

SUCCESSFUL AGING IN GREENDALE  
FOR EVERYONE (SAGE) PRESENTS:

# Village of Greendale's Livable Communities Action Plan

2019-2022



SUBMITTED: JULY 2019

July 30, 2019

Amber Miller, WI AARP Associate Director of Community Outreach  
222 W Washington Ave #600  
Madison, WI 53703

Dear Ms. Miller:

On behalf of the Village of Greendale Board of Trustees, I am proud to present our 2019-2022 Village of Greendale Livable Communities Action plan. Our Action Plan is based on information gathered from Village residents who participated in five listening sessions beginning in 2018. These individuals shared their vision for making Greendale an even better place to live, work, and *age in place*.

Greendale began as part of the New Deal in the 30's and is a "Greenbelt" community with pedestrian-friendly pathways. In 2012, Greendale was designated as a National Historic Landmark, and, in 2016 became the first Wisconsin community to be certified as a Dementia-Friendly Community by the Wisconsin Alzheimer's Association. In addition, the Village has a long history of creating community partnerships and working across department lines, which will benefit this initiative as it strives to deepen these partnerships in 2019 and beyond.

The Greendale Health Department will provide leadership for this multi-year initiative. SAGE (Successful Aging in Greendale for Everyone), which is made up of local residents, members of community non-profits, representation from the Greendale Village Board and area businesses, will be responsible for its implementation.

Our plan, which is described in detail in this document is based on five (of eight) core areas identified by the World Health Organization as having the ability to influence the health and quality of life for older adults. In Greendale we will focus on these core areas: Outdoor Spaces and Buildings, Transportation, Social Participation, as well as Communication and Information. In addition, we included an additional focus area titled Dementia-Friendly Community.

Upon approval of our Action Plan, we will continue to strengthen our existing partners, create new ones that will benefit our Village and the residents who live here. We are excited and committed to continue to make Greendale a great place to live, work as well as age in place!

Sincerely,

  
Jim Birmingham  
President, Greendale Board of Trustees

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## 1. Community Profile

### 1a. Introduction to the Community

The Village of Greendale is located in southeast Wisconsin and is part of the Milwaukee metropolitan area. The Village was originally developed in 1936 as part of President Franklin Roosevelt's New Deal in the wake of the Great Depression. The community was built to demonstrate a new kind of suburban living, with housing situated within easy walking distance of gardens, employment and the Village center. The community was designed with three goals in mind: to combine the advantages of city and country life; to provide good housing at reasonable prices for moderate income families; and to provide jobs to unemployed workers. Greendale was designated as a National Historic Landmark in 2012.



*Figure 1: Village of Greendale in 1938*

Greendale is rich with abundant arts, physical fitness, social opportunities, committed municipal leadership, responsive public service departments, outstanding public schools, and residents who take pride in their neighborhoods. Another source of pride is the collaboration between the many public and private organizations that provide these benefits. Over the years, various Village groups have partnered on numerous initiatives, from school safety walk-throughs, senior wellness events, to shared community services.

Greendale is a "Greenbelt" village with pedestrian paths winding throughout each of the neighborhoods linking all dwellings to the Village center. Whitnall Park, which is the largest park in Milwaukee County, borders Greendale on the western boundary of the Village.

The schools are a powerful draw for young families to the area and a top reason to stay in Greendale. Greendale has one public high school, one private high school, one public middle school, three public elementary schools, and one private elementary school. Greendale School District is regularly found in lists of top school districts in the state.



*Figure 2 Greendale Village Hall*

## **1b. Demographic and Diversity Data**

According to the 2018 United States (U.S.) Census population estimates, Greendale has a total population of 14,159 people with 5,964 households. The racial and ethnic makeup of the village is 89.4% White, 6.2% Hispanic or Latino (of any race), 3.6% Asian, 2.0% from 2 or more races, 1.7% African American, and 0.4% Native American.

The U.S. Census Bureau projects that, in less than two decades, older adults will outnumber children for the first time in U.S. history. In 2035, it is projected that people age 65 and over will number 78.0 million, while children under age 18 will number 76.7 million. The Greendale demographics are already indicative of this projection, as 22.9% of Greendale residents are under the age of 18, 53.8% are between the ages of 19 and 64, and 23.3% of the population are 65 years of age or older. Greendale currently has a much higher percentage of older adults than the State of Wisconsin (17%) and the U.S. (16%). With this increase in older adults, it is likely Greendale will experience greater demands for healthcare, in-home caregiving and assisted living facilities.



The gender makeup of the village is 48.1% male and 51.9% female. Greendale has a significantly higher rate of college or higher education attainment among the population compared to state averages. Educational attainment indicates that 96.8% of residents who are 25 years of age and older are high school graduates or higher, and 40.3% of residents who are 25 years of age and older have a Bachelor's degree or higher. Computer use is also high in the community with 87.9% of households owning a computer and 84% having a broadband Internet subscription.

The median household income is \$64,714 while 6.5% of Greendale residents are considered persons in poverty. There is one federally subsidized apartment building for older adults or individuals with disabilities. The median value of owner-occupied housing units is \$199,700 and 67.8% of housing is owner-occupied. According to the *Wisconsin Public Health Profiles (2016) Greendale*, 74% of Greendale's population 65+ years of age own their home and 26% of population 65+ years of age rent their home. The average rent in Greendale is \$885 which is more than the state average of \$749 and 39.3% of those renting, pay more than 30% of their income on rent payments.



