



ANNUAL REPORT 2023



We Make a Difference

Gladys, an 89-year-old woman with dementia living alone in Waukesha County, Wisconsin, fiercely valued her independence. For years, she managed at home independently as best she could and eventually started to receive home delivered meals through the Aging & Disability Resource Center (ADRC) of Waukesha County.

Gladys had no adult children, but a niece, Elizabeth, whom served as her healthcare Power of Attorney (POA). Elizabeth worried about Gladys' future care, especially as her aunt's financial resources dwindled. A fall at home resulted in hospitalization and a move to a skilled nursing facility. While this provided short-term care, Gladys yearned to return home. Elizabeth and the family strongly supported Gladys' desire to live independently with in-home care.

Elizabeth faced a daunting task – coordinating Gladys' care while navigating the complexities of securing long-term care funding. Here's where the ADRC stepped in. The ADRC specialist assigned to Gladys' case worked collaboratively with a supervisor, Adult Protective Services, and the economic support division. Their goal: ensure Gladys could live where she wanted – at home. The specialist helped gather necessary documentation and facilitate enrollment in a Medicaid long-term care program that allowed for in-home supportive services, such as meal preparation, housekeeping, medication management, and assistance with daily living activities like bathing and dressing - enabling Gladys to maintain her independence.

Thanks to the ADRC's support, Gladys transitioned back home with the in-home care services she needed. Both Gladys and Elizabeth expressed immense gratitude for the ADRC's guidance. They harbored misconceptions about Medicaid eligibility, fearing it wouldn't cover in-home care. The ADRC's intervention not only secured funding but also empowered them to navigate the system effectively.

Our Mission

To provide older adults and people with physical, developmental, and intellectual disabilities the resources needed to live with dignity and security and to achieve maximum independence and quality of life. The goal of the Aging and Disability Resource Center (ADRC) is to empower individuals to make informed choices and to streamline access to the right and appropriate services and supports.

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Mary C. Smith
Manager

Incl. Program Area: Marketing and Outreach



Lisa Bittman
Coordinator

Incl. Program Area: Volunteer Services

Resource Center



Mikie Blask
Supervisor

Program Areas
Resource Center
Long Term Care

Team Composition
8 Senior ADRC
Specialists



Stephanie Cera
Supervisor

Program Areas
Resource Center
Long Term Care

Team Composition
9 Senior ADRC
Specialists



Tammy Depies
Supervisor

Program Areas
Resource Center
Youth in Transition
Benefit Specialists

Team Composition
5 Senior ADRC
Specialists
4 Benefit Specialists

ADRC ADVISORY BOARD

- Judith Tharman**, Chair
- Susan Schweda**, Vice Chair
- Patricia Carriveau**
- Pamela Franke**
- Betty Koepsel**
- Sandy Wolff**
- Marj Kozlowski**
- Roman Schulteis**
- Mary Baer**
- Joel Gaughan**

Dept. of Health & Human Services

- Elizabeth Aldred**, Director
- Lisa Roberts**, Deputy Director



ADRC Leadership team has over 130 years of combined experience as Waukesha County employees & over 240 years in the aging and disability arena.



Amy Meyer
Coordinator

Adult Protective Services



Jessica Eckert
Supervisor

Program Areas

Adult Protective Services

Annual WATTS Reviews

Guardianship

Protective Placement

Team Composition

8 Social Workers

1 PT Social Worker

1 Senior ADRC Specialist

Specialist

Aging Services



Shirley Peterson
Supervisor

Program Areas

Aging Services

Dementia Care

Services

Team Composition

6 Aging/Senior

ADRC Specialists

1 PT Caregiver

Specialist

1.5 Dementia Care

Specialists

1 Human Services

Support Specialist

1 Admin Specialist

Nutrition & Transportation



Mike Glasgow
Supervisor

Program Areas

Senior Nutrition

Health Education

Specialized

Transportation

Team Composition

1 Part Time Nutrition

Program Ass't.

1 Health Promotion

6 Part Time Senior

Managers

6 LTE Senior Dining

Managers

1 Admin Specialist

*Admin Support**



Sheri Milinski
Admin Support Supervisor

Program Areas

Administrative Support

Office Management

Team Composition

3 ADRC Admin Staff

**Does not directly report*

to ADRC

Management

ADRC OPERATIONAL PLAN UPDATES



During 2023, ADRC Management continued their operational plan to guide the divisional and programmatic work of the ADRC.

Across ADRC Division:

- Advocacy, awareness, and education shared with ADRC Advisory Board and staff.
- Ongoing collaboration with the ProHealth Care's Hispanic Health Resource Center to serve the Hispanic community; focus group held with community leaders to gain further information on needs in the community.
- Memorandum of Understanding completed with all law enforcement agencies for Adult Protective Service financial exploitation investigations.

Internal Operations:

- Trauma Informed Care staff survey completed with action plan developed, emphasis on self-care including quarterly wellness activities for staff coordinated with the Waukesha County Wellness Center.
- Monthly staff newsletter provided by ADRC leadership to share information with all staff.
- Provide education on Youth Transition to HHS Divisions including Child and Family staff and advisory counsel.
- Resource Center Long Term Care Functional Screeners completed Certification Testing with a 95% average score.
- Resource Center supervisors and lead workers identified areas for improvement with data tracking and implement quality assurance program.

