks to strengthen communities by providing support for people to live independently while maintaining community connection. The service model comprises provision of a prepared, nutrient-dense meal, delivered to the consumer at home or in a congregate setting, predominantly by volunteers. The meal serves as a vehicle for social engagement and interaction, building relationships and enabling monitoring of the consumer's well-being. Unlike other meal delivery services, which simply deliver the meal and leave, contact with a volunteer is built into the Meals on Wheels approach. Through the services provided by its volunteer workforce, Meals on Wheels provides the conditions to live a healthy lifestyle in older age by:

- Delivering nutritious and healthy food to sustain health and wellness;
- Facilitating reliable and trusted social contact; and
- Monitoring and responding to a client's holistic wellbeing needs as part of a 'more than just a meal' service model.

In addition to meal delivery, many services across NSW offer 'centre-based' meals, where clients can enjoy a meal in the company of other community members.

This measurement project will focus specifically on the meal delivery service. This measurement seeks to measure and understand the social value which Meals on Wheels services in NSW create beyond the provision of meals.

A note on terminology

In NSW, Meals on Wheels services function independently, with MoWNSW operating as a peak body for these independent services.





Measurement Approach

Huber Social and Meals on Wheels™ Australia worked in collaboration to develop a measurement system that allows the organisation to measure its impact and understand ways to maximise it. The goal was to create a clear articulation of the organisation's social impact and inform program design and delivery across the country. This approach has been updated for each measurement location according to their individual needs.

Methods

To determine the impact of Meals on Wheels Australia, Huber Social measured the measured the impact of multiple service factors on the subjective wellbeing of clients and volunteers. To understand what may influence client and volunteer wellbeing, Huber Social used a co-design approach to identify factors related to personal capabilities and access to opportunities that should be included in measurement, thus creating the Meals on Wheels Australia Impact Thesis. Further information on the Huber Social Wellbeing Measurement Framework is contained in Appendix 1.

Tools

Huber Social used a combination of primary and secondary data sources; primary data was collected using self-report surveys. Surveys were developed to measure the key program outcomes identified in the MoWA Impact Thesis. Where possible, relevant secondary data from service databases was utilised to reduce the number of questions clients are asked in the survey.

Distribution

In the case of clients, surveys were delivered directly to clients by their volunteers who also collected them upon completion.

Volunteer surveys were primarily distributed via email across all services included, with some services also offering paper surveys where they were preferred by volunteers. In additional to individual services, a link to the survey was shared with MoWNSW's 'Friends of MoW' email list, which includes people who had registered interest in volunteering prior to being connected with an individual service.

Sample numbers

Across all services, 565 were returned from clients and 413 from volunteers. As a whole, this is large enough to be considered a representative sample of both clients and volunteers however in breaking down the sample into different service distinctions, the sample provides less confidence in some areas. These will be discussed directly where relevant throughout the report.



Meals on Wheels Australia

Impact Thesis

The Meals on Wheels™ Australia Impact Thesis outlines the hypothesised impact it has on client and volunteer wellbeing. Through measuring each level of impact, Meals on Wheels Australia can use a data driven approach to demonstrate what works and what is needed to maximise impact and outcomes.

1. Impact

The overall impact of Meals on Wheels™ Australia program is to improve people's wellbeing by ensuring they are well-nourished and able to thrive within their communities.



2. Outcomes

Meals on Wheels® Australia achieves this impact by building capabilities and providing access to opportunities across the following areas for clients and volunteers:

Clients

- Belonging and connection
- Nourishment
- Self-determination
- Holistic wellness
- Life skills
- Resilience
- Access to societal structures and services

Volunteers

- Belonging and connection
- Purpose
- Confidence
- Enjoyment

- Leadership
- Life skills
- Resilience



3. Outputs

Meals on Wheels Australia delivers the following outputs:

- · Meals delivered
- Clients reached
- Volunteers engaged



4. Activities

The above outputs are achieved through:

- Meal production
- Meal delivery
- Wellbeing checks
- Volunteer recruitment, training and engagement



5. Resources

The above activities require:

- Funding
- Staff
- Volunteers
- Facilities
- Vehicles



Measurement Methodology

For this measurement, a number of service dimensions were tested to understand the drivers of impact of Meals on Wheels services in NSW on both clients and volunteers.

Clients

The following dimensions of service were considered for clients:

- Number of visits number of meal deliveries on average each week.
- Location of home geographic characteristics of client's home (urban or rural/regional).
- **Living arrangements** whom the client lives (single, couple, with family, with friends, or other).
- Social engagement number of meaningful social interactions a client has on average each week, apart from their MoW delivery.
- Length of visits how much time on average a volunteer spends with a client when delivering a meal, as perceived by the client. Options ranged from no time to 10 minutes or more.
- Quality of relationship with volunteers how well a client feels they know their volunteer, ranging from 'not at all' to 'very well'.
- Time in program the length of time a client has been receiving their Meals on Wheels service. Clients were categorised into three measurement groups: (1) those who are about to or have just begun receiving meals, (2) those who have been receiving meals for three months, and (3) those who have been receiving meals for a year or more.
- Centre-based meals in services that offered them, the role of centre-based meals was considered.

Volunteers

The following dimensions of service were considered for volunteers:

- Time commitment the average amount of time spent volunteering with Meals on Wheels each month. Volunteers were grouped in three categories: (1) Less than five hours a month, (2) 5-15 hours a month, or (3) 15 or more hours a month.
- Time in program average length of time as a volunteer, in years.by average length of time as a volunteer, in years.





Key Findings:The Impact of Meals on Wheels in NSW

1. Social connection is vital to wellbeing, yet the majority of clients have less than one meaningful social connection a day

The number of social connections a client has was strongly correlated with their wellbeing. However, only one in five (21.4%) clients report having one or more meaningful social connections a day. Social connection is a clear need for Meals on Wheels clients.

2. Volunteer connection is key

Across all of the service factors measured, the quality of relationship between client and volunteers was found to have the strongest correlation with wellbeing. Essentially, clients who know their volunteers better have higher wellbeing. Not only that, they score higher across a range of program outcomes including self-worth, enjoyment and nutrition.

3. Longer visits lead to stronger relationships

Analysis found that there is essentially a linear relationship between length of volunteer visit and how well clients feel they know them. Perhaps counterintuitively, the number of visits a week didn't have this effect, suggesting that when it comes to social connection, it's quality not quantity that matters.