Figure 3: Greendale Health Department Volunteers

## 1c. Description of Age-Friendly Features of the Community

The Village of Greendale has many age-friendly features, including a variety of organizations with a focus on older adults. The Greendale Senior Social Club, which is coordinated through the Greendale Park and Recreation Department, is open to seniors, ages 55 and older, from Greendale and surrounding areas. It is a tax-supported entity of the Village of Greendale and Greendale Schools. The Greendale Senior Social Club strives to provide social and recreational activities to seniors. Activities include guest speakers, cards, movies, holiday celebrations, exercise, games, and blood pressure screenings.

The Greendale Health Department provides numerous services geared toward older adults, including four monthly blood pressure screening sites (including at the Greendale Social Club mentioned above), annual fall prevention programs and a home visitation program which links older adults and their families to community resources. Health Department staff assist with coordinating the Successful Aging in Greendale for Everyone (SAGE) committee.

Greendale was the first dementia-friendly community in southeast Wisconsin and has since provided support to other communities moving toward this goal. It also was the first community in southeast Wisconsin to champion a Memory Café, which has a focus on supporting individuals with dementia and their families. The community also provides several monthly support groups for family members caring for older adults with dementia.

In 2018, Greendale became certified in the Music and Memory Program, which demonstrates its commitment to providing personalized music for individuals with Alzheimer's disease or other dementias. This program is a partnership between the Wisconsin Institute for Health Aging, Greendale Health Department, Greendale Public Library, Harbour Village Senior Living, Ferch's Memory Café, and the Greendale Senior Social Club.



*Figure 4: Music and Memory Program Leadership Team*

The Love Thy Neighbor Foundation is a local organization working to empower seniors and their families to make good decisions related to aging issues. This foundation provides monthly in-person educational sessions to seniors and their families on a variety of topics. Love Thy Neighbor Foundation also hosts and maintains a website (thought of as an “Angie’s List”) for seniors and their families to use when searching for needed services and resources.

Southwest Interfaith is an organization in Greendale that helps older adults remain independent in their homes. It is a non-profit organization that is primarily funded by local, sponsoring congregations, donations from local clubs, and local community block grants. The program has many dedicated volunteers which transport older adults to medical appointments, to the grocery store or support groups. Interfaith volunteers also visit homebound older adults, help with paying bills and paperwork, perform minor home repairs and lend a hand with lawn maintenance or snow shoveling. This organization creates an up-do-date print resource directory for older adults and their families.

## **2. Introduction to the plan**

### **2a. SAGE Mission statement:**

“Explore and support innovative ideas to promote healthy and productive lives for the residents of Greendale, especially older adults and those most vulnerable by fostering a strong sense of community and the assurance of inclusiveness.”

### **2b. SAGE Vision statement:**

“Greendale will be a livable community where everyone can age successfully.”

### **2c. Description of who was involved in Development of the Action Plan**

Greendale has a public health department, which provides leadership for many of the community’s health initiatives. Every five years, the health department is required to collect and analyze a variety of health data, which is used to inform a steering committee tasked with creating a health-related strategic plan. In 2015, this steering committee selected successful aging as one of the top three priorities to address in the next five years. Because of this focus, the Successful Aging in Greendale for Everyone (SAGE) committee was formed. SAGE works to explore and support innovative ideas to promote healthy and productive lives for residents of Greendale, especially older adults.

In addition to the mission and vision statements, the SAGE committee put in place a steering committee overview listing key responsibilities and guiding principles, a value statement, a volunteer application form and an orientation for all new members. New



members were identified based on who or what community perspective was not already a part of the committee, but should be. To that end, the SAGE committee in 2019 extended an invitation to a local church pastor and a member of the Greendale business community. The SAGE committee also formed a sub-committee with a focus on activities in the action plan specific to continuing support for Greendale as a dementia-friendly community.



*Figure 5: Jim Birmingham, Village of Greendale President receiving AARP Livable Community Designation*

## **2d. SAGE Committee Description**

Currently, the committee has 14 members which include the following individuals:

Ron Barbian, Greendale Trustee, Love Thy Neighbor Foundation member, Greendale resident

Debbie Barth, Executive Director of Harbour Village, Music and Memory leadership team, SAGE Community Partner Member, Greendale resident

Al Emmons, Founder, Love Thy Neighbor Foundation, SAGE Community Partner Agency, Community Partner Member, Music and Memory leadership team, Greendale resident

Mary Jean Green, SAGE Committee Facilitator, Board of Health Member, Stepping On Program Facilitator, Greendale resident

Shawne Johnson, Public Health Nurse Supervisor, Greendale Health Department, Music and Memory leadership team, Greendale resident

Madeline Kornbeck, Public Health Specialist, Greendale Health Department

Jill Krahn, CHIP Steering Committee, human resources experience, Greendale resident

Marilyn Lange, 40 years' experience with older adult services including dementia, Music and Memory leadership team

Diane May, Director, Southwest Interfaith, SAGE Community Partner Member

Muddassir Mohiuddin, Physical Therapist, owner Therapy At Home, SAGE Community Partner Member, Greendale resident

