



MILWAUKEE COUNTY COMMISSION ON AGING

2022-24 AREA AGING PLAN GOALS [DRAFT]

Each of the goals identified must:

- Advance person-centered services, maximizing consumer control and choice;
- Expand racial equity or inclusiveness;
- Provide programming that is equitable and inclusive of all people that could be served within Milwaukee County;
- Address local needs as defined by the community, by program participants, or by stakeholder groups;
- Meet SMART criteria: Specific/Strategic, Measurable, Achievable/Actionable, Realistic, Timed and Tracked;
- Result in quality program improvements; and
- Be representative of our best efforts to deliver services that address the need of older adults in Milwaukee County.

Aging Network Vision Statement

In twenty years the composition of society in Milwaukee County will be enriched by a greater number of older adults across a wide range of generations, perspective and experience. These older adults will enjoy broad knowledge of services, supports, and opportunities that easily connect them with their peers, are easy to access, and are coordinated among many different provider groups.

The Aging Network will improve the health and well-being for all older adult residents of Milwaukee County by acknowledging and overcoming structural racism, promoting health equity, improving communication and collaboration, and addressing all dimensions of wellness.



Aging Network Goals

Topic A: Health Equity

Goal 1: In alignment with Milwaukee County Strategic plan, identify and eliminate barriers to service for people of color and intentionally create more inclusive, equitable, and culturally appropriate services.

Goal 2: Make information and services dementia friendly and fully accessible to people with disabilities and available to residents with limited English language proficiency. Adopt the National Standards for Culturally and Linguistically Appropriate Services in Health and Health Care (CLAS Standards).

Goal 3: Identify at least one social determinant of health that negatively affects older people of color and develop a Network-level strategy to reverse the inequity.

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 a decentralized service delivery system.

Goal 3: Increase connections to older adults by leveraging increased collaboration within DHHS and dedicate specific funding in the budget to communication and outreach strategies.

Topic C: Dimensions of Wellness

Goal 1: Address threats to mental health and loneliness experienced by older adults by attending to their Emotional, Spiritual and Social Wellness through readily accessible programs and services that enable them to cope with life's challenges, connect with other people, and improve their mental and emotional health. Ensure that DHHS Behavior Health Division services are responsive to the issues facing older adults. Partner with other healthcare entities in the Aging Network to improve the availability of services addressing mental health and loneliness.

Goal 2: Enrich the ability of older adults to pursue lifelong learning, engage in compensated or volunteer work that is meaningful to them, share their gifts and talents with others, and manage their financial resources. Ensure that opportunities are community-based, locally available, increase equity, respect personal choice and community culture, and promote personal growth. Develop or extend program opportunities in each of these areas: financial, vocational, and educational.



Goal 3: Promote wellness through the development of, and equitable access to programs, services, facilities, and recreational opportunities that improve older adults’ ability to make healthy lifestyle choices and promote engagement with the natural world. Provide education on the relationship between sound nutrition, social engagement, regular exercise, and good health. Improve access, equity and utilization of Milwaukee County’s parks and recreation assets for older adults. Expand access to healthy food and recreational opportunities throughout the Aging Network.

Older Americans Act Title III Goals

Advocacy

The OAA provides ...“the Area Agency on Aging serve as the advocate and focal point for older individuals within the community by. . . monitoring, evaluating, and commenting upon all policies, programs, hearings, levies, and community actions which will affect older individuals.” At least one goal is required to increase local aging and disability network participants’ knowledge and skills related to advocacy.

2022-24 Goal Ideas	SMART Measures
Health Equity	
Build a base of advocates across the County to expand influence and ensure representative voice with all local and state representatives.	By 2024 have a representative from each State Legislative District and/or County Supervisory District on the Advocacy Committee.
Identify and advocate for policy change that will advance racial equity and improve health and well-being among older adults at the federal, state, and local levels.	In 2022 research and identify at least one policy to advance racial equity for older adults at each level. In 2023 engage in community education and build a constituency for policy change. In 2024 advocate with policymakers to successfully implement proposed policy changes.
Collaboration & Communication	
Expand our common cause on public policy issues with other nonpartisan older adult groups, such as labor unions, retirees, or AARP.	Partner with at least one other older adult advocacy group to host an annual reception for Milwaukee County’s local and state legislators.
Dimension of Wellness	
Hold the Senior Statesmen program each year and convene all senior statesmen on a regular basis to carry advocacy messages to their legislators and policy-makers (Intellectual/Spirit).	All Senior Statesmen participants demonstrate an increased understanding of the public policy process. At least 50% of Senior Statesman engage in advocacy within 6 months of attending program.



