

## 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 unduplicated 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, and 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 (12) languages**.
- Led project reviewing all webpages and posted materials and **upgraded website to increase accessibility for persons with disabilities** and comply with Section 508 of the Rehabilitation Act.

### Advocacy

- Held in-person **Senior Leadership program** for **12 new senior leaders** with state and federal legislative partners, Aging advocacy leaders, the County Board and Commission on Aging.
- Hosted an **“In-District Legislative Meet & Greet”** with the Commission on Aging at Wilson senior center bringing together aging advocates with local, state, and federal representatives to discuss public policy.
- Provided comments supporting 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 monthly **Advocacy e-News Service**. Sent **Medicare Counseling** mailer to 82,000 households.

## Social Support and Transportation Services

- Expanded Serving Older Adults of SE Wisconsin's **Tech Connect** program to **decrease isolation for 453** low-income older adults living in senior housing by providing free devices and increasing resident's capacity to **utilize virtual technology** to connect with other Older American Act programming.
- 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.
- Hosted **46 free docent-led tours with OATS rides to cultural and recreational sites** including the 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 – **Ruby J's**; 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** to add **Outreach Community Health Center, the Hmong American Friendship Association, and Hayat Pharmacies**, with HCI and InPower.
- Hosted **Social Wealth for Mental Health community health fair** with Milwaukee County Behavioral Health to address social isolation and loneliness and address rise of suicide rate among older adults.
- Initiated **Rx Social Connect** with the Medical College of Wisconsin School of Pharmacy, Pharmacy Society of Wisconsin, and Hayat Pharmacies, training pharmacists to **screen for isolation and loneliness among older patients** and refer them to social programming through Vital Voices for Mental Health.
- 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 to provide **information and support to caregivers**, including four with the 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 developing statewide plan to implement 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 **combat isolation and increased their connections to others**.
- **Renovated** the Washington Park senior center to include a new **demonstration kitchen**; **health clinic** at Wilson senior center, and **LED lighting** at all five **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.



**55** Evidence Based Health Promotion Program sessions held with **307 participants**.



**5535** residents participating in Milwaukee County senior centers.



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