Mary O'Connell-Williams, Senior Advocate, Greendale resident

Kay Peppler, Social Worker-gerontology, home care hospice agency, Music and Memory leadership team

Susan Sheppard, Health Officer, Greendale Health Department, Board of Health

## **2e. SAGE Committee Guiding Principles**

1. Treat each other with respect and civility
2. Respect differences of opinion
3. Work as a team and assume positive intent
4. Share information equally among members prior to meetings
5. Come to meetings prepared, help keep meeting focused and avoid side bar conversations.
6. Recognizing that a collaborative approach to program planning and decision making is at the heart of the SAGE Steering Committee, we will strive to use the consensus decision making model. In the event a consensus is not reached after a good faith effort by those in attendance, a vote will be taken where a majority rules.
7. To diffuse conflict, use humor, move the topic to a "parking lot" for future discussion, gather additional information, and/or ask the group for suggestions on how to best move forward.
8. When speaking about SAGE decisions, speak with a consistent message
9. Ensure all SAGE members have opportunities to share ideas, opinions, and responsibility, and
10. Have fun!

The SAGE committee recognized the importance of knowing what resources already existed and who in the community provided them. Therefore, to that end the SAGE committee collaborated with Greendale community groups, such as Love Thy Neighbor, Southwest Interfaith, the Greendale Senior Social Club, Harbour Village and the Greendale Lions Club to create a SAGE Community Partner group. This partnership has proven to be invaluable on so many levels and now meets quarterly to provide guidance and direction to SAGE.

One of the early outcomes from this partnership is that the SAGE committee learned that many, but not all, of the resources/services suggested by village residents were already available. It became clear to the committee that, while there certainly were resources that did not exist, or were not adequate or readily available, many of the resources did already exist. Individuals in the community were simply not aware of them or how to access them.

This information has been the impetus that prompted the SAGE committee to take advantage of the opportunity to include information in the December 2018 and June 2019 issues of the Village Views newsletter. SAGE created a one page, two-sided insert that highlighted their community partners, who they are, how to connect to them, as well as current program opportunities. The back page of the insert highlighted resources specific to transportation -- a topic that came up multiple times in the listening sessions – including resources that already exist. A June edition is currently being developed with a focus on resources related to exercise and local support groups for older adults.

While the Community Partner Group is key, SAGE has also collaborated with many other Village initiatives concurrently while developing the action plan. For example, SAGE collaborated with Girl Scout Troop 8035 on an audit of the walking paths. The group used the AARP walking audit tool to identify areas of concern such as raised sidewalks, lack of signage, need for benches or trees that obstructed the pathway. This assessment resulted in the approval of 3 benches that will be strategically placed before the end of 2019. This was an unexpected quick win due to the support of the Village of Greendale Board of Trustees.

SAGE also collaborated with community businesses, such as Ferch's Malt Shoppe and Grill on a Memory Café, where individuals with memory loss and their caregivers meet once a month to socialize and support each other. Greendale is now certified as a Music and Memory community and is partnering with the Harbour Village Memory Care Unit, Ferch's Memory Café, and the Greendale Senior Social Club to offer the program at those sites. Additionally, Greendale High School students were trained in the program and now help with interviewing the families and creating individualized playlists of favorite songs for older adults with dementia.

On a systems level, the Health Department partners with the Wisconsin Institute on Aging through the Stepping On program, a 7-week, twice a year, evidenced-based training for older adults focused on fall prevention. Evaluations from the classes have been overwhelmingly positive. Moreover, data has shown that in Wisconsin, for those individuals who complete the class, falls have been reduced by 50%. The Health Department networks with neighboring communities who also offer Stepping On. This helps to coordinate class offerings and inter-community referrals to help ensure all seniors interested in the program have a chance to participate.



Figure 6: Stepping On Fall Prevention Program Session

Most recently, SAGE members met with the superintendent of the Greendale School District on partnership opportunities between their students and older adults. Recommendations discussed at the meeting included helping seniors with snow shoveling, yard work, computer issues and more. Middle school students already assist older adults with their yard work during a one-day “spring cleanup”.

## 2f. Brief Summary of Lessons from the Community Assessment

The SAGE committee began its assessment work by reviewing data related to aging in Greendale. The assessment included data from the U.S. Census Bureau, “*Wisconsin Public Health Profiles, 2016, Greendale*”, 2015 Greendale Community Health Survey, the AARP Livability Index Score report and a 2016 Greendale Senior Health and Independence Survey.

Early in the process, the SAGE committee also recognized the importance of obtaining more information on the needs of older adults. The SAGE committee held a belief that community input and community partnerships were critical elements for the initiative to be

successful, and SAGE then collaborated with the United Way organization to facilitate four community listening sessions with older adults. Two listening sessions were completed in 2017 and two sessions in 2018. Listening session participants were limited to individuals living in Greendale and who were 60 years of age and older.

The SAGE Committee developed strategies to include the voices of residents living in their own homes and living in rental units, including subsidized housing. For example, free transportation and a free meal were offered to the listening session participants. The information obtained during the listening sessions was extremely valuable as it validated the importance of including the voices of older adult residents when making recommendations regarding successful aging.

The SAGE committee itself facilitated a fifth listening session for older adults in 2018. SAGE committee members also staffed a booth at the Greendale farmers market in order to informally talk with older adults about their recommendations for the action plan. Additional information was obtained from SAGE committee meetings as members provided input on the action plan during their monthly meetings. The SAGE Community Partner group also reviewed the committee's work and made recommendations to the plan.