Program Specific Operations:

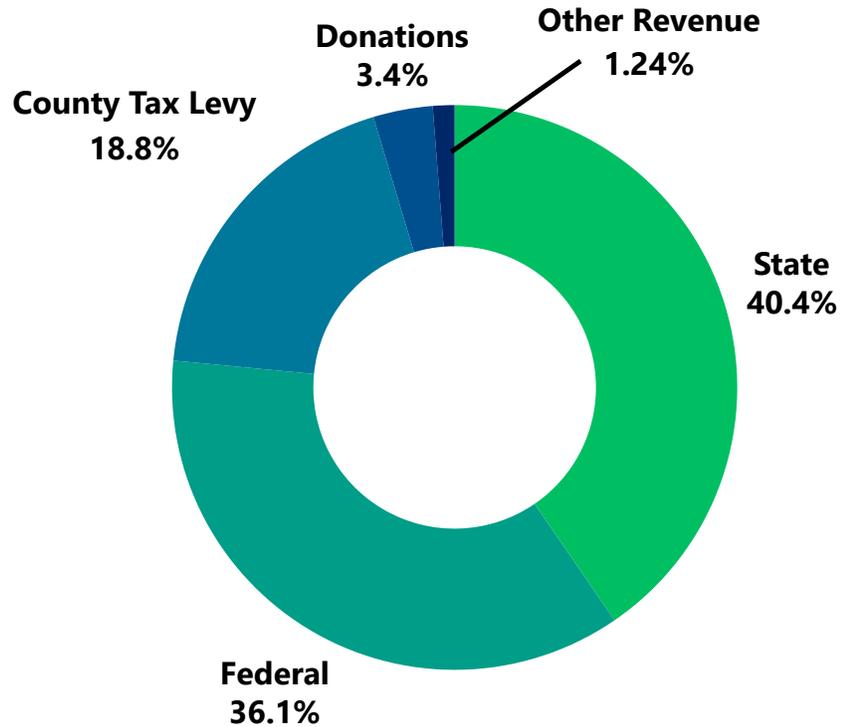
- New Accessible van service contracted provider began in November 2023.
- Caregiver Coalition reorganized and first meeting held to bring agencies and caregivers together to gain insight into needs in the community.
- A seventh senior dining center opened at a new location in New Berlin.

OVERVIEW OF 2023 ADRC REVENUES AND EXPENSES

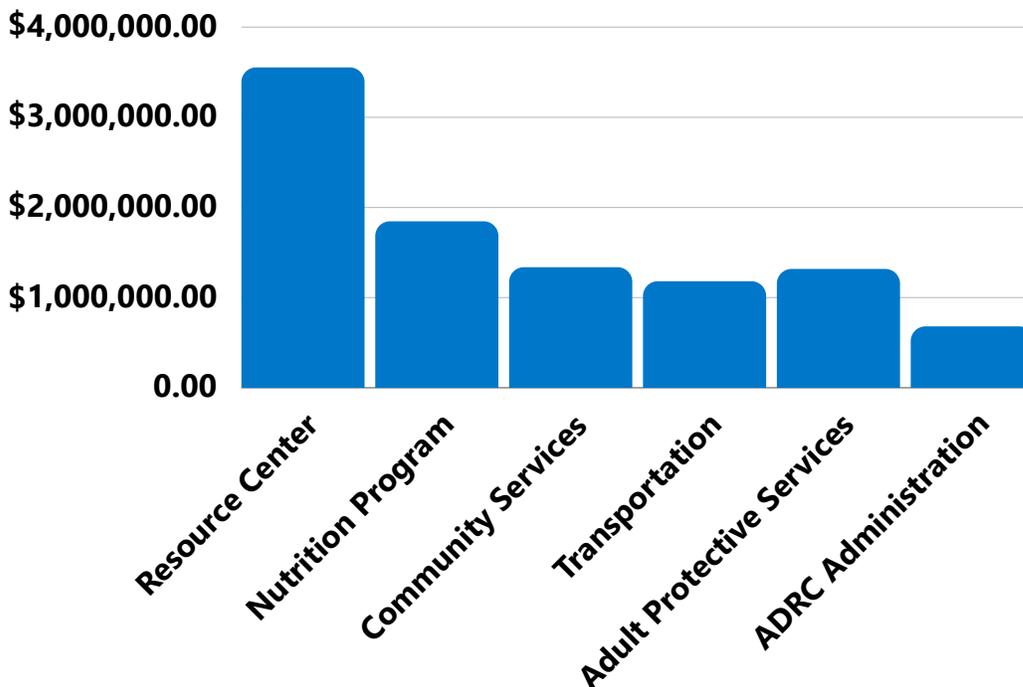
The ADRC of Waukesha County is funded by a variety of federal and state grants as well as county tax levy. During 2023, over \$9.9 million in revenue was achieved in the ADRC. Federal grants include Older Americans Act, Nutrition Service Incentive Program, and Medicaid match for the work completed by staff for long term care benefit programs. State grants include ADRC Resource Center, Alzheimer’s Family Caregiver Support Program, Adult Protective Services (APS), Elder Abuse and Neglect, and Specialized Transportation. **During 2023 an additional \$570,000 was received in dedicated American Rescue Plan Act (ARPA) funding for services provided by the ADRC.**

Consumers who received services from ADRC contributed over \$336,000 in donations. The majority of these donations were for meals provided by the senior dining and home delivered meal program. These donations provide support to allow these programs to continue.

REVENUES BY SOURCE



EXPENSES BY PROGRAM AREA



The Resource Center accounts for the highest percentage of expenses as 35.8% of the overall expenditures in the ADRC.

Adult Protective Services, providing for the most vulnerable citizens in our community, receives the most county tax levy of the programs in the ADRC.

PROGRAM DESCRIPTIONS

ADULT PROTECTIVE SERVICES

Adult Protective Services (APS) investigates and intervenes in reports of abuse, neglect, and financial exploitation of adults and older adults at risk in the community. APS staff work to ensure safety, promote self-determination, and intervene on behalf of clients that cannot protect themselves. In addition, they provide court services to provide protection and services in the least restrictive setting including guardianship.

AGING SERVICES UNIT AND DEMENTIA CARE SPECIALISTS

Offers a variety of programs to meet the needs of older adults (ages 60+) and their caregivers. Funding for these programs is provided through the Older Americans Act, Elder Abuse and Neglect Services grant, Alzheimer's Family Caregiver Support Program, and Waukesha County tax levy. Some services provided include homemaker services, emergency alert, assistance with bathing, caregiver services (including respite), and dementia support and education. In addition, Dementia Care Specialists are able to provide education, outreach, and support to caregivers with loved ones diagnosed with a form of dementia.

