2018 Annual Report

ADRC

Grounded Café at the ADRC
2018 Data Collection

Connecting Customers
to Services 44,533

Nutrition Program
Meals Served Customers
Congregate 39,767 1,214
Homebound 93,870 948
Total 133,637 2,162

Prevention & Programming
Events 3,633
Registrations 35,919

Volunteers
Number of Volunteers 417
Dedicated Time (in hours) 29,977
Value of Time $310,605
Other In-kind (rent, mileage, equip) $65,118
Total In-Kind $375,723

Outreach
Events Attendees
Medicare 197 3,968
Dementia 533 2,152
General Other 71 1,542
Total 801 7,662

ADRC Revenue Sources (2019 Data)

- State 40%
- County 32%
- Cash Donations 5%
- In-Kind Donations 5%
- Sales, Charges, Fees 12%
- Federal 6%

44k+ connections
133k+ meals served
35k+ registrations
417 amazing volunteers
801 outreach events
2018 Envisioning the Future

Director’s Message

In 2019 ADRC celebrates 40 years of serving Brown County! It has been an adventure in “change”. In 40 years we have changed our location, our look, our staff and our name—more than once. We have expanded services beyond older adults, adding adults with disabilities in 2005. We embraced that change and are better for it. For all of my professional career, messaging from state and federal sources, networks and academics have forewarned about the imbalance of demographics with the aging population. ADRC has been in the unique position, to anticipate and respond to what the Brown County landscape might look like. The next 20 years will bring us to the height of the population shift and we will be ready!

Some changes are new and exciting, others are a challenge. Brown County, like the rest of the nation, is experiencing a reduction in congregate dining participation. This federal program has many of the same program guidelines as when it was designed in 1960! We need to think creatively and proactively to modernize our programs within the guidelines that exist. We have discovered baby boomers are less likely to commit to a 5 day a week dining experience, but want more. More variation, more education, more ability to drop into a meal program when they are available. Who wouldn’t?

We have realized more customers are contacting us via email and looking for information on-line, via website, and Facebook. How will we keep pace with new technologies and social media platforms—even twitter? With all of the “noise” online, we believe that some things haven’t changed—we need to connect to each other. How can ADRC impact the growing epidemic of isolation and loneliness in a world filled with overwhelming bings and dings on our phones? We find people feeling alone in a room full of people, and a “friends” list of hundreds.

As a customer driven organization, we challenge ourselves to envision the future, reinventing how we do business, pushing barriers, and advocating for systems change that matters. To do this we need to listen to our customers and community. During 2018, in preparation to writing our three year (2019-2021) plan, we engaged a wide range of individuals (nearly 200). We used focus groups, one-on-one interviews, and electronic surveys. As we listened major themes emerged outlining the challenges, hopes, and needs of our customers and community. These themes provided focus for the development of the goals and objectives that will guide us over the next three years.

Some of the themes include: advocacy, modernizing the nutrition program, services to people with dementia, healthy living, and mental health. We learned so much. Respondents helped deepen our understanding of their challenges, joys, and dreams. The next three years holds many opportunities to address the priorities of our customers. We are excited about engaging them and our community in actively pursuing real solutions. Join us, let’s “change” together for the better!

~ Devon Christianson, Director

“The only way that we can live, is if we grow. The only way that we can grow is if we change. The only way that we can change is if we learn. The only way we can learn is if we are exposed. And the only way that we can become exposed is if we throw ourselves out into the open. Do it. Throw yourself.”

~ C. JoyBell C.
Advocacy

Advocacy is at the heart of ADRC - locally, statewide, and at the national level. ADRC is called to provide individual advocacy, help customers cut through red tape, and break down barriers. ADRC also champions systems change through policy and legislative processes.

Meeting with a focus group of persons with disabilities, we were asked for assistance in developing their own advocacy team. We jumped at this opportunity, bringing them together with an existing group of older adults with a passion for advocacy. These new friends, supported by ADRC staff, worked together to develop mission/vision and goals. The energy of the new group is amazing.