*Figure 7: Greendale residents participating in a listening session*

The needs identified through the data review were corroborated by input obtained from the community listening sessions, SAGE committee members and the Community



Partner Group. These needs have been organized by the World Health Organization's Domain of Livability. The Greendale AARP Action Plan includes only the domains that were identified in the assessment process as needing improvement. The SAGE Committee made a decision to "go deep" on the following priority areas they prioritized:

### **Domain 1: Outdoor spaces and buildings**

Overall, Greendale residents are very proud of their park system and the way it connects the individual neighborhoods with the downtown area. However, the assessment process revealed that some older adults were hesitant to use the green space due to lack of wayfinding signage, a need for additional benches and improved path structure. The Greendale AARP Action Plan includes the addition of walking path signage, benches, and an updated walking path map.

### **Domain 2: Transportation**

From the SAGE Community Partner meetings, SAGE Committee members learned that a variety of transportation options already existed in the community but many residents were unaware of the options. Communicating those transportation options to older adults became a priority as residents voiced the need for transportation options at the listening sessions. When listening session attendees were asked what kind of transportation options they wanted, one of the attendees said "Accessible public transportation for seniors who don't drive."

### **Domain 4: Social participation**

A livable community fosters interaction among community members. One resident at a listening session talked about the importance of having healthy social opportunities: "When you're younger and you have kids in school—you have big social circles. Things change as you get older." Another resident discussed the importance of promoting intergenerational interactions through volunteering, community activities at the public library and retirement communities.

### **Domain 7: Communication and information**

One resident attending a listening session stated, "There are good resources for the citizens of Greendale, but not a good dissemination of information on a timely basis. There is a quarterly newsletter called the Village Views. It is helpful, but needs to be more up to date, with more information." The Greendale AARP Action Plan includes disseminating information to older adults using a variety of communication methods.

### **Domain 8: Community Support and health services**

Greendale is fortunate to have medical and dental clinics in the downtown area. In addition, the Greendale Health Department offers free blood pressure screening at various sites throughout the community, a fall prevention program, and a free public health nurse home visitation program. However, some older adults identified a need for additional services in the community listening sessions. “A lot of seniors have medical issues. They come home (from the hospital) and it’s just them, no one to take care of them. Very few physicians ask that—I guess they’re all married. A lot of seniors are by themselves.”

### **Additional Focus Area: Dementia-Friendly Community**

According to a 2018 study from the Centers for Disease Control and Prevention, the U.S. burden of Alzheimer’s disease and related dementias (ARD) will double by 2060. Greendale has been actively working since 2013 to find ways to support individuals with Alzheimer’s disease and their families.

During the years 2013- 2014, the Greendale Health Department Public Health Nurses (PHNs) identified a growing increase in referrals for vulnerable individuals. Many of the individuals were older adults experiencing memory loss. Referrals came from Village Departments such as Fire, Police, Department of Public Works, Village Hall, family members and even several businesses.

In 2014, PHNs invited the Milwaukee County Department on Aging to provide an update on Alzheimer’s disease and other dementias to Greendale Health Department staff and other local health departments. A Dementia Care Specialist with the Milwaukee County Department on Aging was one of the presenters. This individual followed up with Greendale Health Department staff and proposed they begin efforts toward Greendale becoming the first Dementia Friendly community in Wisconsin. They discussed beginning the process of a coordinated response to meeting the needs of individuals with Alzheimer’s disease and related dementias as well as their families and care providers.

The coordinated response involved multiple components/partners:

**Memory Café-Ferch’s Malt Shoppe and Grill** became a location for people with Alzheimer’s/dementia and their caregivers to socialize in a supported environment on a monthly basis.

- Always held in a place where unaffected people would also socialize
- Purpose was purely social-no resources or support group mindset
- Person affected and their caregivers attend



Figure 8: Ferch's Malt Shoppe, Memory Cafe site

### **Memory Care Center-Greendale library/Community Learning Center**

- Information hub located in Greendale library/Community Learning Center
- Location for anyone to obtain information on Alzheimer's and Dementia
- Information provided in a variety of methods from CDs, DVDs, resource guides, written materials, local support groups
- Library staff trained to assist individuals and refer them to health department for additional resources and information

### **Public Health Response**

- Nursing staff to assess, refer and manage individuals exhibiting memory loss and their families with a goal of early diagnosis and care
- Educate the community on Alzheimer's and dementia through a comprehensive series of classes
- Educate Greendale Village Department staff and businesses on the signs and symptoms of dementia and how to deal with difficult dementia-related behaviors

### **Dementia Care Specialist-Milwaukee County Department on Aging**

- Role to assist clients and their families after diagnosis to develop a plan of care and referral to other resources
- Caregiver support independent of client services
- Emphasis is to help folks stay in their home as long as possible

### **Spark Program-Milwaukee Public Museum**

- Provide programming suited to needs of persons with dementia and their caregivers
- On-site and off-site venues such as community events

The Village of Greendale kicked off the implementation of the plan through a ribbon-cutting event at Ferch's Café on April 29, 2015 with elected officials, Village of Greendale department heads and staff and businesses. The Health Department worked to develop a Dementia-Capable/Friendly Strategic Plan for Greendale and to develop a Greendale Memory Connection Center (HUB) in the Greendale Public Library.