4. Centre-based meals offer opportunity for greater social connection

Two of the services included in measurement offer centre-based meals. These are an opportunity for clients to share their meals in person with other clients, facilitated by their MoW service. Centre-based meals participants scored higher than other clients on a range of factors that are key to their wellbeing including community connection and their sense of agency.

5. Clients and volunteers hold Meals on Wheels in high regard

Qualitative analysis found that clients and volunteers value MoW highly. Clients appreciate the provision of nutritious meals, the reduced burden of shopping and cooking, and social connection with volunteers. Volunteers appreciate the chance to connect with and give back to their community.

6. Meals on Wheels volunteers in NSW have higher wellbeing than other Australians - including other volunteers

When compared with a sample of the Australian population, MoW volunteers in NSW were found to have 11% higher wellbeing. Even when compared to volunteers of a similar age group and volunteer time commitment for different organisations, MoW volunteers still report 5% higher wellbeing.

7. Social connection is just as important to volunteers and Meals on Wheels services in NSW build it

Social connection was found to be highly correlated with overall wellbeing among volunteers, and people who had been with a Meals on Wheels service for six years or more scored higher across a range of social connection factors when compared to new volunteers.





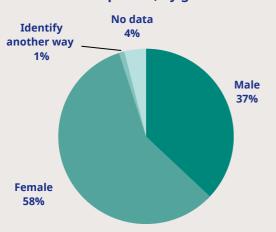
Client Demographics

The Meals on Wheels in NSW Wellbeing Survey received responses from 566 clients of the service across New South Wales. The average age of client participants was 81-90 years.

Gender

The majority of respondents were female (58%).

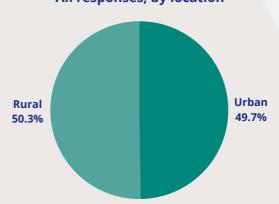
All responses, by gender



Location

There is a roughly even split of respondents living in regional and urban areas of New South Wales.





Household Composition

The majority of clients (64%) live on their own. Other household types include family, sole parent, and group accommodations.

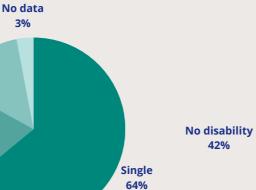
All responses, by household type

3%

Other 14%

Couple

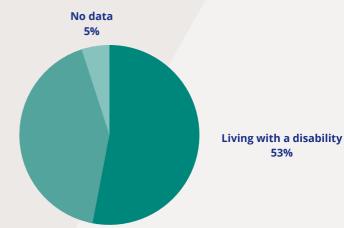
19%



Living with a Disability

Just over half (53%) of all respondents live with a physical, psychiatric, or sensory disability.

All responses, by disability status





Meals on Wheels Service Dimensions

In addition to client demographics, data was collected with respect to various dimensions of their Meals on Wheels service.

Years Receiving Meals

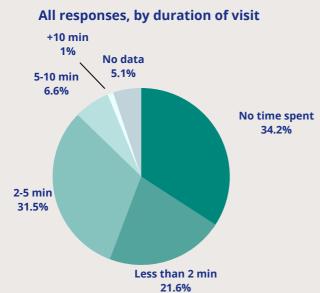
The largest group (40%) of client respondents has been receiving meals for one year or less.

All responses, by years of service No data 4.5% 4 years 27.8% 1 year or less 40%

18.5%

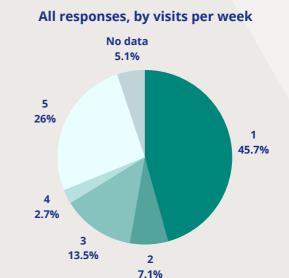
Duration of Visits

Over a third (34.2%) of clients report that their volunteer spend no time at all when delivering meals.



Number of Visits per Week

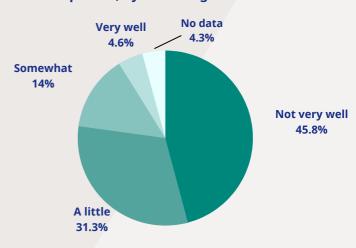
The most common frequency of delivery was one day a week (45.7%).



Connection with Volunteer

Less than a fifth (18.6%) of clients report knowing their volunteer somewhat or very well.

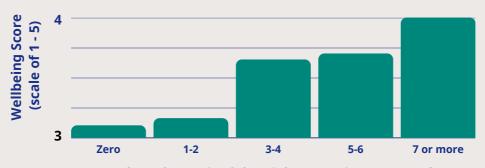






Social Connection is Vital to Wellbeing of Clients

In order to understand what demographic, program and service factors have the greatest effect on clients' wellbeing, correlation analysis was undertaken across all factors measured. One of the starkest differences identified was the number of meaningful social connections a client has in their week on average, not including their Meals on Wheels service. Not only is the relationship statistically significant, it is essentially linear, with more social connections leading to higher wellbeing, as shown in the graph below. This finding has been consistent for all Meals on Wheels measurement sites across multiple states and services.



Number of meaningful social connections per week

Predictors of Wellbeing

In looking specifically at program factors, analysis has identified which needs have the strongest positive association with high overall wellbeing. These are called predictors of wellbeing. A positive change in these needs is statistically more likely to accompany an increase in overall wellbeing, as compared to needs which do not have a strong association with wellbeing.

In looking at the factors which had the strongest relationship with wellbeing, it is once again clear that social connection is central to the wellbeing of clients. Four of the top six predictors of wellbeing relate directly to social connection as shown below.



Holistic Wellness - Enjoyment

Enjoy life and having



Access to Relationships -Quality Time

Access to relationships that provide quality time



Connection -Community Acceptance

Feeling accepted by one's community



Connection -Community Belonging

Feeling part of a community



Relationships -Personal Community

Having a strong community of friends and family around oneself



Holistic Wellness -Purpose

Feeling one's life has purpose

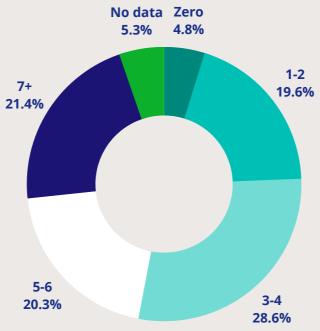


Yet the Vast Majority of Clients Have Less Than One Meaningful Social Connection A Day

The finding in this report that a higher number of meaningful social connections is associated with higher wellbeing among Meals on Wheels clients is consistent with a host of research in the field that points to the importance of social connection in the wellbeing of people³.

