

Older Americans Act Review

October 2025 Advisory Council Meeting



1

Greatest Economic Need

The need resulting from an income level at or below the federal poverty level **and** as further defined by State and area plans based on local and individual factors.



2

Greatest Social Need

The need caused by non-economic factors which include:

1. Physical and mental disabilities
2. Language barriers
3. Cultural, social, or geographical isolation, including that caused by:
 - Racial or ethnic status
 - Native American identity
 - Religious affiliation
 - Sexual orientation, gender identity, or sex characteristics
 - HIV status
 - Chronic conditions
4. Other needs as further defined by State and area plans based on local factors.
 - Housing instability, food insecurity, lack of access to reliable/clean water, lack of transportation, or utility assistance needs
 - Interpersonal safety concerns
 - Rural location
 - Any other status that
 - Restricts the ability of an individual to perform daily routine tasks
 - Threatens the capacity of the individual to live independently



3

Milwaukee County 2025-2027 Area Plan Definition of Greatest Social and Greatest Economic Need

- Older adults of color
- Individuals with limited English proficiency
- Latino populations

*pg. 21 of the area plan



4

Area Agency on Aging

- Lead on all aging issues on behalf of older adults and caregivers in the planning and service area
- Develop comprehensive and coordinated community-based system of services so that older adults can live “independent, meaningful, healthy, and dignified lives in their own homes and communities.”



5

Area Agency on Aging

- Title III of the Act authorizes federal funds to provide the following services:
 - Supportive services (socialization, social supports, senior centers, transportation)
 - Nutrition services (congregate and home-delivered)
 - Evidence-based disease prevention and health promotion services
 - Family caregiver support services
- Title II of the Act authorizes federal funds to provide:
 - Advocacy
 - Administration



6

Socialization, Social Supports, and Senior Centers

- Community-based interventions that include in-home supportive services, access and information services, and legal services.
- Broadest category of services with most amount of funding allocated.
- We offer:
 - Senior Centers (not a requirement of the Older Americans Act)
 - Telephone reassurance
 - Legal Services
 - Late Life Counseling
 - Services to older adult refugees
 - Transportation
 - Financial counseling



7

	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.	



8

	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.	