

Older Americans Act Title Area Goals

Advocacy

The OAA provides that “the Area Agency on Aging serve as the advocate and focal point for older individuals within the community by. . . monitoring, evaluating, and commenting upon all policies, programs, hearings, levies, and community actions which will affect older individuals.”

2025-2027 Goal	SMART Measure
Expand the base of older adult advocates across Milwaukee County to 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, the Advocacy Committee and Commission on Aging 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. By 2027, we will work with media partners on three occasions to highlight the Advocacy Committee and/or Commission on Aging through featured articles, interviews with committee members, or by providing quotes in related articles.

Advocacy (Continued)

2025-2027 Goal	SMART Measure
Nurture and educate Seniors through hosting the Senior Leadership Program annually, instruct participants on effective communication with policymakers and leaders, and convene all Senior participants on a regular basis to carry advocacy messages to their legislators and policymakers.*	All participants in the Senior Leadership program demonstrate an increased understanding of the policymaking process and comfortability talking with policymakers and leaders. At least 50 percent engage in advocacy within six months of attending the program through attending WAAN Aging Advocacy Day, an In-District Aging Advocacy event, enrolling in a Commission committee/council, or another self-identified method.
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 accessible website improvements for the Commission on Aging and Advocacy Committee, in compliance with Section 504 of the Rehabilitation Act of 1973.
Table 9	

*2025-2027 Area Aging Goals that are extensions or expansions of goals in the 2022-2024 Area Aging Plan.

Socialization and Social Supports

The OAA authorizes a wide range of Supportive Services to assist older individuals that promote or support social connectedness and reduce negative health effects associated with social isolation and any other services necessary for the general welfare of older individuals.

2025-2027 Goal	SMART Measure
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.	During the grant period, 14 pharmacies will be recruited to administer an evidence-based loneliness scale. They will ask clients if they will accept a secondary direct contact (Social Isolation and Loneliness Project).
Maintain support and development of financial counseling programs.*	In 2025 maintain Financial Navigation contract after ARPA funding expires. 25 percent of program participants will increase their savings by at least one-weeks' worth of their total monthly net income, which will be tracked by the vendor and reported to AAA staff monthly. Assist 45 new senior clients annually.
Provide programming that addresses access to information technology for older adults, including building connections between existing partners to expand technology training programs.*	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 programs like the Senior Companionship Program and informal 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 percent of Senior Companions will connect their senior to AAA supported programming.

Table 10

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Senior Centers

The OAA provides for the provision of “multi-purpose senior centers” through which a wide range of supportive social services can be delivered to “secure and maintain maximum independence and dignity . . . for older individuals.” The Area plan shall, where feasible, give special consideration to designating multipurpose senior centers as a focal point for comprehensive service delivery.

2025-2027 Goal	SMART Measure
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.
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.
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.	By 2027, develop marketing strategies and identify funding for professional marketing on behalf of the senior centers. Generate 500 new, unique participants annually to County-owned 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.
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.
Receive and consider the Independence First accessibility and accommodation 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.

Table 11

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Transportation

There is no dedicated funding in the Older Americans Act for transportation. Instead, the OAA provides for the provision of transportation services under the umbrella category of Supportive Services because transportation helps older adults find social connection and reduces social isolation. It also helps promote healthy living by providing transit to medical appointments. Funding provided from the state’s specialized transportation program helps sustain transportation program costs.

2025-2027 Goal	SMART Measure
Work with culturally specific senior centers’ management to schedule tours for their clients to cultural assets and recreation sites.*	By 2027, we will have collaborated with 18 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.
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 provide services. For each year of the plan period, participant data will be collected to include how program activity impacted their level of independence.
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, an Area Agency on Aging staff member will be trained as a travel trainer and pilot the program. By 2027, at least 36 residents will have received travel training on how to use MCTS service. At least half of trainees will have independently completed an MCTS fixed route trip
Develop improved partnership with MCTS to provide more direct bus access to County-owned senior centers and Senior Dining Sites.	By 2027, MCTS, the AAA, and the senior centers will develop a plan to provide improved fixed-route service to county-owned senior centers and senior dining site locations, including, but not limited to drop-off sites, bus shelters, and route schedules.

