



**ADRC of Brown County
County Aging Plan
FY 2025-2027**

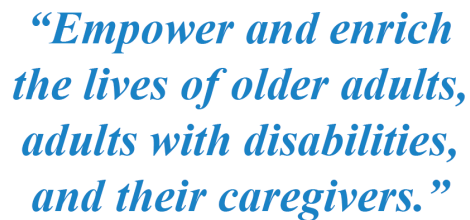
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EXECUTIVE SUMMARY

Vision and Mission

The Aging and Disability Resource Center of Brown County (ADRC of Brown County herein) is committed to empowering and enriching the lives of older adults, adults with disabilities, and their caregivers. Our vision is a community where all individuals are valued, celebrated, and connected to a life of possibilities. We strive to provide unbiased, comprehensive information and support to help individuals navigate the challenges and opportunities associated with aging and disability.



“Empower and enrich the lives of older adults, adults with disabilities, and their caregivers.”

ADRC of Brown County is a nonprofit organization dedicated to serving adults with disabilities, seniors, their families, and informal caregivers. People may seek services in the manner most convenient for them, by walking through our doors, placing a phone call, or scheduling a home or office visit. People can rely on current, unbiased, and comprehensive information about services which help them or their loved ones live as independently as possible.

ADRC helps individuals with decision support, balancing cost, savings, and needs in order to support their health and independence through our broad range of community services. We empower individuals through information, education, prevention programs, and benefit advocacy to assist with the changes and challenges related to aging, disability, and family caregiving. People feel real change through real impact.

Through 31,494 phone calls, 4,257 office and home visits, and countless emails, we have made 39,800 connections for people. In 2023, we served 148,592 meals to individuals unable to leave their homes and to those able to attend a community meal. 15,116 people were empowered through educational programs and evidence based classes. 341 volunteers donated 31,136 hours of service, making a difference every day. We are actively working in Brown County to create change for people and systems in our community. Our advocacy work will forever continue.

Breaking Down Stereotypes of “Disability” and “Seniors”

Grounded Cafe, the little downtown cafe with a big heart, brings visibility to all ages and all abilities. We are open to the public and operate as a nonprofit cafe and coffee house. While ADRC is a one-stop shop for all things aging, disability, and caregiver related, Grounded Cafe is a one-stop shop for connecting over locally crafted food and drinks with a mission focused on celebrating all.

Once we welcome people through our doors, they feel as though they are joining a movement. Grounded Cafe is here to break down stereotypes and ageism, foster a sense of community, and generate awareness of the strengths and abilities of seniors and persons with disabilities. We strive for guests to feel as though they belong to something big! Grounded Cafe helps to impact the high unemployment rates for persons with disabilities through job training skills and experiences.

Taking Grounded on the Go

Bringing it all together - Grounded Cafe has recently launched one of the first fully accessible food trucks in our community. With its mission in motion, Grounded on the Go is tackling isolation and

loneliness, food security, employment, and training needs of person with disabilities to generate awareness - the food truck will bring Grounded Cafe where people are. In Brown County, aging populations are on the rise. Population estimates climb from 58,670 in 2020, to 81,640 by 2040. This represents a population increase of 26.1% by 2040. We're working to help support and reach the ever-increasing aging population.

According to the U.S. Department of Labor, across all age groups, persons with a disability were much less likely to be employed than those with no disability, and the unemployment rate for persons with a disability is twice as high as their counterparts. With workforce challenges facing most employers, providing training and connection to employment in the restaurant industry can have real value.

Hear it from our Director, Devon Christianson: "Grounded on the Go reinforces our core values of igniting the change we want to see in our community. We want to change how people see people. We believe that food has the power to bring everyone together."

"Grounded on the Go reinforces our core values of igniting the change we want to see in our community. We want to change how people see people. We believe that food has the power to bring everyone together."

Tackling Community Needs

Home delivered meals and community dining tackles isolation and hunger by bringing people together. Benefit advocacy tackles poverty by informing people of their choices and resources. Options counseling and prevention programs get people their lives back after an accident, navigating the journey of a life-changing diagnosis, relieve some stress while caring for a loved one, and so much more.

Support When Everything Changes

Dementia changes everything - not only impacting the individual, but also impacting family and their loved ones. As the disease progresses, demands on daily living needs, supervision, and caregivers' supports quickly escalate. The cost of providing care for persons with dementia, according to the Alzheimer's Association, is estimated at nearly a quarter of a million dollars in their last seven years of life. In Brown County, 14,000 people are living with Alzheimer's or a related dementia - including individuals in their 20's. The state projects that number to double by 2035. 90% of people living with dementia live in their own home or with family who are caring for them, not nursing homes.

Community Engagement and Needs Assessment

Throughout the 2025-2027 plan cycle, the ADRC of Brown County actively engaged with the community to identify and address the needs of older adults and their caregivers. Through public input activities, we have gained valuable insights into the challenges faced by individuals in our community.

Key Initiatives

Based on the ongoing feedback gathered through community engagement, the ADRC of Brown County is working towards several key initiatives to support older adults and their caregivers:

- **Expand Outreach and Education:** We have increased our efforts to reach individuals in underserved communities and provide them with information about available resources and services.

- **Enhanced Caregiver Support:** We have expanded our caregiver support programs to provide a variety of programs and educational workshops designed to meet individuals where they're at.
- **Advocacy for Policy Change:** We have advocated for policies which support the needs of older adults and individuals with disabilities, such as increased funding for home-based care and transportation services.

The ADRC of Brown County provides essential services and support to older adults and their caregivers in our community. By actively listening to the needs of our customers and their families, we are working to create a more inclusive community for all.

CONTEXT

Demographics and Trends

Brown County is experiencing a significant aging of its population, mirroring a national trend. The number of individuals aged 60+ is projected to increase by 39.15% between 2020 and 2040, according to the Wisconsin Department of Health Services (dhs.wisconsin.gov/aging/demographics.htm). This demographic shift presents both opportunities and challenges for the ADRC of Brown County in providing services to meet the evolving needs of older adults and their caregivers.

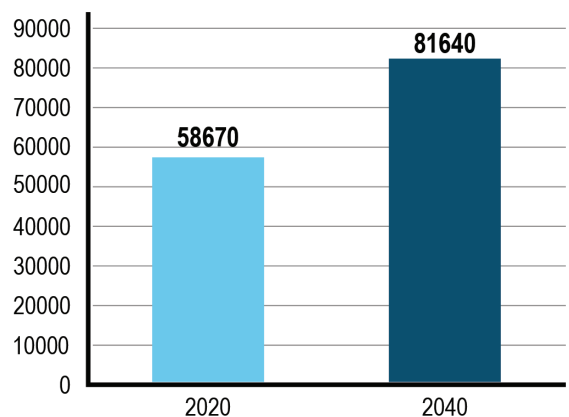
Key Trends

Rapid Growth: The older adult population in Brown County is growing at a faster rate than the overall population, indicating a significant shift in the age distribution (dhs.wisconsin.gov/aging/demographics.htm).

Diversity: While the majority of older adults in Brown County are white, there is a growing population of older adults of color, which presents distinct needs and challenges.

U.S. Census Bureau QuickFacts: Brown County, Wisconsin > 2020 US Census

Projected Population Growth of Individuals Age 60+



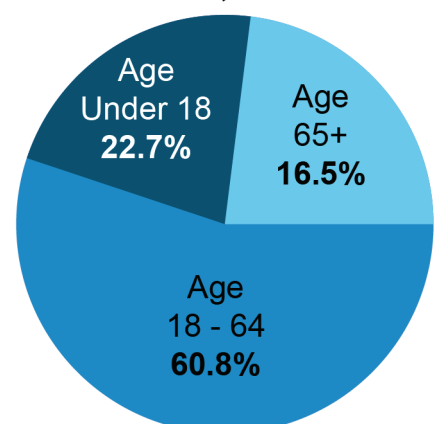
Brown County Demographics

Fourth most populous county in the State of Wisconsin:

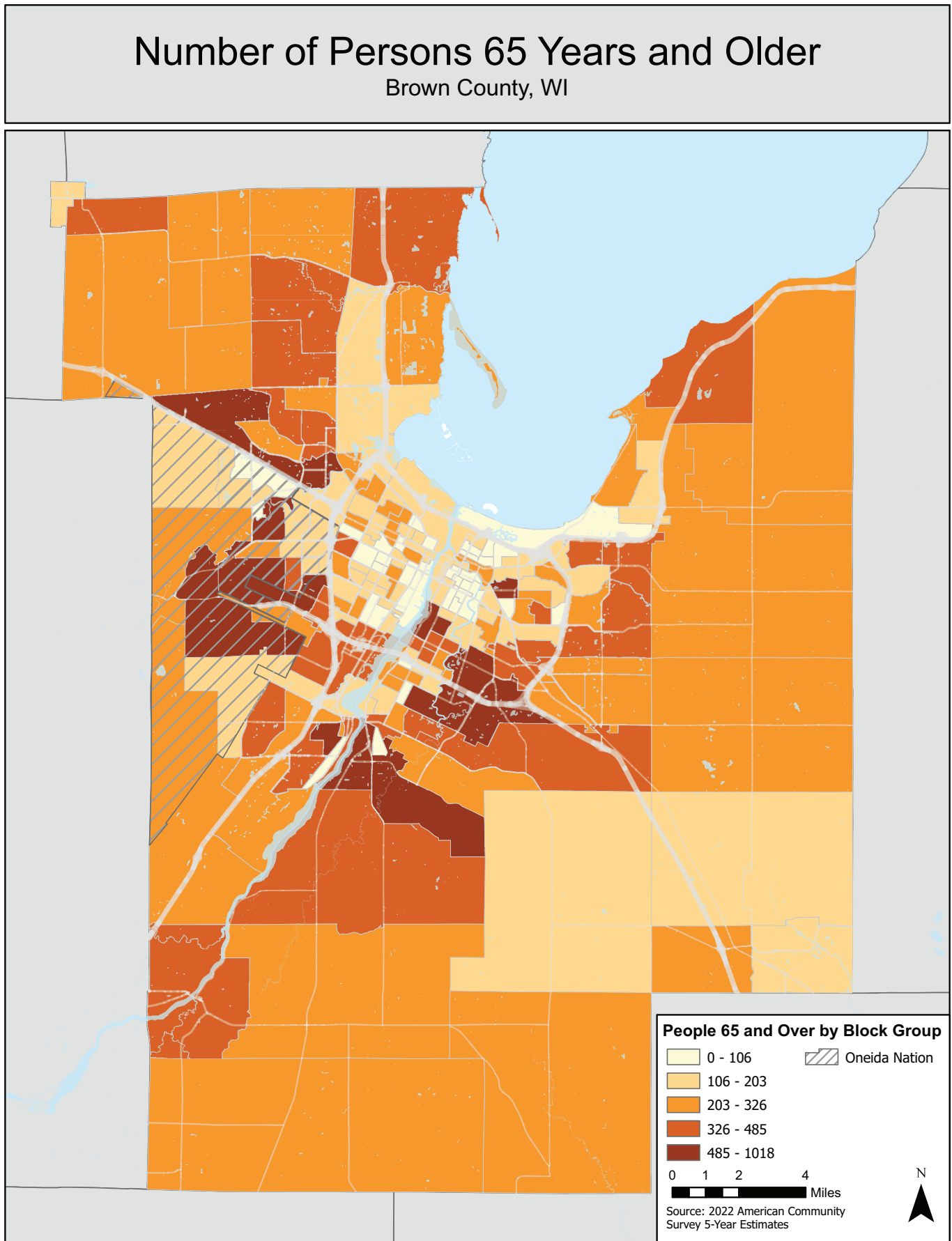
1. Milwaukee
2. Dane
3. Waukesha
4. **Brown**
5. Racine
6. Outagamie
7. Winnebago
8. Kenosha
9. Rock

Population in Brown County per square mile: 507

2023 Population Estimates: 271,417



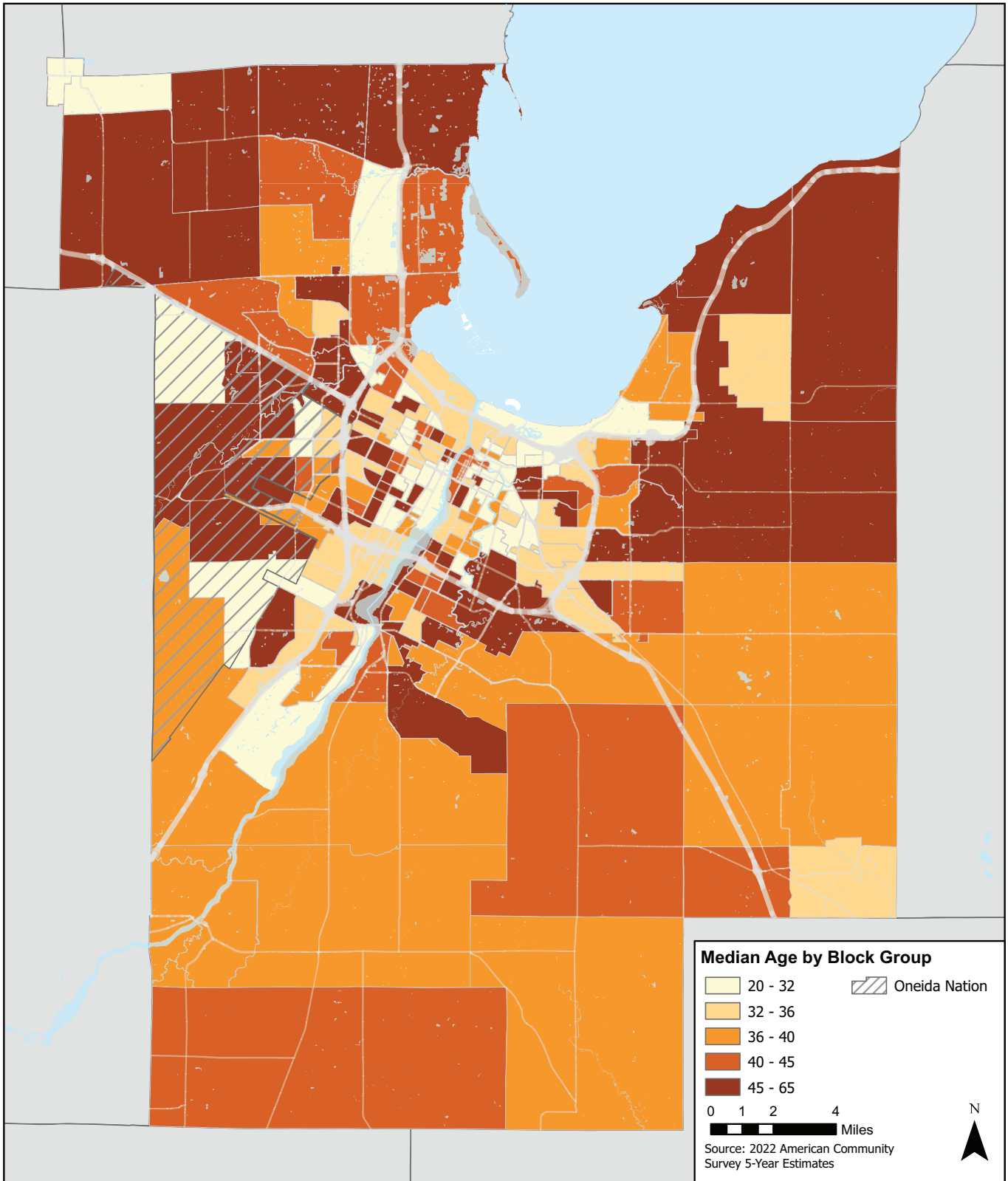
The following maps demonstrate where older adults reside throughout Brown County.