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” ~Margaret Mead
Stay Healthy, Stay Active

Helping people of all ages and abilities to stay healthy and active not only impacts the quality of our customer’s lives, but it reduces and/or eliminates the need for costly long-term care services. Focus group responses backed this up. People are looking for affordable opportunities to stay connected, active, and healthy.

ADRC programming included evidence based classes addressing falls prevention and chronic disease management, along with one-time screenings, educational events and classes. It explored many dimensions of wellness with a wide variety of offerings.

College students have shared their talents leading very popular classes. Who would of thought a harmonica class would have a waiting list? Four brain health programs were developed, again with a waiting list and 100% of participants saying they would recommend it to others.

Engaging Community Professionals

Community professionals also offered their talents. Offerings included exploring mindfulness, essential oils, painting, sketching, dancing, cooking, exercise, body mechanics, balance and skin screenings, downsizing your household, advance directives, funeral planning, and more, with most having waiting lists.

The Prevention Coalition, made up of local health care providers, health and fire departments, and emergency medical technicians (EMT), were key to the success of a paperless falls referral program. The program provides an online way for EMT staff to make a referral, with the faller’s permission, while still at their home. A video was developed to help other departments understand both how to make a referral and the benefits to their department and persons they serve. In 2018, two additional departments signed up.
Modernizing Nutrition

We learned people are interested in more food choices and reliable nutrition information they can trust. Customers want to understand how to read food labels to help make better choices and prepare healthier meals while being budget conscious.

Appealing to Changing Appetites

In 2018, the nutrition program added a second entrée option each day. Not only did diners have a choice between two entrees, they also had new menu items to choose from, including ethnic dishes. Diners loved the changes - it was a hit!

Master Gardner’s were vital to the success of the raised garden beds behind the ADRC Annex, located across the street from the main office and Grounded Café. Thanks to their knowledge and expertise, the gardens provided 75 lbs of produce which was used in Grounded Café! Garden to table freshness and goodness, delicious!

Staff were busy providing nutrition education on a number of asked for topics that included:

- Cooking for One or Two
- Eating Healthy for Less
- Tips on Reading Food Labels
- Organic vs Non-organic

A wide variety of communication mediums were used to help expand our reach (ADRC Magazine articles, table tents, placemats, and in-person presentations).

We are challenged to meet the growing demand for homebound meals while addressing declining participation in congregate dining, all with funding that has not kept up with increasing costs.

Congregate dining started in 1979, with one of its goals to address isolation. Isolation and loneliness have been identified as a national health concern. According to the Harvard Business Review, 40 percent of U.S. adults report feeling lonely. It impacts all ages and abilities. Prolonged social isolation has the same health risks as smoking 15 cigarettes a day.
Grounded Café –
everyone welcome. all ages. all abilities.

Could we improve congregate dining attendance, reduce isolation and break down the stigmas of ageism and disabilities? The answer is “yes!” at Grounded Café a place where everyone is welcome – all ages and abilities. At Grounded, all people have value and the ability to work and succeed. The mission is to provide job training for persons with disabilities and introduce new people to ADRC. Grounded Café changes the stereotype of old, frail, disabled, low-income, and breaks them down, changing the way people see people.

Starting in 2017, Grounded Café picked up steam in June 2018 with the addition of the “Dream Team”. This added culinary, outreach, and operations talent. With an expanded menu, catering, and seasoned restaurant management and training experience, the café was ready to add Saturdays during the Farmer’s Market Season. Sales increased by 41%. As a self-sustaining program, the increased revenues allowed for expansion of the job training program to more schools.

Grounded Café has far exceeded expectations. Since opening, nine trainees have realized their dream of employment in the community. Attendance has increased at the congregate dining program, which shares the space. On a typical weekday at Grounded Café you’ll find people of all ages and abilities including:
• Persons meeting for business
• Friends getting together for lunch
• Mom’s with kids

We hear over and over again how great the food is and what a beautiful, welcoming space the café is. Exciting things to come with plans for online ordering, delivery, more live music, and special events.