Yet when asked how many meaningful social connections they had, excluding their Meals on Wheels deliveries, only 21.4% of clients responded that they had seven or more a week, meaning that almost 4 in 5 of Meals on Wheels clients average less than one social connection a day. The average number of meaningful social connections (excluding Meals on Wheels visits) reported by clients is four per week.





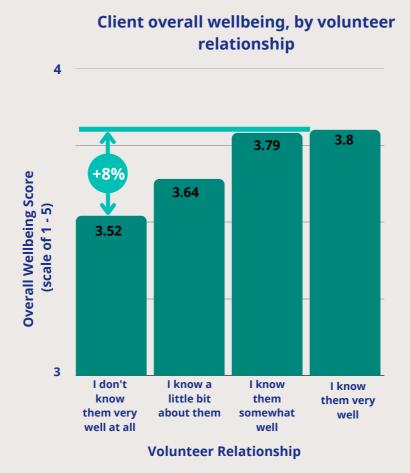
It is clear that social connection is a key need in the lives of Meals on Wheels clients. Every type of analysis undertaken as part of this social impact study points to greater social connection as being central to improving the wellbeing of the people Meals on Wheels serves. The question that follows is how can Meals on Wheels best address this need? Which Meals on Wheels service dimensions support meaningful connection and have the biggest positive social impact for clients?



Volunteer Connection is Key

Of all factors relating to Meals on Wheels services in NSW that were examined, quality of relationship with their volunteers had the strongest association with client wellbeing. This has been a consistent finding across national Meals on Wheels data.

On average, the better clients know their volunteers, the higher their wellbeing.



In addition to being associated with higher wellbeing, higher quality relationships between clients and volunteers is associated with higher scores across the majority of Meals on Wheels' target outcomes. The following factors had the biggest statistically significant shifts and were also found to have a meaningful relationship with wellbeing (see page 15 for further details).

Finding it easy to share one's thoughts Looking forward to one's meals each +6% +11% and feelings with other people +5% Liking oneself +9% Enjoying life and having fun Having a sense that one's life has Confidence the food you eat is healthy +9% and nutritious purpose



Longer Volunteer Visits Help Build Quality Connections

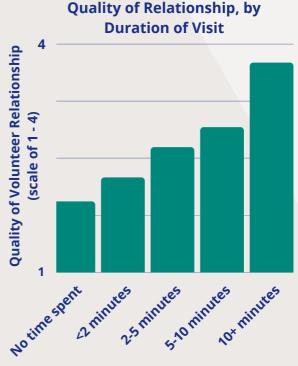
Given that we have identified that the quality of a client's relationship with their volunteer is the factor that has the strongest relationship with overall wellbeing, the question then becomes, what other service factors contribute to a stronger relationship?

One factor has a clear influence: the amount of time a volunteer spends with the client when delivering the meal. Clients were asked how long their volunteer spent with them each visit on average. Responses for visit length ranged from no time at all to more than 10 minutes.

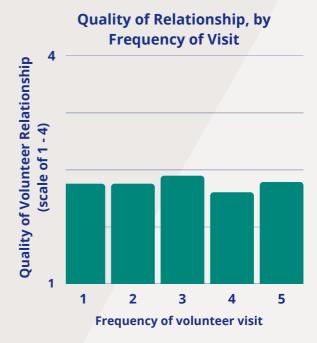
As the graph on the right shows, and as would be intuitively expected, longer visits from volunteers lead to clients knowing their volunteer better. Overall, clients who receive visits of two minutes or more reported knowing their volunteer 63% better than clients with shorter visits. This has also been consistent nationally.

Perhaps counterintuitively however, the number of visits was not found to have an effect on how well clients knew their volunteers or on overall wellbeing. This has also been consistent across the data collected nationally.

Combined, these findings suggest that it is the quality, rather than quantity, of interactions between clients and volunteers that contributes the most to how well clients know their volunteers and in turn wellbeing. The consistency of these findings means that making time to connect with clients is likely to have a positive impact on their overall wellbeing and program outcomes. This is a key opportunity for Meals on Wheels services in NSW to improve their outcomes through focusing on a core element of the service.



Length of volunteer visit





Centre-based Meals Offer Opportunities for Greater Social Connection

Two of the services included in measurement, CCA Eastwood and Meals on Wheels Central Coast, offer centre-based meals. These are an opportunity for clients to share their meals in person with other Meals on Wheels clients, facilitated by their MoW service. These offerings are intended to further Meals on Wheels' efforts to reduce social isolation.

While the dataset from these services is relatively small, the findings are that those who participate in centre-based meals score higher on a range of factors relating to social connection, that are key to their wellbeing. The following differences were found in people who attended the centre-based meals compared to those who did not or hadn't heard of the service.



