



COMMISSION ON AGING
AGING ADVISORY COUNCIL

For Discussion Purposes: Draft Recommendations Regarding Communication

Milwaukee County Area Aging Plan 2022-24

Topic B: Coordination and Communication

Goal 1: Create communication and outreach strategies that more effectively reach older adults, particularly discreet communities of color, tribal members, veterans, and individuals who are homeless or in temporary shelter. Leverage existing contracts to partner with agencies that work with these communities or develop new relationships.

Goal 2: Convene the Aging Network on a regular basis to provide opportunities for referral, collaboration, sharing of best practices, and mutual learning. Develop protocols that allow easier dissemination of information and referrals through decentralized service delivery.

Goal 3: Increase connections to older adults by leveraging increased collaboration within the Department of Health and Human Services (DHHS) and dedicate specific funding in the budget to communication and outreach strategies.

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1. Require contract agencies to address their planned methods for community outreach and engagement to new/diverse audiences in their responses to RFP's and report their efforts/outcomes in their semi-annual reports to the Commission on Aging Service Delivery Committee.
2. Establish partnership with community outreach efforts through Safe and Sound and the City of Milwaukee NSP program as well as neighborhood-based organizations for the door to door distribution of information about Commission on Aging programs, services, and opportunities.
3. Utilize ARPA funding reserved for communication and outreach to support direct mail efforts to publicize key programs, e.g. nutrition, senior centers, and wellness.
4. Explore the development of a 'credible messenger' approach that would mobilize seniors already involved in Aging Services program to reach out and engage their friends and neighbors.