A Town Hall Meeting was held in December 2015 to promote community awareness and introduce the idea of a dementia friendly community to Village leadership. In 2016, Greendale Health Department sponsored educational programs for community members on topics related to dementia/Alzheimer. Programs were well attended and totaled 40-50 people per event with many people returning for all of the classes.

Greendale continues to work to increase support for individuals with dementia and their family members. In 2018, the Village of Greendale became a certified Music and Memory Program community. This program provides personalized music for individuals with Alzheimer's disease or other dementias. In April 2019, the dementia-friendly sub-committee met with Milwaukee County staff to discuss community memory screening programs, a related training for local businesses and a virtual dementia tour. In May 2019, the Greendale Health Department collaborated with the Alzheimer's Association to offer a 3-part series, "Understanding Dementia: An Education Program for Family Caregivers."



*Figure 9: Attendees at the 2019 Understanding Dementia Program*

## **2g. Key Lessons that will Impact the Plan**

The SAGE Committee adopted the following values to guide its work as part of the AARP Livable Communities initiative. These values will be a framework against which all work plan activities, projects and future efforts will be evaluated to ensure appropriateness for our community.

We will adhere to these values:

- Partnership
- Coordination
- Collaboration
- Diversity
- Sustainability

We will strive to:

- Actively include the voice of older adults through community listening sessions, representation on the SAGE Steering Committee, the community partner group and other outreach opportunities.
- Promote partnerships between individuals and organizations to include the Greendale Village Board of Trustees, community organizations, businesses, schools and others.
- Work with existing services and organizations to expand what is already offered and avoid duplicating services.
- Reflect the diversity of Greendale by including individuals who have lived in Greendale for long time as well as those new to the community and individuals of all ages and diverse backgrounds.
- Develop activities/programs that are data-driven, focused on high-priority activities including quick wins and longer-term initiatives.
- Develop activities/programs that are results oriented, cost effective, doable, measurable, sustainable, and ideally, replicable.
- Communicate openly and frequently with the Greendale community.
- Purposely explore and include intergenerational opportunities and activities.
- Learn from other communities and share our lessons learned and successes with others.

## **2h. Who will Manage the Implementation of the Plan?**

The Village of Greendale has charged the SAGE Committee with managing implementation of the Greendale AARP Action Plan. At a minimum, the SAGE Committee reports annually on the action plan progress at Village Trustee meetings. Additionally, the SAGE Committee works under the auspices of the Greendale Health Department. As a result, the Health Officer reports on updates or makes resource requests at Village of Greendale Department Head meetings. The SAGE Committee



provides updates to residents on the plan by writing and publishing articles for the Village Views Newsletter, which is mailed out to all residents every six weeks.



*Figure 10: Some SAGE Committee Members*

## **2i. AARP Livability Index Score**

The 2018 Village of Greendale's AARP Livability Index total score is 62. Greendale scored above average in three of the Livability categories and did not score below average in any of the seven categories. The highest scores were in Opportunity, Inclusion and Possibilities (71), Environment, Clean Air and Water (70) and Engagement, Civic and Social Involvement (68).

Mid-scores were identified in the remaining four categories, Transportation, Safe and Convenient Options (62), Health, Prevention, Access, and Quality (60), Neighborhood, Access to Life, Work, and Play (59), Housing, Affordability and Access (44). Housing was the category with the lowest score. Greendale has a variety of affordable housing options, including home ownership and subsidized housing. In 2018, the average cost of a home in Greendale was \$199,000 and the average monthly rent in 2016 for an unsubsidized apartment was \$885, which is higher than the state rental average of \$749. In Greendale, 74% of individuals 65+ years of age own their home and 26% rent their home. One older adult attending a community listening session stated, "I moved to Greendale at 62 when I separated from my husband. We had a huge income between the two of us, but my income went way down when I retired."

### 3. Domain-Specific Action Plan

#### Village of Greendale SAGE Action Plan 2019 – 2022

Based on a variety of data and input from community residents, local and state partners and with the endorsement of the Village of Greendale Board of Trustees, the Greendale Health Department will lead this multi-year initiative called SAGE (Successful Aging in Greendale for Everyone). The plan incorporates guidance from the AARP network of Age-Friendly Communities and the Domains of Livability developed by the World Health Organization. The SAGE Steering Committee is responsible for overseeing the implementation of the strategic plan with input from a diverse partnership of community residents and organizations.

<b>PRIORITY AREA:</b> Healthy Aging (from the Greendale 2020 Community Health Improvement Plan)
<b>Vision Statement:</b> Greendale will be a livable community where everyone can age successfully.
<b>Mission Statement:</b> Explore and support innovative ideas to promote healthy and productive lives for the residents of Greendale, especially older adults and those most vulnerable by fostering a strong sense of community and the assurance of inclusiveness.