Access to Different Relationships

+33%

Opportunity to meet people who are different to you*



Community Connection

+13%

Feeling part of a community*



Knowledge of Local Services

+15%

Knowledge of how to access local support services*



Community Safety*

+12%

Feeling safe in one's community*



Self-Determination

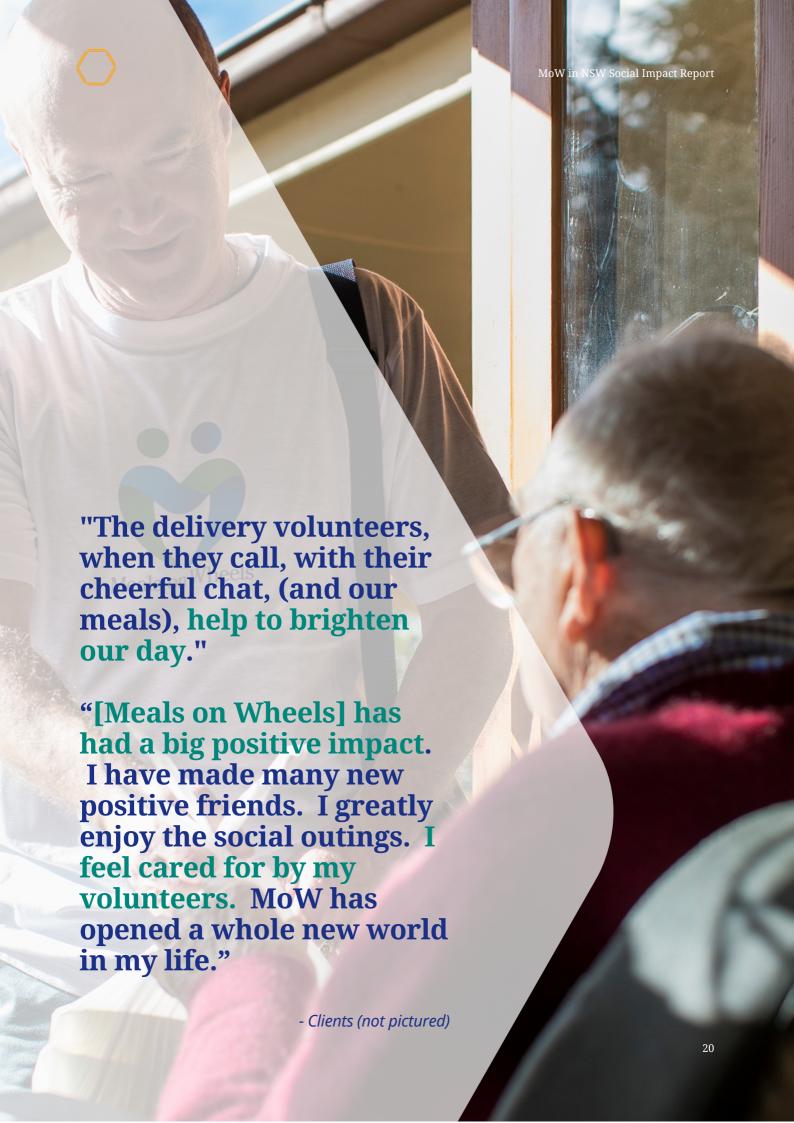
+11%

Feeling a sense of control over one's life*

Of note is that people who attended centre-based meals reported higher scores for the factor, "I have access to transport that gets me where I need to go" which may suggest that people with better access to transport are more likely to attend these sessions.

It is also important to highlight that only 17% of those surveyed participated in the events with 30% indicating they had not heard of them. There is clearly an opportunity to better publicise and engage clients with these opportunities to ensure as many as possible are reaping the benefits they provide.

^{*}Denotes a predictor of wellbeing, a factor that has a moderate to strong correlation with overall wellbeing. See page 15 for details.





Clients Living Regionally Feel Safer and Have Greater Trust in Services

Moving beyond the factors that were found to have a significant impact on overall wellbeing and how well clients knew their volunteers and onto other elements that were considered as part of the measurement, there were some differences found among clients based on whether clients live regionally or in urban areas.

While overall wellbeing was found to be the same among clients regardless of location, there were a range of factors where clients in rural areas reported higher scores on average than their metro-based peers, particularly in relation to feelings of safety and trust in services. The same dynamic, of constant wellbeing but higher scores in specific areas, was found in measurement across the country.

Below are the top four factors that clients in regional locations reported stronger scores when compared with urban clients:



Knowledge of Local Services

+10%

Knowledge of how to access local support services



Community Safety*

+7%

Feeling safe in one's community*



Belief in Community Services

+7%

Belief in community services to support one in need



Access to a Safe Home*

+6%

Feeling safe in one's home

These findings suggest that urban based services may have a greater task ahead of them in building trust with their clients and that volunteers shouldn't assume clients have knowledge of all the services that are available to them. Urban services may need to place a greater focus in their onboarding of clients to build connection and trust for a solid ongoing relationship.

^{*}Denotes a predictor of wellbeing, a factor that has a moderate to strong correlation with overall wellbeing. See page 15 for details.



Overall Wellbeing Stays Consistent Over Time Receiving Services

The length of time a client had been receiving services and overall wellbeing were not found to have a meaningful relationship. Regardless of whether someone has just begun receiving services or whether they have been receiving them for several years, their wellbeing was found to be consistent. However, there are significant limitations to evaluating this within the current dataset. The current measurement approach collects data from existing clients and then compares average scores between then based on a range of factors. A major limitation of this approach is that it is very difficult to get a large enough dataset of clients who are just starting to access Meals on Wheels.

The current dataset, which includes responses from eight services, contains only 26 responses from clients who have been receiving meals for less than a month. This sample is limited in two ways, first it is a small number in the context of 565 responses overall, and secondly, these clients may have already been receiving service for up to a month and have potentially already begun to see improvements thanks to the initial benefits of their Meals on Wheels service.

To better understand the full impact of Meals on Wheels, future measurement endeavours should seek to either measure the impact of the service on individuals through longitudinal measurement or source a comparison group of non-MoW clients to bolster this analysis.

Isolation of Clients May Affect Impact of MoW Services in NSW

Data collected from NSW services is insufficient to make meaningful conclusion about whether the service impacts differently on those who live alone compared to clients in other living situations. However, national data found that people living alone experienced more significant positive shifts through their time with MoW than those living with others. Given that the NSW data has aligned with national data in many other ways, it is possible that further data would find the same result, that MoW services in NSW have greater impact on clients who live alone.

One of the stated aims of Meals on Wheels services is to support elderly Australians to be able to live independently and stay in their homes for longer. Therefore further investigation of the impact of their services on clients living alone may well be warranted.

"[Meals on Wheels] has had a very nice impact... as I live alone the volunteers delivering the meals are a source of comfort if anything goes wrong & I need assistance."

- Meals on Wheels customer



Demographic Factors and Wellbeing

As with program and other factors, analysis of demographic factors was performed to identify if there are any demographic factors which have an effect on the wellbeing of clients. Two factors emerged as having the strongest influence - gender and disability status.

Gender

A statistically significant difference was found in the wellbeing of clients by gender, with female clients having 6% higher wellbeing on average than male.

Looking further into the data, there were no program factors where males scored statistically significantly higher than females. The largest differences were in factors related to belonging and connection, with males scoring 9% lower in their confidence to maintain positive relationships in one's life, 8% lower in having people people in their life who encourage and praise them and 7% lower in having people one spends quality time with.

