

MILWAUKEE COUNTY AREA AGENCY ON AGING 2024 YEAR IN REVIEW

The Milwaukee County **Area Agency on Aging** supports a network of services for older adults that enhance their ability to lead healthy, meaningful, engaged, and dignified lives in their communities.

12,958 individual Milwaukee County older adult residents served in 2024.

Administration & Outreach

- Developed **2025-2027 Area Aging Plan** with the Commission on Aging and Aging Advisory Council.
- Responded to needs of a **growing older adult population** using Older Americans Act ARPA funds for Financial, Employment, Tech counseling, Home Repair, Transportation, and senior centers.
- Hosted the 2024 **Aging Network Summit: Powered by Connection, Building a Livable Community** bringing together **110 partners** from across the aging network to improve aging services.
- Hosted **US DHHS Deputy Secretary and the Director, Center for Medicare** at Wilson senior center to educate residents on new healthcare benefits available under the Inflation Reduction Act.
- Conducted Request for Proposals and **updated Program Guidelines** for Milwaukee County Senior Center Programming, Catering for Senior Dining, and Specialized Transportation services.
- Improved data collection and **transitioned to new PeerPlace** system required by Wisconsin DHS.
- Developed **new Social Support, Nutrition, and Caregiver Support brochures** and **translated client facing materials** into twelve languages.
- **Increased online accessibility** for persons with disabilities by reviewing DHHS Aging webpages and posted materials, upgrading them to comply with Section 508 of the Rehabilitation Act.

Advocacy

- Held in-person **Senior Leadership program** for **twelve new senior leaders** with state and federal legislative partners, aging advocacy leaders, the County Board, and Commission on Aging.
- Hosted an **In-District Aging Advocacy Day** with the Commission on Aging at Wilson senior center, bringing together advocates with local, state, and federal representatives to discuss public policy.
- Supported the **Older Americans Act reauthorization**, the **Strategic Framework for a National Plan on Aging**, and helped lead a statewide initiative to **Reframe Aging in Wisconsin**.
- Provided **Medicare education** through **44 in-person** Medicare 101 presentations, including Native American and Spanish language sessions, and individual counseling for **661 Medicare recipients**.
- Initiated weekly **Advocacy e-News** service. Sent **Medicare Counseling** mailer to 82,000 households.

Social Support and Transportation Services

- Expanded Serving Older Adults' **Tech Connect** program to **decrease isolation for 453** low-income older adults in senior housing, providing free devices and training residents to connect with OAA programs.
- Provided older adults **476 hours of professional therapy** through the Late Life Counseling project.
- Secured **AmeriCorps Senior Companions** program grant after Social Development Commission suspended services. Hired coordinator and put in place policies and administrative safeguards.
- **Connected 92** older adults with trained financial advisors to receive one-on-one coaching to better manage their financial issues through the **Senior Financial Navigator Program**.
- Hosted **46 free docent-led tours with 137 OATS riders to cultural and recreational sites** including Milwaukee County Domes, Zoo, Wehr Nature Center, and Boerner Botanical Gardens.
- Secured **eight new accessible vehicles** through an FTA 5310 grant for the OATS program and successfully reapplied for 2025-26 funding to support Transportation Coordination.

Senior Nutrition

- Expanded **Dine-Out** program by adding a fifth minority owned restaurant; attracted **626 new diners**, 89% of whom were persons of color.
- Utilizing an evidence-based malnutrition screening tool, provided **individualized nutrition counseling** to **317 Meals on Wheels** recipients, **reducing malnutrition risk up to 90%**.
- **Volunteers** at 19 daily congregate dining sites and the Dine out program provided **26,557 hours** in support of the Senior Nutrition Program.

Community Health & Wellness

- Distributed **11,914 COVID test kits** to community partners and administered **3566 COVID vaccines, 2905 flu vaccines, and 712 other vaccines** through the Aging and Disability Vaccination Collaborative.
- Expanded the **Aging and Disability Vaccination Collaborative** adding Outreach Community Health Center, the Hmong American Friendship Association, and Hayat Pharmacies.
- Hosted **Social Wealth for Mental Health community health fair** with Milwaukee County Behavioral Health Services to address social isolation & loneliness and the rise of suicide rates among older adults.
- Initiated **Rx Social Connect** with MCW School of Pharmacy and Pharmacy Society of Wisconsin, training pharmacists to **screen for loneliness among older patients** and refer them to social programming.
- Partnered with UW-Extension to bring **Gente Fuerte (Strong Bodies)** to Sixteenth Street Community Health Center and United Community Center expanding physical activity evidence-based programming.
- Expanded capacity of the **Walk with Ease** program, including five new facilitators with partners from Aurora, Franklin Health Department, Luther Manor and two community volunteers.

Caregiver Support

- Hosted **16 community events** and participated in **30 outreach events** providing **information and support to caregivers**, including four with Wisconsin Alzheimer's Institute in communities of color.
- Provided **126 National Family Caregiver Support grants** and **102 Alzheimer's Family Caregiver Support grants**, a **47% increase in households served** from 2023.
- Assisted statewide implementation of the **National Strategy to Support Family Caregivers**, the **State Dementia Plan**, and co-founded the **Milwaukee Coalition for African-American Caregivers**.

Senior Centers

- **94% of older adult participants** surveyed stated the programs and activities at the Milwaukee County senior centers helped them **reduce isolation and increased their connections** to others.
- Renovated the Washington Park senior center to include a **demonstration kitchen**; built a **health clinic** at Wilson senior center, and installed **LED lighting** at all Milwaukee County senior centers.
- Secured **\$4.1 million** Flexible Facilities grant to **improve broadband connectivity, accessibility, telehealth, and dining services** at the **Clinton Rose senior center**.



315,835 Meals on Wheels delivered to home-bound older adults.

228,479 Meals served by take-out, at Dine-Out restaurants, and at congregate meal sites.



61,493 Rides provided through AAA Older Adult Transportation Services, United Community Center & ERAS Volunteer Drivers.



64 Evidence Based Health Promotion Program sessions held with **678** participants.



5535 residents participated in Milwaukee County senior centers.



557 residents receive **4004** hours of legal advice and representation through SeniorLAW.



10,315 telephone reassurance calls; **286** intensive interventions



7183 COVID and Flu vaccinations provided.