Social Support

OAA authorizes a wide range of Supportive Services to assist older individuals that promote or support social connectedness and reduce negative health effects associated with social isolation and any other services necessary for the general welfare of older individuals.

2022-24 Goal Ideas	SMART Measures
Health Equity	
Increase participation of Minority Business Enterprises in contracting with vendors for older adult services.	Eliminate at least two policies or requirements that place barriers on Minority Business Enterprise participation in the contracting process.
Encourage all vendors to attain representation in ownership, governing boards, management, and staff that reflects the diversity of the older adult population in Milwaukee County.	Require vendors to report the percentage of ownership, governing board, and employee composition by race and ethnicity on an annual basis.
Implement Culturally and Linguistically Appropriate Services standard in all programs.	Implement CLAS standards in DHHS programs and include requirement in all contracts by 2024.
Collaboration & Communication	
Expand telephone reassurance program/ maintain pandemic levels. Increase opportunities that foster peer-to-peer connections.	Maintain or increase levels of telephone reassurance calls made in 2020-21. Create one new peer-to-peer companionship program with at least 50 participants.
Provide programming that addresses access to and use of technology. Support the extension of broadband services and awareness of financial support for internet and wireless telecommunication services.	Develop a promotional campaign to promote financial support programs for cell phone and internet service access. Include technology education & support as a required component of socialization programming.
Dimension of Wellness	
Increase access to financial counseling, preretirement, money management. Increase assets available to older adults of color.	Develop connections to existing programs or partner to develop a new program assisting 100 older adults, particularly people of color, to save, build assets and manage their finances.
Improve employment and volunteer opportunities for older adults. (Social, Vocational)	Identify and enhance opportunities offered through the Senior Employment Program and Retired Senior Volunteer Program or develop new program to do so. Double participation by older adults in sponsored employment & volunteer programs.



Senior Centers

The OAA provides for the provision of “multi-purpose senior centers” through which a wide range of supportive social services can be delivered to “secure and maintain maximum independence and dignity . . . for older individuals.” The Area plan shall, where feasible, give special consideration to designating multipurpose senior centers as a focal point for comprehensive service delivery.

2022-24 Goal Ideas	SMART Measures
Health Equity	
Programming Goal: Provide periodic screening, testing, and preventative healthcare services (ensure care is culturally competent and addresses conditions for which black older adults are at greater risk) at senior centers in partnership with local healthcare providers.	By 2024 at least three Milwaukee County operated senior centers, including two with a majority of participants of color, offer regular presence of healthcare provider that provides periodic screening, testing, and preventative healthcare services.
Infrastructure Goal: Ensure that all senior centers are fully accessible to older adults with disabilities.	By 2024 all Milwaukee County operated senior centers meet the ABA Accessibility Standards.
Communication & Collaboration	
Communication Goal: Establish a dedicated presence on the Internet and social media by offering virtual programming, podcasts, etc. Provide training, support, and access to computers and mobile devices to senior center participants to ensure they can access enhanced programming.	Demonstrate an increased presence on social media by measuring hits on website, and participation in virtual programming. By 2024, 95% of senior center participants will indicate that they feel competent accessing the Internet and using the basics of social media.
Collaboration Goal: Collaborate to ensure that Senior Companions, Foster Grandparents, Retired Senior Volunteer Program, and Senior Employment programs are available for participants through the Milwaukee County Senior Centers.	By 2024, include education recruiting events on at least an annual basis at each Milwaukee County owned senior center that promote the RSVP, Senior Companions, Foster Grandparent, and SEP programs.
Infrastructure Goal: Expand access to outdoor programming in the Milwaukee County parks in which senior centers are located. (Environ., Physical)	By 2024 sponsor at least 2 recreational events on the Milwaukee County park grounds/assets in which each MC senior center is located.
Dimensions of Wellness	
Programming Goal: Lifelong learning programs address all dimensions of wellness s/a culinary, performing arts, financial mgt & intellectual pursuits	By 2024 develop new programming for the MC senior centers in at least two/eight dimensions of wellness that are not currently addressed.
Infrastructure Goal: Modify senior center spaces to accommodate new programming. (Intellectual, Voc.)	By 2024 accommodate new programming with needed updates to senior centers.