This finding is consistent with broader literature which has consistently shown that men face greater mental health challenges in old age than women, with the suicide rate among older men the highest age-adjusted suicide rate of any group both in Australia and internationally.⁴

While services aim to provide a quality service to all, it may be useful to understand that male clients are more likely to feel isolated and the connection provided through Meals on Wheels may be particularly important. Services may need to allocate more time for volunteer visits to male clients who have been identified as

being in greater need of social support, or centre-based programs may need to be specifically targeted to more isolated individuals. Additionally, volunteers may need to be supported with training in how to engage with clients who lack the interpersonal skills to build and maintain positive relationships.

Disability

Disability status was also found to have a meaningful impact on the wellbeing of clients, with clients with a disability scoring 9% lower than those who do not.

There were no program factors where those with a disability scored statistically significantly higher than those without.

The biggest differences were in factors relating to physical and mental wellness, as well as isolation. Clients with a disability scored 19% lower on how regularly they felt angry or frustrated, 14% lower on feeling their physical health is good and 12% lower on feeling lonely.

Clients with a disability are a majority of clients among Meals on Wheels services in NSW, making up 55% of the sample. These results reinforce the importance of the service that Meals on Wheels provides, attempting to combat social isolation in this population. They also serve as a reminder to services that disability is a key factor to consider when onboarding new clients, as those with a disability are likely to have higher needs and be more isolated than other clients.

Please note: Clients were also given the option to respond with other options for gender, however among the 561 responses, only six participants chose an option other than male or female, and have been excluded from this analysis due to the small sample.





Recommendations: Meaningful Social Connection is the Key Ingredient in the Meals on Wheels Model

From analysis of wellbeing, program and demographic factors, it is clear that social connection is an area of need for Meals on Wheels clients in NSW. Multiple data points highlight that not only are clients lacking in social contact, but that social connection is vital to their wellbeing. This is reinforced by the finding that of all service dimensions analysed, the quality of the relationship between client and volunteer had the biggest impact on overall wellbeing. This finding is a clear opportunity for Meals on Wheels services across NSW.

While many clients are benefiting from their connection with a volunteer, there are still 44% who feel they don't know their volunteers at all. This presents a large opportunity for Meals on Wheels services in NSW to increase their social impact and achieve better outcomes for clients. It is recommended that ways to build stronger relationships between clients and volunteers are investigated.

This may involve, for example, reviewing volunteer recruitment practices to encourage volunteers who want to connect to join the service; providing additional training to volunteers in how to build relationships with clients; or prioritising time for interaction between clients and volunteers when rostering.

Centre-based meals also appear to offer opportunities for deepening and widening social connection for clients. Services that already offer centre-based options should consider ways to expand capacity and increase participation, while those who do not should consider if it would be possible to offer them.

The demographic analysis also provide a lens for prioritising clients who may be in greater need of support. With older men and those living with a disability identified as having clear challenges, services may be able to proactively identify clients who are at risk of social isolation and seek to grow the amount of meaningful social contact in their lives.

Put simply, social connection is a key ingredient in the Meals on Wheels model, and all services should be seeking to build quality relationships with their clients.







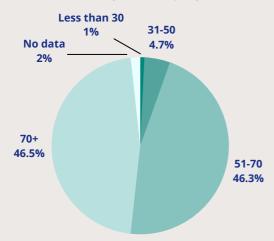
Meals on Wheels Volunteer Demographics

Across all measurement sites, 415 responses were collected from volunteers. Two-thirds (66%) of volunteer respondents are female, and the majority (79%) are retired. Less than one in ten (8%) of volunteer respondents report at least some cultural ancestry from outside of Australia.

Age

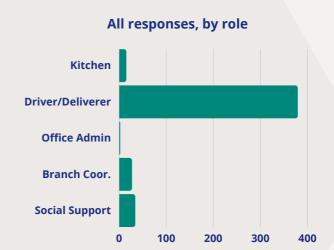
The average age range of a volunteer respondents is 51-70 years old.

All responses, by age



Volunteer Role

The majority (89%) of respondents are drivers or deliverers.

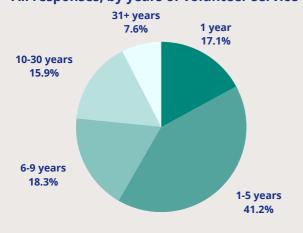


Note: Some volunteers reported having more than one role so there is overlap.

Years of Volunteering

Most respondents have been volunteering with their Meals on Wheels service for less than 5 years.

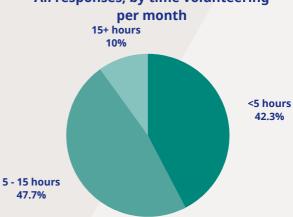
All responses, by years of volunteer service



Time Commitment

The largest group of respondents (47%) spend 5-15 hours per month volunteering with their service.

All responses, by time volunteering





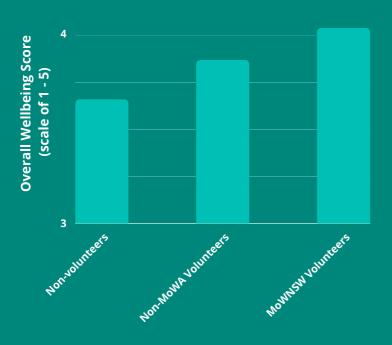
MoW Volunteers in NSW Have Higher Wellbeing than other Australians

Meals on Wheels volunteers in NSW have consistently provided anecdotal evidence of the benefits they find from working with Meals on Wheels. There is now quantitative data to support this qualitative finding.

When compared with a sample of Australians with corresponding demographic characteristics, Meals on Wheels volunteers in NSW were found to have 11% higher wellbeing. Even when compared to people of a similar age group who volunteered with a different organisation, Meals on Wheels volunteers still report having 5% higher overall wellbeing.

These findings speak not just to the powerful benefits of volunteering in older age, but to the quality of the experience that Meals on Wheels services in NSW provide volunteers. The natural question that follows this finding is what is it about the Meals on Wheels experience that leads to this result?

Overall Wellbeing Score, by Volunteer Type





Measurement Group



Social Connection is Just as Important to Wellbeing for Volunteers

Analysis of the seven higher level outcomes that Meals on Wheels services in NSW seek to contribute to for volunteers, showed that social connection had the strongest correlation with overall wellbeing. It is therefore clear that social connection is just as important to volunteers as it is to clients.

