

## 2025-2027 Proposed Milwaukee County Area Aging Plan Goals

### Advocacy

Goal	Metric
Expand base of older adult advocates across Milwaukee County grow influence and ensure representative voice with all local, state, and federal representatives.	By 2027, we will have members on the Advocacy Committee from approximately 75 percent of all Milwaukee County state legislative districts, 90 percent of all Milwaukee County Supervisory districts, and 100 percent of all federal representative and senate districts.
Develop relationships with local, state, and federal legislators to impact positive policy change.	By 2027, we will have met with 80 percent of all Milwaukee County local, state, and federal legislators twice to discuss policy priorities adopted by the Advocacy Committee and Commission on Aging. These meetings can be individual meetings, at WAAN Aging Advocacy Day, at an In-District Event, or other Milwaukee County advocacy event.
Identify and advocate for three specific policy proposals with legislators that advance racial equity and the health and well-being of older adults.	In 2025, we will identify the three policy proposals to advance. In 2025 and 2026, we will create our action plan for advocating on our proposals. In 2027, we will have successfully advocated for enactment of at least one of the proposals.
Expand our common cause on public policy issues with other nonpartisan older adult groups, such as labor unions, retiree groups, or the AARP, and develop intentional relationships with media partners to bring awareness to older adult advocacy issues and policy positions.	For each year of the plan period, we will partner with at least one older adult advocacy group to host twice per year advocacy events that bring together older adult residents, advocates, and Milwaukee County's local, state, and/or federal legislators and by 2027, we will have garnered at least three positive mentions in the media for these actions/events undertaken by the Advocacy Committee and/or Commission on Aging.
Hold the Senior Leadership Program annually and convene all Senior Leaders on a regular basis to carry advocacy messages to their legislators and policymakers.	All Senior Leaders demonstrate an increased understanding of the policymaking process. At least 50 percent engage in advocacy within six months of attending the program.

**Advocacy (con.)****Goal****Metric**

Increase involvement of current Milwaukee County Area Agency on Aging program and service participants on the Advocacy Committee and in the Senior Leadership Program.

For each year of the plan period, we will recruit at least one participant of our programs/services to the Advocacy Committee. For each year of the plan period, we will aim to have 25 percent of Senior Leadership Program participants be current program/service participants.

Promote awareness of the Commission on Aging, Advocacy Committee, and advocacy opportunities and events through improved website accessibility and functionality.

By 2027, the Area Agency on Aging will have developed and implemented a full project plan and timeline for website improvements for the Commission on Aging and Advocacy Committee.

**Caregiving****Goal****Metric**

Based on feedback from family caregivers and professionals, develop an interactive web platform to connect caregivers to education, resources, and supports.

By 2026, create caregiver specific resource destination on Milwaukee County website that will provide relevant and useful materials for caregivers seeking support at any time of day or night.  
By 2027, create opportunity for caregivers to directly communicate needs and questions outside of “regular business hours”.

Provide education to health care professionals and social service agencies, including all Federally Qualified Healthcare Centers (FQHC), who work with older adults about the availability of caregiver support services and how to make a referral.

By 2026, track data related to referral sources to identify potential gaps in service connections and use data to create strategic communication plan to health care professionals and social service agencies.  
By 2027, deliver presentations to all FQHCs, four major healthcare systems, and three major family and children social service agencies.

**Caregiving (con.)**

**Goal**

**Metric**

Identify gaps in education and support opportunities for family caregivers and develop four educational or support opportunities to fill these gaps.

Develop and implement four new educational and support opportunities by 2027. Opportunities could include education/trainings, peer support, and/or new support group options.

Based on feedback from caregivers, develop opportunities for flexible respite options that would create opportunities for caregivers to pursue activities to support their own health and wellness. Emphasis placed on free or low-cost options to support the financial security of care partners.

Partner with Senior Companion program to develop direct referral option for care partners to receive support through Senior Companions. Connect 5 families to support through Senior Companions by 2027.  
Explore models for volunteer-supported respite programs. Partner with one community partner or educational institution to pilot a volunteer respite model by 2027.

Use program data to inform outreach and assessments strategies to ensure that caregiver support resources are being provided to caregivers with the greatest social need.