BENEFITS SPECIALIST AND YOUTH TRANSITION

The Benefit Specialists work in two different program areas, Elder Benefit Specialists (for ages 60+) and Disability Benefit Specialists (for ages 18+ with a disability). These Benefit Specialists provide assistance to consumers to help understand, obtain, and maintain public and private benefits, including health care and programs that help save money such as Medicare, Medicaid, and Social Security. Also working with youth in transition (ages 17.5-21), ADRC specialists and benefit specialists meet with them and their families to provide an overview of the changes, process, timeline, and resources involved for a young person to transition from children's services to adult long term care services.

RESOURCE CENTER

The Resource Center is an integral function of the ADRC. The ADRC Specialists who respond to community member's calls, emails, and in-person visits, provide a central source of reliable and objective information.

Examples of these services include information and assistance, options counseling, eligibility determination for publicly funded long-term care programs, enrollment and referrals to other program areas and agencies both inside and outside of the Department of Health and Human Services.

SENIOR NUTRITION AND HEALTH EDUCATION

The ADRC operates seven (7) senior dining centers throughout the county and also provides home delivered meals to those 60 years of age or older, who are homebound or unable to prepare nutritious meals for themselves. We provide health education, in partnership with other county departments and external organizations, to help older adults prevent health problems, manage chronic conditions, and maintain good health. In addition, the ADRC distributes Senior Farmers' Market Vouchers through the federal Senior Farmers Market Nutrition Program to promote healthy eating among low-income older adults.

SPECIALIZED TRANSPORTATION AND SHARED FARE TAXI

The ADRC administers specialized transportation services for non/limited-driving older adults 60 years of age and older, as well as individuals with disabilities age 18-59, via shared-fare taxi, accessible van (RideLine), volunteer transportation, senior shuttle service, and non-medical group trips.

VOLUNTEER PROGRAM

The ADRC relies on 400+ volunteers annually to help with some of our programs including advisory board members, home delivered meal drivers, reassessment volunteers, and meal packers, dining assistants, office assistants, volunteer guardians, and health promotion class leaders.

2023 HIGHLIGHTS

A seventh Senior Dining Center opened in New Berlin in November at a new location. Over 159,000 meals were served at dining centers and in home delivery with the assistance of 350 volunteers.

(Find more information regarding senior dining centers on pages 16-17, and volunteers on pages 20-21.)



A new RideLine transportation provider, Wisconsin Transportation LLC, began service as of November 1, 2023. Wisconsin Transportation LLC replaced our previous provider of over 20 years during the Request for Proposal (RFP) process and serves, non-ambulatory adults.

(Find more information regarding transportation on page 15.)



92 seniors participated in Health and Wellness programs such as Boost Your Brain and Memory, Stepping On - Fall Prevention, Healthy Living with Diabetes, Healthy Living with Chronic Pain, and Mind Over Matter. Participation was up 52% over the previous year!

(Find more information regarding Health and Wellness program on page 17.)



Increases in Service Requests over 2022:

14% more transportation applications

10% more functional screens for Long Term Care programs

13% more calls related to Dementia Care Services

Distributed 53 Senior Farmer Market vouchers to Spanish speaking households at ProHealth Care's Hispanic Health Resource Center (HHRC). This accounted for 7.5% of our total vouchers.

(Find more information regarding Health and Wellness on page 17.)



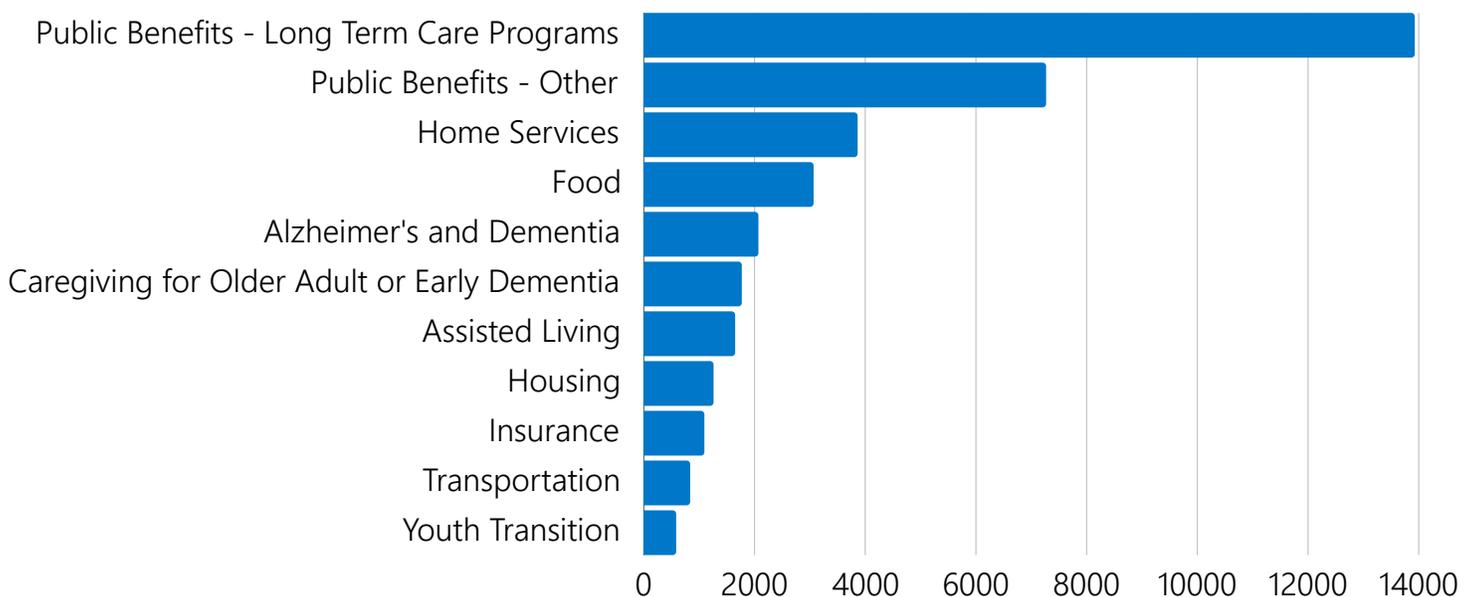
ADMINISTRATIVE SUPPORT SERVICES

Examples of administrative duties include:

- First point of consumer contact with the ADRC via phone or walk-in visits
- Application processing, data entry, and tracking for the Transportation program
- Daily operations and data entry for Senior Nutrition Program
- Assist with obtaining services for consumers receiving in-home services through contracted providers
- Provide meeting set-up, communication, and minute taking for committees and meetings



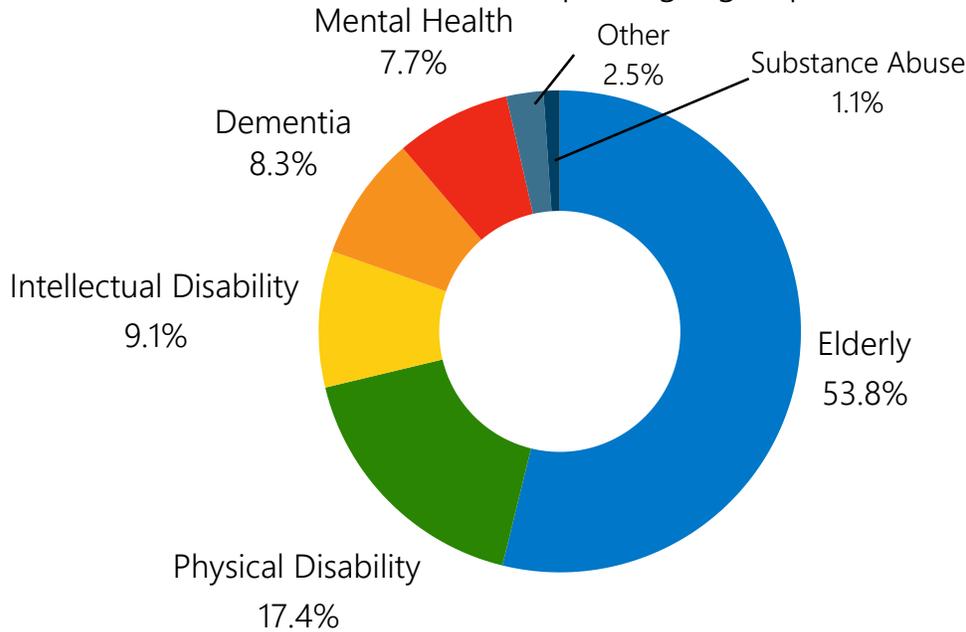
Top Topics from Callers



RESOURCE CENTER

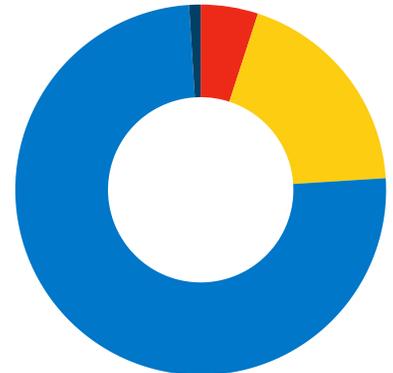
Contacts by Target Group

(contacts can be from multiple target groups)



Contacts by Age Group

- **75%** Ages 60-99
- **19%** Ages 22-59
- **5%** Ages 17-21
- **1%** Ages 100+



Services Provided:

25,268

Contacts with
Resource Center

13,928

Contacts related to Wisconsin's
Long-Term Care Programs

1,770

Contacts related to **caregiving** support and referral

2,070

Contacts related to **Alzheimer's or Dementia**

607

Walk-ins to our office were provided assistance

714

Functional Screens completed

ELDER BENEFIT SPECIALISTS

In 2023, two Elder Benefit Specialists (EBS) served **822 consumers** with almost 68% of the consumers requesting help with health insurance benefits, and almost 11% requesting help with income benefits. Our EBSs helped access **\$4,884,830** in benefits for consumers.

The "Welcome to Medicare" classes assisted **675 consumers** with education on Medicare eligibility and coverage in partnership with GWAAR (Greater Wisconsin Agency on Aging Resources). These classes run throughout the year, with in-person and virtual options.

822

CLIENTS SERVED BY ELDER BENEFIT SPECIALISTS

82% are ages 60-79

58% are female

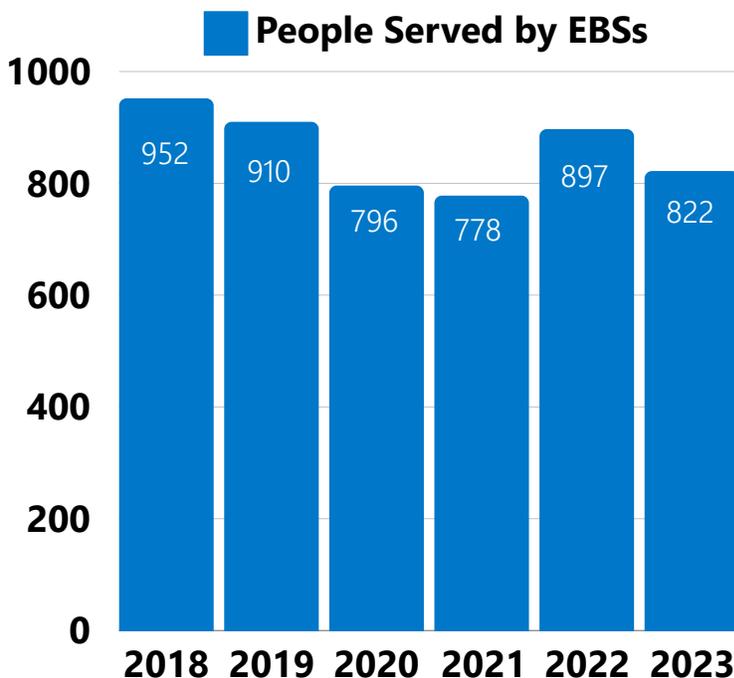
42% are male

0.1% are transgender

22% are at, or below, the Federal Poverty Level (FPL)



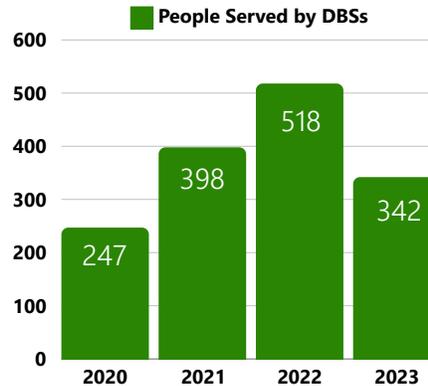
(Above): A "Welcome to Medicare" class located at the Human Services Center on the 2nd Wednesday of every month.