Diving deeper into the individual factors that are predictors of wellbeing, we also see that factors relating to social connection have a strong correlation, in addition to enjoyment, meaning and liking oneself.

The following are the top six factors which have the strongest association with wellbeing:



Holistic Wellness
- Enjoyment

Enjoy life and having fun



Holistic Wellness
- Meaning

Feeling one's life has meaning



Holistic Wellness
- Self-Love

Liking oneself



Holistic Wellness
- Loneliness

Feelings of loneliness or isolation



Self-development - Self-expression

Feeling free to be oneself around others



Relationships -Personal Community

Having a strong community of friends and family around oneself

Therefore, a volunteer's overall wellbeing is likely to be higher if they have fun, like themselves, don't feel lonely and have meaning in their life.

When a factor mentioned in the report is a predictor of wellbeing, it is marked with an asterisk (*). These factors are noteworthy, as they have been identified as having the strongest correlation with the overall wellbeing of volunteers and are areas to focus on for maximum impact.

The full list of predictors of wellbeing can be found in Appendix 4 on page 42.



Volunteering with Meals on Wheels Builds Social Connections

While there was no meaningful relationship found between length of time volunteering with Meals on Wheels and wellbeing there were positive shifts in factors relating to social connection.

In terms of wellbeing, the volunteer dataset faces the same challenges as the client dataset, with a very small number of responses from people who are just starting to volunteer with Meals on Wheels. Results in this section are based on response from 413 volunteers, however only 24 have been volunteering for three months or less. As noted with respect to the client data set, this limited amount of data is also hampered by the possibility that people have already begun to see improvements thanks to the initial benefits of volunteering. Measurement with longer lead times may be able to collect more data from people at the start of their time with their Meals on Wheels service which would boost the ability for analysis based on length of service.

In light of these challenges, to better understand the effect of time with Meals on Wheels services in NSW on specific program outcomes, comparisons were made against the national dataset for volunteers at the beginning of their time with Meals on Wheels. This analysis found that there were positive shifts on average for volunteers in factors relating to social connection, suggesting that services are positively contributing to volunteers building these connections. Qualitative feedback suggests that this connection is felt both among volunteers and between themselves and the clients. Statistically significant differences between those who have volunteered for six years or more and those who have just started were found for the following factors.



Words of Affirmation*

+8%

Having someone that encourages and praises you

M

Quality Time*

+3%

Access to relationships that provide quality time



Acts of Service*

+3%

Access to relationships where people do things to show they care

"I enjoy contributing to the welfare of others in the community which was particularly important during the pandemic. I feel that social interaction with clients is beneficial on both sides and the feedback is very gratifying."

- Volunteer





Lower Time Commitment Associated with Higher Wellbeing

In a finding that is consisent with the national dataset, the amount of time volunteered each month was found to be an indicator of overall wellbeing status for Meals on Wheels volunteers in NSW. Those who commit less than five hours a month are more likely to have higher overall wellbeing. However it should be noted that at 3.88 out of 5, the scores for people who volunteer more than five hours a month are not especially low.



clients, the Meals on Wheels experience is about quality rather than quantity. Qualitative feedback highlights how valuable volunteers find the time and it seems that more time does not necessarily lead to better outcomes. Anecdotally, volunteers have spoken about the struggle to find volunteers in some locations and this may lead to some needing to work more hours than they would like which in turn has a negative effect on their wellbeing. It is worth noting however that even the lowest average score, of 3.88, is still above average wellbeing for the broader Australian population.

This finding suggests that just as with

Analysis compared Meals on Wheels volunteers in NSW who volunteer five hours or less (n=174), five to 15 hours (n=197) and more than 15 hours per month (n=41). This finding has a p value of p<0.13, meaning there is 87% confidence that the result is not due to chance or error. While this is below our usual standard for significance, given the alignment with national results we are confident in the correlation.

Wellbeing is Consistent Regardless of Volunteer Role

In a finding that differs from national results, there was not found to be a significant difference in wellbeing among the different volunteer roles. There is therefore no data specific to NSW that points to better outcomes for volunteers in one role or another. National data has found that driver/deliverers tend to have higher wellbeing than kitchen staff. While the scores reflect this in NSW as well, the result was not found to be statistically significant, meaning we can't rule out that it was due to chance.



Wellbeing Varies Across Age and Gender

As with clients, certain demographic factors were found to have a meaningful association with levels of wellbeing among volunteers.* The two with the clearest correlation are gender and age.

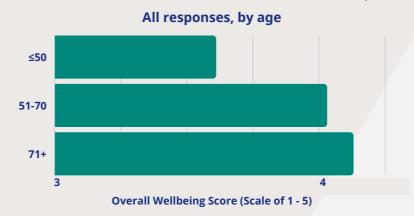
Gender

Female volunteers were found to have 4% higher overall wellbeing than male volunteers. As stated in relation to clients, it is well established that men are more likely to be isolated in older age. Therefore, in thinking about how Meals on Wheels services in NSW can have an impact through their volunteer programs, recruitment of men could be a good focus, giving them much needed social contact that can contribute to their overall wellbeing. Note: The dataset only included one volunteer who identifies as non-binary.



Age

Consistent with broader research, age has a positive correlation with wellbeing for Meals on Wheels volunteers in NSW. Generally, wellbeing follows a u-shape pattern across a person's life, being highest in childhood and old age, with lower points during teenage years into working adult life. The results among volunteers are as expected, however it is worth noting that younger volunteers (who made up 6% of the sample) are in a different stage of life and may have significantly different requirements in order to make the volunteer work as beneficial to them as possible.



^{*}Differences in all wellbeing scores reported are statistically significant (p<0.1), meaning there is a 90% confidence level that the result is not due to chance or error.

Qualitative Analysis Finds Meals on Wheels has a Positive Impact on Volunteers

In addition to specific questions relating to identified program factors, volunteers also had the chance to put in their own words how Meals on Wheels has had an impact on their wellbeing. Qualitative analysis of these responses showed that volunteers overwhelmingly enjoy and appreciate volunteering with Meals on Wheels and that it has a positive impact in their lives. Thematic analysis found that volunteers most appreciated the chance to give back to and connect with their local community. Volunteers also spoke simply about enjoying their time and that it brought as much joy to them as it did to their clients. Put simply, volunteers love the Meals on Wheels experience. It is clear that Meals on Wheels services in NSW are not only providing a key service to their clients, but also a positive experience for volunteers that is contributing meaningfully to their lives.