Nutrition

The OAA Nutrition Programs include the Congregate Nutrition Program and the Home-Delivered Nutrition Program. These programs are meant to 1) reduce hunger and food insecurity, 2) promote socialization, 3) promote health and well-being, and 4) delay adverse health conditions. The intent is to make community-based nutrition services available to older adults who may be at risk of losing their independence and their ability to remain in the community. The OAA Nutrition Programs also provide a range of related services including: nutrition screening, assessment, education and counseling.

2022-24 Goal Ideas	SMART Measures
Health Equity	
MCDA will increase services to participants of color and increase opportunities for minority owned businesses by continuing to partner with locally owned restaurants in neighborhoods of color and local community organizations.	Increase congregate dining services to participants of color by 20% more than 2019 levels. Partner with at least one additional Minority Owned Business for nutrition programs.
Communication & Collaboration	
Understand the prevalence of malnutrition among participants within the home delivered meal program and provide in-home nutrition counseling to those determined at nutritional risk.	Administer the Enhanced Determine malnutrition screening tool to all home delivered meal recipients and offer in-home nutritional counseling to all participant at risk through the Meals on Wheels program.
Dimensions of Wellness	
Reduce the prevalence of nutritional risk among congregate dining participants, with specific emphasis on communities of color, by developing new community partnerships or programs that will provide in-person or virtual nutritional education and demonstrations at meal sites. (Physical, Intellectual)	Reduce the prevalence of nutritional risk by 10% of all of the congregate dining participants. Develop two new partnerships to provide in-person or virtual nutrition education or cooking demonstrations on a quarterly basis.



Wellness

The OAA funds Health Promotion and Disease Prevention programs that promote health and wellness of older individuals by supporting healthy lifestyles and behaviors. In addition, the OAA funds activities that address disease management and preventive services to assist older individuals in maintaining their quality of life and potentially avoiding more costly medical interventions.

2022-24 Goal Ideas	SMART Measures
Health Equity	
Expanding the reach of the Stepping On evidence-based wellness program within communities of color decreasing the risk of injury and death from falling for older adults of color.	<p>Develop specific marketing tools to draw interest towards the program from residents of color.</p> <p>Identify at least three new partner locations to host Stepping-On sessions within neighborhoods where residents of color predominate.</p> <p>Utilizing new marketing tools, recruit new participants to join Stepping-On classes, increasing participation among residents of color in Stepping-On classes by 20% in each year.</p>
Collaboration & Communication	
Strengthen the network of agencies working toward better health for older adults. Increase education among the network about evidence-based prevention programs and how partner agencies can host or become trained leaders.	MCDA will work with community partners to host an annual MKE Wellness Symposium attracting 70 participants each year. Stakeholder participants will indicate increased awareness of EBPPs and at least 1 new agency will offer an EBPP each year.
Expand health promotion and wellness offerings through virtual workshops and mailed toolkits.	Develop or adapt at least three existing health & wellness programs to a virtual / mail-in format.
Dimension of Wellness	
Rebuild the network of trained facilitators for the Stepping-On Falls Prevention program by partnering with the Milwaukee County Falls Prevention Coalition to reach past and new partners from organizations including: health systems, health departments, senior housing facilities, or other community-based partners. (Physical)	By 2024 identify at least 3 new partners to train a minimum of 6 people as Stepping On facilitators who will each host a minimum of 3 workshops.



Caregiver Support

The OAA funds provides services and supports to directly assist family caregivers. These services and supports may include information and referral, individual counseling, support groups, training, and respite care. In 2020 NFCSP was amended to include caregiver assessments as a process of gathering information to identify specific needs and barriers to caregiving and identifying existing supports to appropriately target program services, and removed the cap for support services to older relative caregivers of children and young adults with severe disabilities.

