



Maximizing  
the Potential  
of Older Adults  
in your  
Community

**Conference on the Small City  
and Regional Community**

October 16-17, 2019

❖ **Carrie Diamond, Transportation  
& Volunteer Specialist**

**Greater Wisconsin Agency on Aging  
Resources, Inc.**

*The mission of the Greater Wisconsin Agency on Aging Resources is to deliver innovative support to lead aging agencies as we work together to promote, protect, and enhance the well-being of older people in Wisconsin.*

# Percent of Population Ages 60 and Older

Source: Wisconsin Department of Administration, Demographic Services Center, Vintage 2013 Population Projections

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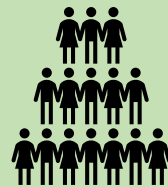
# Can older adults thrive in your community?



Home & Community Based Services offered



Infrastructure built and supported



Engagement - to create appropriate services and infrastructure

## NUTRITION



## HEALTH & WELLNESS



## CAREGIVERS



## ELDER RIGHTS

includes abuse prevention and long-term care ombudsman programs



# OAA CORE SERVICES

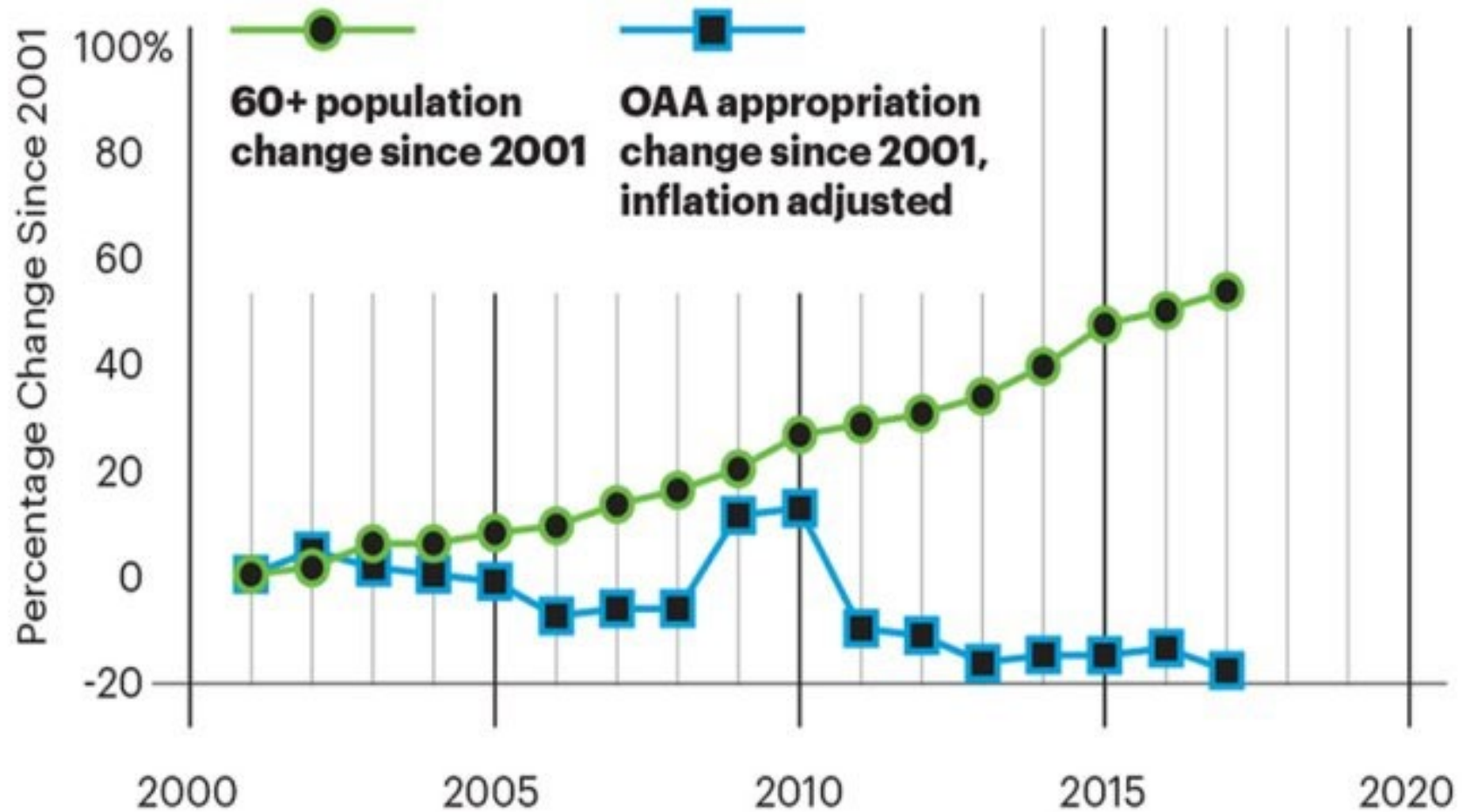
## SUPPORTIVE SERVICES



Information and referral  
In-home services  
Homemaker & chore services  
Transportation  
Case management  
Home modification  
Legal services

# FUNDING GAP

More people over 60,  
but less money



AARP Public Policy Institute, 2019 - <https://www.aarp.org/politics-society/advocacy/info-2019/older-americans-act-funding.html>; retrieved Aug. 11, 2019.

# Livability

*built, social and connected environment*



- Generates economic growth and new opportunities for business
- Creates vibrant, desirable and competitive environment for residential and commercial investment.

## **Principles of livability - AARP**

- Strategic investments
- Strong community participation
- Robust stakeholders in decision-making process



Engagement:

What can an  
aging population  
do for you?

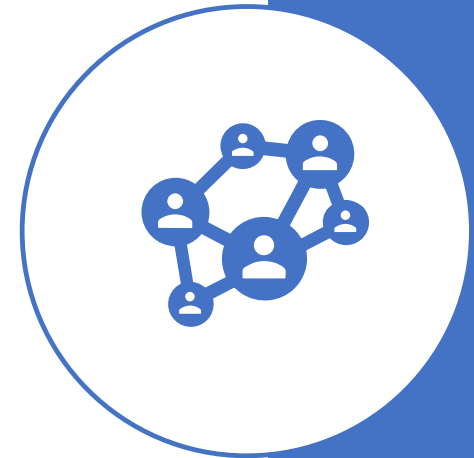
# Older adults in community

- Civic engagement
  - Informing policy
  - Volunteering
  - Board, advisory council, task force membership
- Economic impact – users and contributors
- Social capital

*“Community design that supports the participation of older people will play a larger role in the fiscal health of the entire community.”*

*“Aging is an asset and something you must plan for.”*

*(Principle belief of the Governor’s Council to Address Aging in Massachusetts)*





The logo for GWaar features the letters 'GW' in white, bold, sans-serif font inside a teal circle. To the right of the circle, the letters 'aar' are written in a teal, lowercase, sans-serif font. A horizontal line is positioned below the 'GW' and 'aar' text, starting from the bottom of the teal circle and extending to the right.

**GW** aar

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