DISABILITY BENEFIT SPECIALISTS

In 2023, two Disability Benefit Specialists (DBS) served **342 consumers** ages 18-79 with 42% of the consumers requesting help with health insurance benefits and 31% requesting help with income benefits.

Our DBSs helped access **\$1,791,993** in publicly funded benefits for these consumers.



The graph to the left indicates we served less people in 2023; this is mostly due to two full time positions being vacant for six months. Now both DBS positions are fully staffed as of October 2023. With new staff comes training and onboarding which takes time and effort in order to provide quality services.

342

CLIENTS SERVED BY
DISABILITY BENEFIT SPECIALISTS

98% under the age of 60

52% are female

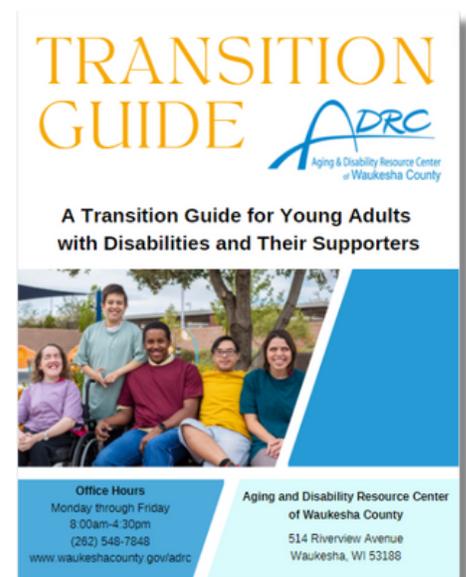
48% are male

0.6% are transgender

60% are at, or below, the Federal Poverty Level (FPL)

YOUTH TRANSITION SERVICES

- Offered **six (6)** educational presentations to families, reaching **195 participants**.
- Partnered with all Waukesha County school districts and various community organizations at youth transition resource fairs reaching **275 families and professionals**.
- A **29% increase** in referrals to our youth transition team for a total of **116 referrals**.



These Transition Guide Booklets are made available in our office, website, or via mail, to anyone who needs an easy-to-read guide on the path from child services to adult services and the steps along the way.

ADULT PROTECTIVE SERVICES

Adult Protective Services (APS) investigates and intervenes in reports of abuse, neglect, and financial exploitation of adults and older adults at risk in the community. APS staff work to ensure safety, promote self-determination, and intervene on behalf of clients that cannot protect themselves. In addition, they provide court services to provide protection and services in the least restrictive setting. Examples include: petition for guardianship and protective placement, providing comprehensive assessments for new and annual reviews of protective placements for people placed outside their homes for 24/7 care.

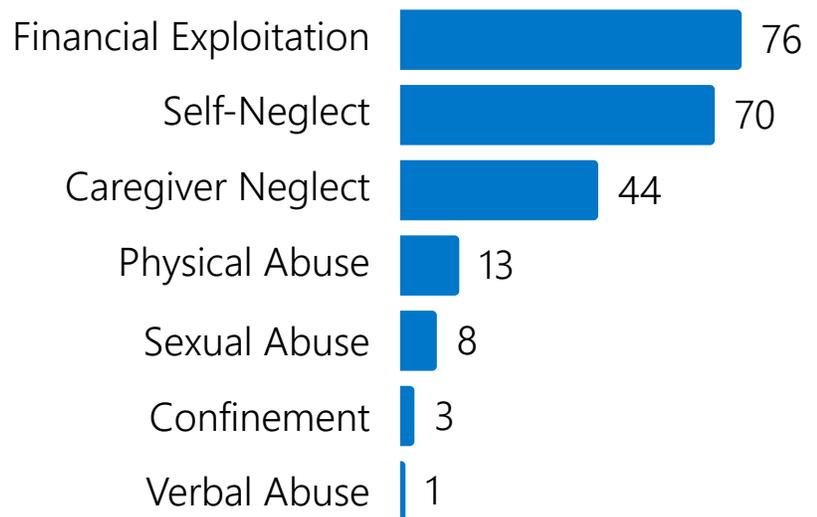
The APS unit increased their outreach efforts by 22% for prevention to households who may be at higher risk of elder or adult-at-risk abuse. Outreach included mailing resources and talking with consumers about potential next steps.



(Above): Screen capture of Spectrum News 1 story of ADRC conducting community Scam Bingo games to help educate about popular scams World Elder Abuse Awareness Day on June 13, 2023

Top Reasons for APS Investigations

Total New Investigations = 215

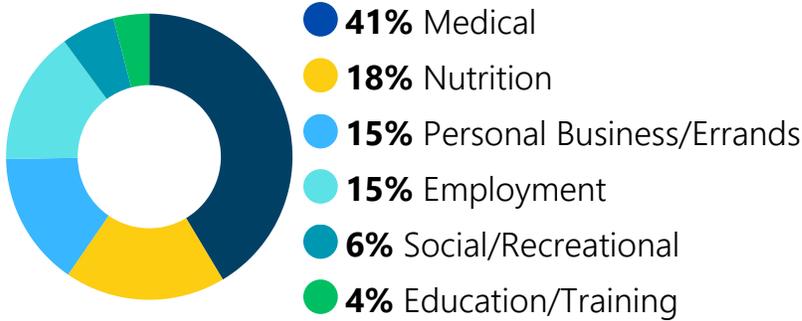


ADULT PROTECTIVE SERVICES DATA OVERVIEW OF 2023

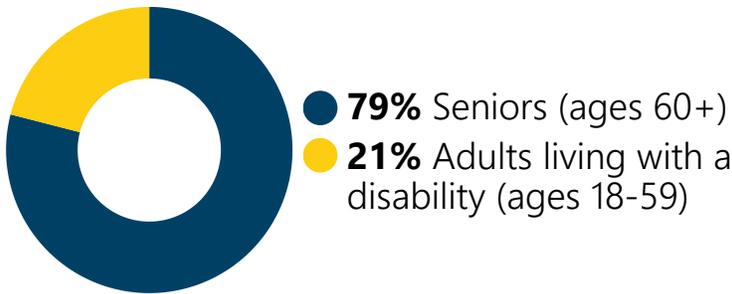
- 1,323** Referrals made to APS to report abuse or neglect calls
- 343** Abuse and neglect prevention outreach contacts made
- 274** Annual court reviews of protective placements
- 337** New cases including:
 - 215** Abuse or neglect investigations
 - 122** Court Services Cases