<b>Domain 1: Outdoor Spaces and Buildings</b>			
Goal: Greendale will have adequate outdoor spaces and buildings so that residents can spend quality time enjoying nature.			
Action Items and Metrics	Target Date	Lead/Partner Organizations	Action Steps, Progress Notes and Outcomes
Assess accessibility of Greendale walking paths using the AARP Walking Audit tool. Create an improvement plan for green space in Greendale.	07/2018 to 09/2019	Greendale Health Department, SAGE Steering Committee, Girls Scout Troop 8035, Department of Public Works (DPW)	A walking audit was completed in 7/2018 using the AARP walking audit tool. Greendale Girl Scouts and SAGE members collaborated on the walking audit process. Walking audit results were presented at the Greendale Board of Health and SAGE meetings. Greendale Girl Scout Troop will create a draft green space improvement plan and present at a 2019 SAGE meeting.
Based on 7/2018 Walking Audit and Plan, identify funding to purchase and place of 5-8 benches along Greendale	08/2020	Greendale Health Department, Greendale Board of Trustees, SAGE Steering Committee, Girl	Bench recommendations were shared with the Greendale Village Board of Trustees and funding for 3-5 benches was approved. Estimated initial bench installation date is May 2019. Greendale DPW will begin installing benches in 2019. In addition, SAGE

walking paths as need is identified.		Scout Troop 8035, Greendale DPW	will submit a proposal for the 2019 Community Challenge grant with a focus of funds for benches, signage and a brochure/map.
Based on Greendale Walkability Plan, support development of updated walking maps.	8/2020	Greendale Health Department, SAGE Steering Committee, Girls Scout Troop 8035, Greendale Department of Public Works (DPW)	Girl Scout Troop 8035 is planning to create updated walking maps. SAGE will look for opportunities to promote the updated walking maps (i.e., Village Views article, Welcome Center, senior housing, businesses, Love Thy Neighbor meetings, School District). SAGE will utilize an online evaluation tool to assess map usage and/or satisfaction.
Based on Walkability Plan, install wayfaring signage along 3-5 walking paths.	12/2020	DPW, SAGE, Village Trustees	Research the cost of wayfaring signage and possible options for payment of the signage (investigate grants). Once signage costs are known, present cost to Village Trustees.

<b>Domain 2: Transportation</b>			
Goal: Greendale will have a variety of transportation options available to older adult residents.			
Action Items and Metrics	Target Date	Lead/Partner Organizations	Progress Notes and Outcomes
Research current transportation options and gaps within Greendale to use as a baseline for future decision-making.	Ongoing	Greendale Health Department, SAGE Steering Committee	SAGE members will continue to research transportation options and share at SAGE meetings.
Increase awareness of transportation by communicating affordable, transportation options through 1-2 targeted venues.	Ongoing	Greendale Health Department, SAGE Steering Committee, Love Thy Neighbor Foundation, Southwest Interfaith	SAGE created a 2-page insert on transportations options for the November 2018 issue of the Greendale Village Views newsletter, which goes out to all residents. Love Thy Neighbor and Interfaith organizations have websites with transportation options posted. SAGE will communicate available transportation options via the Village Views Newsletter, Health

			Department website, and promotion of Interfaith and Love Thy Neighbor websites.
Assess opportunities to improve mobility and accessibility for residents, such as use of slow-moving vehicles and signage at community buildings.	09/2019	Greendale Health Department, Greendale Board of Trustees, SAGE Steering Committee, DPW	Based on community input, signage for handicapped ramp access at the Village Safety Center was implemented in June 2018. Support for slow moving vehicles was presented and approved by the Village Board of Trustees in November 2018. SAGE members to promote information on mobility and accessibility and to research topic of accessibility to learn of other methods to implement.
Advocate for improved transportation options through Milwaukee County Transit System (MCTS).	Ongoing	Greendale Health Department, SAGE Steering Committee, MCTS	SAGE members attended a local MCTS forum in July 2018 and advocated for better bus transportation for seniors in the southwest part of Milwaukee County. SAGE members will continue to look for further advocacy opportunities.

<b>Domain 4: Social Participation</b>			
Goal: Older adults living in Greendale will have a variety of options for social participation.			
Action Items and Metrics	Target Date	Lead/Partner Organizations	Progress Notes and Outcomes
Identify and develop a sustainable and intergenerational partner group with a minimum of six stakeholders to serve as an advisory group to SAGE. This partnership would result in increased awareness of local senior services, social connectedness, resource sharing among partners and collaboration and	12/2019	Greendale Health Department, SAGE Steering Committee, Love Thy Neighbor, Greendale Senior Social Club, Southwest Interfaith, Greendale Lions Club and Harbour Village	The partner group has been identified and now meets quarterly. A satisfaction survey to be developed to assess success. The SAGE volunteer coordinator and staff from the Greendale Health Department met on 1/29/19 with Love Thy Neighbor staff to share lessons learned from the AARP national conference and brainstormed ideas on ways to replicate the work of Love Thy Neighbor in other communities.

advocacy related to local policy issues specific to seniors.			
Facilitate collaboration with Community Partners and other community programs to develop, implement, and/or support 2-3 yearly activities that will increase opportunities for social engagement for older adults.	2019-2022	Greendale Health Department, SAGE Steering Committee, other partnerships may include the Girls Scouts, Greendale School District, Greendale Public Library	Promoted the school district's "Senior High" program at the September 2018 Love Thy Neighbor Foundation meeting. Community Partner members met in August 2018 with the school district superintendent and school principals to discuss ways to increase opportunities for social engagement between older adults and youth.

