

# **Essentials of Consumer Behavior**

## **An Applied Approach**

SECOND EDITION



**Debra L. Stephens**



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such as medical costs transportation and phone and internet coverage While finances play a large role nonfinancial factors such as poor physical cognitive and mental health access to healthy food and transportation challenges also contribute to food insecurity in old age In the face of these difficulties food insecure older adults may go hungry skip meals or eat unhealthy foods to help make ends meet While SNAP and community based programs such as food pantries and home delivered meals are intended to help address the issue of food insecurity they are typically inadequate to address the needs of food insecure older adults SNAP has enrollment and maintenance procedures that are particularly difficult for older adults to navigate pays out an insufficient amount of money to cover food costs and varies greatly by state Availability of community programs varies by municipality often lacks nutritious foods that are complementary to health conditions common among older adults and can be difficult to access due to a lack of reliable transportation disability or cost Heflin and Harrington Meyer advocate for addressing all the issues that increase older adults risk of food insecurity not just financial barriers They suggest updating food insecurity screening tools to include these factors increasing SNAP benefits and income support for older adults and other policies to help combat food insecurity in older adults Food for Thought highlights the increasingly important issue of food insecurity in old age and lays bare the overlooked challenges faced by food insecure older adults

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