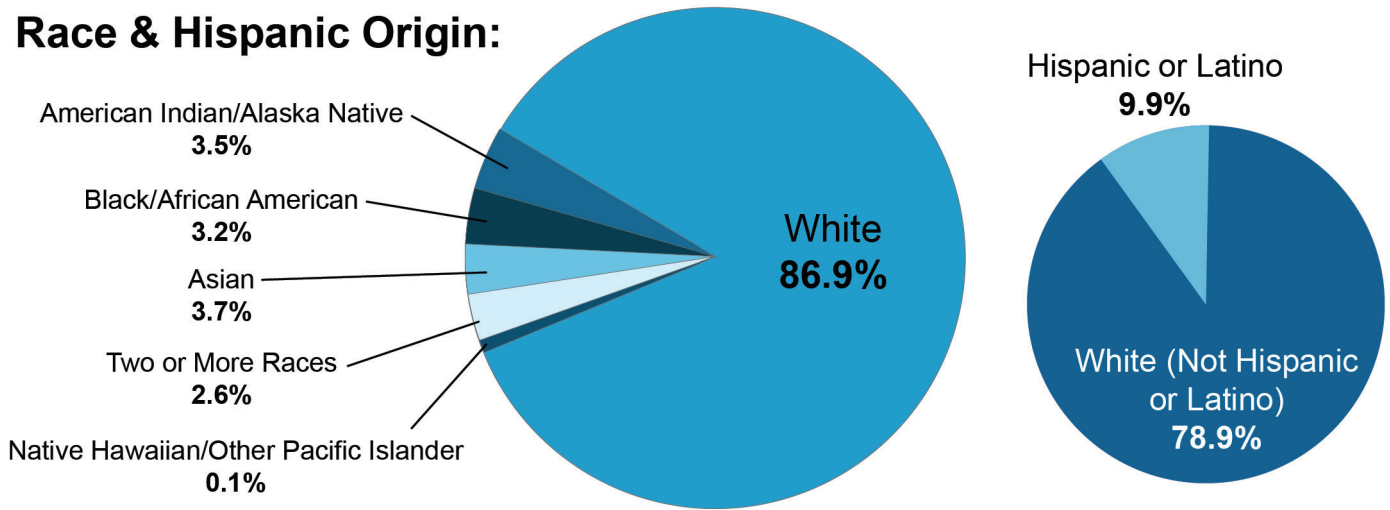
Maps created by Brown County Planning and Land Services

Median Age

Brown County, WI



Race & Hispanic Origin:

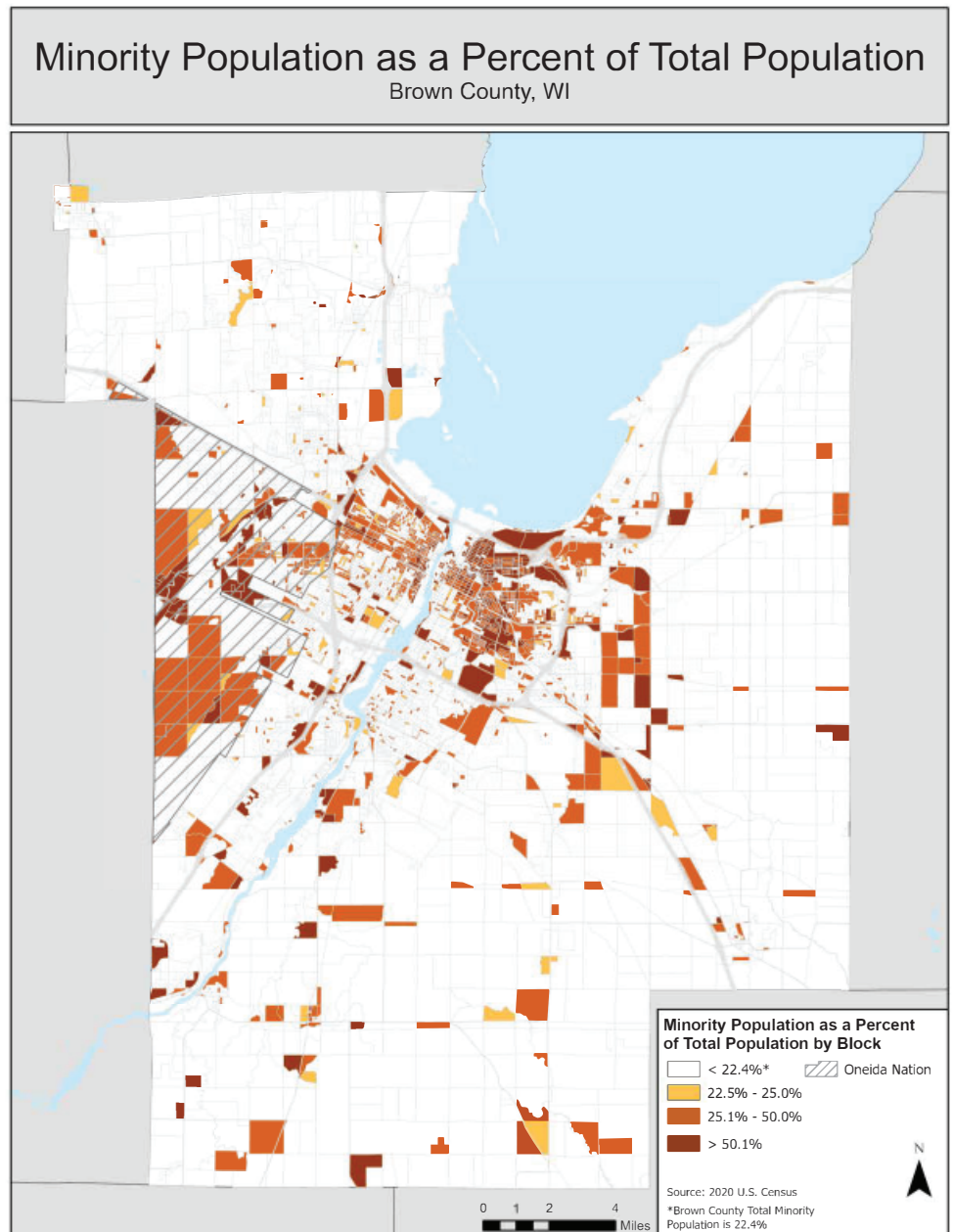


American Community Survey 5-Year (2018-2022)

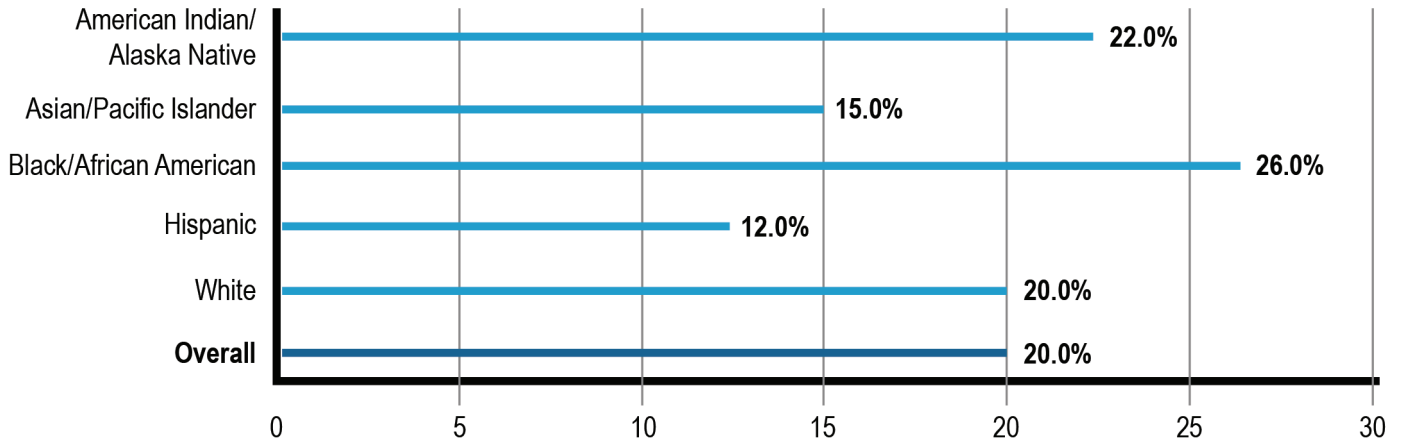
Rural-Urban Disparities:

The needs of older adults may vary depending on whether they live in urban or rural areas. Rural areas may face greater challenges in accessing services due to limited transportation options and social isolation.

The adjacent map reveals that community members who are part of racially diverse populations reside in areas throughout Brown County.

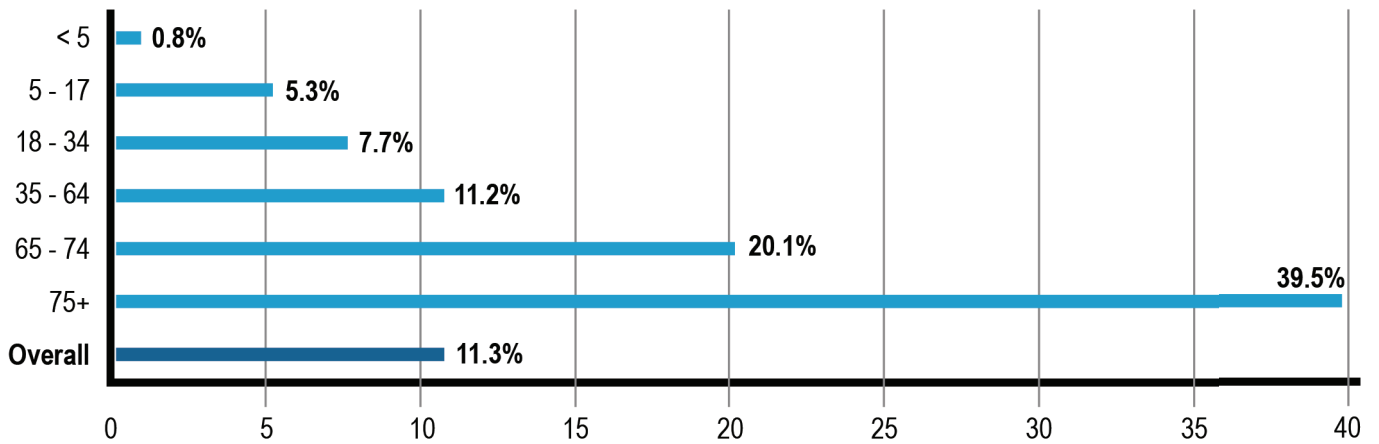


Depression: Medicare Population by Race/Ethnicity in Brown County

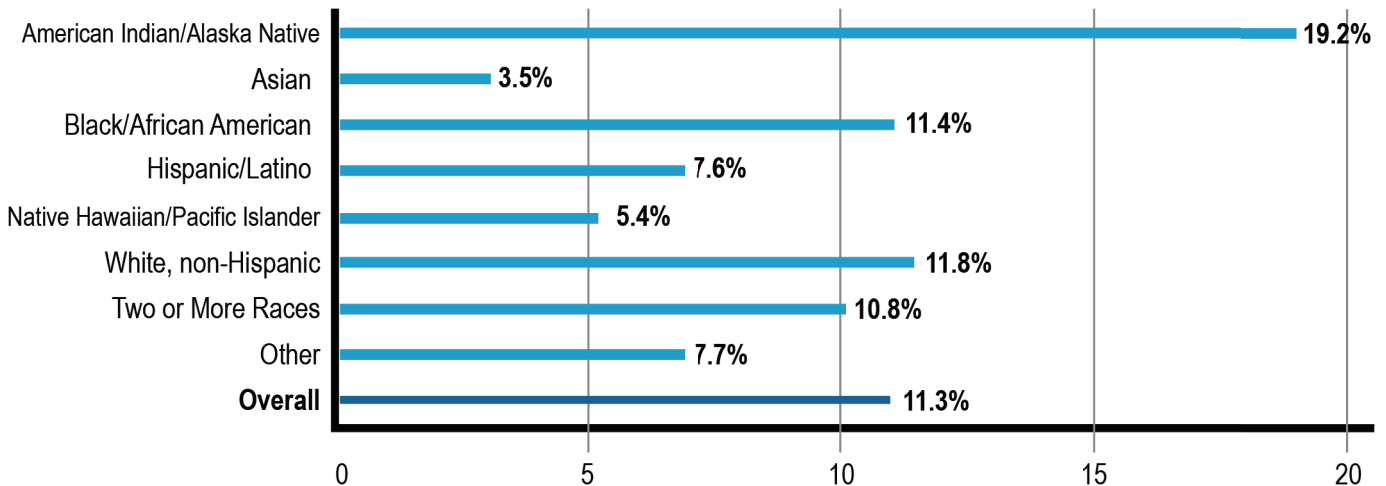


Centers for Medicare & Medicaid Services (2022)

Persons with a Disability by Age in Brown County



Persons with a Disability by Race/Ethnicity in Brown County



www.greatergreenbaycommunityhub.org

Needs and Challenges

Based on community engagement activities and data analysis, several key needs and challenges have been identified:

- **Housing:** Affordable and accessible housing is a major concern for older adults and individuals with disabilities. Many struggle to find suitable housing options that meet their physical and financial needs.
- **Transportation:** Lack of reliable and affordable transportation is a significant barrier to accessing essential services, such as healthcare, grocery stores, and social activities.
- **Social Isolation:** Loneliness and isolation is prevalent among older adults, particularly those living alone or in rural areas.
- **Caregiving:** Caregivers for older adults often face significant challenges, including emotional stress, financial strain, lack of support resources, and more.
- **Healthcare:** Many older adults have barriers such as high costs and limited availability in accessing quality healthcare, including preventive care and long-term care services.
- **Financial Security:** Older Americans are concerned with their financial security, particularly those who have not saved enough for retirement or who have experienced unexpected expenses.

Inclusion and Reaching Unserved People

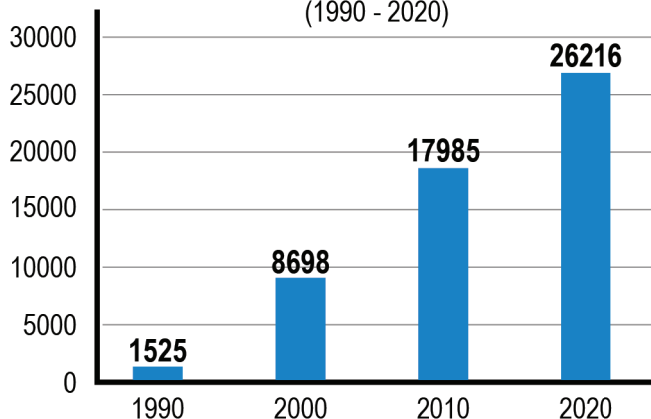
The needs of older adults vary across different demographic groups, including race, ethnicity, income level, and geographic location. Survey respondents stated Brown County as a Very Good place to live for 44% for persons to grow older whereas 4% of all races and ethnic groups, indicating older adults of color, individuals with disabilities, and those living in rural areas, face additional challenges in accessing services and support.

While the State's total older adult population, 1,519,222, is an impressive 25.8% of the population, 91.9% are White/Non-Hispanic. In Brown County, the percentage is even greater. 22% of the overall Brown County population is ethnically diverse, 94% of the Brown County older adult population is White/Non-Hispanic. Hard to reach and underserved populations need to also be considered in rural communities. In our Aging programs, for example, we only served 429 people who would be considered ethnically diverse. As a future-focused organization, this is concerning.

Growth of the Latino Population in Brown County & Greater Green Bay

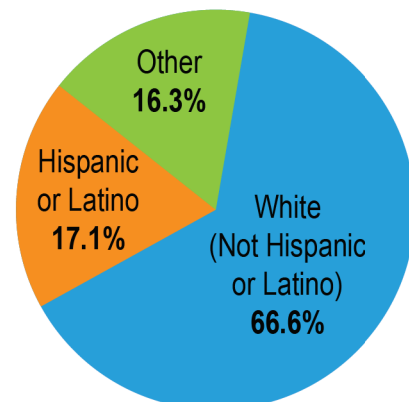
Brown County: 26,215

Latino Population Growth in Brown County
(1990 - 2020)



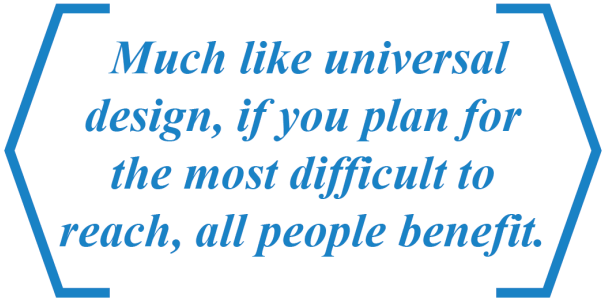
Green Bay: 17.1%

Ethnic Composition in 2023



According to Gratzia Villarroel, Associate Professor of Political Science and International Studies at St. Norbert College here in De Pere, the future growth and political impact will be vast. We anticipate future generations rapidly increasing and they include diverse populations who will need our services. Engagement and trust building is a slow process, and we need to challenge ourselves to reach goals that include equity and inclusion in all our programs. Much like universal design, if you plan for the most difficult to reach, all people benefit. Often this can be viewed as an either/or proposition. We would argue it's a yes/and proposition. The programming we can do for persons who are Hispanic are not exclusive. We intend to bring all people together with every opportunity to make a collective impact. Villarroel's argument to engage this population is a powerful one:

- Green Bay is moving towards becoming a majority/minority community.
- Second generation of Latinos (Latino Millennials) are taking on leadership positions in Green Bay and are already impacting this community in positive ways.
- This population will be much needed in the years to come as we increasingly see fertility rates decline. Other communities will compete for talented youth.



Much like universal design, if you plan for the most difficult to reach, all people benefit.

Specific Needs and Challenges for Hard to Reach Populations

- **Older Adults of Color:** Experience cultural barriers and limited access to culturally competent services. As stated from a survey participant, “I want more recognition as an Indigenous person.”
- **The Rural Lens:** While Brown County is considered a metropolitan county, we certainly experience rural cultures outside the city limits of Green Bay. According to the 2020 US Census, the population for Brown County is 268,740. The Green Bay urbanized area, which is determined by the US Census, is 224,156. 16.6% or 44,584 of Brown County's population resides in rural areas, while 83.4% of the population resides in urban areas. The rural communities of Brown County are often considered locations where it's harder to reach populations due to transportation challenges, service options, social isolation, and difficulty accessing healthcare services. Aging programs are expected to prioritize rural communities to address the challenges they face. Our Aging Plan will consider rural populations as part of our focus on diverse communities.

Opportunities

The ADRC of Brown County has significant opportunities to help improve the lives of older adults and their caregivers in the community. These opportunities include:

- **Expanding Services:** The ADRC partners with volunteers and providers, utilizing a range of services to meet the evolving needs of older adults, such as providing more mental health support, transportation options, and technology assistance.
- **Improving Accessibility:** The ADRC works to make its services more accessible to individuals with disabilities, older adults living in rural areas, and those with different first languages.
- **Strengthening Partnerships:** The ADRC continuously strengthens its partnerships with other community organizations to provide more comprehensive and coordinated care.
- **Advocating for Policy Changes:** The ADRC advocates for policies that support the needs of older adults, such as home-based care, transportation, and affordable housing.
- **Leveraging Technology:** The ADRC leverages technology to provide remote services, improve communication with customers, and collect data to inform program development.
- **Promoting Healthy Aging:** The ADRC promotes healthy aging through programs that focus on physical activity, nutrition, and social engagement.
- **Addressing Social Isolation and Loneliness:** The ADRC develops programs and initiatives to


address social isolation among older adults, such as social clubs, volunteer opportunities, and intergenerational programs.

