

DANE COUNTY 2018 AAA BUDGET PRIORITIES: DRAFT 032217

Submitted by Senior Focal Point Directors

The following budget priorities relate to aging programs and services provided by the Dane County Area Agency on Aging. They are listed in alphabetical order.

CASE MANAGEMENT SERVICES – Provide a multiyear funding increase of \$150,000 for Case Management Services to address the need to restore funding to retain qualified staff, provide reasonable caseloads, and increase service levels.

History: Dane County fulfills state-mandated requirements (through the Older American Act) to provide supportive services to assist older individuals to remain living in their own homes by funding Client-Centered Case Management Services through 15 Focal Points throughout the county.

Justification: Between 2005 and 2016, Dane County case management funding decreased 3.2% and a 22.1% increase in the age 60+ population during this same period, a population which is continuing to grow at a significant rate. Dane County Supervisors awarded \$18,331 in 2016 and was greatly appreciated compared to many years of flat or decreased funding. When this money is split among 15 focal points it does not provide an opportunity to increase service levels. Focal Points have been unable to meet the demand for services for this growing population for years creating informal waiting lists by prioritizing needs or limiting amount of time available for existing or new clients. Four Focal Points currently have waiting lists with wait times of 2 to 12 weeks. This is extremely difficult in the best of circumstances and even more critical when taking into consideration the challenges of dementia, caregivers, transition to Family Care, or a serious mental health concern.

Outcomes: Older adults will receive comprehensive case management services in a timely manner. The goal would be to eliminate waiting lists, have reasonable caseloads, and retain quality staff to serve a growing older adult population.

CATERING: NUTRITION MEALS – Catering contracts went out to bid in 2016 for 2017, resulting in an average 5% increase in meal costs. Home-delivered meal utilization in the first two months of 2017 is 1,466 meals above the number of meals provided in the same time period during 2016. Fortunately, congregate meals are down 710 meals over the same period last year, thus total meals are up 756 over last year at this time (two months utilization). This is creating a 2017 estimated shortfall of approximately \$20,405 in catering dollars should this trend continue. Should congregate meals stay flat for the remainder of 2017, it is anticipated a waitlist for home-delivered meals will need to be enacted without an increase of \$39,000 to meet the increased need for home-delivered meals in 2018.

History: AAA has seen a decline or flattening of persons needing home-delivered meals over the past three years through the use of nutrition risk-based assessment of need for meals. Unfortunately, the frail elder population is growing and these methods are no longer enough to reduce the increased need for catering dollars.

Justification: Providing meals for home-bound older adults costs approximately \$3,800 per year verses the average \$78,000/year for nursing home care. In 2016, seventy-two percent (72%) of home-delivered meal participants had three or more limitations in instrumental activities of daily living (IADL's), the number needed for placement into costly, nursing home long-term care. Ninety-six (96%) of Dane County seniors receiving home-delivered meals surveyed indicated these meals help them to live in the community instead of a nursing home.

Outcome: Waitlists for home-delivered meals to frail, home-bound seniors in 2018 without additional catering funding.

CULTURAL DIVERSITY – Increase funding on a cost to continue basis by a total of \$29,600 to include: (1) \$19,100 to hire a part-time African American program specialist at the hourly rate of \$17/hour; (2) \$5,000 for transportation; and (3) \$5,500 for translation of brochures and other materials.

History: Funding currently comes from OAA/Title III B monies. However, state and federal dollars available to provide services on behalf of the aged population have been constantly held without increase as compared with prior years or even reduced. From 2003-2014, the program budget remained relatively flat, increasing from \$31,400 to \$37,126 during that 12 year span. In 2015, the budget was increased by 15% to \$43,471. Last year the budget was increased to \$74,708 so that both program specialist positions could be increased from .63 FTE to 1 FTE. These two positions, which are contracted to North/Eastside Senior Coalition, cover the entire County and had been part-time positions from 1975 to 2017.

Justification: Dane County continues to experience an increase in racial-minority population (over 13% according to the 2010 Census Data, www.2010.census.gov). The three leading minorities age 65+ represented in Dane County continue to be Latinx, Asian/Hmong, and African American. Dane County population of elderly (age 60+) People of Color (PoC) increased 9.16%, from 4,082 in 2010 to an estimated 4,456 according to the ACS 2009-2013 Estimate. During this same period, White non-Hispanic population grew 6.11%, from 70,843 to 75,171. Census data, using a 2009-2013 Interpolation Method, show the following about individuals living in Dane County: total number of adults age 60+ = 79,627; total number of adults (age 65+) living in a below poverty level household = 4,329; total number of racial-minority adults (age 60+) = 4,456. The two cultural diversity program specialist positions cover the entire County but even with the increase to full time positions it remains virtually impossible to keep up with the growing population of African American seniors in Dane County. NESCO is currently working with Colonial Club Senior Activity Center, Fitchburg Senior Center, and West Madison Senior Coalition to connect Latinx and African American older adults with the current programs in those service areas. But there is an increasing need to connect the African American senior population in other areas such as east Madison, Monona, McFarland, and Waunakee. Some of these programs may not coincide with the nutrition program hours and will require additional funding for transportation costs. In addition, Colonial Club is looking to expand the number of Latinx older adults who use their senior center and need a brochure and other informational materials written in Spanish to help promote their services. In short, Dane County's demographics are changing, and response to this change must ensure targeted programs will meet needs of all older adults.