Table 12

**2025-2027 Area Aging Goals that are extensions or expansions of goals in the 2022-2024 Area Aging Plan.*

Nutrition

The OAA Nutrition Programs include the Congregate Nutrition Program and the Home-Delivered Nutrition Program. These programs are meant to 1) reduce hunger and food insecurity, 2) promote socialization, 3) promote health and well-being, and 4) delay adverse health conditions. The intent is to make community-based nutrition services available to older adults who may be at risk of losing their independence and their ability to remain in the community. The OAA Nutrition Programs also provide a range of related services including nutrition screening, assessment, education, and counseling.

2025-2027 Goal	SMART Measure
Increase service to Hispanic/Latino and Asian older adults by partnering with Hispanic and Asian-owned restaurants for the Dine Out program.*	By 2027, service to Hispanic/Latino and Asian older adults will increase by 10 percent.
Expand work in addressing malnutrition in Milwaukee County older adults by having a Registered Dietitian meet with participants in Milwaukee County-owned Senior Centers to address nutrition, food security, and other nutrition related concerns.*	By 2027, a RD will meet with participants in Milwaukee County-owned Senior Centers on a quarterly basis, at least, to address malnutrition. Participants will be administered a post-meeting survey to determine their likelihood of implementing the RD's recommended actions and whether they are interested in follow-up meetings to track success of interventions.
Increase awareness in nutritional health outcomes related to diet by providing nutrition education through the use of demonstration kitchens.*	By 2027, demonstration kitchens will be used, at minimum, once per quarter to provide nutrition education. Participants will be administered a pre- and post-demonstration survey. Pre-demonstration survey questions will assess current aptitude for cooking at home, familiarity with healthy recipes and varied cooking techniques, and interest in replicating recipes at home. Post-demonstration survey questions will include likelihood of implementing methods at home, interest in additional demonstrations, and understanding of nutrition education.

Table 13

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Evidence-Based Wellness & Heart Health

The OAA funds Health Promotion and Disease Prevention programs that promote health and wellness of older individuals by supporting healthy lifestyles and behaviors. OAA also funds activities that address disease management and preventive services to assist older adults to maintain their quality of life and potentially avoiding more costly medical interventions.

2025-2027 Goal	SMART Measure
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.
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 organizations by 2027 within communities of color to recruit facilitators for the evidence-based prevention programs and/or host EBP workshops. Utilize findings from Impower's final report and participant quality surveys to develop new methods/materials to recruit new facilitators and host sites.
Conduct evidence-based wellness assessments with discreet minority demographic groups to understand how services and supports can meet particular needs in accord with the US DHHS Cultural and Linguistically Appropriate Standards for healthcare.	By 2025, determine which groups to include in the analysis and develop a process for surveying needs aligned with the CLAS standards. By 2027, conduct assessment process, analyze results, and prepare a report with recommendations for programming and process improvements to better serve these populations.

Table 14

**2025-2027 Area Aging Goals that are extensions or expansions of goals in the 2022-2024 Area Aging Plan.*

Caregiver Support

The OAA funds services and supports to assist family caregivers. These services and supports may include information and referral, individual counseling, support groups, training, and respite care. Caregiver assessments are also included to identify specific needs and barriers to caregiving, including support services to older relative caregivers of children and young adults with severe disabilities. Beginning in 2024, this program is operated directly by the Milwaukee County Aging Unit rather than a vendor.

