

Connecting Caring Communities Neighborhood Plan

Neighborhood: Prospect Farwell

Geographic Boundaries: Park Avenue on the North. to Ogden Avenue on the South. Lake Michigan (Prospect Avenue) on the East & the Milwaukee River on the West. See accompanying map.

Approximate number of older adults in neighborhood & demographic characteristics: 3,014 older adults living in the neighborhood. Over 92% of the older adult population is white, 6.2% of the population is African American. About 6.2% of the older adult population is below the federal poverty level.

Neighborhood Assets:

1. Three large independent residential facilities with the desire and ability to support project activities.
2. The neighborhood is relatively affluent with ample numbers of service providers (e.g., vendors, stores, a hospital, etc.)
3. The neighborhood is relatively small geographically and densely populated so the potential for outreach success is high.

Older Adult Concerns re: remaining in the neighborhood:

1. Crime/safety as it relates to moving around and within the neighborhood. The neighborhood is very busy and traffic volume is high.
2. Social isolation. Even though the area is densely populated older adults are not consistently connecting with other residents of the neighborhood.
3. Access to information and resources regarding older adult's physical, social, & financial needs.
4. High cost of living in the neighborhood (e.g., taxes, rent, maintenance on home).

Lead Partner & Other Partners: Leads: Milwaukee Conservatory of Music, Lakeside Senior Enrichment Center

Other: Milwaukee Catholic Home, St. John's on the Lake, Chai Point, UW-Milwaukee, Jewish Family Services,

Community Care Organization, Columbia St. Mary's, SAGE, Three Holy Women parish, MCDA, Eastside Interfaith, East

Castle Place, Brady Street Association		
Partnership Priorities:		
1. Identify area older adults and interested organizations, with particular attention to reaching isolated, vulnerable older adults.		
2. Connect older adults and interested organizations with each other to foster a sense of community and collaboratively address issues.		
3. Address issues identified in initial focus groups, while continuing to foster a sustaining sense of community.		
Desired Outcomes:		
1. Reduce the risk of social isolation by increasing the awareness of resources and activities available to older adults in the neighborhood		
2. Establish a place or places in the neighborhood where older adults can gather, socialize, and obtain information and services they need.		
3. Empower older adults to advocate on their own behalf.		
Neighborhood Goals/Objectives/Activities	Responsible Person/organization	Start/end
Goal 1: Reduce risk of social isolation by increasing the awareness of resources and activities available to older adults in the neighborhood.		
Objectives		
1. Provide opportunities for socialization and the reduction of social isolation in the neighborhood.	All	September 2008 - ongoing
2. Publish and distribute a quarterly newsletter directly to the older adults in the neighborhood (circulation is currently at about 1000 copies)	Rotates – each partner takes responsibility to pay for and distribute an issue	January 2008 – ongoing...revised in January 2009 - ongoing
3. Refine the mailing list to include as many of the older adult	All	January 2008 - ongoing

residents as possible (Currently about 1000)		
Activities		
1. Invite older adults from the residential facilities, apartment buildings and single family homes to attend events	All	Immediately
2. Connect with existing associations and groups in the neighborhood (i.e., Prospect Association, SAGE) as demonstrated by their participation on the task force.	All	Ongoing
3.		
Goal 2: Develop & promote Lakeside Senior Enrichment Center and Wisconsin Conservatory of Music as “gathering places” for older adults in the neighborhood.		
Objectives		
1. Hold event/activity at least 4 times a year that promote the neighborhood and its resources	Susana Rotter – Lakeside Bonnie J. Barczak-WCM	Beginning on September 2008
2. Use the facilities as venues for events and meetings that support the Goals of this project.	All	Ongoing
3.		
Activities		
1. Senior meal program at Lakeside	S. Rotter - Lakeside	Daily
2. LEAF programs at Lakeside	T. Fritch - UWM	February 2008 – February 2009
3. Quarterly social events at WI Conservatory of Music & Lakeside.	B. Barczak- WCM primary but all participate	September 2008 – ongoing...next one is February 12, 2009
4. Implement a quarterly Town Hall meeting at Lakeside Senior	All	First Town Hall

Enrichment that addresses specific topics of interest to the area residents.		scheduled for May 27, next will be Oct. 21, 2009
Goal 3: Empower older adults to advocate on their own behalf		
Objectives		
1. Share information with 50 older adults at each event	All with the assistance of various resources (MCDA, police, state representatives etc.)	February 2008 – quarterly - ongoing
2. Prepare newsletter and distribute it to 1000 households in the neighborhood	Rotates – ICHI is responsible for May edition, St. John’s will do the Fall edition	February 2008 – quarterly - ongoing
3. Obtain input from 50 older adults at each event and monthly meetings.	All	
3.		
Activities		
1.Prepare the newsletter	All & ICHI	April 2009
2.Organize the February “Valentine Musical Showcase” at WCM	WCM & residential facilities	January 2009 - ongoing
4. Refine project mailing list (emails, addresses, etc.)	WCM and all	Ongoing
5. Issue a survey/questionnaire at each event	WCM and all	Ongoing
6. Invite local leaders to events and allow them to address older adult issues	ICHI invites – all others prepare issue summaries for officials	Ongoing – State reps in May 2009, Local reps in August 2009
7. Design & host an advocate training session as one of the	All	unknown

quarterly events		
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Strategies to ensure sustainability in terms of resource development, leadership continuation:

Wisconsin Conservatory of Music has volunteered to be the "Convening Agency"

Sara Dean has volunteered to be the "Secretary"

A lead facilitator or co-facilitators have not been identified yet...but discernment among the partners continues.

Efforts are underway to attract and retain the participation of older adult residents in the meetings for the purpose of keeping the goals & activities relevant. Four individual residents of the neighborhood are being recruited to be regular participants on the task force.

The participating agencies have agreed to underwrite the cost of the newsletters.

The participating agencies split the costs of the events.