Outcomes: Ensure that African American and Latinx senior adults in the program (400+ annually) will continue to receive home visits and be connected with Focal Point case managers for additional services as needed. This funding will provide services to 75-100 additional African American seniors. (NOTE: The African American Cultural Diversity Program provides monthly health education discussion and diabetes support presentations. The Latinx Cultural Diversity Program holds monthly health education discussion group presentations; it also offers a Grandparents Raising Their Grandchildren caregiver support group (8 months/year) and a diabetes support group (4 months/year).

MENTAL HEALTH SERVICES

History:

Justification:

Outcome:

NUTRITION SITE MANAGEMENT

History:

Justification:

Outcome:

SENIOR CENTER MARKETING – Provide \$20,000 for a marketing campaign that will emphasize the availability of programs and services for older adults at their local senior center (Focal Points of Dane County). This campaign will in part increase awareness of senior centers, help to create a broader understanding of the programs available to older adults, and garner additional support from residents of Dane County.

History: To our knowledge, there has not been any recent effort to market Dane County Focal Points and the services they provide. While each Focal Point does marketing on their own, most do not have any budget to purchase air time with local media providers. It would be best to try to focus this campaign around a national observance of Older Americans Month or National Senior Center Month.

Justification: By 2040, our client numbers are going to triple with the Baby Boomers. Given the state of uncertainty with the federal budget and potential drastic cuts to a variety of senior services, it will be important for older adults to know who they can access locally. If we need to increase revenues for programs such as nutrition or case management, a strong marketing effort will be needed. We also need to dispel the many myths that exist of senior centers being nursing homes, only for old people, bingo halls etc.

Outcomes:

- Senior adults and caregivers will increase their knowledge about senior centers and the services they provide.
- New individual and corporate donors will be cultivated.
- Local municipalities will see a concentrated effort to bolster senior centers, thereby potentially increasing the likelihood of continued local municipal support.

TRANSPORTATION

History:

Justification:

Outcome:

VOLUNTEER GUARDIANSHIP/REP PAYEE PROGRAM – Provide \$25,000 to continue offering the Volunteer Guardianship-Representative Payee Program to 100 senior adults needing services in Dane County through unpaid but highly trained volunteers.

History: The Volunteer Guardian Program was initiated over 15 years ago at the request of Dane County to address the shortage of qualified Guardians for senior adults who were deemed “incompetent” (unable to make safe, ethical life decisions for themselves) through legal proceedings in the court system. It was modeled after other similar programs from other parts of the country and was the first and largest program of its kind in Wisconsin. By recruiting vetted community adult volunteers and providing training, on-going support, and consulting services by an experienced staff member, South Madison Coalition of the Elderly (SMCE) has served thousands of seniors in need of support in our community, keeping them safe, improving their quality of life, and avoiding elder abuse and financial exploitation of our most vulnerable citizens. The Representative Payee program was added to address problems associated with seniors no longer able to manage their finances, specifically their Social Security income (which most low-income seniors receive as their only source of income) putting them at risk for losing their housing, not having adequate money to purchase basic needs like food, medications and clothing, and needing to access more costly community support networks.

Justification: Funding for this program had been provided by United Way of Dane County since its inception. With the narrowing of United Way’s focus for senior adults, SMCE received a significant decrease in funding (from \$30,000 to \$23,000 in 2011 and decreasing to \$11,500 in 2016). Program funding was completely eliminated in 2017. The City of Madison and Dane County provided funding for 2017 to make up the shortfall, but this was only a one-year commitment. Since this is the only program of its kind in Dane County serving all older residents of Dane County, we need to

continue to be able to provide support to meet the ever growing needs and demands of a growing senior population.

Outcomes: 100 Senior adults in need of support will be provided with vetted, trained Volunteer Guardians and Representative Payees. These volunteers will meet the legal requirements of providing responsible decision-making and financial management to keep residents safe, free from exploitation and abuse and secure in their later years—most through end of life.

Summary

Program	Requested
Case Management	\$150,000
Catering: Nutrition Meals	\$39,000
Cultural Diversity	\$29,600
Mental Health Services	
Nutrition Site Management	
Senior Center Marketing	\$20,000
Transportation	
Volunteer Guardianship/Rep Payee	\$25,000
TOTAL	\$263,600