- **Providing Caregiver Support:** The ADRC continues to bolster caregiver support services to provide educational workshops, special programs, and support groups.
- **Addressing Dementia and Alzheimer’s Disease:** The ADRC provides education, support, and resources for individuals living with dementia and Alzheimer’s disease, as well as their caregivers.
- **Promoting Age-Friendly Communities:** The ADRC works collaboratively with local businesses, government agencies, and community organizations to create age-friendly communities that are accessible, inclusive, and supportive of older adults.

DEVELOPMENT OF THE AGING PLAN

Community Engagement

The ADRC of Brown County employed a multi-faceted approach to engage with the community and gather input for the aging plan. This included:



Take our survey!

ADRC develops programs and services for older adults, adults with disabilities, and family caregivers throughout Brown County.

We value your input.

Your responses will help us plan and improve or develop programs for residents of Brown County.

- **Focus Groups:** A series of focus groups were conducted with older adults, caregivers, and community leaders to foster open discussion and gather diverse perspectives.
- **Surveys:** An online survey was distributed to reach a broader audience and collect quantitative data. Paper copies were also made available through home delivered meals and at ADRC’s office.
- **Outreach:** The ADRC utilized various outreach channels to ensure the survey reached a diverse population. These channels included:
 - Emails to existing ADRC clients
 - Targeted phone calls
 - Monthly magazine
 - Social media (Facebook)
 - QR codes
 - Flyers distributed in public areas
 - Partnerships with community centers and social service organizations

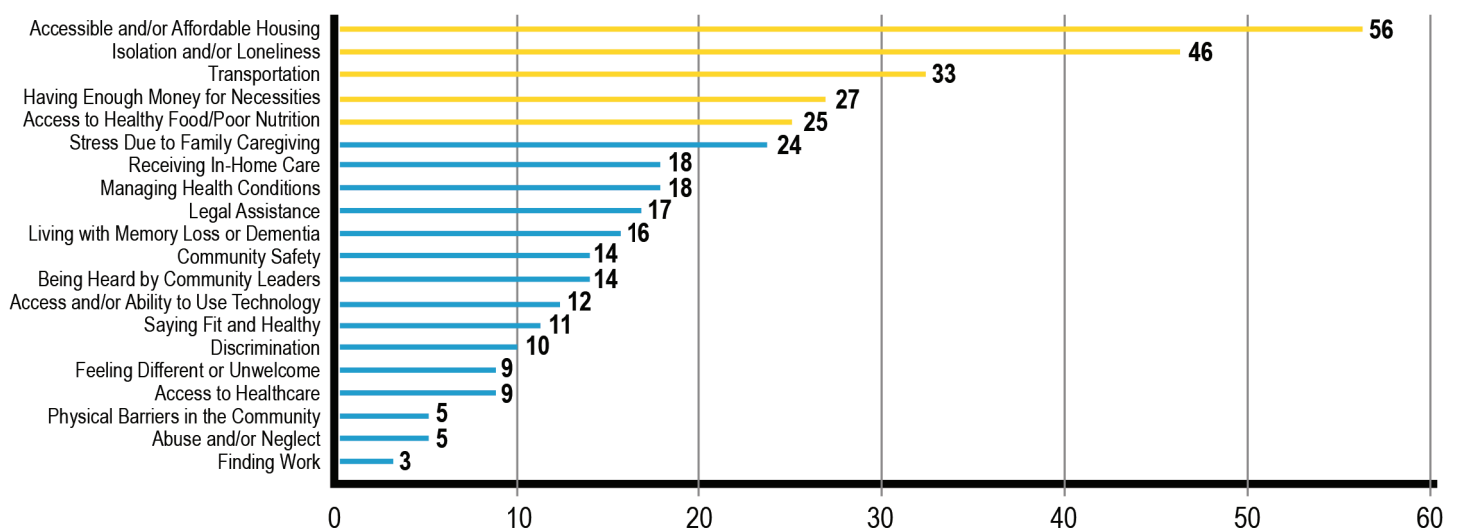
The survey was designed to gather information on:

- **Demographics:** Age, race, ethnicity, income level, and geographic location.
- **Community Satisfaction:** Residents’ perceptions of Brown County as a place to live.
- **Challenges Facing Older Adults:** The top five challenges identified by residents.
- **Community Belonging:** Factors that contribute to a sense of belonging in the community.
- **Vision for the Future:** Residents’ ideas for improving Brown County.
- **Caregiver Needs:** Challenges faced by caregivers and their support needs.

Survey Implementation

To ensure a diverse range of voices were heard, the ADRC utilized a combination of online, paper, and in-person survey methods. A dedicated intern conducted phone surveys and in-person interviews with potential participants identified through partnerships with community organizations.

Top 5 Challenges in Brown County



Key Findings

The survey provided valuable insights into the needs and priorities of older adults in Brown County. Some of the key findings include:

- **Housing:** Affordable and accessible housing is a major concern for older adults.
- **Transportation:** Lack of reliable and affordable transportation is a significant barrier to accessing services.
- **Social Isolation:** Loneliness and isolation are prevalent among older adults.
- **Caregiver Support:** Caregivers face significant challenges and require additional support.
- **Community Belonging:** A sense of belonging is important for older adults’ well-being.
- **Community Vision:** Residents have a vision for a more inclusive and supportive community.

By conducting a comprehensive survey and engaging with a diverse range of stakeholders, the ADRC of Brown County was able to gather valuable data that will inform the development of the aging plan.

Aging Network and Partnerships

The ADRC of Brown County is part of a broader network of organizations and agencies who work together to provide services to older adults and their caregivers in Brown County. These partnerships are essential for coordinating resources, sharing information, and ensuring that individuals receive comprehensive support.

Key Partners and Resource Sharing

The aging network in Brown County is organized to support services through a collaborative approach involving various partners and agencies. The ADRC of Brown County plays a central role in coordinating these efforts, leveraging its expertise and resources to connect older adults and their caregivers with the services they need.

Key Partners

- **Local Health Departments:** Collaborate on health assessments, screenings, and disease prevention programs.
 - Brown County Public Health was an instrumental partner in Aging Plan focus group data in the rural communities of Wrightstown, Pulaski, and Denmark.
- **Hospitals and Healthcare Providers:** Partner on care coordination, transitions of care, and home-based services.
- **Social Service Agencies:** Work together to provide a range of support services, including meals, transportation, and case management.
- **Community-Based Organizations:** Collaborate on outreach, advocacy, and community development initiatives.
 - Wello provided their 2023 Community Health and Well-Being Report to enhance the data collected by ADRC efforts.
 - ADRC is represented on multiple community coalitions, subcommittees, state coalitions, and other community work groups.

Resource Sharing

- **Information Sharing:** The ADRC maintains a comprehensive database of community resources and provides information to older adults, their caregivers, and community members.
- **Staff Collaboration:** The ADRC works closely with numerous partner agencies to share expertise and resources.
- **Join Programs:** The ADRC collaborates with partners to develop and implement joint programs, such as health screenings, caregiver support groups, prevention programs, family programs for dementia support, support services, and so much more.
- **Referral Networks:** The ADRC maintains referral networks to connect older adults with appropriate services and providers.

The ADRC recognizes the importance of community engagement in understanding the needs of older adults and their caregivers. The ADRC conducts focus groups, surveys, and other outreach activities to gather feedback and inform program development. This approach ensures that the services offered are responsive to the specific needs of the community.

Through collaboration with community partners and the expertise of our dedicated staff, the ADRC of Brown County offers comprehensive and effective support to older adults and their caregivers. By carefully analyzing demographic trends, identifying key challenges, and fostering strong partnerships, we are committed to developing effective strategies that enhance the quality of life for older adults.

Public Hearings

The ADRC promoted a public hearing to be held September 26 at 10:30 a.m. in person at ADRC and virtually. The event was promoted on the ADRC website, available in other languages using the translation feature, through social media, the printed newspaper, and in agency postings. Written comments were collected through October 4. Six attendees were present at the public hearing and provided feedback. Comments validated previous input collected. The challenge of on-demand transportation for individuals looking for rides to meal sites or social programs was discussed and the positive impact a vehicle has had with the Oneida Tribe. Brown County Planning was present for the public hearing and was able to share multiple options for transportation including the contact for the Mobility Manager. Outreach opportunities with Occupational Health Nurses, as a target, was suggested along with other encouragements to continue to focus on community engagement through communication strategies. Participants validated the focus on targeting diverse populations for core services within the goals in the plan. Additional input on the value of sustainability efforts was also shared. As a result of the public hearing and additional comments shared with staff, the Aging Plan goals were not adapted but internal action plan steps were added to enhance the outcome of the goals.



2025 - 2027

ADRC Planning for the Future

Aging & Disability Resource Center of Brown County

***What do YOU want to see at YOUR local ADRC?
We value your input!***

Aging programs and services play a major role in the health of our community. ADRC of Brown County has gathered input and developed a draft plan in response to the feedback provided. Our goal is to provide the services that keep older people, adults with disabilities, and family caregivers connected and engaged in their communities.

You are invited to review our plan and share your feedback at our public hearing:

**Thursday, September 26, 2024
10:30 - 11:30 a.m.**

Online or in person at ADRC
300 S. Adams St.
Green Bay, WI 54301

Space is limited, so please RSVP by calling (920) 448-4300. Copies of the draft plan are available at ADRC or on our website.

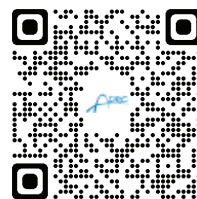
Not able to join us?

Written comments will be accepted until Friday, October 4, 2024.

Please mail or email your feedback to:
Devon Christianson
300 S. Adams St. Green Bay, WI 54301
Devon.Christianson@browncountywi.gov



Visit us online for more information and to RSVP



GOALS AND STRATEGIES

Our plan is grounded in the principles of person-centeredness, equity, and advocacy. We believe that older adults should have the opportunity to live fulfilling and independent lives, regardless of their age, background, or circumstances. We are committed to providing services that are tailored to individual needs and preferences, accessible to all, and advocate for policies that support the well-being of older adults. The ADRC has established at least one goal for each of the following required focus areas:

- **III-B Supportive Services:** Enhancing the availability and accessibility of supportive services for older adults.
- **III-C1 and/or III-C2 Nutrition Program:** Improving nutrition services for older adults.
- **III-D Evidence-Based Health Promotion:** Promoting evidence-based health promotion programs for older adults.
- **III-E Caregiver Support:** Enhancing support services for caregivers of older adults.
- **Person-Centeredness:** Ensuring that services are tailored to the individual needs and preferences of older adults.
- **Equity:** Promoting equity and access to services for all older adults, regardless of race, ethnicity, income, or geographic location.
- **Advocacy:** Advocating for policies and programs that support the needs of older adults.

Title III-B Supportive Services: Outreach and Advocacy

Goal Statement:

To reach new and expanded populations the ADRC will expand outreach and advocacy activities/ events to diverse groups/partners/individuals and increase staff confidence presenting ADRC programs and services about unmet needs in the community. Reaching 4 new audiences and populations while increasing presenters' confidence in material by 50%.

All presentations incorporate detailed information on all programs provided and focus additionally, the presenter's specialty role.

Over a three-year period, the organization will systematically designate and train Subject Matter Experts (SMEs) within each unit, scaling up to 50% representation by the end of Year 3. The effectiveness of this initiative will be assessed through the quality and impact of outreach presentations conducted by SMEs, as well as the measurable improvements in awareness, utilization, and overall well-being experienced by individuals within the targeted communities, while advocating for their needs.

Plan or Strategy:

Year 1:

- Identify and designate one Subject Matter Expert (SME) per unit within the organization. ADRC and Benefit Specialists will lead the initiative training and building confidence of staff presenters - offer shadowing opportunity, feedback, and encouragement to new staff willing to become presenters.
- Provide Everything ADRC training equips SMEs with the knowledge and skills necessary for outreach presentations.
- Increase the pool of available speakers by 10 to include a variety of units and expertise.
- Schedule and facilitate regular presentations in the community by these designated SMEs to raise awareness of your services.

Year 2:

- Advocacy focus: At least one of the audiences be local, state, and federal legislators. Increase confidence of staff and customers willing to advocate on issues critical to our populations. Increase participation in Aging and Disability advocacy days. Participate in advocacy coalitions of our networks, committees, and partners. Testify at public hearing opportunities and invite legislators to annual round tables. Meet with all newly elected officials - engage board.
- Expand the Subject Matter Expert (SME) program to include 25% of staff members from each unit as SMEs.
- Conduct additional training sessions for newly designated SMEs to ensure they are adequately prepared to represent ADRC services in the community.
- Increase the frequency and scope of outreach presentations by leveraging the larger pool of SMEs available.

Year 3:

- Scale up the SME program to encompass 50% of staff members from each unit.
- Enhance the Everything ADRC training for SMEs to deepen their understanding of advocacy and effective communication strategies.
- Implement a structured rotation system to ensure consistent representation of the ADRC services across various community events and locations.
- Monitor and evaluate the impact of the outreach efforts, gathering feedback from both presenters and audience members to refine and optimize future presentations.

Documenting Efforts and Tools:

How Much:

The progress of the outreach initiative will be measured by the increasing number of Subject Matter Experts (SMEs) designated per unit over the three-year period. Specifically, by the end of Year 1, the organization aims to have one SME per unit, with an expansion of 25% of staff members in each unit designated as SMEs by the end of Year 2, and further scale up to 50% by the conclusion of Year 3. This progression will serve as tangible indicator of our outreach advancement and growing capacity to conduct outreach presentations on our services within the community.

How Well:

The effectiveness of the outreach initiative will be assessed through the quality and impact of outreach presentations conducted by the designated Subject Matter Experts (SMEs). This assessment will encompass an evaluation of survey results from audience members regarding the clarity, relevance, and call to actions of the presentations. Additionally, we will track the level of community engagement and participation generated by these outreach efforts.

Through this evaluation process, we aim to ensure that the outreach presentations effectively communicate the value of ADRC services, advocate for underserved demographics, and foster increased awareness and utilization within the community.

Audiences will report increased knowledge on ADRC services and how to access programs.

Staff will report increased confidence presenting materials and sharing consistent presentations.

Are People Better Off:

The impact of the outreach initiative on the well-being of individuals within underserved demographics will be evaluated through targeted surveys assessing key indicators such as:

- Increased awareness and utilization of Aging and Disability Resource Center (ADRC) services among the community.
- Improved sense of belonging and connection to available support networks.
- Enhanced satisfaction with culturally relevant services and resources provided by the ADRC.

By collecting and analyzing data from these surveys, we seek to measure tangible benefits experienced by individuals because of the initiative, ultimately demonstrating its effectiveness in addressing the needs of marginalized communities and promoting overall well-being.

Title III-C: Nutrition Outreach

Goal Statement:

To increase food security and reduce nutritional risk in older adults, the ADRC will increase access to group dining opportunities by increasing participation by 15% every year of the plan.

To reduce barriers and increase access to nutrition services that impact food security and reduce nutrition risk of ethnically diverse populations, the ADRC nutrition program will increase diverse group dining participation by 15% and pop-up events by 10%. The ADRC will leverage and partner with inclusive environments/locations to foster a welcoming experience through culturally specific meals for diverse populations.

Plan or Strategy:

- Conduct research surveys to understand individuals' perceptions of a welcoming environment, factors contributing to a sense of belonging, barriers to participation, and social aspects conducive to engagement. Identify suitable locations for the initiative.
- Develop and implement marketing and communication strategies. Efforts to increase ADRC staff education and teaching regarding congregate opportunities during outreach events. Organize events according to participant feedback and preferences. Provide training to site managers to ensure effective implementation.
- Continuously monitor and assess the effectiveness of the initiative. Cultivate partnerships within the community to enhance support and resources. Evaluate the potential for expanding mealtimes to increase availability and accessibility.
- Offer prevention programming workshop presentations in partnership with nutrition group dining experiences.
- Farmers Market Vouchers will be distributed strategically to ethnically diverse populations and demonstrate that nutrition risk is reduced.
- Evaluate the options to increase congregate diners - voucher programs, pop-ups, new sites in new locations, and implement at least one new site location (either On the Go or partner location) each year of the plan.
- ADRC Specialists will integrate food security assessment in their psycho-social tool and refer customer to the nutrition program and its community dining opportunities.

Documenting Efforts and Tools:

How Much:

- Site managers will track the number of participants and administer surveys to new participants.
- One new location offers community dining each year of the plan.
- All Farmers Market Vouchers are distributed with focus on diverse populations and communities.
- Increased congregate participation throughout sites as well as On the Go participation.
- Increased ADRC staff training, education, and resources surrounding nutrition meal opportunities and food insecurity.

How Well:

- Number of new food insecure participants are reached and report lower food insecurity related to congregate meal attendance.
- Number of new On the Go events, locations, and people served.
- Number of new community diners that report reduced isolation and loneliness.

Are People Better Off:

- Participant surveys report community dining reduces isolation and loneliness, improves nutrition risk scores, and increases participant's sense of belonging.
- More at-risk participants in marginalized communities are served and report improved food security.
- Increased number of repeat diners each year, reporting impact on health and well-being.
- ADRC staff can confidently educate and share nutrition site options to customers as well as provide resources that go above and beyond the ADRC Nutrition Program.

Title III-D: Evidence-Based Health Promotion**Goal Statement:**

By December 31, 2027, ADRC of Brown County's evidence-based health promotion programs for older adults will increase ethnic diversity among participants within the top Brown County diverse populations to 30%.

