

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.