“An unexpected surprise! Great food, excellent coffee, reasonable prices along with entertainment in a spacious yet cozy atmosphere. My new “favorite” breakfast and lunch place.”
Customer Focused

Respondents helped deepen our understanding of the challenges they face. Customers are looking for ways to live where and how they want. Caregivers need support and help looking for answers.

Caregiving

Family, friends, and neighbors as caregivers provide 80% of the support and care for older persons and adults with disabilities.

We take responsibility for compiling unbiased comprehensive information about providers and services in Brown County. Caregivers struggle with imagining who or what will help them. ADRC staff understand this and know how to talk to caregivers, at their pace, building trust and learning about their situation. Staff do the leg work, laying out options and helping them plan. Empowering caregivers leads to relieving stress and avoiding burnout so they continue to care for their loved one.

Waitlist Eliminated!

In 2015, Family Care and IRIS programs finally came to Brown County. Persons who qualify get the services they need when they need them. Following state protocol, ADRC staff worked diligently to eliminate the waitlist by personally assisting over 1,600 individuals who had been waiting for Long Care Services to become available, understand and enroll in the program of their choice. In 2018, a major milestone in support of family caregivers was achieved as staff helped the last persons waiting to enroll in Family Care or IRIS.
Caregiver Coalition

ADRC developed a Caregiver Coalition comprised of caregivers, advocates, Oneida Tribe, businesses, agencies, and organizations to develop ideas and combine resources to reach and support caregivers in Brown County. The Coalition works to find creative ways to engage caregivers, providing support and relief so they can continue their lives, i.e.: working, parenting, etc. while doing the important job of caregiving.

In 2018, the Coalition:

• Surveyed grandparents and other relatives raising children on needs to develop programs

• Sponsored educational events:
  • Journey Forward – helping adult siblings who are caregivers
  • Evening to Learn and Connect for those with Down Syndrome and Alzheimer’s Disease
  • Special Needs Trusts & ABLE Accounts session with a local attorney
  • Understanding Medicare for Caregivers of Seniors
  • The Healing Power of Music

• Celebrated National Family Caregiver Month:
  • 52 events offered during November from fun to educational. Free respite offered so caregivers could attend.

“I have come to believe that caring for myself is not self-indulgent. Caring for myself is an act of survival.”
~ Audre Lorde
Dementia: Calling for Community Wide Solutions

Dementia is non-discriminatory. It can affect anyone at any age. One in 10 persons age 65 will have Alzheimer’s or a related dementia. After 65, a person’s risk doubles every 5 years. Early diagnosis is the key to better treatment options and life outcomes. In Brown County, up to 14,000 persons may be living with Alzheimer’s disease or a related dementia and they need services and support. You can double (at a minimum) the number of persons needing support when you include their caregivers. The scale of the problem calls for community wide solutions.

ADRC is fortunate to have a Dementia Care Specialist Program. They learn to work one-on-one with caregivers helping them understand dementia, get respite, connect to resources, and learn strategies to manage behaviors. True to our mission of building a community of assistance, education, and support, ADRC Dementia Care Specialist developed a Dementia Care Coalition. This coalition is made up of local businesses and organizations that work hard providing education, outreach, and direct support.

Examples of Coalition projects

Memory Café – Five locations provide a comfortable, fun place for people with early to mid-stage dementia and their caregivers/companions to enjoy socialization with others in a safe, stigma-free environment.

Purple Angel – Free training for businesses and organizations to give their staff the knowledge and tools they need to feel comfortable and confident to provide the best possible service, making all their customers feel welcome. It also helps staff identify persons who may struggle, preventing abuse and connecting them to ADRC for help. A Purple Angel trained bank teller helped to spot a scam, saving a confused customer from making a large withdrawal.
Breaking Barriers – Finding Solutions

Expanding Mental Health Access

According to the Center for Disease Control (CDC), older adults with chronic conditions are at higher risk of depression, are often misdiagnosed, seek mental services less, and die by suicide at a higher rate.