By 2nd quarter of 2025, evaluate data related to customer demographics and customer geographic location to identify potential gaps in services or outreach.  
By end of 2025, develop strategic plan for outreach with 5 outreach opportunities planned to target identified gaps in services by end of 2026.  
By end of 2026, pilot use of two caregiver burden tools within Caregiver Support Assessment as opportunity to ensure that funds are being provided to caregivers with greatest need for support.

**Caregiving (con.)****Goal****Metric**

Increase awareness of services available to support caregivers by developing community-informed materials and interventions to expand the knowledge and reach of Caregiver Support resources in Milwaukee County.

In collaboration with Milwaukee Coalition for African American Caregivers, by 2026 develop a Caregiver Roadpath tool that will increase capacity of caregivers to self-identify and connect to best resources to meet their needs. By 2027, present tool to 5 partner agencies and distribute to all households participating in Caregiver Support grants.

In collaboration with Milwaukee Coalition for African American Caregivers, by 2027 develop a Caregiver Consultation tool that reflects the cultural and social identity of Milwaukee County caregivers. Utilize this tool in 100% of Aging Unit Caregiver Support of assessment visits and provide training to other ADS staff to use this tool.

**Evidence-Based Wellness & Heart Health****Goal****Metric**

Increase the number of workshops and participation in evidence-based programs that focus on physical activity and exercise.

Provide five community, physical activity-based EBPP programs (Walk with Ease, Strong Bodies, Gente Fuerte, or other) in the first year, adding one additional program per year in subsequent years.

Enhance blood pressure monitoring program and heart health education to all Milwaukee County-owned senior centers.

Expand the blood pressure hubs to all five Milwaukee County-owned senior centers by 2027. Provide two heart health-focused programming opportunities per site per year that each hub is in operation.

### Evidence-Based Wellness & Heart Health (con.)

Goal	Metric
Increase collaborative efforts to expand the network of organizations hosting EBP programs and recruiting new facilitators in communities of color.	Identify and engage six agencies or organization by 2027 within communities of color to recruit facilitators for the evidence-based prevention programs and/or host EBP workshops. Utilize findings from InPower's final report and participant quality surveys to develop new methods/materials to recruit new facilitators and host sites.

### Nutrition

Goal	Metric
Increase service to residents of color and increase opportunities for Minority Business Enterprises by partnering with locally owned restaurants and organizations in neighborhoods of color.	Increase service by 10% to Hispanic/Latio and Asian older adults by partnering with Hispanic and Asian-owned restaurants for the Dine Out program.
Understand the prevalence of malnutrition among participants with the home-delivered meal program and provide in-home nutrition counseling to those determined at nutritional risk.	Expand work in addressing malnutrition in Milwaukee County older adults by having a Registered Dietitian meet with participants in Milwaukee County-owned Senior Centers on a quarterly basis to address nutrition, food security, and other nutrition related concerns.
Reduce the prevalence of nutritional risk among congregate dining participants, with specific emphasis on communities of color, by developing new community partnerships or programs that will provide in-person or virtual nutrition education and demonstrations at meal sites.	Increase awareness in nutritional health outcomes related to diet by providing nutrition education through the use of demonstration kitchens on a quarterly basis.

## Senior Centers

Goal	Metric
Establish a blood pressure monitoring and heart health education program in partnership with the American Heart Association.	Expand heart health programming to all senior centers, including at least two annual heart health education sessions per year at each senior center. Track the number of uses of the blood pressure monitors installed at the senior centers and provide participants with pre- and post-session surveys for heart health education programming.
Receive and consider the Independence First accessibility and accomodation recommendations and prioritize infrastructure updates to implement recommendations.	By 2027, successfully identify funding and prioritize completion of an accessibility project at each Milwaukee County senior center from the Independence First report.
Develop public-private sector partnerships to create new senior center facilities combined with other uses, such as housing.	By 2027, establish at least one public-private partnership, leading to the creation of at least one mixed-use Milwaukee County senior center facility.
Rebrand senior centers and launch an enhanced promotional campaign using a variety of media sources, including culturally diverse outlets, to promote their use, availability, and resources contained within. Create partnerships to assist with rebranding, promotion, and social media marketing.	Generate 500 new, unique participants annually to County-owned senior centers. By 2027, develop marketing strategies and identify funding for professional marking on behalf of the senior centers.
Develop new partnerships with organizations such as faith-based groups, labor councils, retiree organizations, corporations, and academic institutions to recruit volunteers, add programming, and promote participation in senior centers.	By 2027, establish an ongoing relationship with five community organizations to promote participation in senior centers.