TRANSPORTATION

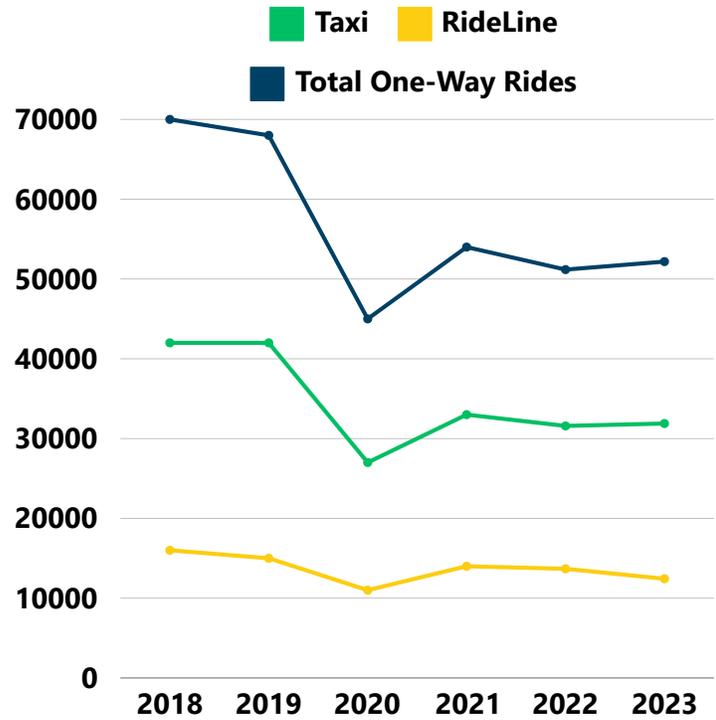
Reasons for Transportation



Who is riding?



Number of Rides By Year



**During 2020 & 2021 ADRC provided reduced or suspended service due to the pandemic.*

12,429

RideLine Rides

31,886

Taxi Rides

622,916

Total Miles Driven During ADRC Rides

36,671

Hours of service

52,178

Total One-Way Rides

In addition to our Shared-Fare Taxi and RideLine transportation programs, we provide funding to help operate a portion of other community transportation organizations and programs such as Eras Senior Network Volunteer Driver Program and Menomonee Falls Shuttle Bus service through Johnson Bus.

857

Menomonee Falls Senior Shuttle Rides

1,631

Consumers served through Group Trips for various organizations

5,375

Eras Senior Network Rides

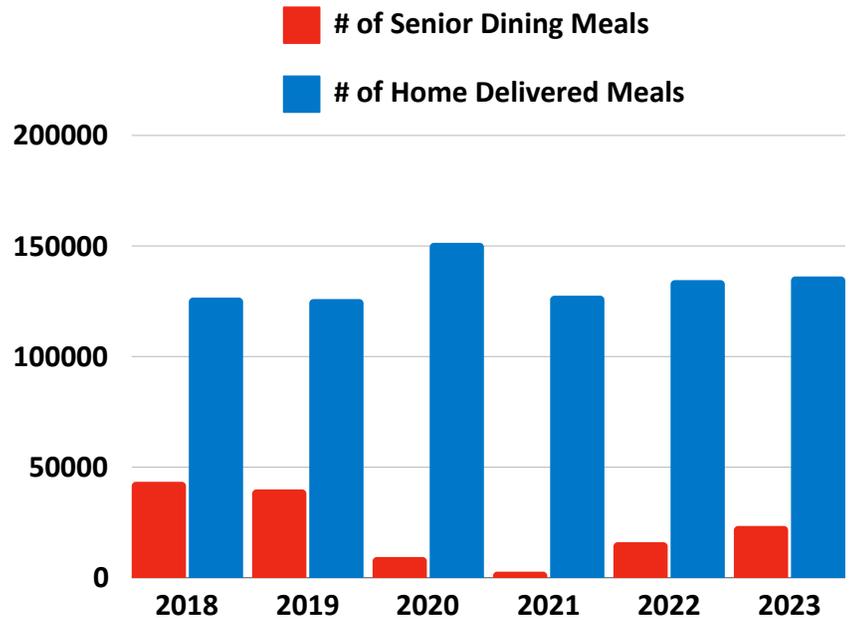
SENIOR DINING & HOME DELIVERED MEALS

23,403
Senior Dining
Meals Served

136,217
Home Delivered
Meals Served

1,983
Total Clients
Served

Number of Meals Served By Year





Above are photos from the New Berlin Senior Dining Center grand opening celebration. (Top Left): a volunteer helping serve meals at the celebration. (Top right) table of diners. (Bottom Left): ADRC Manager, Mary Smith, welcoming the crowd and thanking our staff and volunteers. (Bottom Right): "Welcome Diners" celebration cake and cupcakes.

(Below-Top): ADRC Health Promotion Coordinator, Courtney Klepp, distributing Senior Farmers' Market Vouchers at ProHealth Care's Hispanic Health Resource Center. (Below-Bottom): Courtney at a community presentation presenting some of the various evidence-based health and wellness programs offered.



HEALTH & WELLNESS

702
Vouchers

Senior Farmers' Market Vouchers distributed to seniors to purchase fresh produce from vendors at area farmers markets or road vendors.