"We have enjoyed being volunteers with MoW, as we love our clients and feel we are being of assistance to them to remain independent. We also find the camaraderie with the other volunteers and our coordinating team make the whole venture really worthwhile. I would recommend to everyone to become a volunteer and to give back to their communities."

"I am amazed at how ALL the staff and volunteers are so kind and respectful to all the clients, no matter what the situation."

"I have enjoyed the contact with others within my community who require the services of Meals on Wheels. I have found it rewarding and fulfilling. I also enjoy the interactions with staff and other volunteers who are like minded."



Reflections and Recommendations: Building Connection Between Clients and Volunteers

This measurement found that social connection is vital to the wellbeing of both Meals on Wheels clients and volunteers. Furthermore, it was identified that the quality of the relationship between clients and their volunteers is central to the social impact of Meals on Wheels services in NSW, with stronger relationships associated with higher wellbeing for clients.

Naturally, this leads to the question - how do we create stronger relationships between clients and volunteers? Some results provide clear direction. With longer visits leading to stronger connections, it would seem that prioritising time for volunteers to spend with clients when delivering meals can deliver stronger outcomes, through allowing space for quality connections to grow. On the other hand, it was also found that a lower time commitment for volunteers was associated with higher wellbeing for them, so it may be that simply extending the time required of volunteers could have a negative effect on them, and if extra time is needed for deliveries, it should therefore be achieved through recruitment rather than increased workloads.

While meal delivery is the most widespread opportunity for Meals on Wheels services to provide social connection to clients, there are other possibilities as the results from services utilising centre-based options show. Those who attend the centre-based options saw significantly higher scores around social connection factors and these results should encourage services to consider whether they can provide these options or expand their existing services. Even within the existing services there is a clear need to advertise these options with 30% of those surveyed indicating they hadn't heard of them. Further measurement could also consider whether participation in these services is of benefit to volunteers (which was not in scope for this measurement).

Encouragingly, the findings do suggest that improvements for clients will likely also be improvements for volunteers, with their needs in alignment. If services consider how best to build social connections for their clients as their main priority, it is therefore likely that any changes will also lead to benefits for volunteers.

These findings show that at its best, Meals on Wheels is an organisation that not only provides a vital service to its clients, but also contributes to the wellbeing of its volunteers, providing a double benefit to the community. Far from just a meal service, Meals on Wheels services in NSW are providing a platform for healthy aging, through meal and social connection delivery for clients, and community building for volunteers.



Get in Touch



Meals on Wheels New South Wales

1300 679 669 nswmow@mealsonwheels.org.au www.nswmealsonwheels.org.au



Huber Social

info@hubersocial.com.au www.hubersocial.com.au



Appendix

- 1. The Huber Social Wellbeing Measurement Framework
- 2. Data Transparency Page
- 3. Measurement Considerations
- 4. Predictors of Wellbeing



1. Huber Social Wellbeing Measurement Framework

To be able to fulfil their potential and achieve wellbeing, each individual needs to have the capability and the opportunity to do so. Everyone has different needs within these categories depending on their context.

When it comes to measuring the social impact of a service, Huber Social measures the 'shift' the service creates in terms of wellbeing and the specific program outcomes achieved to create this. Results are then consolidated at a sector, community and global level.

The goal for each of us is the same; wellbeing. The part that differs are our individual needs.

Longitudinal measurement monitors effectiveness of programs to meet these needs; ensuring resources are directed to have the greatest impact. The vision is a wellbeing measurement system that delivers us the whole picture, to put each of us in the best position to achieve wellbeing and leave no one behind.

The Huber Social Wellbeing Measurement Framework

IMPACT

Wellbeing

To be in the best position to fulfil your potential and live a life of value. The overall goal for all services working with people.

OUTCOMES

OUTCOMES

Through building

Capability

Resilience Life skills Wellness - mental, physical and spiritual and providing

Opportunity

Resources
Self-development
Societal structures
Relationships



2. Data Transparency Page

To support understanding of the findings and informed decision-making, Huber Social includes a data transparency page for every measurement project. This makes clear the rigour of evidence and analysis across every stage of the data lifecycle for the project.

DATA LIFECYCLE 1. Design

2. Data Collection

3. Cleaning

4. Analysis

5. Reporting

Phase	Questions on the T	Treatment of the Data	Points allocated	Yes or No
		Everyone in the intervention included in the measurement	2	Υ
		OR Survey sample population designed to be representative of group	1	N
	SAMPLE	Sample description: 563 survey responses from clients. All clients from participating services were invited to complete a survey.		NI/A
Design		415 survey responses were collected from volunteelingolunteers at the services included were sent the survey in addition to an email sent fidual/NSWto all people who had indicated interest in volunteering via the WNSWwebsite.	N/A /	N/A
		Control group (independent of the intervention)	3	N
	BASELINE	Group baseline measured (piratervention)	2	N
		Baseline inferred from time in interventioe.(j.1 vs. 3 years)	1	Υ
	EXCLUSIONS	Details of people specifically excluded from the measurement: N/A	N/A	N/A
	DISTRIBUTION	Online surveys		Υ
		OR hardcopy surveys		Υ
		Data collection supervised by Huber Social consultant	1	N
Data		Translation or guidance provided	N/A	N/A
Collection		Data mining of other sources	1	Υ
	DATA SOURCES	Data included from previous years/measurements	1	Υ
		Details of additional data sources: To compare overall wellbeing scores of unteers data was sampled from two different measurement groups from the Huber Social Wellbeing Database.		
		Partial responses removed or no partial responses	1	Υ
Cleaning	CLEANING	Details of any responses removed: Partial responses removed if missing >50% Satisfaction with Life Scale data and/or >50% of outcomes data.	N/A	N/A
		Calculated on time in intervention		Υ
	SHIFT MEASUREMEN©alculated on group average			Υ
Analysis		Calculated based on individual scores	2	N
-		Basic analysis		Υ
	TEST APPLIED	Statistical Correlation Test	2	Υ
		Multiple Regression or Lasso Regression Test	3	N
Reporting		Client published Outcomes Report (prove)	1	N
	REPORTING	Client received Social Performance Report (improve)	2	N
		Client published full Social Impact Report	3	Υ
RIGOUR SCOR	LEW: 19; MED 1014; HI	GH 1 5 9	MED	



3. Measurement Considerations

To show the social impact of Meals on Wheels services in NSW, the project used an experimental design based on assessing self-reported changes in clients and volunteers with respect to key service outcomes, comparing data from when a client or volunteer begins their time with Meals on Wheels and after they have been exposed to the program for a specific period of time.