Plan or Strategy:

This will be achieved through targeted outreach efforts to underserved communities, culturally tailored marketing materials, and collaboration with community organizations serving diverse populations.

- Include diverse populations in flyers/brochures for health promotion programs.
- Create new partnerships with organizations that serve diverse populations, with specific attention to offering Healthy Living with Diabetes with Native American, Latino, black, and rural populations.
- Have at least one new facilitator from an organization that serves a marginalized multi-cultural community in an evidence-based program using OAA Title III-D funding.
- Incorporate nutrition education and congregate dining to any program offered with our multi-cultural partners as appropriate.
- ADRC Specialists and Benefit Specialists will collaborate with programming to create relevant resources to promote the prevention opportunities, assess, and connect diverse customers to available programs.

Documenting Efforts and Tools:**How Much:**

- Progress will be measured annually and adjustments to strategies will be made as needed.

How Well:

- We will use Well Sky (SAMS) data to capture baseline demographics, including race, of evidence-based health promotion participants annually to assess success of strategies.

Are People Better Off:

- Survey participants in evidence-based programming will achieve overall completion rates of 80% or greater.
- Will include self-reported outcomes in confidence, communication on condition with trusted source, and application of educational tools.

- 94% or greater number of participants will report the ability to discuss health condition with family, friend, or provider.
- 94% or greater number of participants will feel more confident about managing their health conditions.
- 93% or greater number of participants will apply learned information from program in their life.

Title III-E Caregiver Supports: Equity & Person Centeredness

Goal Statement:

Brown County caregivers, including ethnically diverse caregivers, will have increased knowledge, reduced stress, and greater confidence accessing programs and services through increased numbers of outreach presentations, programs, and services provided by capable, knowledgeable staff.

Increase the professional capacity of the ADRC of Brown County to better meet the needs of family caregivers by collaborating in joint program offerings with other agencies as appropriate.

Plan or Strategy:

Review and revise local procedures/policies as needed, set a consistent definition of a caregiver in the “greatest economic and greatest social need,” and provide education to all ADRC of Brown County staff on procedure/policy and on caregiver resources. Implement consistent, equitable, and efficient caregiver program procedures/policies.

- Through partnerships with diverse population organizations and referrals by ADRC of Brown County staff, we will increase the utilization of NFCSP/AFCSP funds by diverse caregivers.
- ADRC Specialists and Benefit Specialists will provide bilingual outreach, assess and identify caregivers, refer, and follow-up with ethnically diverse caregivers into services.
- Nutrition assessors or meal delivery volunteers will help identify and refer caregivers to resources within the ADRC.

Documenting Efforts and Tools:

How Much:

- A minimum of two Healthy Aging Road Map events will be conducted annually.
- A minimum of four Healthy Aging Road Map follow-up events will be conducted annually on topics caregivers request regarding additional resources needed.
- Gather baseline data:
 - Number of caregivers with diverse ethnicity being served currently.
 - Amount of expenditures/funds spent or not in NFCSP/AFCSP.
 - Number of ADRC of Brown County staff training that is provided on caregiver resources, procedures/policy, definition, and/or risk scale.
 - Use the same metric tools year to year to compare.

How Well:

- Gather baseline data:
 - Implement Powerful Tools pre/post survey to all participant caregivers.
 - Track attendance and engagement in all Healthy Aging Caregiver Road Map events.
 - Use the same metric tools year to year to compare.

Are People Better Off:

- Gather baseline data:
 - Number of caregivers with diverse ethnicity being served will increase by 20% from baseline total FY2024.

- Evaluate ADRC and Benefit Specialist knowledge of resources through a confidence survey.
- Number of attendance at Powerful Tools sessions with YMCA partner.
- Number of attendance increases by 50% annually at Healthy Aging Road Map Caregiver Awareness events.
- Develop standardized caregiver questions to be utilized across agency and community coalition initiatives.
- 80% or more of participants will list strongly agree/agree in confidence for their abilities to care give upon completion of Powerful Tools for Caregivers program.
- 80% or greater of participants will strongly agree/agree in stress reduction upon completion of Powerful Tools for Caregivers program.

Why We Chose This Focus:

To ensure equitable access to caregiver resources, including caregivers who are not eligible for NFCSP/AFCSP. Effort and education comes at a time when there is a great need and less funding to provide.

Why We Believe This Effort Will Make Things Better:

Consistency, up-to-date revised procedures/policies, and fully trained staff will result in more resources being offered.

How This Leads to People Being Better Off:

At least three (low-cost or free) caregivers resources can be offered to every caregiver whether they are eligible for NFCSP/AFCSP.

When We're Done with This Effort:

Qualitative metrics gathered from surveys/caregiver feedback.

How We Know People Are Better Off:

- Family caregiver report relief after receiving resources/services from ADRC of Brown County per participant survey.
- Staff report a clear understanding of revised procedures/policies.
- Increase the number of referrals made to RCAW.
- Attendance at Healthy Aging Road Map event increases.

Advocacy

Goal Statement:

ADRC customers will have access to training, educational opportunities, informational materials, and resources to become effective advocates.

Plan or Strategy:

- Review and implement an ongoing process for updating the advocacy section on the ADRC website to ensure comprehensive and current library including publications, articles, and videos related to advocacy.
- Offer and promote educational workshops and opportunities such as Aging and Disability Advocacy Days or training events related to the legislative process and advocacy each year.
- Partner with board leadership to provide advocacy training for the members of the governing board.
- Coordinate an annual in-district event promoting, encouraging, and increasing communication between legislators, community leaders, and ADRC customers.

Documenting Efforts and Tools:

- Monitor clicks/activity on the ADRC website and increase the interactions by 25% by the end of the plan period.
- Increase customer, volunteer, and board member participation in statewide Aging and Disability Advocacy Days by 10% each year.
- Evaluate the training feedback and outcomes including governing board members' confidence in communicating with their legislative leaders as a result.
- Increase legislative leader participation to at least 40% of those invited.

Why We Chose This Focus:

Northeast Wisconsin and Brown County have historically experienced low participation in statewide advocacy days. ADRC of Brown County has worked with GWAAR and local partners including Options for Independent Living and their Advocacy Coalition to increase awareness, understanding, and participation.

Why We Believe This Effort Will Make Things Better:

The efforts in the past several years have made a difference. We have seen an increase in ADRC board members, community, and staff participation in Aging and Disability Advocacy Days. With continued and intentional strategies, we anticipate further increase in board member and customer participation as well as confidence in engaging their legislative leaders on an ongoing basis.

How This Leads to People Being Better Off:

Our elected leaders need to hear from their constituents and understand the issues and impact of the bills, policies, and regulations on their constituents, especially older adults, adults with disabilities, and family caregivers. The increased understanding and voice will have a direct impact on the actions and accountability of our elected leaders.

When We're Done with This Effort:

Participation numbers and engagement tell one piece of the story. Confidence in communication and ability to advocate is another. In the ADRC Aging Plan Survey, 75% of respondents stated they feel confident in advocating for issues they care about. Understanding more about what that means and supporting both the continuation and increase in confidence as demonstrated by customers, volunteers, and board members increased leadership in this area.

How We Know People Are Better Off:

When people understand and are empowered to speak and share their voice, they are better off. With a growing voice, the impact is reflected in funding, policies, and programs that improve conditions and services for the older adult, the person with disabilities, the family caregiver, and the community as a whole.

PROGRAM ADVANCEMENT

Community Engagement and Public Input

The ADRC of Brown County is committed to enhancing community engagement and public input in the development of aging plans and programs. This ongoing effort is essential for ensuring services are responsive to the needs and priorities of older adults and their caregivers.

Strategies for Increased Engagement:

- **Diverse Outreach:** The ADRC utilizes a variety of outreach methods to reach a diverse range of community members, including:
 - Social media
 - Email campaigns
 - Community events
 - Partnership with local organizations
- **Targeted Engagement:** The ADRC focuses on reaching underserved populations, such as older adults of color, individuals with disabilities, and those living in rural areas.
- **Feedback Mechanisms:** The ADRC provides multiple channels for community members to provide feedback, such as surveys, focus groups, in-person feedback, and public hearings.
- **Community Advisory Boards:** The ADRC engages community advisory boards to provide ongoing input and guidance on program development.

Impact of Community Engagement:

Community engagement has been instrumental in informing the development of the ADRC's Aging Plan and programs. Through feedback from community members, the ADRC has been able to:

- **Identify Unmet Needs:** Identify gaps in services and areas where additional support is needed.
- **Tailor Programs:** Develop and enhance existing programs that are responsive to the specific needs of different populations.
- **Improve Accessibility:** Enhance the accessibility of services and information for older adults with disabilities or living in rural areas.
- **Increase Awareness:** Raise awareness of the ADRC's services and resources.

What was Learned Through Community Engagement?

The ADRC conducted a community engagement process to gather input from residents about their needs and priorities. They used a variety of methods, including surveys, focus groups, and interviews. Here are some key findings:

- **High satisfaction with Brown County as a place to grow old:** 95% of respondents rated Brown County as a Good or Very Good place to grow old.
- **Disparities in experience:** People of color and LGBTQ+ individuals reported feeling less welcome and supported in the community. They also had lower participation rates in some programs.
- **Top challenges identified:** Isolation and loneliness, affordable housing, transportation access, access to healthy food, memory loss, and in-home care services.

Title III and Title VI Coordination

The ADRC of Brown County recognizes the importance of coordination between Title III and Title VI programs to ensure that services are accessible to all older adults, including Tribal Nation members. Brown County is uniquely geographically situated overlapping the Oneida Tribe that borders Brown

and Outagamie Counties. Our long history of collaboration has served us well as Oneida has robust services for their elders. They have welcomed individuals who are non-natives to their meal site just as Brown County has welcomed individuals who are native. There are several ways we currently interface and our goals reflect intentional strategic projects where both entities benefit.

Partnership Development:

The ADRC has established partnerships with local Title VI agencies to:

- **Share Information:** Exchange information about programs, services, and resources. The ADRC has resource information available in paper format and on our website regarding the Oneida service array. We have informational meetings to share what our programs offer and how to access them for our shared customers.
- **Cross-Referrals:** Refer individuals to appropriate services based on their needs and eligibility. The Oneida Tribe ADRC is a liaison between the Tribe, Oneida's Family Care Programs, and the ADRC of Brown County options counseling and enrollment services. Tribal members are able to choose which program will work best for them and our staff is trained in providing decision support. It is imperative that tribal members are aware they can choose any of our programs and are not limited to those offered by the tribe.
- **Joint Programs:** Develop and implement joint programs that address the needs of older adults in tribal communities. Our collaboration efforts with the Oneida Tribe include sharing planning efforts, promotion of events that will benefit all, and focusing on upcoming expansion of programs targeting diverse communities. A few to mention:
 - Healthy Living with Diabetes - trained Oneida facilitators.
 - SPARK! - a creative engagement program for persons with early to mid-stage memory loss.
 - Timeslips - evidence-based method of storytelling and joyful engagement between generations.
 - Coalition collaboration and active engagement - caregiver, dementia, and prevention.
 - Outreach presentations on health and wellness topics at the Elder Nutrition Sites.
- **Board Representation:** The ADRC is fortunate to have an Oneida representative on our Board of Directors. We can listen to their perspective, learn what the needs are, and how we can support this population in the best way possible. This year, we added a land acknowledgment, approved by the Tribe, to the beginning of each meeting to show respect for their presence and our gratitude to the land we provide services on.
- **Cultural Sensitivity:** Through these partnerships and programs mentioned above, the ADRC is working to increase opportunities for tribal nation members to utilize aging services. In addition, the ADRC has arranged cultural sensitivity training that is ensuring services are culturally appropriate and respectful of tribal traditions.
- **Advocacy:** Advocating for policies that address the unique needs of older adults in tribal communities. Together, we can share advocacy opportunities with the legislators that share our districts. The ADRC recognizes the power in lifting the needs of all issues for the people in our community.

ADRC of Brown County Integration and Collaboration with the Local Aging and Disability Resource Center

ADRC of Brown County is a fully integrated, standalone nonprofit 501 (c)(3), including the responsibilities of an ADRC and a County Aging Unit. Created through a local resolution binding our relationship with Brown County. On our organization chart, our direct lines of infrastructure internally are represented by unit, and our external infrastructure is indicated by a dotted line to county government. The ADRC Board of Directors has primary responsibility and authority to hire the

ADRC Director, approve budgets, audits, and program development. ADRC Board members, while adhering to required statutory composition standards, are appointed through the Brown County Board of Supervisors following the review and approval of the ADRC Governing Board. The director of the ADRC has the responsibility of implementing all programs and services in the scope of services for DHS/GWAAR for all populations.

Emergency Preparedness

Lessons Learned from the COVID-19 Pandemic

The COVID-19 public health emergency highlighted the importance of emergency preparedness and the ability of the ADRC of Brown County to adapt with rapidly changing circumstances. The ADRC of Brown County learned several valuable lessons during this time, including:

- **Importance of Technology:** The pandemic necessitated a shift to remote service delivery, demonstrating the need for robust technology infrastructure and staff training to support virtual and mobile interactions - meeting customers where they are at.
- **Essential Services Identification:** The ADRC identified essential services that needed to be maintained throughout the crisis, such as home-delivered meals, options, benefits, and enrollment counseling, and the importance of assuring opportunities for socialization and engagement.
- **Flexibility and Adaptability:** The ability to quickly adapt to changing guidelines and restrictions was crucial in ensuring the continued service delivery.
- **Community Partnerships:** Strong partnerships with other community agencies were essential for coordination resources and providing comprehensive support to older adults.

Emergency Preparedness Plan

The ADRC of Brown County has an emergency preparedness plan in place to ensure continuity of operations and essential services in the event of a crisis. The plan includes:

- **Risk Assessment:** Identification of potential risks and vulnerabilities that could impact the ADRC's ability to provide services.
- **Communication Plan:** Procedures for communicating with staff, clients, and partners during a crisis.
- **Crisis Response Team:** Designation of a team responsible for coordinating the response to emergencies.
- **Alternative Service Delivery:** Plans for alternative service delivery methods, such as remote services or partnerships with other agencies.
- **Emergency Supplies:** Essential supplies, such as safety and medical equipment.
- **Staff Training:** Regular training of staff on emergency preparedness procedures.

The ADRC regularly reviews and updates its emergency preparedness plan to ensure it remains relevant and effective in addressing emergency threats. By being prepared for emergencies, the ADRC can minimize disruptions to services and continue to support the needs of older adults and their caregivers.

ORGANIZATIONAL STRUCTURE AND LEADERSHIP OF THE ADRC OF BROWN COUNTY

Primary contact to respond to questions about the Aging Plan

Name: Devon Christianson

Title: Director

County: Brown

Organizational Name: Aging and Disability Resource Center of Brown County

Address: 300 S. Adams St.

City: Green Bay **State:** WI **Zip Code:** 54301

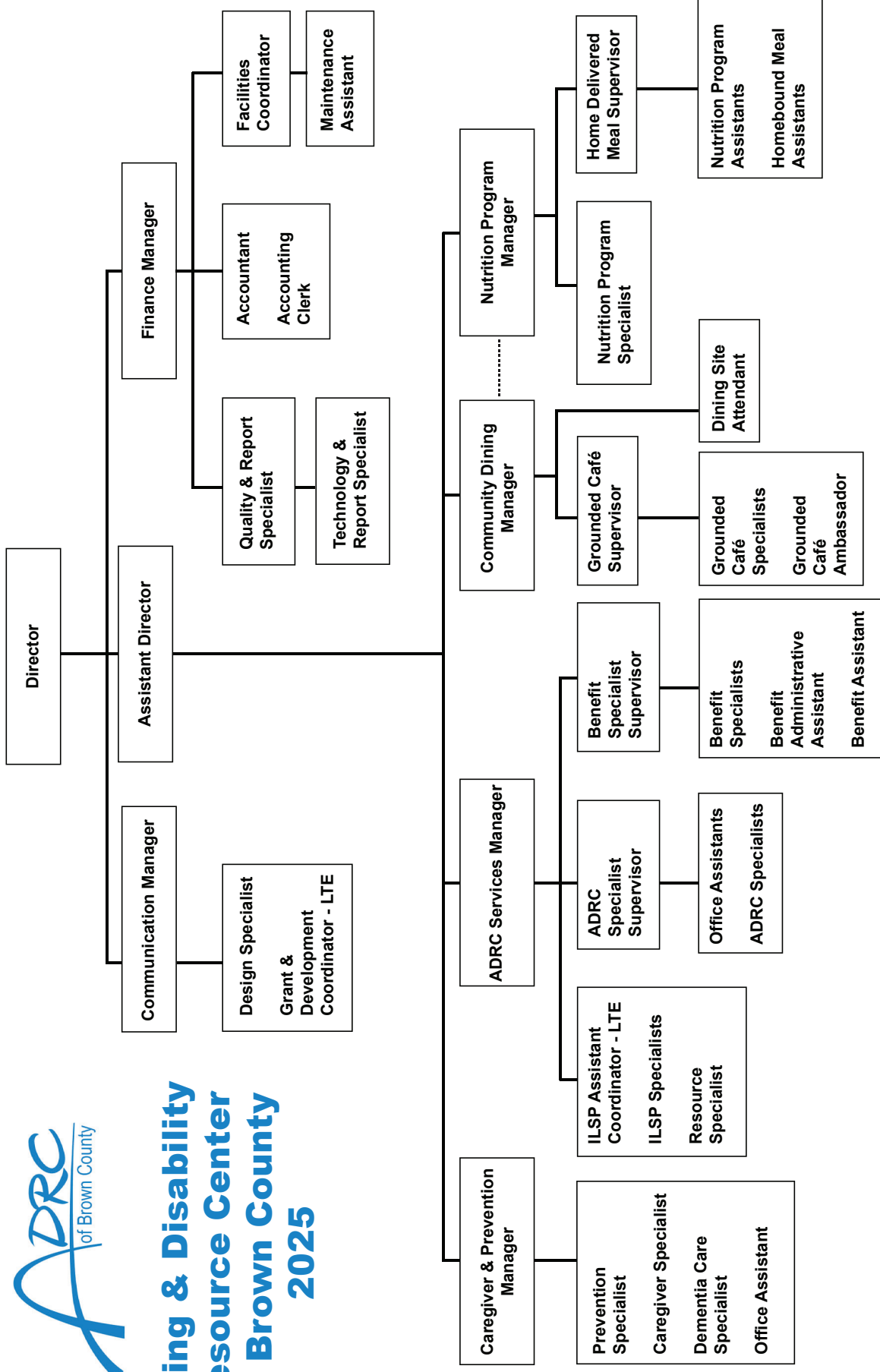
Email Address: bc.adrc@browncountywi.gov

Phone Number: (920) 448-4300

Organizational Chart of the ADRC of Brown County



Aging & Disability Resource Center of Brown County 2025



Statutory Requirements for the Structure of the Aging Unit

[Chapter 46.82 of the Wisconsin Statutes](#) sets certain legal requirements for aging units. Consider if the county or tribe is in compliance with the law. If the aging unit is part of an ADRC the requirements of [46.82](#) still apply.