**Domain 7: Communications and Information**

Goal: Older adults living in Greendale and other community partners will receive communications in a variety of ways in order to obtain essential information to support successful aging.

Action Items and Metrics	Target Date	Lead /Partner Organizations	Progress Notes and Outcomes
Promote and/or distribute senior resource directories to include hard copy and on-line versions of our community partners and other organizations. These can include the Love Thy Neighbor Website, Southwest Interfaith resource guide, Department on Aging information, the Alzheimer's Association handouts, the Housing and Homecare Resource Guide and the Senior Resource Health Care Guide for Older Adults.	01/2019	Greendale Health Department, SAGE Community Partners and others listed under the action item section	Love Thy Neighbor Foundation has a website with senior resources and Interfaith has a hard copy booklet with senior resources.



Identify and partner with key stakeholders on 3-4 strategies/programs to better communicate information on resources, self-advocacy skills, and ways to navigate the system through trusted and familiar community programs.	2018-2022	Greendale Health Department, SAGE Steering Committee, Love Thy Neighbor, Greendale Senior Social Club, Southwest Interfaith, Harbour Village and the Greendale Historical Society	The November 2018 SAGE Page insert in the Village Views newsletter included information on upcoming activities with community partners. SAGE promotes the monthly Love Thy Neighbor Foundation community meetings on the Next-Door social media platform.
Develop a brochure about SAGE and distribute it through multiple venues to include the Greendale Welcome Center, Love Thy Neighbor Foundation, etc.	2019-2020	Greendale Health Department, SAGE Steering Committee	A SAGE rack card was approved at the May steering committee meeting and will be distributed in July.

<b>Domain 8: Community and Health Services</b>			
Goal: Greendale older adults will have access to a variety of health services in the community.			
Action Items and Metrics	Target Date	Lead/Partner Organizations	Progress Notes and Outcomes
Implement twice yearly, 7-week evidenced-based Stepping On Fall Prevention Program. Share data from the WI Institute for Healthy Aging Stepping On Health and Demographic Survey for each class specific to an	2018-2022	Greendale Health Department, SAGE Steering Committee, Wisconsin Institute on Healthy Aging	Received a WI Department of Health Services grant in January 2018 to train two new program facilitators. Two, 7-week community programs were completed in 2018. Pre and post surveys conducted by the WI Institute for Health Aging showed an improvement in confidence by the attendees in mobility, fall reduction, strength and balance. Twice yearly sessions are scheduled to continue

increase in knowledge about fall prevention strategies.			due to high demand from community members.
Community Blood Pressure (BP) Screening will be offered at 3 community sites each month with results reported to the Greendale Board of Health and Board of Trustees.	2022	Greendale Health Department, SAGE Steering Committee, senior apartment complexes	Free monthly BP screenings continue to be offered at 3 community sites accessible to seniors. Free BP screenings are also available on a walk-in basis at the Greendale Health Department.
Promote health information related to older adults through a variety of methods, including social media.	2020	Greendale Health Department, SAGE Steering Committee, and other health-related community organizations	In 2/2019, promoted American Heart Association's health information using Greendale Health Department's social media sites.
Promote monthly health topics to support national health topics through online and hard methods. For example February is American Heart Association month.	2020	Greendale Health Department, SAGE Steering Committee, and other health-related community organizations	By 12/2019, create a calendar of monthly health topics which will be used to develop social media messages.
Explore organizing a health fair offering resource information, hands-on experiences, i.e., blood pressure check, chair exercises, dementia-friendly activities, etc. with a focus on older adults.	2019-2020	Greendale Health Department, SAGE Steering Committee, and other health-related community organizations	Met with two Froedtert Hospital community engagement staff members in May 2019 to discuss collaborating on a 2020 health fair. Contacted St. Alphonsus Church about holding the health fair in their community room. We plan to schedule a follow up meeting with Froedtert staff in Fall 2019 to finalize details of the health fair.

<b>Additional Area: Dementia-Friendly Community</b>			
Goal: Educate the community by increasing awareness and understanding of dementia-type diseases. Decrease the stigma of the disease. Foster community involvement. Improve lives of those with dementia and those who care for someone with memory challenges.			
<b>Action Items and Metrics</b>	<b>Target Date</b>	<b>Lead/Partner Organizations</b>	<b>Action Steps, Progress Notes and Outcomes</b>
Research and submit an application to become certified as a Dementia-Friendly Community in WI	Completed in 2016	Greendale Health Department, Alzheimer's Association	In 2016, an application was submitted and accepted and Greendale became the first Wisconsin community to be certified as a Dementia-Friendly Community by the WI Alzheimer's organization.
In partnership with community partners, develop, promote, implement and evaluate 3 to 4 dementia-friendly programs to include the Music and Memory Program, the Memory Café, Caregivers' Network and other outreach activities for older adults with memory loss.	12/2019	Greendale Health Department, SAGE Steering Committee, Harbour Village Memory Care Unit, Ferch's Memory Café, Greendale School District, and Park and Recreation, Care Givers' Network at St Alphonsus, and the Alzheimer's Association	In October 2018, Greendale completed the Music and Memory training and is now a certified Music and Memory Community; Collaborating with Harbour Village Memory Care Unit to pilot the program. Ferch's Memory Café continues to provide monthly programs in collaboration with the Milwaukee Public Museum, WI Alzheimer's Association, and Ferch's cafe. Greendale continues to expand the number of caregiver support groups. In January 2019, SAGE created an updated listing of Greendale caregiver support groups. SAGE promotes these groups in a variety of ways such as at Love Thy Neighbor Foundation meetings, Village Views newsletter, and health department programs. A SAGE Steering Committee member co-presented on dementia-friendly communities at the Wisconsin 2019 Alzheimer's Association conference. In May 2019, SAGE held an "Understanding Dementia: A 3-Part Educational Series for Family Caregivers" with the Alzheimer's Association. In May 2019, free dementia screenings were provided in Greendale by the Milwaukee County Department on Aging.