In the future, clients and volunteers will ideally complete their baseline survey before enrolment with the service, and then complete regular wellbeing check ins for the years that follow. This will enable services to track individual client and volunteer progress to better understand any fluctuations in their overall wellbeing.

For this measurement however, rather than waiting multiple years for clients and volunteers to progress through their involvement with Meals on Wheels, analysis has been undertaken based on a range of service dimensions, including length of time with their Meals on Wheels service. In considering length of time, clients and volunteers who have been with their service for three months or less were considered as the baseline group and their results were compared to clients and volunteers who have been with their service for longer periods of time to determine impact.

While offering important insights into the impact of the organisation, there is a key limitation to this approach.

Indicative baseline

In order to see the full impact of an organisation's work, ideally a pre-service baseline should be captured in measurement, that is, the 'before' surveys should ideally be completed before clients and volunteers begin with their Meals on Wheels service. In this case, as some clients and volunteers in the baseline group have already been engaged with Meals on Wheels services for up to three months, it's possible that key outcomes have already been affected and some shifts from their preprogram baseline have already occur. Huber Social recognises this limitation in its approach and will be able to capture a more accurate baseline in future measurements.



4. Predictors of Wellbeing

In order to inform how to best support clients and volunteers, correlation analyses were performed to identify which of all outcomes measured have a significant relationship with overall wellbeing; these are known as predictors of wellbeing.

The predictors of wellbeing for both clients and volunteers can be found listed in the following tables in order of statistical strength. The stronger the relationship between an outcome and overall wellbeing, the more confidence there is that a change in the outcome will correspond with a change in wellbeing.

Relationship strength is based on both the statistical significance (p-value) and beta coefficient value (r). All predictors listed are statistically significant to p<0.001 (unless otherwise noted), meaning there is 99% confidence that the relationship identified between the predictive outcome and wellbeing is 2 true, rather than produced due to sampling error or chance. The beta coefficient describes how closely each outcome and wellbeing are likely to move together.

For the purposes of this project, a strong relationship between an outcome and overall wellbeing is defined as any outcome with a beta coefficient value greater than 0.7; a moderate relationship is between 0.7 and 0.4.

The following pages present all predictors of wellbeing that have a strong or moderate significant relationship with overall wellbeing, for both clients and volunteers.

Table 1. Predictors of Wellbeing for Clients

Program Factor	Strength & Direction	Correlation Coefficient (r)
I enjoy life and have fun	Positive and Moderate	0.59
I have people I spend quality time with	Positive and Moderate	0.557
I feel part of a community	Positive and Moderate	0.508
I feel accepted by my community	Positive and Moderate	0.505
I have a strong community of family and friends around me	Positive and Moderate	0.503
My life has purpose	Positive and Moderate	0.502
I like who I am	Positive and Moderate	0.493
I have a sense of control over my own life	Positive and Moderate	0.482
In the past month, how often have you felt happy?	Positive and Moderate	0.479
My opinions are heard and respected	Positive and Moderate	0.461
I feel safe in my community	Positive and Moderate	0.439
In general, my physical health is good	Positive and Moderate	0.438
I have people in my life who encourage and praise me	Positive and Moderate	0.432
I can maintain positive relationships in my life	Positive and Moderate	0.42



4. Predictors of Wellbeing

Table 2. Predictors of Wellbeing for Volunteers

Program Factor	Strength & Direction	Correlation Coefficient (r)
I enjoy life and have fun	Positive and Moderate	.610
My life has meaning	Positive and Moderate	.581
I like who I am	Positive and Moderate	.551
I feel lonely and/or isolated	Positive and Moderate	.542
I feel free to be myself around others	Positive and Moderate	.509
I feel accepted by my community	Positive and Moderate	.496
I have a strong community of family and friends around me	Positive and Moderate	.491
My opinions are heard and respected	Positive and Moderate	.488
I have people I spend quality time with	Positive and Moderate	.479
I feel part of a community	Positive and Moderate	.478
I have the right skill set to secure a job that I want	Positive and Moderate	.473
I am able to build and maintain positive relationships that have different boundaries	Positive and Moderate	.470
I feel financially secure	Positive and Moderate	.462
I find it easy to share my thoughts and feelings with other people	Positive and Moderate	.459
My housing costs are affordable	Positive and Moderate	.458
I have things to hope for	Positive and Moderate	.457
I feel safe in my community	Positive and Moderate	.448
I have things to do each day	Positive and Moderate	.439
When I am confronted with a problem, I can usually find a good solution	Positive and Moderate	.437
In general, my physical health is good	Positive and Moderate	.427
I have people in my life who encourage and praise me	Positive and Moderate	.417
I have people in my life who do things for me and show me they care	Positive and Moderate	.412
I have the opportunity to make a difference in other people's lives	Positive and Moderate	.404



5. Reference List.

- 1. Australian Bureau of Statistics (ABS) 2014. Australian population statistics, 2014. ABS. cat. No. 3105.065.001. Canberra: ABS. online: https://www.aihw.gov.au/reports/older-people/older-australia-at-a-glance/contents/demographics-of-older-australians/australia-s-changing-age-and-gender-profile
- 2. Pagone G. & Briggs, L., Royal Commission into Aged Care Quality and Safety. Final Report: Care, Dignity and Respect, Volume 1: Summary and recommendations. p.100: Online: https://agedcare.royalcommission.gov.au/sites/default/files/2021-03/final-report-executive-summary.pdf
- 3. Holt-Lunstad J, Smith TB, Layton JB (2010) Social Relationships and Mortality Risk: A Meta-analytic Review. PLoS Med 7(7): e1000316. https://doi.org/10.1371/journal.pmed.1000316
- 4. Cations, M., Lang, C., Draper, B., Caughey, G., Evans, K., Wesselingh, S., Inacio, M. (2023). Death by suicide among aged care recipients in Australia 2008–2017. International Psychogeriatrics, 1-12.