2022-24 Goal Ideas	SMART Measures
Health Equity	
Increase awareness of services available to support caregivers who are living in neighborhoods predominate with residents of color.	<ul style="list-style-type: none"> Develop culturally appropriate presentations and promotional materials in English, Spanish, and Hmong on available caregiver support resources, qualification process, and network providers. Hold 6 programs in 2023 & 2024 in neighborhoods predominate with people of color.
Expand caregiver support and respite provider network within communities of color.	By 2024 add at least three new Minority Business Enterprise respite providers.
Collaboration & Communication	
Provide education to health care professionals and social service agencies, including all Federal Qualified Healthcare Centers, who work with older adults about the availability of caregiver support services and how to make a referral.	<ul style="list-style-type: none"> Develop presentation specific to healthcare & social service professionals on caregiver support. Identify contacts/champions w/i the health and social service systems serving older adults. Deliver educational presentations to all FQHCs, four major healthcare systems, and three major family and children social service agencies.
Establish a Caregiver Council through the Commission on Aging that advises and supports the Commission in providing caregiver support, particularly regarding OAA Title III E programs.	Determine composition of Caregiver Council, including caregivers and provider agencies. Appoint Select Committee or modify bylaws as appropriate to establish Caregiver Council. By 2024 convene regular meetings of the Caregiver Council staffed by MCDA.
Dimension of Wellness	
Assist families to identify and implement opportunities for self-care. (Emot., Social, Phys.)	Offer two Powerful Tools for Caregiving classes/ yr.
Develop social engagement opportunities for caregivers. (Emotional, Social, Spiritual).	Identify gaps in social engagement opportunities. Provide 5 new social engagement opportunities by partnering with community group or congregation. Promote new opportunities to the community.



Long Term Support

2022-24 Goal Ideas	SMART Measures
Health Equity	
Provide more options for low cost or sliding scale supportive home care services for older adults, particularly for those who are not functionally eligible for publicly funded Long Term Care but who cannot afford private pay services long-term.	In 2022, assess need for types of supportive home care. By 2023, identify funding mechanism to provide additional supportive home care services. By 2024 offer additional supportive home services through at least one MBE to at least 30 older adults.
Collaboration & Communication	
Provide housing assistance in the form of short-term case management for older adults with urgent affordable housing needs.	Develop responsive short term care management program for older adults and funding mechanism. Partner with Milwaukee County Housing Division to identify individuals and provide targeted interventions for older adults, including referrals for short term case management through Aging Unit.
Dimension of Wellness	
Provide short term case management services for general needs that are not met through other services for older adults not enrolled in a HCBS Medicaid Waiver Long Term Care program, or prior to such enrollment. (Phys., Emot., Financial)	In 2022, assess need for short term case management. By 2023, identify funding mechanism to provide short term case management. By 2024 offer additional short term case management to 30 non-HCBS enrolled older adults.

Transportation

2022-24 Goal Ideas	SMART Measures
Health Equity	
Expand access to cultural assets and recreational opportunities, particularly for residents of color who would not otherwise have an opportunity to travel to parks, cultural attractions, and recreational opportunities in Milwaukee County.	Provide rides to cultural assets and recreational opportunities to at least 200 residents of color each year through Specialized Transportation program for older adults.
Collaboration & Communication	
Establish an Inter-agency Transportation Coordination Council and Advisory Committee to coordinate transportation services for older adults, veterans, and residents with disabilities.	Engage stakeholders in support of establishment of Transportation Coordination Council (TCC). County Board passes resolution to establish TCC. TCC convenes and forms Advisory Committee.
Dimension of Wellness	
Expand access to cultural assets and recreational opportunities. (Physical, intellectual, spiritual)	Provide at least 1200 rides each year to cultural assets and recreational opportunities.



Local Goals

2022-24 Goal Ideas	SMART Measures
Health Equity	
Provide assistance with home repair/modification for low-income older adult homeowners and renters with disabilities not enrolled in HCBS Medicaid Long-Term Care programs. Services could include building ramps, accessible entryways, installing bathroom grab bars, etc.	In 2022, assess need for types of home repair/modification services. By 2023, identify funding mechanism & provider network to provide home repair/modification services. By 2024 offer home repair/modification services to at least 30 non-LTC enrolled low-income older adults.
Collaboration & Communication	
Creating a stronger intentional connection between Milwaukee County Parks, Milwaukee Public Libraries, Milwaukee Public Schools, UW-Extension, and UWM-OSHER, to extend more recreational, lifelong learning, and socialization opportunities.	Identify community partners/ provider agencies in the Aging Network in Milwaukee County and invite participation in Network convening. Identify structure for Aging Network meetings. Convene Aging Network, including agencies not funded through OAA, at least once in 2023 & 2024.
Dimension of Wellness	
Provide network of volunteers or subsidized employment for individuals who would help older individuals not enrolled in HCBS Long-Term Care, and particularly those living alone, with services such as simple maintenance, appliance and home repair, shoveling, yardwork, decluttering, packing and moving, etc. (Social, Environmental, Financial)	Assess need for types of home chore services by older adults in Milwaukee County, particularly those living alone. Identify community organizations to help develop network of volunteers to provide home chore services. By 2024 assist at least 30 older adults with home chores services.