92
People

Health & Wellness Classes:

- Boost Your Brain and Memory
- Stepping On Fall Prevention
- Healthy Living with Diabetes
- Healthy Living with Chronic Pain
- Mind Over Matter

AGING SERVICES



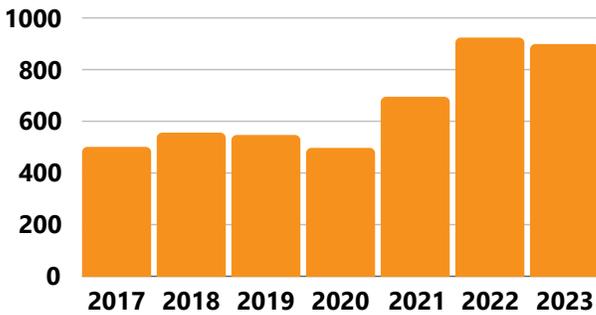
The Aging Services unit assisted **899 consumers** in 2023; 59% of those served were new to the Aging Services program.

The ADRC recognizes how important family caregivers are to their loved ones and the community. In November, for National Family Caregiver Month, the ADRC recognized the care and support provided by the many caregivers in Waukesha County by offering four (4) separate Caregiver Appreciation Events located in Waukesha, Brookfield, Muskego, and Oconomowoc. Each event offered complimentary refreshments, build-your-own fall flower bouquet, live music, photo opportunity, free 10-minute chair massages, resources, and connection to the over **80 caregivers** who attended.

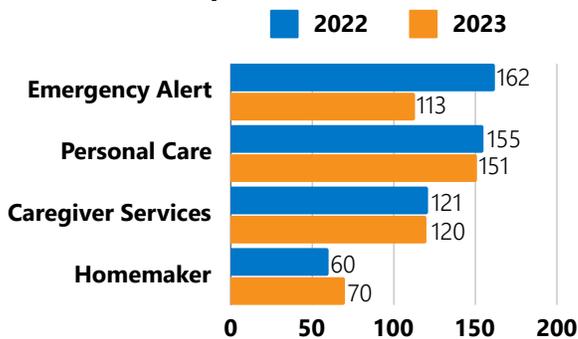


(Above): All photos above were taken at various Caregiver Appreciation events in November. (Left photo): Picture shows Executive Paul Farrow (middle), talking with a community member (left), and the ADRC Caregiver Specialist (right, Jenny Wendelborn). (Right photo): Jenny and Paul Farrow taking a picture at our "photo opportunity" space during the event.

Total Cases Assigned to Aging Services



Number of People Provided with Each Service



DEMENTIA CARE SPECIALISTS

- Received **176 referrals** from ADRC Specialists.
- Conducted **15 Community Memory Screening Events**, completing **103 screens**.
- Facilitated three (3) **Savvy Caregiver Training classes for 22 people**.
- Facilitated **15 caregiver support groups reaching 100 people**.
- Presented **20 Dementia Awareness presentations**.
- Facilitated and led seven (7) **Dementia Friendly Business Trainings**, training **104 community members**.
- Facilitated and led **four Dementia Live** experiential trainings for **44 people**.



DEMENTIA CHALLENGING BEHAVIOR INITIATIVE (DCBI)

5 Year Summary

ISSUE:

Individuals with dementia who display challenging behaviors present unique risks to their well-being and the ability to be cared for by others in the community. If these challenging behaviors are not adequately assessed and/or addressed, they can escalate to the point of a crisis that puts the person and their caregivers at risk of harm and/or removal from their current living environment.

VISION:

Waukesha County will be a community where:

- Individuals with dementia are valued, safe, and have a good quality of life.
- Caregivers are valued, empowered, capable, and have a good quality of life.
- The community is supportive, accountable, and capable.

THE JOURNEY:

This initiative began in 2018 through a Dementia Crisis Innovation Grant from the State of Wisconsin Department of Health Services. Since that time, representatives from numerous Waukesha County community organizations and businesses worked together to understand the issue fully and identified areas at the individual and system level that needed improvement.

To conclude the five-year long initiative, ADRC hosted a Waukesha County Aging Summit on June 23, 2023 titled *Journeying Together: Confronting Dementia's Challenging Behaviors*, at which we reviewed our efforts, introduced the tools and resources that were created, and heard from expert leaders in the dementia care education and advocacy field in Wisconsin.



Above: Pictures from the Waukesha County Aging Summit on June 23, 2023.

RESOURCES CREATED:

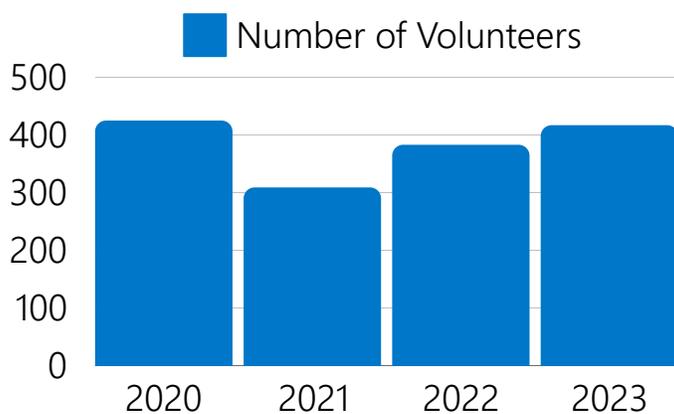
- Behavioral Care Plan Template
- Caregiver Flow Chart (In English and Spanish)
- Care Prescriber Flow Chart
- Challenging Behavior Report Log
- "What to Expect if 911 is Called" Brochure



The initiative created various materials for use by anyone to better widen the scope of this initiative. Please feel free to download and distribute them freely by visiting www.waukeshacounty.gov/dcbi. If you would like a customized version with your logo alongside the DCBI logo, please contact us for assistance.

VOLUNTEERS MAKING A DIFFERENCE

Volunteers provided **29,039 hours** of services to the ADRC this year, an over 6% increase from 2022. Without volunteers, the ADRC would have to reduce programming and limit the services provided to the residents of Waukesha County.



