



## **Advisory Council Meeting April 13, 2022**

A quorum of **Advisory Council** members convened virtually on Wednesday, April 13, 2022.

### **Members Present:**

Commissioner Janice Wilberg, *Chair*  
Gene Guskowski, *Vice Chair*  
Commissioner John Griffith  
County Supervisor Jason Haas  
Commissioner Cherie Swenson  
Patricia Dunn  
Ann Laatsch  
Sally Lindner  
Nia Norris  
Barbara Wyatt Sibley

### **Members Absent:**

Barbara Bechtel  
Ruth Bevenue  
Commissioner Bettie Rodgers  
Commissioner Amanda Weiler

### **Staff Present:**

Alena DeGrado, DHHS  
Dan Idzikowski, DHHS  
Jill Knight, DHHS  
Vonda Nyang, DHHS  
Tracy Olson, DHHS  
Rebecca Schmitt, DHHS  
Carrie Koss Vallejo, DHHS  
Nina Yang, DHHS

### **Attendees from the Public**

Kent Mayfield  
Karen Higgins, MCC  
Cathy Wood, SOA

## **MINUTES**

### **I. CALL TO ORDER AND ROLL CALL**

Chair Wilberg called the meeting to order at 3:02 p.m., Daniel Idzikowski, Program and Policy Coordinator took roll call. A quorum was present.

### **II. REVIEW AND APPROVAL OF THE ADVISORY COUNCIL MEETING MINUTES FOR MARCH 9, 2022**

**MOTION:** To accept the March 9, 2022, Advisory Council meeting minutes.

**ACTION:** Motion tabled until the May Advisory Council meeting.

### **III. USING AGING SERVICE DATA TO INFORM COMMUNICATION STRATEGIES**

Carrie Koss Vallejo, Planning and Program Coordinator, provided a PowerPoint presentation on the 2021 Area Aging Survey results. Koss Vallejo reported results by five racial/ethnic groups (African American, Asian, American Indian, White, and Hispanic). Over one thousand older adults responded to the survey.

Respondents were asked to rate their experiences with Milwaukee County's services, supports, and opportunities available to older adults in Milwaukee County including subtopics on Health and Wellness, Activities and Engagement, and Continuing Education and Self-improvement. A scale of one through five, with one being equal to a rating of "poor" and five being equal to "excellent."

For Health and Wellness, Native Americans responded most favorably regarding quality healthcare and affordable home services. Senior centers were the most popular place to engage in wellness activities across all races except for Asian respondents. A good portion of those surveyed were Aging and Disability Resource Center (ADRC) clients. Of all racial/ethnic groups, Native Americans valued intergenerational engagement as the most favorable, followed closely by African Americans. Both African Americans and Native Americans responded favorably regarding the quality of Continuing Education and Self Improvement programs.

Another question asked respondents to prioritize transportation destinations. African Americans responded that healthcare or pharmacy is prioritized over recreation, but Asians prioritized places for civic engagement.

Regarding the likelihood of respondents to dine at an older adult meal site (pre-pandemic), there was a broader range of responses. Asians were the least likely to dine at an older meal site, at 32%. American Indian respondents were most likely to dine as a meal site at 57 percent.

Another question indicated that older Hispanic adults were more likely to be in an active caregiving role than their counterparts from other races. Asian and American Indian respondents indicated they were more isolated than any other group. Fifty percent (50%) of Native American respondents stated they went without necessities like food, housing, health or dental care, utilities, phones, or medication in the last year due to affordability. African Americans, Asians, and Hispanics came in around 25%, and white respondents around 16%.

An estimated 52% of African Americans responded that disabilities or chronic illnesses kept them from participating in school, work, housework, or other activities. Whites, Native Americans, and Hispanics had an average of 44% and Asians at 28%.

An average of 60% of all respondents said they had access to computers or a mobile phone. The ADRC and senior centers ranked highest across all races regarding resources older adults most trust. IMPACT 2-1-1 and healthcare providers meanwhile had varying levels of trust by race. Chair Wilberg requested that this data be put into a bar graph as another way to view the data and the varying responses by race.

#### IV. REACHING DIVERSE AUDIENCES

##### a. Serving Older Adults of Southeast Wisconsin – Marsha Bukofzer

Bukofzer provided a PowerPoint presentation on outreach and participation at the Milwaukee County Senior Centers served by Serving Older Adults (SOA). SOA's primary target audience has been current and lapsed senior center members. During the pandemic, the number of members who have lapsed has increased, so the focus has been to lure them back through *The Connection* monthly magazine, their website, emails, an active Facebook page, newsletters, mailings, and two resource fairs a year. *The Connection* is distributed at all of the senior centers and local organizations that serve older adults. An electronic version is emailed to over 3,000 SOA friends and shared on the Facebook page. SOA prints two thousand copies of the publication monthly. In 2021, SOA changed the way they conducted their Resource Fairs from five smaller events at the senior centers to two more significant events: one on the north side and one on the south side. Over six hundred participants attended and received information from over thirty vendors, including the ADRC. SOA's website has added a resource network page with links to community resources. Weekly email updates have grown from 1,600 in 2020 to over 3,000 in 2022.

##### b. Wisconsin Alzheimer's Institute – Nia Norris

Norris gave a PowerPoint presentation on Wisconsin Alzheimer's Institute. The Wisconsin Alzheimer's Institute offers culturally specific healthcare services for the aging population. They focus on the African American community affected by Dementia, Alzheimer's, and other health disparities like diabetes. They use an Asset Based Community Outreach Model and have developed social activities such as a Gospel choir that attracts a wide audience of African American participants to draw in the community. Creating a comfortable atmosphere is important prior to engaging in difficult conversations about topics such as dementia and self-care.

##### c. Milwaukee Christian Center – Karen Higgins and Song Xiong-Buck

Higgins and Xiong-Buck gave a brief presentation on the Milwaukee Christian Center's (MCC) older adult programs. Currently, MCC serves more than 805 Black, indigenous, and people of color (BIPOC). The main focus is on southeastern Asian populations. The most effective recruitment strategy for SOA has been word of mouth. The southeastern Asian culture tends to value recommendations from elders within their cultural group to promote an organization. MCC participates in an annual resource fair held by Milwaukee Public Schools (MPS) for immigrant and refugee families. Intergenerational engagement has been highly impactful for outreach purposes.

## **V. QUESTIONS AND NEXT STEPS**

Things to think about for the next meeting are identifying who we cannot easily reach. What would be the best practices for reaching this group of people? What innovations in communications can we come up with to expand our reach?

## **VI. ANNOUNCEMENTS: No Announcements**

## **VII. ADJOURNMENT: Meeting adjourned at 4:44 p.m.**

MOTION: to Adjourn.

ACTION: Passes Unanimously (Dunn, Guskowski seconds).

The next Advisory Council meeting will be April 13, 2022, a virtual meeting.

Respectfully submitted,

Tracy Olson  
Administrative Assistant