Organization: The law permits one of three options. Which of the following permissible options has the county chosen?	Check One
(1) An agency of county/tribal government with the primary purpose of administering programs for older individuals of the county/tribe.	
(2) A unit, within a county/tribal department with the primary purpose of administering programs for older individuals of the county/tribe.	
(3) A private, nonprofit corporation, as defined in s. 181.0103 (17).	X
Organization of the Commission on Aging: The law permits one of three options. Which of the following permissible options has the county chosen?	Check One
For an aging unit that is described in (1) or (2) above, organized as a committee of the county board of supervisors/tribal council, composed of supervisors and, advised by an advisory committee, appointed by the county board/tribal council. Older individuals shall constitute at least 50% of the membership of the advisory committee and individuals who are elected to any office may not constitute 50% or more of the membership of the advisory committee.	
For an aging unit that is described in (1) or (2) above, composed of individuals of recognized ability and demonstrated interest in services for older individuals. Older individuals shall constitute at least 50% of the membership of this commission and individuals who are elected to any office may not constitute 50% or more of the membership of this commission.	
For an aging unit that is described in (3) above, the board of directors of the private, nonprofit corporation. Older individuals shall constitute at least 50% of the membership of this commission and individuals who are elected to any office may not constitute 50% or more of the membership of this commission.	X
Full-Time Aging Director: The law requires that the aging unit have a full-time director as described below. Does the county have a full-time aging director as required by law?	Circle One <input checked="" type="radio"/> Yes <input type="radio"/> No

Policy-Making Body

List the official name of the policy-making body and chairperson in this section of the aging plan.

Official name of the policy-making body: ADRC of Brown County Board of Directors

Chairperson of the policy-making body: Robert Johnson

BUDGET SUMMARY

	Title III Federal Contract Expenses	Other Federal Contract Expenses	Cash Match Expenses	Other State Expenses	Program Income Expenses	Total Cash Expenses	In-Kind Match Allocations	Grand Total
Supportive Services	\$ 197,195.00	\$ -	\$ -	\$ 12,709.00	\$ 5,500.00	\$ 215,404.00	\$ 23,411.00	\$ 238,815.00
Congregate Nutrition Services	\$ 431,643.00	\$ 17,739.00	\$ -	\$ -	\$ 35,000.00	\$ 484,382.00	\$ 56,000.00	\$ 540,382.00
Home Delivered Nutrition Services	\$ 356,233.00	\$ 41,391.00	\$ -	\$ -	\$ 270,000.00	\$ 667,624.00	\$ 100,000.00	\$ 767,624.00
Health Promotion Services	\$ 16,978.00	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 17,978.00	\$ 4,800.00	\$ 22,778.00
Caregiver Services - 60+ Caregiver Services - Underage	\$ 105,845.00	\$ -	\$ 30,282.00	\$ -	\$ 3,000.00	\$ 139,127.00	\$ 5,000.00	\$ 144,127.00
Legal Services (EBS)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Alzheimer's	\$ -	\$ -	\$ -	\$ 118,395.00	\$ -	\$ 118,395.00	\$ -	\$ 118,395.00
Grand Total	\$ 1,107,894.00	\$ 59,130.00	\$ 30,282.00	\$ 131,104.00	\$ 314,500.00	\$ 1,642,910.00	\$ 189,211.00	\$ 1,832,121.00

SIGNED VERIFICATION OF INTENT

The person(s) authorized to sign the final plan on behalf of the commission on aging and the county board must sign and indicate their title. This approval must occur before the final plan is submitted to the area agency on aging for approval.

In the case of multi-county ADRCs, the verification page must be signed by the representatives, board chairpersons, and commission on aging chairpersons, of all participating counties.

We verify that all information contained in this plan is correct.

Signature and Title of the Chairperson of the Commission on Aging	Date
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Signature and Title of the Authorized County Board Representative	Date
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APPENDICES

- **Assurance of Compliance with Federal and State Laws and Regulations**
- **Survey Responses**
- **Community Engagement Reports**
- **Public Hearing Report**

Assurances of Compliance with Federal and State Laws and Regulations

On behalf of the county, we certify Aging and Disability Resource Center of Brown County has reviewed the appendix to the county plan entitled Assurances of Compliance with Federal and State Laws and Regulations for 2025-2027. We assure that the activities identified in this plan will be carried out to the best of the ability of the county in compliance with the federal and state laws and regulations listed in the Assurances of Compliance with Federal and State Laws and Regulations for 2025-2027.

The applicant certifies compliance with the following regulations:

1. Legal Authority of the Applicant
 - a. The applicant must possess legal authority to apply for the grant.
 - b. A resolution, motion or similar action must be duly adopted or passed as an official act of the applicant's governing body, authorizing the filing of the application, including all understandings and assurances contained therein.
 - c. This resolution, motion or similar action must direct and authorize the person identified as the official representative of the applicant to act in connection with the application and to provide such additional information as may be required.
2. Outreach, Training, Coordination & Public Information
 - a. The applicant must assure that outreach activities are conducted to ensure the participation of eligible older persons in all funded services as required by the Bureau of Aging and Disability Resources Resource's designated Area Agency on Aging.
 - b. The applicant must assure that each service provider trains and uses elderly persons and other volunteers and paid personnel as required by the Bureau of Aging and Disability Resources Resource's designated Area Agency on Aging.
 - c. The applicant must assure that each service provider coordinates with other service providers, including senior centers and the nutrition program, in the planning and service area as required by the Bureau of Aging and Disability Resources Resource's designated Area Agency on Aging.
 - d. The applicant must assure that public information activities are conducted to ensure the participation of eligible older persons in all funded services as required by the Bureau of Aging and Disability Resources Resource's designated Area Agency on Aging.
3. Preference for Older People with Greatest Social and Economic Need
 - a. The applicant must assure that all service providers follow priorities set by the Bureau of Aging and Disability Resources Resource's designated Area Agency on Aging for serving older people with greatest social and economic need.
4. Advisory Role to Service Providers of Older Persons The applicant must assure that each service provider utilizes procedures for obtaining the views of participants about the services they receive.
5. Contributions for Services

- a. The applicant shall assure that agencies providing services supported with Older Americans Act and state aging funds shall give older adults a free and voluntary opportunity to contribute to the costs of services consistent with the Older Americans Act regulations.
 - b. Each older recipient shall determine what he/she is able to contribute toward the cost of the service. No older adult shall be denied a service because he/she will not or cannot contribute to the cost of such service.
 - c. The applicant shall provide that the methods of receiving contributions from individuals by the agencies providing services under the county/tribal plan shall be handled in a manner that assures the confidentiality of the individual's contributions.
 - d. The applicant must assure that each service provider establishes appropriate procedures to safeguard and account for all contributions.
 - e. The applicant must assure that each service provider considers and reports the contributions made by older people as program income. All program income must be used to expand the size or scope of the funded program that generated the income. Nutrition service providers must use all contributions to expand the nutrition services. Program income must be spent within the contract period that it is generated.
6. Confidentiality
- a. The applicant shall ensure that no information about or obtained from an individual and in possession of an agency providing services to such individual under the county/tribal or area plan, shall be disclosed in a form identifiable with the individual, unless the individual provides his/her written informed consent to such disclosure.
 - b. Lists of older adults compiled in establishing and maintaining information and referral sources shall be used solely for the purpose of providing social services and only with the informed consent of each person on the list.
 - c. In order that the privacy of each participant in aging programs is in no way abridged, the confidentiality of all participant data gathered and maintained by the State Agency, the Area Agency, the county or tribal aging agency, and any other agency, organization, or individual providing services under the State, area, county, or tribal plan, shall be safeguarded by specific policies.
 - d. Each participant from whom personal information is obtained shall be made aware of his or her rights to: (a) Have full access to any information about one's self which is being kept on file; (b) Be informed about the uses made of the information about him or her, including the identity of all persons and agencies involved and any known consequences for providing such data; and, (c) Be able to contest the accuracy, completeness, pertinence, and necessity of information being retained about one's self and be assured that such information, when incorrect, will be corrected or amended on request.
 - e. All information gathered and maintained on participants under the area, county or tribal plan shall be accurate, complete, and timely and shall be legitimately necessary for determining an individual's need and/or eligibility for services and other benefits.
 - f. No information about, or obtained from, an individual participant shall be disclosed in any form identifiable with the individual to any person outside the agency or program involved without the informed consent of the participant or his/her legal representative, except:
 - i. (a) By court order; or,
 - ii. (b) When securing client-requested services, benefits, or rights.
 - g. The lists of older persons receiving services under any programs funded through the State Agency shall be used solely for the purpose of providing said services, and can only be released with the informed consent of each individual on the list.
 - h. All paid and volunteer staff members providing services or conducting other activities under the area plan shall be informed of and agree to:

- i. (a) Their responsibility to maintain the confidentiality of any client-related information learned through the execution of their duties. Such information shall not be discussed except in a professional setting as required for the delivery of service or the conduct of other essential activities under the area plan; and,
- ii. (b) All policies and procedures adopted by the State and Area Agency to safeguard confidentiality of participant information, including those delineated in these rules.
- i. Appropriate precautions shall be taken to protect the safety of all files, microfiche, computer tapes and records in any location which contain sensitive information on individuals receiving services under the State or area plan. This includes but is not limited to assuring registration forms containing personal information are stored in a secure, locked drawer when not in use.

7. Records and Reports

- a. The applicant shall keep records and make reports in such form and requiring such information as may be required by the Bureau of Aging and Disability Resources and in accordance with guidelines issued solely by the Bureau of Aging and Disability Resources and the Administration on Aging.
- b. The applicant shall maintain accounts and documents which will enable an accurate review to be made at any time of the status of all funds which it has been granted by the Bureau of Aging and Disability Resources through its designated Area Agency on Aging. This includes both the disposition of all monies received and the nature of all charges claimed against such funds.

8. Licensure and Standards Requirements

- a. The applicant shall assure that where state or local public jurisdiction requires licensure for the provision of services, agencies providing services under the county/tribal or area plan shall be licensed or shall meet the requirements for licensure.
- b. The applicant is cognizant of and must agree to operate the program fully in conformance with all applicable state and local standards, including the fire, health, safety and sanitation standards, prescribed in law or regulation.

9. Civil Rights

- a. The applicant shall comply with Title VI of the Civil Rights Act of 1964 (P.L. 88-352) and in accordance with that act, no person shall on the basis of race, color, or national origin, be excluded from participation in, be denied benefits of, or be otherwise subjected to discrimination under any program or activity under this plan.
- b. All grants, sub-grants, contracts or other agents receiving funds under this plan are subject to compliance with the regulation stated in 9 above.
- c. The applicant shall develop and continue to maintain written procedures which specify how the agency will conduct the activities under its plan to assure compliance with Title VI of the Civil Rights Act.
- d. The applicant shall comply with Title VI of the Civil Rights Act (42 USC 2000d) prohibiting employment discrimination where (1) the primary purpose of a grant is to provide employment or (2) discriminatory employment practices will result in unequal treatment of persons who are or should be benefiting from the service funded by the grant.
- e. All recipients of funds through the county/tribal or area plan shall operate each program or activity so that, when viewed in its entirety, the program or activity is accessible to and usable by handicapped adults as required in the Architectural Barriers Act of 1968.

10. Uniform Relocation Assistance and Real Property Acquisition Act of 1970

- a. The applicant shall comply with requirements of the provisions of the Uniform Relocation and Real Property Acquisitions Act of 1970 (P.L. 91-646) which provides for fair and equitable treatment of federal and federally assisted programs.

11. Political Activity of Employees

- a. The applicant shall comply with the provisions of the Hatch Act (5 U.S.C. Sections 7321-7326), which limit the political activity of employees who work in federally funded programs. [Information about the Hatch Act is available from the U.S. Office of Special Counsel at <http://www.osc.gov/>]
12. Fair Labor Standards Act
 - a. The applicant shall comply with the minimum wage and maximum hours provisions of the Federal Fair Labor Standards Act (Title 29, United States Code, Section 201-219), as they apply to hospital and educational institution employees of state and local governments.
13. Private Gain
 - a. The applicant shall establish safeguards to prohibit employees from using their positions for a purpose that is or appears to be motivated by a desire for private gain for themselves or others (particularly those with whom they have family, business or other ties).
14. Assessment and Examination of Records
 - a. The applicant shall give the Federal agencies, State agencies and the Bureau of Aging and Disability Resources Resource's authorized Area Agencies on Aging access to and the right to examine all records, books, papers or documents related to the grant.
 - b. The applicant must agree to cooperate and assist in any efforts undertaken by the grantor agency, or the Administration on aging, to evaluate the effectiveness, feasibility, and costs of the project.
 - c. The applicant must agree to conduct regular on-site assessments of each service provider receiving funds through a contract with the applicant under the county or tribal plan.
15. Maintenance of Non-Federal Funding
 - a. The applicant assures that the ADRC of Brown County, and each service provider, shall not use Older Americans Act or state aging funds to supplant other federal, state or local funds.
 - b. The applicant must assure that each service provider must continue or initiate efforts to obtain funds from private sources and other public organizations for each service funded under the county or tribal plan.
16. Regulations of Grantor Agency
 - a. The applicant shall comply with all requirements imposed by the Department of Health and Family Services, Division of Supportive Living, Bureau of Aging and Disability Resources concerning special requirements of federal and state law, program and fiscal requirements, and other administrative requirements.
17. Older Americans Act
 - a. ADRC of Brown Countys, through binding agreement/contract with an Area Agency on Aging must support and comply with following requirements under the Older Americans Act (Public Law 89-73) [As Amended Through P.L. 116-131, Enacted March 25, 2020]

Reference: 45 CFR Part 1321 – Grants to State and Community Programs on Aging.

Sec. 306. (a)

(1) provide, through a comprehensive and coordinated system, for supportive services, nutrition services, and, where appropriate, for the establishment, maintenance, modernization, or construction of multipurpose senior centers (including a plan to use the skills and services of older individuals in paid and unpaid work, including multigenerational and older individual to older individual work), within the planning and service area covered by the plan, including determining the extent of need for supportive services, nutrition services, and multipurpose senior centers in such area (taking into consideration, among other things, the number of older individuals with low incomes residing in such area, the number of older individuals who have greatest economic need (with particular attention to

low income older individuals, including low-income minority older individuals, older individuals with limited English proficiency, and older individuals residing in rural areas) residing in such area, the number of older individuals who have greatest social need (with particular attention to low-income older individuals, including low-income minority older individuals, older individuals with limited English proficiency, and older individuals residing in rural areas) residing in such area, the number of older individuals at risk for institutional placement residing in such area, and the number of older individuals who are Indians residing in such area, and the efforts of voluntary organizations in the community), evaluating the effectiveness of the use of resources in meeting such need, and entering into agreements with providers of supportive services, nutrition services, or multipurpose senior centers in such area, for the provision of such services or centers to meet such need;

(2) provide assurances that an adequate proportion, as required under section 307(a)(2), of the amount allotted for part B to the planning and service area will be expended for the delivery of each of the following categories of services-

(A) services associated with access to services (transportation, health services (including mental health services), outreach, information and assistance (which may include information and assistance to consumers on availability of services under part B and how to receive benefits under and participate in publicly supported programs for which the consumer may be eligible), and case management services); (B) in-home services, including supportive services for families of older individuals who are victims of Alzheimer's disease and related disorders with neurological and organic brain dysfunction; and

(C) legal assistance; and assurances that the Area Agency on Aging will report annually to the State agency in detail the amount of funds expended for each such category during the fiscal year most recently concluded.

