

Aging and Disability Resource Center of Central Wisconsin (ADRC-CW)

Minutes of the ADRC-CW Advisory Committees Meeting

November 20, 2013

Mission: The Aging and Disability Resource Center of Central Wisconsin promotes choice and independence through personalized education, advocacy, and access to services that prevent, delay, and lessen the impacts of aging and disabilities in the lives of adults.

Committee members present: **Marathon County:** Bob Beck, Dona Schwichtenberg, Vicki Faoro-Anderson, Pam Frary; **Lincoln County:** Margaret Robl, and by videoconference: **Langlade County:** Barbara Lehrer, Jalaine Streng; Beth Schulke, Lil Tower **Wood County:** Katie Clark, Marion HoKamp, Patty Ruder

Excused: Bill Kolar, Arlene Meyer; Becky Huebner-Leu, Jane Lange, Jacqui Stoehr, Rose Boron

Others present: Linda Weitz, Jennifer Cummings, and Brian Nelson

1. Call to order: The meeting was called to order by Linda Weitz, ADRC-CW Executive Director, at 10:05 a.m.

2. Public Comments: Linda introduced Brian Nelson, who contacted us as a potential volunteer. Brian is interested in offering his input regarding services provided by the ADRC-CW. He joined our board meeting last week and offered to come to the advisory meeting today.

Linda introduced Beth Schulke as our newest Langlade County member. Beth is a retired public health RN and is very interested in advocating for the people we serve at the ADRC-CW.

3. Approval of Minutes – September 18, 2013: Motion made by Bob Beck seconded by Pam Frary with unanimous vote of approval.

4. Director's Report and Updates since Last Meeting: Linda referenced the October and November director's reports. Highlights were as follows:

Update on data base project: In early October staff from the ADRC-CW and Careworks with staff from Ireland attended an intensive session. The Careworks team is working on the revisions and items that were discussed. The progress is slower than expected.

Personnel Update: Mike Rhea was hired as the new Resource Services Director and will start on November 25th. In addition, we are recruiting for a new resource specialist in the Marshfield office to replace a retiring Sandy Evans and have had an excellent response to recruitments. Lincoln and Langlade County Waiting List for Publicly-funded Long Term Care: Six people are on the Langlade County waiting list and on January 1st we will be at entitlement. There will no longer be a waiting list in Langlade County. Lincoln County has 22 people on the waiting list with April being their month to reach entitlement.

The Caregiver Retreat – was held in the Wausau area in October and was well-received. Committee members asked about the idea for providing caregiver retreats elsewhere in the region, such as the Wisconsin Rapids or Antigo area. Langlade County members asked about a ½ day “mini-retreat” in the Antigo area for caregivers of all types. The Caregiving Pathways coalition will be meeting in early December to discuss the focus of the coalition and the ways to offer retreats and Jennifer will bring the issue to the team.

2013 Goal Areas: Implementing Strategic Planning Outcomes

Linda referenced the summary report for the ADRC-CW strategic plan that was developed by the ADRC-CW board with the two prioritized issues identified below. Linda has been bringing the two issues to staff for open discussions. Our charge now is to identify how to start in addressing these two issues.

5. Strategic Issue #1 for 2014: How can the ADRC-CW provide better services for individuals with disabilities? Discussion revolved around the following issues:

- Name problems, since “Aging” is the first thing you hear in “Aging and Disability”
- The need for the multiple marketing done, for example, 211 should have ALL information from the ADRC-CW.
- The ADRC-CW teams have indicated that we need to have better resource information for services
- One area that is often requested is the need for socialization opportunities and choices
- If the ADRC-CW is serious to target, must decide which disabilities to target i.e. hearing, visual, physical, mobility impairments
- People don’t want to be labeled “disabled”, so how do you target?
- Should have better representation from individuals with disabilities on board and advisory committee
- Offer a forum in the community asking people what type of services needed
- Need to demonstrate to the community that you’re interested
- Involve public officials some way – increase awareness of issues
- The ADRC-CW TV blurbs were good about the aging services, but could we focus more on targeted marketing to other populations
- Need to keep in mind that a disability does not prohibit one from speaking up and advocating
- We need to sit down and figure out how to make a difference moving into the future
- There are good advocacy groups out there, but how can we identify those good resources and partner with them
- There is difficulty in serving the disabled as one group
- Maybe we should look at the % of service utilization by various target groups
- Should we develop a resource directory for the disabled community, such as including specific recreational or social opportunities that would be available

- Each group will have different interests, needs, and agendas
- There is a need for home care providers and to keep people at home is a priority.
- If we develop a “day for caregivers” in Antigo, we could pick the brains of those individuals caregiving for disabled/elderly and a list of issues could be developed from their comments.
- A concern was voiced regarding the rural needs/priorities for services as well. Smaller counties seem to have a better network. What are the strengths in the different communities?
- Perhaps we should start small in targeted marketing - look at “little” items such as bookmarks that identify resources - easy to read and put them in various locations such as the clinics, where you’re a captive audience.
- The medium has to be considered in looking at the population that you’re trying to reach - may use social media for example

6. Strategic Issue #2 for 2014: How can the ADRC-CW deal with county/state/federal funding fluctuations in the future?

The nutrition program is the ADRC-CW program most impacted by funding fluctuations, so the group identified this as a target for this strategic issue. Linda reported that at this point, we feel that the changes that have been made in the nutrition program will help us stay within budget in 2014. However, we need to prepare for funding fluctuations in the future and at the same time, respond to changing needs and interests of our potential nutrition program participants.

Linda asked Bob Beck about the nutrition modernization committee meeting that he will be attending on Friday. Bob would like feedback from the advisory committee as to those areas that he should bring to the meeting, such as food pantry access, promoting Food Share program for seniors, program can’t stay as “business as usual”, look at SNAC program, other areas? The group thought these were good areas to discuss. Some members commented on quality issues with the food for our nutrition program and Linda encouraged specific feedback to get to Ronda James, our Nutrition Program Manager.

7. Goal areas: Next steps: Linda will pull all the discussions together and in January, we need to formalize the next steps.

8. Next meeting, date, place, agenda: The group decided to continue to meet on the 3rd Wednesday every other month, which would set the meeting for January 15th, 2014 from 10:00-12:00 p.m. The group also would like to continue to meet centrally in Wausau and video conference as needed

9. Adjournment: Motion by Bob Beck seconded by Dona Schwichtenberg to adjourn. Unanimous vote taken at 11:45 a.m. to adjourn.