2025-2027 Goal	SMART Measure
Based on feedback from family caregivers and professionals, develop an interactive web platform to connect caregivers to education, resources, and supports.*	By 2026, create a caregiver-specific resource destination on the Milwaukee County website that will provide relevant and useful materials for caregivers seeking support at any time of day or night. By 2027, provide the opportunity for caregivers to directly communicate needs and questions outside of “regular business hours”.
Educate health care professionals and social service agencies, including all Federally Qualified Healthcare Centers (FQHC), who work with older adults about the availability of publicly-funded caregiver support services and how to make a referral.*	By 2026, track data from referral sources to identify potential gaps in service connections. Use data to create a strategic communications plan to increase referral rate from health care professionals and social service agencies. By 2027, offer presentations to all FQHCs, four major healthcare systems in our service area, and three major family and children social service agencies.
Develop and implement four new educational and support opportunities for family caregivers by 2027. Opportunities will include education/trainings, peer support, and/or new support group options. These opportunities will align with goals of the National Family Caregiver Strategy and the work of the Wisconsin Family and Caregiver State Alliance.	Develop and implement four new educational and support opportunities for family caregivers by 2027. Opportunities will include education/trainings, peer support, and/or new support group options.
Based on feedback from caregivers, develop opportunities for flexible, low-cost respite options that create opportunities for caregivers to pursue activities to support their own health and wellness.	Partner with Senior Companion program to develop direct referral option for care partners to receive support through Senior Companions. Connect at least five families to Senior Companions by 2027. Explore models for providing volunteer-supported respite programs. Partner with at least one community partner or educational institution to pilot a volunteer respite model by 2027.

Caregiver Support (Continued)

2025-2027 Goal	SMART Measure
<p>Use program data to target outreach and assessments strategies in ways that ensure caregiver support resources are provided to caregivers with the greatest social need and also reduce caregiver burden.</p>	<p>By the 2nd quarter of 2025, evaluate customer demographics and geographic location data to identify gaps in services or outreach.</p> <p>By the end of 2025, develop strategic plan for outreach with five new outreach opportunities planned to target the identified gaps in services by the end of 2026.</p> <p>By the end of 2026, pilot two new caregiver burden tools within the current Caregiver Support Assessment as an opportunity to ensure that services being provided to caregivers are having the intended effect of reducing caregiver burden.</p>
<p>Increase awareness of services available to support caregivers by developing culturally appropriate materials and interventions that will expand the knowledge and reach of Caregiver Support resources in Milwaukee County.*</p>	<p>In collaboration with Milwaukee Coalition for African American Caregivers, develop a Caregiver Roadpath tool by 2026 that will increase capacity of caregivers to self-identify and connect to best resources to meet their needs.</p> <p>By 2027, present the new Caregiver Roadpath tool to five partner agencies and distribute to all households participating in Caregiver Support grants.</p> <p>In collaboration with the 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 Aging and Disabilities Services staff on how to use this tool.</p>

Table 15

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Local Goals

The Wisconsin Office on Aging notes that, to the greatest extent possible, goals should address local needs as defined by the community, by program participants, or by stakeholder groups such as local aging commissions, advisory councils or boards. An area agency on aging may make recommendations to government officials in the planning and service area and the State, on actions determined by the area agency to build the capacity in the planning and service area to meet the needs of older individuals for— (A) health and human services; (B) land use; (C) housing; (D) transportation; (E) public safety; (F) workforce and economic development; (G) recreation; (H) education; (I) civic engagement; (J) emergency preparedness; (K) protection from elder abuse, neglect, and exploitation; (L) assistive technology devices and services; and (M) *any other service as determined by such agency.*

2025-2027 Goal	SMART Measure
Provide assistance with home repair/ modification for falls prevention to low-income older adult homeowners and renters not enrolled in publicly funded Long-Term Care programs.	Provide OT assessments and home modifications designed to prevent falls and increase mobility to 30 residents each year of the plan.
Join the Milwaukee County AARP Age Friendly Community Network advisory body. Participate with other Aging Network and community participants in identifying domains on which to focus to achieve a more livable and equitable community for older adults.	Adopt at least one goal in a chosen AARP domain of livability and lead efforts to implement that goal that improve Milwaukee County’s livability index.
Advocate with local health care providers to maintain access to gerontology or other specialties for residents of Milwaukee County.	Work with the Milwaukee Health Care Collaborative to increase access to specialty care for older adults either by relocating specialty services, including mental health, for older adults within Milwaukee County, or create a sustainable fund to provide transportation services to shuttle nondriver older adult residents to specialty appointments in surrounding counties.
To improve the quality of life and increase the visibility of older adults in Milwaukee County, expand outreach efforts to older adults about Area Agency on Aging programs and services.	By 2025, identify funding to hire a vendor to develop a comprehensive communication plan. By 2026, vendor is hired and initial steps of plan are undertaken.

Table 16

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