(3)(A) designate, where feasible, a focal point for comprehensive service delivery in each community, giving special consideration to designating multipurpose senior centers (including multipurpose senior centers operated by organizations referred to in paragraph (6)(C)) as such focal point; and (B) specify, in grants, contracts, and agreements implementing the plan, the identity of each focal point so designated;

(4)(A)(i)(I) provide assurances that the Area Agency on Aging will—

(aa) set specific objectives, consistent with State policy, for providing services to older individuals with greatest economic need, older individuals with greatest social need, and older individuals at risk for institutional placement;

(bb) include specific objectives for providing services to low-income minority older individuals, older individuals with limited English proficiency, and older individuals residing in rural areas; and

(II) include proposed methods to achieve the objectives described in items (aa) and (bb) of subclause (I); (ii) provide assurances that the Area Agency on Aging will include in each agreement made with a provider of any service under this title, a requirement that such provider will—

(I) specify how the provider intends to satisfy the service needs of low-income minority individuals, older individuals with limited English proficiency, and older individuals residing in rural areas in the area served by the provider;

(II) to the maximum extent feasible, provide services to low-income minority individuals, older individuals with limited English proficiency, and older individuals residing in rural areas in accordance with their need for such services; and

(III) meet specific objectives established by the Area Agency on Aging, for providing services to low-income minority individuals, older individuals with limited English proficiency, and older individuals residing in rural areas within the planning and service area; and

(4)(A)(iii) With respect to the fiscal year preceding the fiscal year for which such plan is prepared,

each Area Agency on Aging shall—

(I) identify the number of low-income minority older individuals and older individuals residing in rural areas in the planning and service area;

(II) describe the methods used to satisfy the service needs of such minority older individuals; and

(III) provide information on the extent to which the Area Agency on Aging met the objectives described in clause (a)(4)(A)(i).

(4)(B)(i) Each Area Agency on Aging shall provide assurances that the Area Agency on Aging will use outreach efforts that will identify individuals eligible for assistance under this Act, with special emphasis on—

(I) older individuals residing in rural areas;

(II) older individuals with greatest economic need (with particular attention to low-income minority individuals and older individuals residing in rural areas);

(III) older individuals with greatest social need (with particular attention to low-income minority individuals and older individuals residing in rural areas);

(IV) older individuals with severe disabilities;

(V) older individuals with limited English proficiency;

(VI) older individuals with Alzheimer's disease and related disorders with neurological and organic brain dysfunction (and the caretakers of such individuals); and

(VII) older individuals at risk for institutional placement, specifically including survivors of the Holocaust; and

(4)(C) Each area agency on agency shall provide assurance that the Area Agency on Aging will ensure that each activity undertaken by the agency, including planning, advocacy, and systems development, will include a focus on the needs of low-income minority older individuals and older individuals residing in rural areas.

(5) Each Area Agency on Aging shall provide assurances that the Area Agency on Aging will coordinate planning, identification, assessment of needs, and provision of services for older individuals with disabilities, with particular attention to individuals with severe disabilities, and individuals at risk for institutional placement, with agencies that develop or provide services for individuals with disabilities.

(6)(F) Each area agency will: in coordination with the State agency and with the State agency responsible for mental health services, increase public awareness of mental health disorders, remove barriers to diagnosis and treatment, and coordinate mental health services (including mental health screenings) provided with funds expended by the Area Agency on Aging with mental health services provided by community health centers and by other public agencies and nonprofit private organizations; (6)(G) if there is a significant population of older individuals who are Indians in the planning and service area of the area agency on aging, the area agency on aging shall conduct outreach activities to identify such individuals in such area and shall inform such individuals of the availability of assistance under this Act;

(6)(H) in coordination with the State agency and with the State agency responsible for elder abuse prevention services, increase public awareness of elder abuse, neglect, and exploitation, and remove barriers to education, prevention, investigation, and treatment of elder abuse, neglect, and exploitation, as appropriate; and

(9)(A) the area agency on aging, in carrying out the State Long-Term Care Ombudsman program under section 307(a)(9), will expend not less than the total amount of funds appropriated under this

Act and expended by the agency in fiscal year 2019 in carrying out such a program under this title; and (Ombudsman programs and services are provided by the Board on Aging and Long Term Care)

(10) provide a grievance procedure for older individuals who are dissatisfied with or denied services under this title;

(11) provide information and assurances concerning services to older individuals who are Native Americans (referred to in this paragraph as “older Native Americans”), including-

(A) information concerning whether there is a significant population of older Native Americans in the planning and service area and if so, an assurance that the Area Agency on Aging will pursue activities, including outreach, to increase access of those older Native Americans to programs and benefits provided under this title;

(B) an assurance that the Area Agency on Aging will, to the maximum extent practicable, coordinate the services the agency provides under this title with services provided under title VI; and

(C) an assurance that the Area Agency on Aging will make services under the area plan available, to the same extent as such services are available to older individuals within the planning and service area, to older Native Americans.

(13) provide assurances that the Area Agency on Aging will

(A) maintain the integrity and public purpose of services provided, and service providers, under this title in all contractual and commercial relationships.

(B) disclose to the Assistant Secretary and the State agency-

(i) the identity of each nongovernmental entity with which such agency has a contract or commercial relationship relating to providing any service to older individuals; and

(ii) the nature of such contract or such relationship.

(C) demonstrate that a loss or diminution in the quantity or quality of the services provided, or to be provided, under this title by such agency has not resulted and will not result from such non-governmental contracts or such commercial relationships.

(D) demonstrate that the quantity or quality of the services to be provided under this title by such agency will be enhanced as a result of such non-governmental contracts or commercial relationships.

(E) on the request of the Assistant Secretary or the State, for the purpose of monitoring compliance with this Act (including conducting an audit), disclose all sources and expenditures of funds such agency receives or expends to provide services to older individuals.

(14) provide assurances that funds received under this title will not be used to pay any part of a cost (including an administrative cost) incurred by the Area Agency on Aging to carry out a contract or commercial relationship that is not carried out to implement this title.

(15) provide assurances that funds received under this title will be used-

(A) to provide benefits and services to older individuals, giving priority to older individuals identified in paragraph (4)(A)(i); and

(B) in compliance with the assurances specified in paragraph (13) and the limitations specified in section 212;

(16) provide, to the extent feasible, for the furnishing of services under this Act, consistent with self-directed care;

(17) include information detailing how the area agency on aging will coordinate activities, and develop long-range emergency preparedness plans, with local and State emergency response agencies, relief

organizations, local and State governments, and any other institutions that have responsibility for disaster relief service delivery;

Wisconsin Elders Act

If the applicant is an ADRC of Brown County, the ADRC of Brown County must comply with the provisions of the Wisconsin Elders Act.

Wisconsin Statutes Chapter 46.82 ADRC of Brown County.

“ADRC of Brown County” means an ADRC of Brown County director and necessary personnel, directed by a county or tribal commission on aging and organized as one of the following:

- (1) An agency of county or tribal government with the primary purpose of administering programs of services for older individuals of the county or tribe.
- (2) A unit, within a county department under s. 46.215, 46.22
- (3) or 46.23, with the primary purpose of administering programs of
- (4) services for older individuals of the county.
- (5) A private corporation that is organized under ch. 181 and
- (6) that is a nonprofit corporation, as defined in s. 181.0103 (17).

ADRC of Brown County; Creation. A county board of supervisors of a county, the county boards of supervisors of 2 or more contiguous counties or an elected tribal governing body of a federally recognized American Indian tribe or band in this state may choose to administer, at the county or tribal level, programs for older individuals that are funded under 42 USC 3001 to 3057n, 42 USC 5001 and 42 USC 5011 (b). If this is done, the county board or boards of supervisors or tribal governing body shall establish by resolution a county or tribal ADRC of Brown County to provide the services required under this section. If a county board of supervisors or a tribal governing body chooses, or the county boards of supervisors of 2 or more contiguous counties choose, not to administer the programs for older individuals, the department shall direct the Area Agency on Aging that serves the relevant area to contract with a private, nonprofit corporation to provide for the county, tribe or counties the services required under this section.

ADRC of Brown County; Powers and Duties. In accordance with state statutes, rules promulgated by the department and relevant provisions of 42 USC 3001 to 3057n and as directed by the county or tribal commission on aging, an ADRC of Brown County:

(a) Duties. Shall do all of the following:

1. Work to ensure that all older individuals, regardless of income, have access to information, services and opportunities available through the county or tribal ADRC of Brown County and have the opportunity to contribute to the cost of services and that the services and resources of the county or tribal ADRC of Brown County are designed to reach those in greatest social and economic need.
2. Plan for, receive and administer federal, state and county, city, town or village funds allocated under the state and area plan on aging to the county or tribal ADRC of Brown County and any gifts, grants or payments received by the county or tribal ADRC of Brown County, for the purposes for which allocated or made.
3. Provide a visible and accessible point of contact for individuals to obtain accurate and comprehensive information about public and private resources available in the community which can

meet the needs of older individuals.

4. As specified under s. 46.81, provide older individuals with services of benefit specialists or appropriate referrals for assistance.

5. Organize and administer congregate programs, which shall include a nutrition program and may include one or more senior centers or adult day care or respite care programs, that enable older individuals and their families to secure a variety of services, including nutrition, daytime care, educational or volunteer opportunities, job skills preparation and information on health promotion, consumer affairs and civic participation.

6. Work to secure a countywide or tribal transportation system that makes community programs and opportunities accessible to, and meets the basic needs of, older individuals.

7. Work to ensure that programs and services for older individuals are available to homebound, disabled and non-English speaking persons, and to racial, ethnic and religious minorities.

8. Identify and publicize gaps in services needed by older individuals and provide leadership in developing services and programs, including recruitment and training of volunteers, that address those needs.

9. Work cooperatively with other organizations to enable their services to function effectively for older individuals.

10. Actively incorporate and promote the participation of older individuals in the preparation of a county or tribal comprehensive plan for aging resources that identifies needs, goals, activities and county or tribal resources for older individuals.

11. Provide information to the public about the aging experience and about resources for and within the aging population.

12. Assist in representing needs, views and concerns of older individuals in local decision making and assist older individuals in expressing their views to elected officials and providers of services.

13. If designated under s. 46.27 (3) (b) 6., administer the long-term support community options program.

14. If the department is so requested by the county board of supervisors, administer the pilot projects for home and community –based long-term support services under s. 46.271.

15. If designated under s. 46.90 (2), administer the elder abuse reporting system under s. 46.90.

16. If designated under s. 46.87 (3) (c), administer the Alzheimer's disease family and caregiver support program under s. 46.87.

17. If designated by the county or in accordance with a contract with the department, operate the specialized transportation assistance program for a county under s. 85.21.

18. Advocate on behalf of older individuals to assist in enabling them to meet their basic needs.

19. If an ADRC of Brown County under sub. (1) (a) 1. or 2. and if authorized under s. 46.283 (1) (a) 1., apply to the department to operate a resource center under s. 46.283 and, if the department contracts with the county under s. 46.283 (2), operate the resource center.

20. If an ADRC of Brown County under sub. (1) (a) 1. or 2. and if authorized under s. 46.284 (1) (a) 1., apply to the department to operate a care management organization under s. 46.284 and, if the department contracts with the county under s. 46.284 (2), operate the care management organization and, if appropriate, place funds in a risk reserve. (b) Powers. May perform any other general functions necessary to administer services for older individuals.

(4) Commission on Aging.

(a) Appointment.

1. Except as provided under subd. 2., the county board of supervisors in a county that has established a single-county ADRC of Brown County, the county boards of supervisors in counties that have established a multicounty ADRC of Brown County or the elected tribal governing body of

a federally recognized American Indian tribe or band that has established a tribal ADRC of Brown County shall, before qualification under this section, appoint a governing and policy-making body to be known as the commission on aging.

2. In any county that has a county executive or county administrator and that has established a single-county ADRC of Brown County, the county executive or county administrator shall appoint, subject to confirmation by the county board of supervisors, the commission on aging. A member of a commission on aging appointed under this subdivision may be removed by the county executive or county administrator for cause.

(b) Composition.

A commission on aging, appointed under par. (a) shall be one of the following:

1. For an ADRC of Brown County that is described in sub. (1) (a) 1. or 2., organized as a committee of the county board of supervisors, composed of supervisors and, beginning January 1, 1993, advised by an advisory committee, appointed by the county board. Older individuals shall constitute at least 50% of the membership of the advisory committee and individuals who are elected to any office may not constitute 50% or more of the membership of the advisory committee.

2. For an ADRC of Brown County that is described in sub. (1) (a) 1. or 2., composed of individuals of recognized ability and demonstrated interest in services for older individuals. Older individuals shall constitute at least 50% of the membership of this commission and individuals who are elected to any office may not constitute 50% or more of the membership of this commission.

3. For an ADRC of Brown County that is described in sub. (1) (a) 3., the board of directors of the private, nonprofit corporation. Older individuals shall constitute at least 50% of the membership of this commission and individuals who are elected to any office may not constitute 50% or more of the membership of this commission.

(c) Terms.

Members of a county or tribal commission on aging shall serve for terms of 3 years, so arranged that, as nearly as practicable, the terms of one-third of the members shall expire each year, and no member may serve more than 2 consecutive 3-year terms. Vacancies shall be filled in the same manner as the original appointments. A county or tribal commission on aging member appointed under par. (a) 1. may be removed from office for cause by a two-thirds vote of each county board of supervisors or tribal governing body participating in the appointment, on due notice in writing and hearing of the charges against the member.

(c) Powers and duties. A county or tribal commission on aging appointed under sub. (4) (a) shall, in addition to any other powers or duties established by state law, plan and develop administrative and program policies, in accordance with state law and within limits established by the department of health and family services, if any, for programs in the county or for the tribe or band that are funded by the federal or state government for administration by the ADRC of Brown County.

Policy decisions not reserved by statute for the department of health and family services may be delegated by the secretary to the county or tribal commission on aging. The county or tribal commission on aging shall direct the ADRC of Brown County with respect to the powers and duties of the ADRC of Brown County under sub. (3).

(5) ADRC of Brown County Director; Appointment.

A full-time ADRC of Brown County director shall be appointed on the basis of recognized and demonstrated interest in and knowledge of problems of older individuals, with due regard to training, experience, executive and administrative ability and general qualification and fitness for the performance of his or her duties, by one of the following:

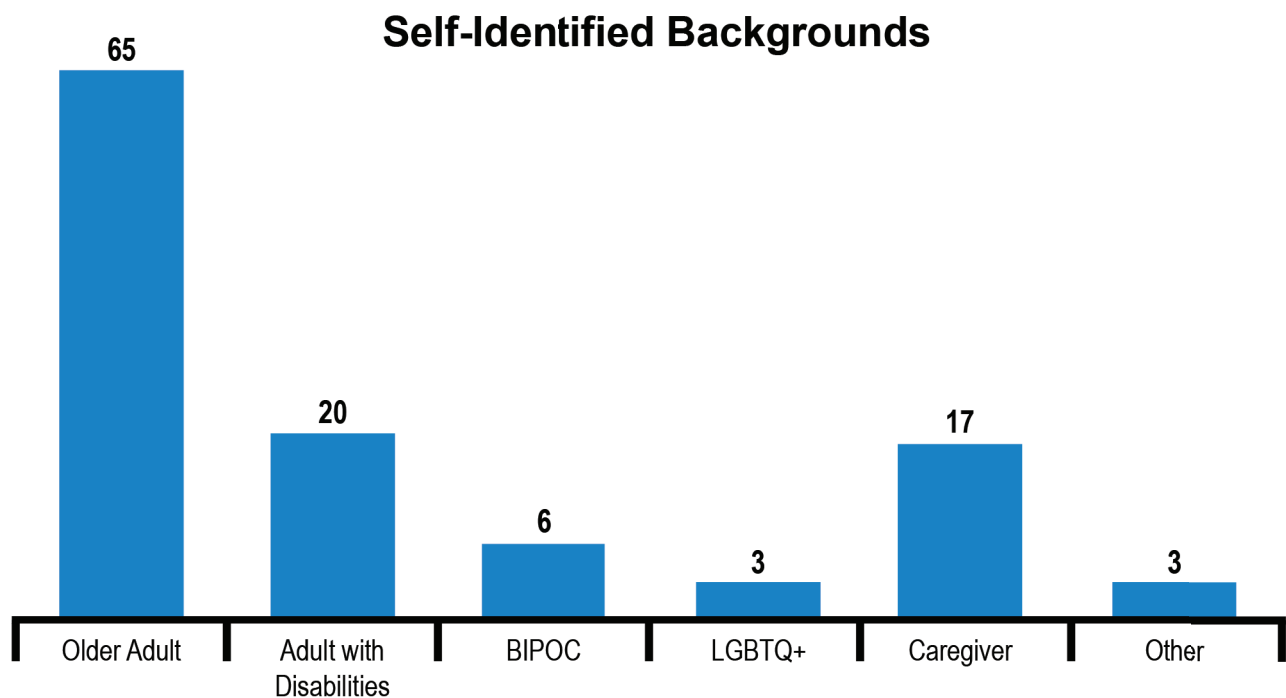
(a) 1. For an ADRC of Brown County that is described in sub. (1) (a) 1., except as provided in subd.

2., a county or tribal commission on aging shall make the appointment, subject to the approval of and to the personnel policies and procedures established by each county board of supervisors or the tribal governing body that participated in the appointment of the county or tribal commission on aging. 2. In any county that has a county executive or county administrator and that has established a single-county ADRC of Brown County, the county executive or county administrator shall make the appointment, subject to the approval of and to the personnel policies and procedures established by each county board of supervisors that participated in the appointment of the county commission on aging.