Concerned that customers with depression may not be getting the help they need, ADRC staff began depression screening by incorporating the PHQ-9 into their standard assessment tool.

Working with Foundations Health & Wholeness, we applied for, and won, a grant to place a counselor on-site at ADRC. This wonderful program provides a private, easy to access way for older adults to seek counseling who would not otherwise do so. The first week appointments were available, they filled immediately.

Reducing Customer Wait Time

ADRC customers come first. We know their time is valuable. Welcome Center staff make in-office customers feel welcome by greeting them with a smile. Six months in 2018, 99% of the calls were answered - by a live person! The other six months still rang in at an impressive 98%, breaking other Brown County call center records.

The Benefit Specialist team worked to improve customer service by conducting a change project to reduce wait time for appointments. Testing new processes using change cycles yielded positive results. Appointments are now schedules while the customer is on the phone and typically within the next two days. This has streamlined the process, shortening the wait time to get an appointment and reducing phone tag between staff and their customer.
Communication on Customers Terms

Customers are online and expect to have timely information available at their fingertips. ADRC is fortunate to have talented staff with the expertise to use social media and maximize its benefits for our customers.

Using email rather than snail mail produces real results by reaching more customers and saving money and staff time. A workshop we know to be popular was not filling. Not wanting to cancel, an email went out to 3,000 customers. The class was filled - and a wait list started. It took staff 30 minutes, instead of five hours, in addition to saving more than $300 on paper, envelopes, and postage.

Facebook for both Grounded Café and ADRC has been very successful in expanding our reach to more customers. ADRC has 1,330 likes with Grounded at 770. A typical month of ADRC posts were viewed 4,900 times with Grounded Café posts viewed 2,700 times. Given this success, in 2018 an Instagram account was created for Grounded Café.
2018 Persons of the Year

Sister Melanie Maczka, Director of Casa Alba and ADRC Board member and Devon Christianson, ADRC Director were both selected for the Green Bay Press Gazette 2018 Persons of the year. They were recognized for their contributions to the community. Sister Melanie for her work at Casa Alba supporting the Hispanic community. Devon Christianson for the opening of Grounded Café and its job training program and focus on inclusion and workers abilities, not disabilities.

Give Big - Green Bay Greater Green Bay Community Foundation

Grounded Café at ADRC was fortunate to be selected for this brand new crowdfunding event of the Greater Green Bay Community Foundation. Give Big Green Bay was started to spread awareness about the variety of organizations in Green Bay and the important work they do. It’s an opportunity for persons to show support, no matter the size of donation, and hopefully get younger persons interested and involved.

Support your ADRC and Grounded Cafe
Noon - Noon: Tuesday, Feb 27 - Wednesday, Feb 28
ADRC Board Members

Pat Finder-Stone (Chair)
Randy Johnson (Vice Chair)
Bev Bartlett (Secretary)
Mary Derginer (Treasurer)

Megan Borchardt
Arlie Doxtater
Mary Johnson
Eileen Littig

Debi Lundberg
Linda Mamrosh (& Leo)
Amy Payne

Dennis Rader
Tom Smith
Sam Wapinski

Vision
“Building a community that values, empowers, and supports seniors, adults with disabilities, and their caregivers”
Mission:

We strive to improve the lives of older adults, adults with disabilities, and caregivers through collaborations and partnerships.

First step to take - First call to make for:

Information       Explore answers and solutions
Access            Make connections and positive changes
Health            Educate, inspire, and enrich
Advocacy          Empower and mobilize

Our goals are to instill hope, promote possibilities, and help individuals connect to their community.

Values:

Consumer-Driven Services
We will support individual choice built on the strength of individuals, families, and their communities.

Empowerment
We will equip persons with the tools they need to make informed decisions and maintain control of their lives.

Respect
We will recognize and value the unique qualities and experience of each person.

Quality
We will continuously strive to provide the highest quality services.

Collaboration
We will promote partnerships that reach across systems and organizational boundaries.

Stewardship
We will effectively and efficiently manage public and private resources.