VOLUNTEERS

417

TOTAL VOLUNTEER HOURS

29,039

VALUATION OF VOLUNTEER HOURS

\$870,299

Volunteers Make An IMPACT

- **Home delivered meals volunteers** packed and delivered **136,217 meals** to homebound older adults in our community; providing not only much needed nutrition, but a smiling face and a social connection.
 - Congregate meals served **23,403 meals** to individuals across meal sites; providing nutrition and camaraderie.
- **Office volunteers** provided hours of assistance with data entry, filing, volunteer recognition work, mailings and so much more; allowing us to track needed information effectively and efficiently.
- **ADRC Advisory Board volunteers** provided insights on needs and advocacy to meet the needs of older adults and adults with disabilities our community. They serve as ambassadors for and connectors to ADRC services.
- **Nutrition Program Advisory Council volunteers** provided insights on needs and improvements of our nutrition program by developing and maintaining community partnerships, share site and consumer concerns, and promoting activities program outreach to the community.
- **Volunteer Guardians** provided legal guardians for **24** consumers annually in our community.
- **Health Promotion class leaders** enhanced the lives of **92** older adults through education and support related to caregiving, diabetes, chronic pain, brain health and so much more.

It isn't all about the numbers – the number of volunteers, the number of hours they gave... it is about the impact they had on the lives of others.

Our thanks are forever overflowing to our volunteers and we made gestures of gratitude through the year. These included recognition during National Volunteer Week in April that highlighted letters of appreciation from consumers and a 'royal proclamation' of our gratitude. In early December we held a Cookies and Cocoa recognition event that featured cookie decorating, trivia and seasonal bingo. Without volunteers, the ADRC would have to reduce programming and limit the services provided to the residents of Waukesha County. Thank you to our hardworking volunteers who make a lot of our programs possible!



ADRC
Aging & Disability Resource Center
of Waukesha County

DEDICATED • CELEBRATED
Volunteers
APPRECIATED

During Volunteer Appreciation Month I would like to thank you for:
To EACH Volunteer
How can I say thank you in a meaningful way? Do you know how much each one means to me? It isn't about the food you deliver, its about seeing a happy, smiling face, a friendly comment. After you are the only people I see all week. Those who show up on a regular basis feel like a TRUE FRIEND — at my age, I have so few people who are friends. In my case, I lost all the near and dear family and friends. You help me by coming in Rain, snow, extreme temperatures! Both hot and cold. I don't know what I would do without you!
—Thank You

(Top Row): Cookies and Cocoa volunteer appreciation event in December 2023. (Top Left): Office Volunteer, Carly, and Volunteer Program Specialist, Sherry Williams. (Top Right): Health Promotions Coordinator, Courtney Klepp (left) posing with Volunteers. (Bottom Left): Volunteer during New Berlin Dining Center's Grand Opening celebration. (Bottom Middle): New Berlin Dining Center Manager, Shawn Dooley and volunteer. (Bottom Right): Castle display stating "Our Volunteers Deserve the Royal Treatment", during the month of April for Volunteer Appreciation Week.

WANT TO MAKE A DIFFERENCE?

Volunteer opportunities include:

- Home Delivered Meal Drivers, Reassessment Volunteers, and Meal Packers
- Senior Dining Assistants
- Office Assistants
- Advisory Board Members
- Health Promotion Class Leaders
- Client Driver (HHS)
- Emergency Reception Center Volunteer (HHS)

If you are interested in learning more about becoming a volunteer, please reach out to us at

HHSvolunteers@waukeshacounty.gov
or **262-548-7848**

MARKETING & OUTREACH



Outreach Locations:

- YMCA Oconomowoc
- Menomonee Falls Community Recreation Center
- St. James Catholic Church - Menomonee Falls
- Brookfield Community Senior Center
- Shorehaven
- Journey 21
- Brookfield Central High School
- Bridges Library System - Waukesha county libraries



(Left): ADRC table display for World Elder Abuse Awareness Day on June 15, 2023.



(Right): ADRC resource table at senior citizens day at YMCA Oconomowoc location with Caregiver Specialist and Senior ADRC Specialist.

Outreach Events:

- National Night Out for City of Waukesha and Sussex/Lannon
- Elmbrook School District Transition Fair
- Senior Enrichment Fair - Menomonee Falls
- Southeast WI Caregiving Symposium - University of Wisconsin Milwaukee
- Spanish Speaker Caregiver Conference (Ayudando Con Cariño)
- DHHS Office of Deaf and Hard of Hearing Conference

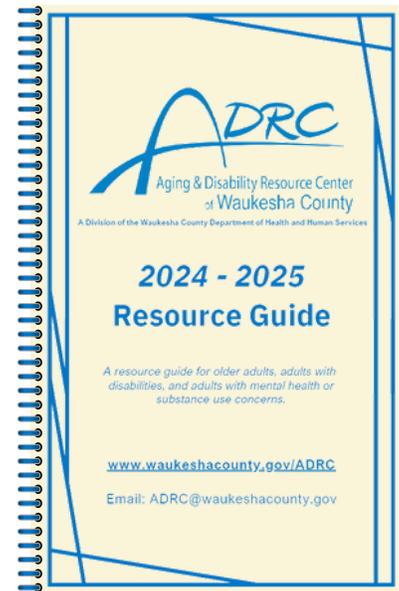
(Bottom): Some of our digital billboards.



Marketing & Outreach activities in 2023 include:

- Producing a monthly newsletter - *The ADRC Connection*.
- Revising and printing the brand new edition of the ADRC Resource Guide for 2024-2025.
- Advertising campaigns including print, radio, Facebook social media ads, public bus ads, and digital billboards featured on I-94 eastbound.
- Worked with Responsory to develop ADRC recruitment videos to help attract new employees.

NEWSLETTERS
21,400
RESOURCE GUIDES
15,000



Advertisements in printed publications:

- Waukesha Freeman
- Oconomowoc Enterprise
- Brookfield/Elm Grove This Month
- Lake Country This Month
- Modern Healthy Living - *free publication*
- Positive Aging - *free publication*
- Oconomowoc Arts Center playbills



ADRC

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