**Senior Centers (con.)**

<b>Goal</b>	<b>Metric</b>
Develop public-private sector partnerships to create new programming in senior centers that expands offerings consistent with the MKE HUBS report.	By 2027, pilot one new or enhanced service in each Milwaukee County senior center, which results in new attendees.
Expand County-led recreational offerings based at each senior center to include use of park grounds and recreational programming outside of standard programming hours.	Sponsor at least two recreational events per year in the Milwaukee County parks that are collocated with senior centers. By 2027, add one regularly scheduled offering during and outside of standard hours.

**Socialization**

<b>Goal</b>	<b>Metric</b>
Provide oversight and accountability to programs supported by aging services.	
Increase outreach to address isolation and loneliness to older adults at community sites outside of sites associated with Milwaukee County and the Area Agency on Aging.	Count of individuals given UCLA loneliness scale and asked if they will accept a secondary direct contact (Social and Isolation Project).
Maintain support and development of financial counseling programs.	In 2025 maintain Financial Navigation contract after ARPA's funding expires. Track and report value of dollars accessed by older adults after Financial Navigation interventions. Assist 45 new senior clients annually.

**Socialization (con.)**

<b>Goal</b>	<b>Metric</b>
Provide programming that addresses access to use of technology, for example building connections between existing partners that do not have access to TechConnect.	By 2026 reduce barriers to access programming by offering group transportation to technology classes held at Senior Centers. By 2027 develop two new partnerships that supports seniors access to technology, ex: Milwaukee Public Libraries.
Increase opportunities that foster peer to peer connections, including formal agreements like the Senior Companionship Program and support groups, ex: Caregiver support group.	By 2025, Milwaukee County operates Senior Companion Program to prevent disruption to 30 existing Senior Companions and extends Senior Companion Services to at least 80 older adults. By 2027 one new support group will have been maintained for a minimum of six months. By 2027 50% of Senior Companions will connect their senior to AAA supported programming.

**Transportation**

<b>Goal</b>	<b>Metric</b>
Work with culturally specific senior center management to schedule tours for their clients to cultural assets and recreation sites.	By 2027, we will have collaborated with eighteen host locations beyond the five County-owned senior centers to provide residents of color and underserved populations access to cultural assets and recreation sites through group rides leaving from senior centers.
Provide accessible transportation services to older adults to facilitate access to County-sponsored services.	Maintain 2024 numbers of one-way rides and riders, including unduplicated riders, across all transportation services.

**Transportation (con.)**

<b>Goal</b>	<b>Metric</b>
Rebuild group grocery program that ended during COVID pandemic to increase food access and independence.	By 2025, 24 new group grocery departure sites will be providing OATS riders the ability to shop for their own groceries. By 2026, 30 new group grocery departure sites will be providing services. By 2027, 36 new group grocery sites will be providing services.
Leverage vans received from 5310 grant program to expand connections with minority- and woman-owned businesses.	By 2027, at least three minority and/or woman-owned businesses will have leased an ADS-owned vehicle. Leases may be long-term for continuous service or short-term for one-time events.
Work with agencies throughout the region to identify and advocate for a transportation policy that will facilitate transportation coordination throughout Southeastern Wisconsin.	By 2027, we will have formed at least six new partnerships with agencies throughout SE Wisconsin and undertaken at least three advocacy efforts to advance the chosen transportation policy at the local and state levels.
Increase education and communication regarding available transportation options for older adults, particularly for those without access to a vehicle.	By 2025, one staff member of the Area Agency on Aging will become trained as a travel trainer and will pilot the program. By 2027, at least 36 residents will have received travel training on how to use MCTS fixed route service. At least half of trainees will have successfully completed an MCTS fixed route trip independently.