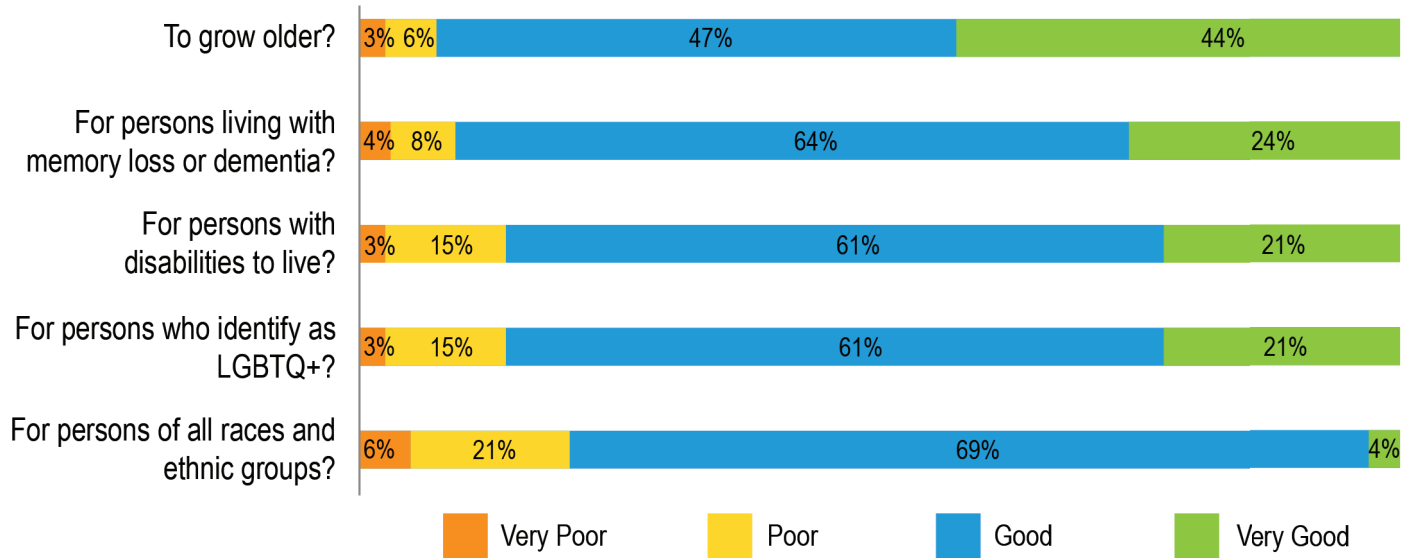
(b) For an ADRC of Brown County that is described in sub. (1) (a) 2., the director of the county department under s. 46.215, 46.22 or 46.23 of which the ADRC of Brown County is a part shall make the appointment, subject to the personnel policies and procedures established by the county board of supervisors. (d) For an ADRC of Brown County that is described in sub. (1) (a) 3., the commission on aging under sub. (4) (b) 3. shall make the appointment, subject to ch. 181.

Survey Responses

Participant Demographics

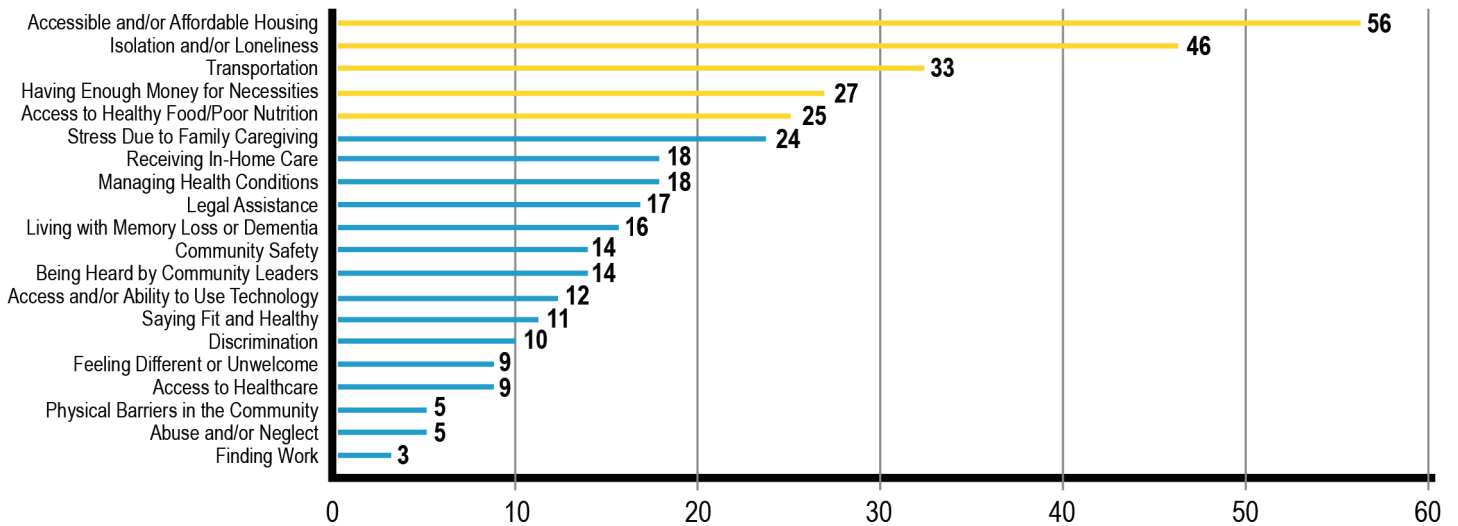


How would you rate Brown County as a place...



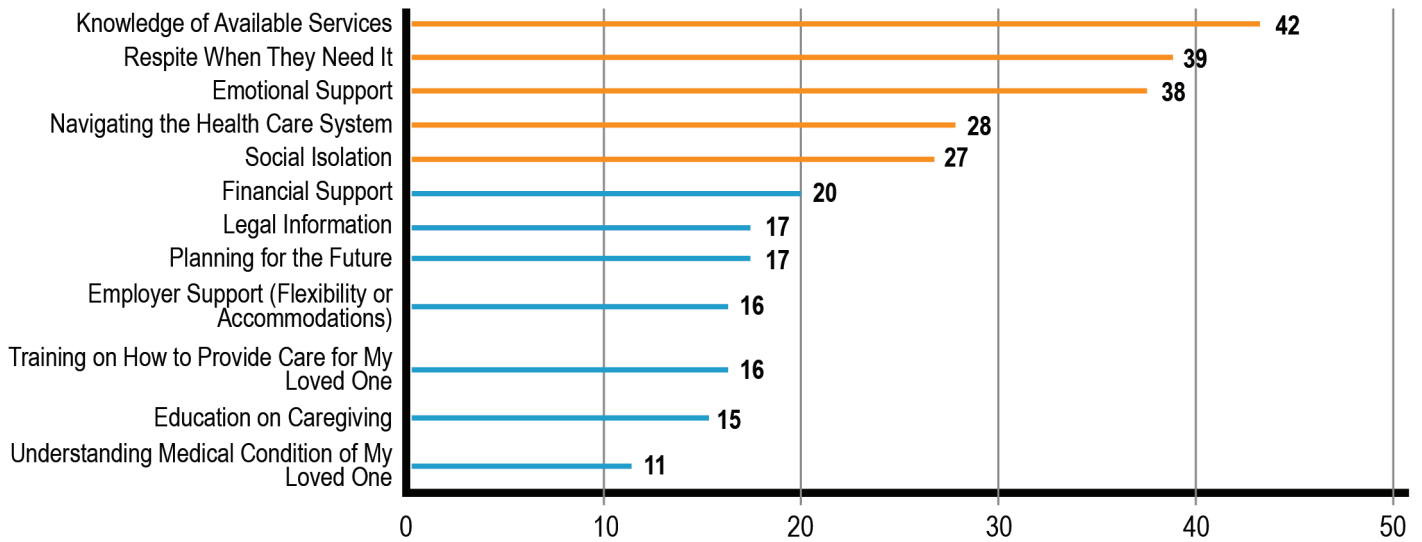
Top Five Challenges

Top 5 Challenges in Brown County



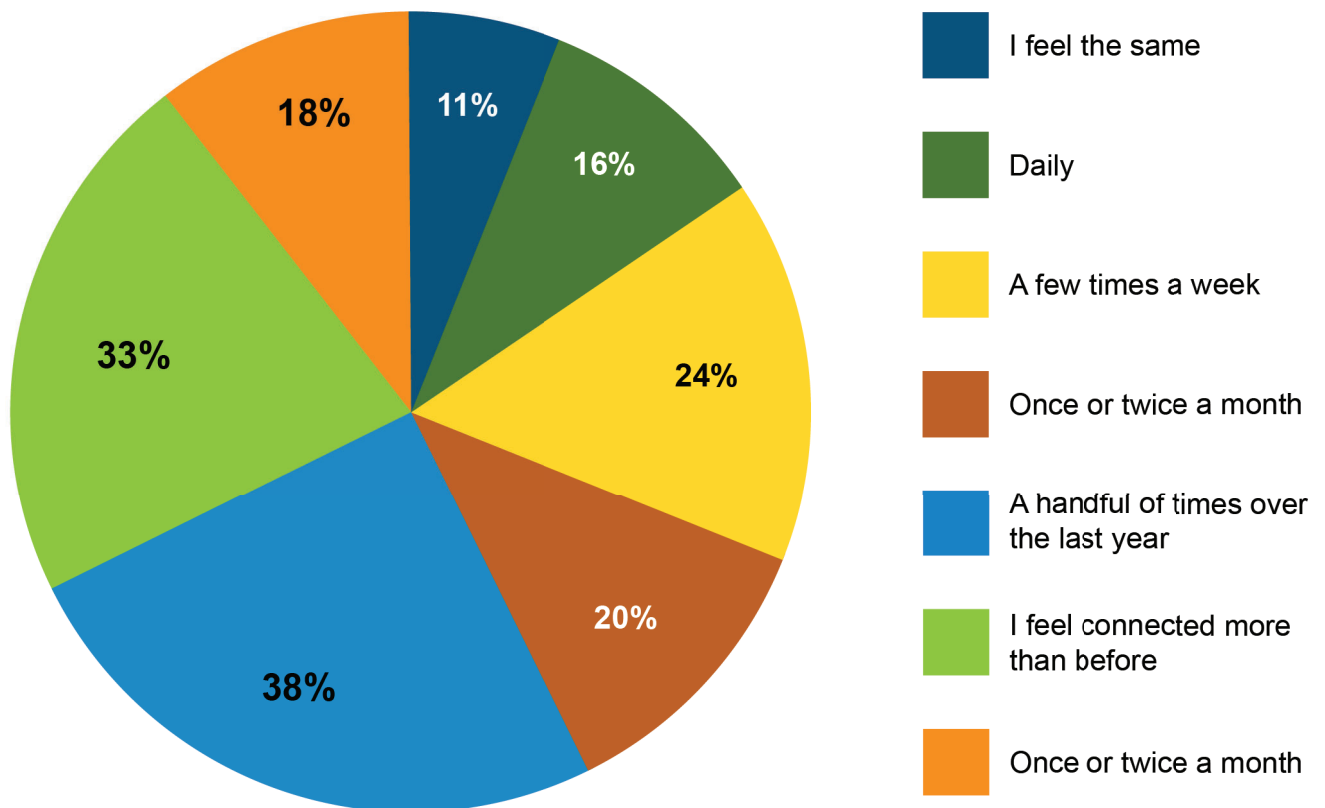
Top Five Challenges for Caregivers

Top 5 Challenges for Caregivers



Isolation

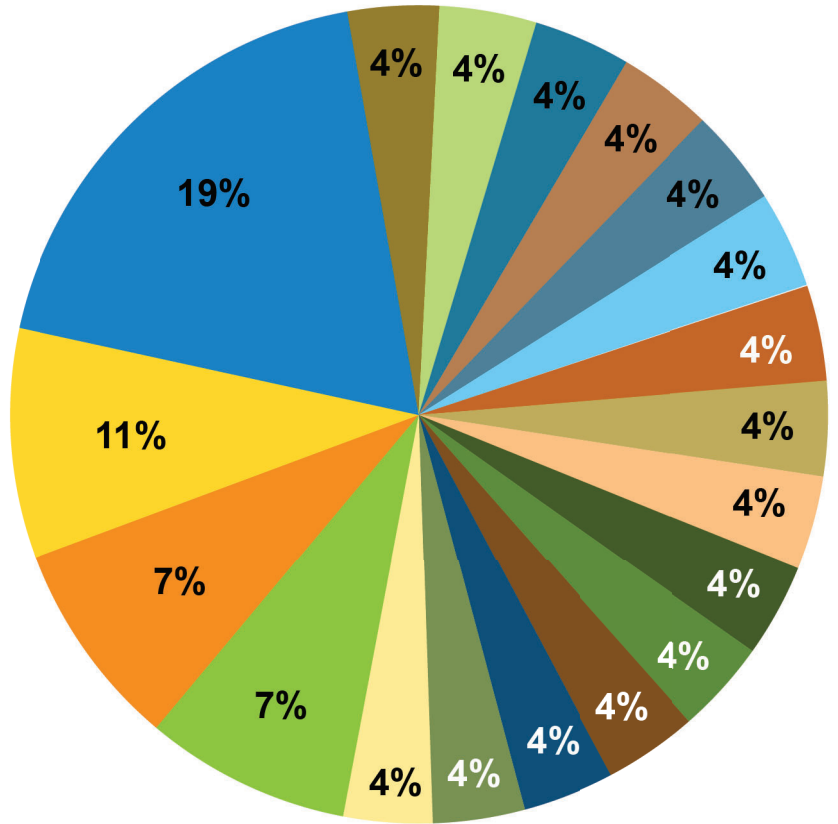
How often have you felt isolated or lonely in the last year?



Celebration of ADRC Highlights

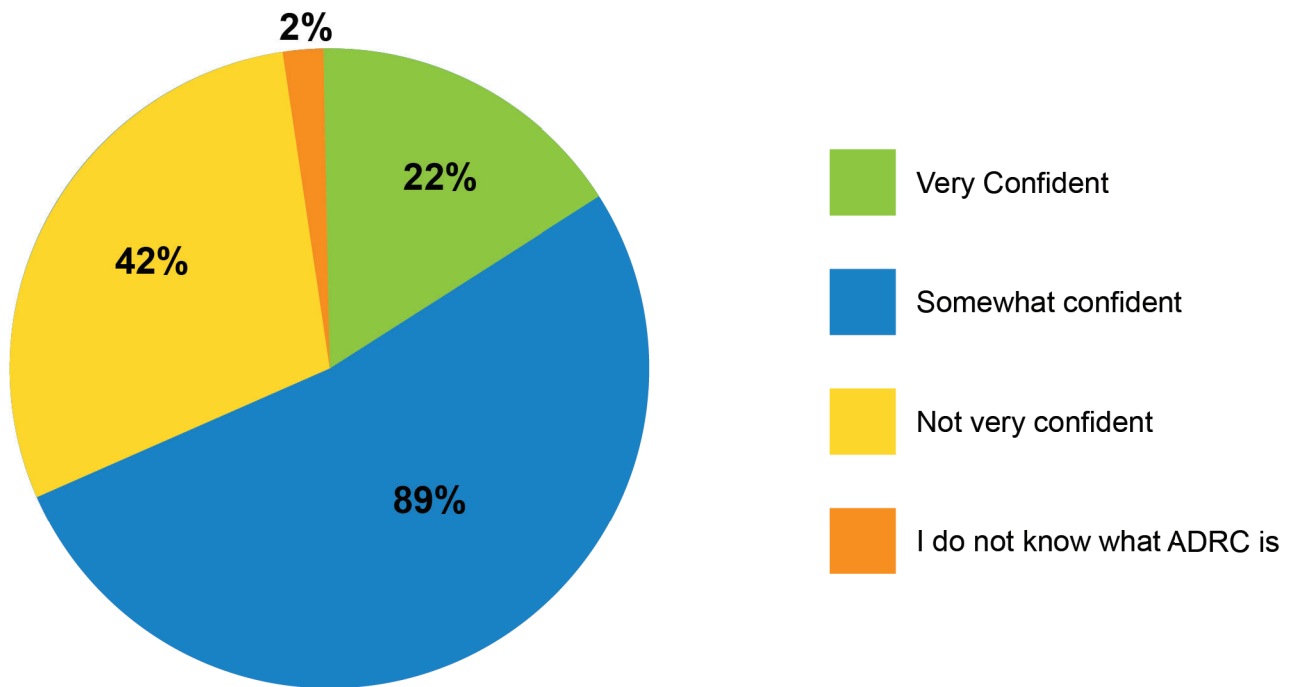
What does ADRC do best?

- Activities
- Parking
- Advocating
- Programs
- Classes
- Resources
- Clean
- Satisfied
- Education
- Socialization
- Food
- Speakers
- Help
- Support
- Homebound Meals
- Unsure
- Meals
- Welcoming
- Neat



Confidence in Services

How confident are you in your knowledge of the services ADRC of Brown County offers?