<p>Explore and implement how dementia-friendly best practices can be integrated into other action items.</p>	<p>2019</p>	<p>Greendale Health Department, SAGE Steering Committee and community partners.</p>	<p>A SAGE sub-committee was created in March 2019 and it is tasked with how to integrate dementia-friendly best practices into other action items. The sub-committee is planning a 3-part series on the topic of dementia prevention. One of the members is now a Dementia Friend Champion and able to train others in the community to become Dementia Friends.</p>
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## Supporting Documentation

Greendale's AARP Livability Index Score 2018 Report. Accessed on May 14, 2019.

<https://livabilityindex.aarp.org/search#Greendale+WI+53129+USA>

U.S. Census Bureau, *Wisconsin Public Health Profiles, 2017, Greendale*. Accessed on May 14, 2019. <https://www.dhs.wisconsin.gov/publications/p45358-2017-greendalelhd.pdf>

Greendale Community Health Improvement Plan. Accessed on May 14, 2019.

<http://www.greendale.org/2016-2020%20CHIP%20Report.pdf>

2018 Greendale Community Dialogue Results (Page 29-31 of this document)



## **Greendale Health Department 2018 Community Dialogue Results**

Two focus groups were held on 11/5/18 with United Way of Milwaukee providing a facilitator and note taker for each focus group. Twenty-five Greendale residents, 50+ years of age, attended the sessions.

We promoted the focus groups by placing hard copies of the flyer at all of our senior housing apartment buildings, downtown shops, Greendale Welcome Center, Senior Social Club, the lobby of the Greendale Community Learning Center, and at the Love Thy Neighbor Foundation monthly meeting. We also placed an electronic copy of the flyer on the Greendale Neighborhood and Greendale Health Department websites.

Free transportation to attend the focus groups was highlighted on the promotional materials. Additionally, a free lunch was offered as an incentive to attend.

### Focus Group Questions and Identified Themes

1. What kind of a community do you want?
  - It supports seniors. The community needs to come out to the seniors. Bring more community programs to the senior apartments.
  - Availability of affordable community housing and services
  - Makes it easy for them to walk around (safe sidewalks)
  - Safe neighborhoods
  - More centralized source of information that is pertinent for older adults. Need variety of communication methods (electronic, hard copy, etc.).
  - Intergenerational connections
  
- 2a. Given what we just said, what are the 2-3 most important issues or concerns when it comes to the community?
  - Affordable housing
  - Affordable in-home services so we can remain in our homes
  - More aware of the growing diversity and socio-economic status changes in the community
  - Transportation options are lacking for individuals who no longer drive
  
- 2b. What are the top 2-3 health issues affecting older adults in Greendale?
  - Ability to remain independent and in our homes
  - More availability of general services needed to remain home, such as shoveling, grocery shopping, etc.
  - Transportation issues affect our health

- Knowing what resources exist and the extent to the services offered
  - Connection to the “outside world”, especially for those who are less independent
  - Trying to better understand Medicare and its services
  - Lack of affordable housing
  - Neighbors helping neighbors-more is needed
  - Affordability of health options for older adults. Some vaccines are pricey
  - Having social opportunities. Managing change from having kids in school to retirement to aging.
2. What do you think is keeping us from making the progress we want?
    - Older adults are too ashamed to ask for help. They have too much pride.
    - There is not a lot of room to build affordable senior housing in Greendale now as it is pretty landlocked.
  3. When you think about what we have talked about, what are the kinds of things that could be done that would make a difference?
    - Offering incentives to high school students to help older adults.
    - Better communication on community events and available resources.
  4. Thinking back over the conversation, what groups or individuals would you trust to take action on these things?
    - Village of Greendale, Police Department, Health Department, Love Thy Neighbor Foundation, Interfaith
  5. If we came back together in 6 months or a year, what might you see which would tell you that the things we talked about tonight were starting to happen?
    - Better communication on services for older adults.
  6. What makes you proud to live in Greendale?
    - Great walking trails and greenspace.
    - Many activities available.
  7. What changes could be made in Greendale that would make it easier for you to choose healthier options in your life? Do you have the resources necessary to make these better choices?
    - Create a list of resources that older adults need.
    - More affordable options, such as local grocery stores, that individuals can walk to.
    - Need education about health insurance. Are gym memberships included and details like that.
    - Some sort of shuttle service for older adults.
    - Having a purpose to your life is important.
    - Winter is challenging with slippery sidewalks, which makes it hard to walk and get outside.

- Lots of Greendale events but no one is responsible for coordinating and disseminating the information to residents.
- When you're a new resident, it can be hard to get connected with others

Summary created by Greendale Health Department staff from note taker results on 11.30.18.