

Milwaukee County Area Agency on Aging 2022 in Review

The Milwaukee County **Area Agency on Aging** is building a network of services for older adults that enhance their quality of life, support them to engage in their community, and achieve health equity.

Aging Services Highlights: 8551 Milwaukee County older adult residents served

- Responded to the needs of a **growing older adult population** by matching Older Americans Act ARPA funding to goals in the 2022-24 Area Aging Plan, increasing outreach and services.
- Broadened **Medicare education** and assistance through a *Medicare 101* series that expanded to include both Lao and Spanish language in-person sessions.
- Launched a new **Financial Navigator** program to provide budget, credit and housing counseling, as well as tax preparation and fraud prevention to older adults, particularly those in transition.
- Expanded successful **Dine-Out** program by adding a new minority owned restaurant – Pass da Peas – conducted a mail campaign that generated more than 1000 calls and **200 new diners**.
- Utilized a new comprehensive survey to **screen for malnutrition risk** factors and employed a Registered Dietitian to provide **in-person nutrition education and counseling** to reduce risk.
- Held first virtual **Senior Leadership** program with training for new senior leaders from the community and participation by the County Executive and leadership across DHHS.
- Expanded older adult **access to cultural and recreational sites** by providing free rides to Milwaukee County cultural assets, including docent led tours of the Milwaukee County Domes.
- Developed and distributed a new **transportation services guide** and conducted a community wide survey on barriers to transportation for older adults and people with disabilities.
- Updated and translated all **Aging program brochures** into the five languages most spoken in Milwaukee County and created new Supportive Services brochure.
- Hosted the second **MKE Wellness Symposium** in partnership with AARP at Wilson Park Senior Center focusing on healthier aging and a healthier Milwaukee County with 130 registrants.
- Conducted ad campaign to **promote Stepping On** in communities of color mailing to all 60+ households in the 53205, 53206 and 53212 zip codes.
- Developed a new **Caregiver Support Coordinator** position to advance Milwaukee County's voice in caregiver policy, better coordinate caregiver support services, and reach communities of color.
- Developed a **new vision and set of attributes for senior centers**, evaluating each Milwaukee County senior center with these attributes to suggest program and infrastructure enhancements.

- Successfully advocated for the inclusion of more than **\$4 million in infrastructure improvements** for the Milwaukee County owned senior centers in County ARPA and capital budget funds.
- Launched the **“Boosted and Blessed”** media campaign to promote COVID-19 vaccination uptake among minority populations in Milwaukee County and hosted clinics with local health departments.
- Completed a new **Civil Rights Compliance Plan** and provided technical assistance to other County units on civil rights data collection and compliance.
- Conducted a comprehensive **racial equity analysis** of the Wisconsin Office on Aging’s Older Americans Act distribution formula with the Wisconsin Center for Population Health.
- Improved **data collection by training eight vendors** to enter their own participant data into the Wisconsin Aging Management System or to collect their data in a way that matches SAMS categories.



320,138 Meals on Wheels delivered;

310,662 Meals served through take-out, the Dine-Out and at congregate meal sites



44,890 Rides provided through AAA Older Adult Transportation Services, United Community Center & ERAS Volunteer Drivers



46 Evidence Based Health Promotion Programs conducted reaching **393** participants



5535 residents participating in Milwaukee County senior centers



659 residents receive **5,584** hours of legal advice and representation through SeniorLAW.

Goals for 2023:

Racial and Health Equity

- Implement new standards for diversity, equity & inclusion for nonprofit vendors
- Advocate for funding formula correction accounting for racial disparities in Aging grants
- Develop new Minority Business Enterprises to provide respite and wellness support

Communication & Collaboration

- Host Aging Network Summit to develop collaboration in Aging services across providers
- Revise all communication platforms to provide cultural, linguistic, and disability access
- Conduct enhanced outreach in communities of color to increase participation

Healthy Community

- Increase access to health, social service, and employment services through senior centers
- Provide short term case management services to seniors not qualifying for Medicaid HCBS
- Reduce the prevalence of nutritional risk among senior diners by 10%