Community Engagement Report

Complete one worksheet for each separate method used to elicit input from the community. i.e. 12 interviews conducted can be compiled on one sheet. **At least two methods must be used.**

<p>Your County or Tribe: Brown County</p>	<p>Date/s of Event or Effort: January 24th – Denmark Senior Center February 7th – Pulaski Public Library March 11th – Wrightstown Public Library March 27th – MyTeam Triumph March 28th – ADRC Board of Directors April 9th – Oneida Commission on Aging</p>
<p>Target audience(s): Adults 60+ and/or Caregivers</p>	<p>Number of Participants/ Respondents: ~50 focus group attendees</p>
<p>Describe the method used including partners and outreach done to solicit responses: Focus Groups</p> <p>To truly understand the diverse needs of Brown County's aging population, the ADRC knew they needed to listen directly to the voices of the community. They conducted a series of focus groups, a method that fosters open discussion and allowed participants to share their experiences and perspectives in a comfortable setting.</p> <p>Focus groups typically involved 6-12 individuals with a wide range of characteristics, but in this case one thing in common, a passion for or experience being older adults from various backgrounds. An Aging Plan Taskforce member guided the conversation using a pre-determined set of questions. These questions, developed collaboratively with many partners were designed to address a wide range of concerns, from healthcare access to social isolation. By including the Oneida Commission on Aging, Brown County Public Health, ADRC of Brown County Board Members, MyTeam Triumph, and more, the ADRC ensured a well-rounded perspective, incorporating insights from all. The consistent use of these same questions across every focus group allowed for a clear comparison of needs and experiences throughout the community. This approach provided the ADRC with invaluable qualitative data, painting a rich picture of the hopes, challenges, and aspirations of Brown County's older adults.</p> <p>Reaching a diverse cross-section of the community was paramount for the ADRC's focus groups. They employed a multi-pronged outreach strategy to ensure everyone had the opportunity to participate. Emails were sent to existing ADRC client lists, while targeted phone calls reached out to specific demographics. The monthly magazine sent out to approximately 6,000 contacts carried announcements, and posters strategically placed throughout the ADRC building served as a constant reminder. The ADRC embraced innovative methods as well, utilizing QR codes that linked directly to focus group details and flyers were distributed. This comprehensive approach ensured that the message reached a wide audience, regardless of our target population's preferred mode of communication.</p>	

Describe how the information collected was used to develop the plan:

Building a More Inclusive ADRC: A Plan Driven by Community Trends

The Brown County ADRC recognizes the changing demographics of its community and the importance of addressing the unique needs of diverse populations. This plan is a direct response to key trends identified through outreach and data analysis.

Seeing the Need for Diversity:

A significant finding was the underrepresentation of ethnic minorities in the ADRC's health promotion programs. This trend highlighted a need for targeted outreach efforts that resonate with diverse communities.

Crafting a Culturally Sensitive Approach:

To address this, the plan focuses on culturally tailored marketing materials that speak directly to the specific interests and concerns of Brown County's top diverse populations. Additionally, collaboration with community organizations already serving these populations will be crucial. Flyers and brochures for health promotion programs will be designed with inclusivity in mind, featuring diverse faces and addressing concerns in a culturally sensitive manner.

Building Partnerships for Impact:

The plan goes beyond marketing materials. New partnerships with organizations like those serving Black, Latino, Native American, and rural populations will be forged. This allows for the creation of targeted programs like "Healthy Living with Diabetes" tailored specifically to these communities. An important goal is for at least one new program facilitator to come from a marginalized, multi-cultural community organization. This ensures a deeper understanding of the needs and creates a more welcoming environment for participants.

Food Security and Cultural Nuances:

Nutrition is an essential need. Where appropriate, ADRC programs offered through partnerships will incorporate culturally specific nutrition education and congregate dining options. This ensures participants feel comfortable and have access to meals tailored to their dietary needs and preferences.

Building Strong Advocates:

Reaching new audiences requires confident presenters. Staff confidence will be boosted by 50% through training programs, allowing them to present ADRC programs and services more effectively to diverse groups. All presentations will be designed to be inclusive, highlighting all programs offered alongside the presenter's specific area of expertise.

Empowering Subject Matter Experts:

Over the next three years, Subject Matter Experts (SMEs) will be identified and trained across all ADRC units, with a goal of achieving 50% representation by year three. These SMEs will become champions within their communities, delivering impactful outreach presentations. The effectiveness of this initiative will be measured not just by presentation quality, but by the measurable improvements in awareness, program utilization, and overall well-being experienced by targeted communities.

Addressing Food Insecurity:

Food security is a concern for many older adults. The ADRC plans to increase access to group dining opportunities by 15% annually. Additionally, the nutrition program will focus on increasing diverse group dining participation by 15% and pop-up events by 10%. Partnering with inclusive environments that offer culturally specific meals fosters a welcoming experience and tackles food insecurity within diverse populations.

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Supporting Caregivers:

Brown County's ethnically diverse caregivers face specific challenges. The plan addresses this by increasing the number of outreach presentations, programs, and services provided by knowledgeable staff.

Collaboration with other agencies will expand program offerings, ensuring caregivers have the knowledge, resources, and reduced stress levels necessary to effectively care for their loved ones.

In conclusion, the Brown County ADRC is committed to being a more inclusive and responsive organization. This plan, driven by community trends and a dedication to cultural sensitivity, will ensure that all residents, regardless of background, have access to the resources and support they need to thrive.

What were the key takeaways/findings from the outreach?

Needs of Older Adults, People with Disabilities, and Caregivers

- Awareness of ADRC services: Many people are not aware of the services offered by the ADRC. This is likely due to a lack of marketing and outreach.
- Transportation: Transportation is a major issue for older adults and people with disabilities. There is a need for more affordable and accessible transportation options.
- Social isolation: Loneliness and isolation are major issues for older adults and people with disabilities. This can be exacerbated by a lack of transportation and social opportunities.
- Advocacy: There is a need for more advocacy on behalf of older adults and people with disabilities. This could include advocacy for better services, funding, and policies.

Gaps in Service Delivery

- Lack of outreach to diverse populations: The ADRC does not appear to be reaching out to all populations in need, such as the Oneida Nation.
- Limited hours of operation: The ADRC's hours of operation may not be convenient for working people.
- Language barriers: Language barriers may prevent some people from accessing ADRC services.

Building on Strengths

- **Awareness:** The ADRC is actively working to raise awareness of its services through public service announcements, social media campaigns, and community events. This ongoing effort is crucial for connecting with those who need them most.
- **Transportation:** The ADRC recognizes transportation as a major challenge. They're exploring partnerships and solutions to improve accessibility for those who lack reliable transportation options.
- **Social Connection:** The ADRC understands the importance of social connection to combat isolation. They're currently developing programs and exploring ways to expand support groups and community events.

Expanding the Impact

- **Reaching Diverse Communities:** While outreach efforts are ongoing, there's an opportunity to expand culturally competent materials and programs to better serve Brown County's diverse population, including the Oneida Nation.

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- **Accessibility for All:** While the ADRC offers valuable services, current hours of operation might not be ideal for working individuals. Expanding hours or offering alternative access points could significantly increase their reach.
- **Language No Barrier:** While some language assistance is available, further efforts are needed to ensure everyone feels welcome and can access services regardless of their native tongue.

The ADRC's commitment is clear, there's an opportunity to expand their reach and impact. By focusing on these areas, the ADRC can become an even more essential resource for Brown County's vibrant community.

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Community Engagement Report

*Complete one worksheet for each separate method used to elicit input from the community. i.e. 12 interviews conducted can be compiled on one sheet. **At least two methods must be used.***

Your County or Tribe: Brown County	Date/s of Event or Effort: February 1 - May 31, 2024
Target audience(s): Adults 60+ and/or Caregivers	Number of Participants/ Respondents: 134
<p>Describe the method used including partners and outreach done to solicit responses: Online & Paper Surveys, Phone Interview by request</p> <p>The ADRC of Brown County understands that a thriving community requires the voices of all its members to be heard. In recognition of Brown County's diverse population, the ADRC designed a survey that included a self-identification section. This valuable information allowed us to tailor programs and services that effectively meet the unique needs of each resident.</p> <p>To maximize participation, the ADRC employed a multi-pronged outreach strategy. Using the monthly magazine ensured the survey reached a loyal readership. Social media platform Facebook allowed us to connect with a broader online audience. Emails were sent directly to existing ADRC contacts, while a mass email campaign expanded the reach even further. Recognizing the importance of traditional communication methods, paper copies of the survey were included with home-delivered meals.</p> <p>To ensure a diverse range of voices were heard, a dedicated intern conducted surveys by both phone and in-person methods. This approach catered to individual preferences and accessibility needs. Prior to outreach, the intern partnered with local community centers and social service organizations to identify potential participants. These partnerships fostered trust and increased the likelihood of reaching a wider demographic within the target population.</p> <p>Innovation played a key role as well. QR codes, strategically placed throughout the ADRC building and on flyers distributed to stakeholders, linked directly to the survey, making participation a breeze with a simple scan. Even a seemingly small detail, like handing out postcards to clients, served as a constant visual reminder of the survey's importance. Additionally, flyers posted in high-traffic public areas within the ADRC ensured maximum visibility. This comprehensive approach ensured the survey reached a diverse cross-section of the population, regardless of their preferred mode of communication.</p> <p>The survey itself went beyond simple demographics. Thought-provoking questions delved into the heart of what makes Brown County a livable community. Residents were asked to rate Brown County and identify the top five challenges facing older adults, adults with disabilities, and their caregivers. The survey acknowledged the importance of feeling like you belong, prompting residents to share what fostered a</p>	

sense of belonging within the community. It also offered a space for residents to express their vision for a more enjoyable Brown County.

The ADRC recognized the importance of open-ended questions. By including prompts like "What are some services or ideas you feel might make Brown County more enjoyable to live in?" and "If you could create any program to address the above needs and help make Brown County a more livable community what would that look like?", the survey allowed residents to share their unique perspectives and propose creative solutions.

Finally, the survey addressed the needs of family caregivers, a vital support system for many. By identifying the top five challenges caregivers face, the ADRC can develop programs and services that empower them in their roles.

The ADRC of Brown County's commitment to inclusivity is evident in every aspect of this survey. By reaching out to a diverse population through a multitude of channels and posing insightful questions, the ADRC is poised to gather invaluable data that will guide them in creating a more vibrant and supportive community for all.

Describe how the information collected was used to develop the plan:

Building a More Inclusive ADRC: A Community-Driven Plan

The Brown County ADRC understands the importance of listening to the community we serve. That's why we conducted a comprehensive survey, gathering vital information which directly correlated to our aging plan goals.

A Call for Diversity:

One of the most significant findings from the survey was the underrepresentation of ethnic minorities in the ADRC's programs. Residents yearned for a sense of belonging, and the survey results underscored the need for culturally tailored outreach efforts. This data directly fueled a goal of increasing ethnic diversity among program participants to 30% within the top Brown County diverse populations by the end of 2027.

Building Bridges through Partnerships:

The survey data highlighted a desire for more targeted outreach. In response, the plan prioritizes collaboration with community organizations that serve Brown County's diverse populations. Partnering with organizations serving Black, Latino, Native American, and rural communities allows the ADRC to develop culturally sensitive programs like "Healthy Living with Diabetes" tailored to the specific needs of these groups. Furthermore, the plan includes a goal of having at least one new program facilitator from a marginalized, multi-cultural community organization, fostering a deeper understanding and a more welcoming environment.

Food Security and Cultural Nuances:

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The survey revealed a concern for food security among certain demographics. The ADRC responded with a plan to increase access to group dining opportunities by 15% annually. Additionally, the plan addresses the importance of cultural sensitivities in meal planning. The goal of increasing diverse group dining participation by 15% and pop-up events by 10% will be achieved by partnering with inclusive environments that offer culturally specific meals. This ensures a welcoming experience for all participants.

Empowering Caregivers and Building Confidence:

Family caregivers, especially those from diverse backgrounds, often face unique challenges. The survey results exposed these challenges, prompting the ADRC to develop a plan to increase outreach presentations, programs, and services specifically designed to support caregivers. Collaborating with other agencies will expand program offerings, ensuring caregivers have the knowledge and resources they need. This focus on caregiver support directly addresses a goal of increasing the professional capacity of the ADRC to meet the needs of family caregivers.

Building a Future, Together:

The survey not only identified challenges but also sparked residents' creativity. Residents' suggestions for programs and services directly influenced the plan's focus on fostering a sense of belonging and connection. By incorporating these suggestions, the ADRC is working towards the shared goal of leaving a legacy of a vibrant and inclusive community for future generations.

The Brown County ADRC's strategic plan is a testament to the power of listening. By using the information gathered from the community survey, the ADRC has crafted a plan that is not just responsive to current needs but also forward-thinking, ensuring a more inclusive and supportive Brown County for all.

What were the key takeaways/findings from the outreach?

- Top Needs: Affordable and accessible housing, financial support, transportation, social isolation and loneliness, caregiving support, and access to healthy food.
- Service Awareness: Many participants were not aware of all the services available through ADRC.
- Inclusion: A desire for greater inclusion for people with disabilities, LGBTQ+ people, and people of color.
- Accessibility: Concerns about the accessibility of transportation, housing, and technology.
- Communication: A need for better communication about ADRC services, especially in rural areas.
- Support for Caregivers: Many caregivers expressed a need for emotional support, financial assistance, and respite care.
- Public Transportation: Public transportation was identified as a challenge by many participants.
- Mental Health: Memory loss, dementia, and mental health were concerns for some participants.

Additional Notes:

- The participants came from a variety of backgrounds and had different needs and experiences.
- Some participants were very satisfied with ADRC services, while others had not used them or were not aware of them.
- There is a need for more outreach and education about ADRC services.

November 2023

Public Hearing Report

Completed report, copy of hearing notice, and copy of actual comments taken during the hearing should be placed in the appendices of the aging plan.

Date of Hearing: 9.26.2024	County or Tribe: Brown County
Location of Hearing: ADRC of Brown County	Accessibility of Hearing: X Location was convenient, accessible & large enough X Provisions were made for hearing/visual impairments X Provisions were made for those who do not speak English X Hearings were held in several locations (at least one in each county your agency serves) One hearing offered in multiple formats in our single county region. X Hearing was not held with board/committee meetings
Address of Hearing: 300 S Adams Street Green Bay, WI 54301 with a virtual option	
Number of Attendees: 6	
Public Notice: X Official public notification began at least 2 weeks prior? Date: <u>9/15/2024 (10 days prior)</u> X Notice must be posted in a local/online newspaper, nutrition sites and senior centers plus at least one more avenue X *Print/online newspaper <u>Green Bay Press Gazette</u> X *Nutrition sites X *Senior centers X Newsletter, radio, TV, social media <input type="checkbox"/> Sent to partner agencies/individuals <input type="checkbox"/> Other _____ X Notifications include X Date X Time X Location X Subject of hearing X Location and hours that the plan is available for examination X Where appropriate, notice was made available in languages other than English X A copy of the notice is included with this report	

Summary of Comments:

Some feedback related to the lack of participation in senior community dining may in part be due to limited access to and cost of transportation and suggested that the ADRC explore the possibility of getting a vehicle donated to assist with getting customers to the ADRC and/or dining locations at no cost or on a donation basis.

Discussed transportation options and supports as well as goal to bring the programs and services out to the community may be helpful to assure access.

Suggestion to collaborate with the occupational health nurses to help raise awareness about the ADRC rather than human resource departments.

Foster Grandparent Program participants enjoy the ADRC services and programs however they do not currently participate in the senior dining program.

Oneida Nation member shared that customers are requesting healthier meals and nutrition information included on the menus.

Support efforts to raise awareness about the organization and services as we do not want to be the best kept secret in the community.

Agree with efforts to understand barriers for and increase connections with ethnically diverse community members to assure access and participation in services.

Some noted that the plan was future focused and well done with convincing documentation supporting its recommendations.

Impressed with the agency's plan to augment its funding through legacy giving and foresight analysis noting the need to educate legislators and advocate for policies that allow use of such funding to expand services rather than reduce public allocations.

Changes made to your plan as a result of the input received:

No changes were made as the comments support the goals and initiatives identified in the draft plan. The feedback will be incorporated into the strategies and steps to move the goals forward.



2025 - 2027

ADRC Planning for the Future

Aging & Disability Resource Center of Brown County

**What do YOU want to see at YOUR local ADRC?
We value your input!**

Aging programs and services play a major role in the health of our community. ADRC of Brown County has gathered input and developed a draft plan in response to the feedback provided. Our goal is to provide the services that keep older people, adults with disabilities, and family caregivers connected and engaged in their communities.

You are invited to review our plan and share your feedback at our public hearing:

**Thursday, September 26, 2024
10:30 - 11:30 a.m.**

Online or in person at ADRC
300 S. Adams St.
Green Bay, WI 54301

Space is limited, so please RSVP by calling (920) 448-4300. Copies of the draft plan are available at ADRC or on our website.

Not able to join us?

Written comments will be accepted until Friday, October 4, 2024.

Please mail or email your feedback to:
Devon Christianson
300 S. Adams St. Green Bay, WI 54301
Devon.Christianson@browncountywi.gov



Visit us online for more information and to RSVP



**NOTICE OF PUBLIC HEARING
2025-2027 ADRC DRAFT PLAN**
The **Aging & Disability Resource Center of Brown County (ADRC)** will be conducting a public hearing for presentation of and comment on the 2025-2027 ADRC Plan Draft on: **Thursday, September 26 10:30-11:30am**
Online and in-person at the ADRC, 300 S. Adams Street, Green Bay

Please RSVP by calling 448-4300 or <https://adrcofbrowncounty.org/event/adrc-planning-for-the-future-public-hearing/>

The purpose of the public hearing is to provide an opportunity for citizens of Brown County to comment and provide input on the ADRC Plan Draft. The 2025-2027 ADRC of Brown County Plan Draft is available for examination at the ADRC at 300 S. Adams Street, Green Bay, WI 54301 from 8:00am to 4:30pm Monday through Friday, and on the ADRC website: www.adrcofbrowncounty.org Copies will also be available for viewing one hour prior to the start of the hearing at the location of the hearing.

Input received by members of the public at the hearing will be considered in the development of the final draft of this plan. The final draft will be presented for approval at the ADRC Board meeting scheduled for 8:30am on Thursday, October 31, 2024, at 8:30am.

Written comments will be received through September 30, 2024. Please send to the ADRC, 300 S. Adams Street, Green Bay WI 54301, Attn: Devon Christianson.

For more information, contact the ADRC at (920) 448-4300.

If you require accommodations to participate, please call the ADRC at least 48 hours prior to the meeting date and time. Phone: (920) 448-4300
TTY: use Relay (711)
WNAXLP
September 15 2024
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