**Human Services Director’s Report**

**To the Health & Human Services Board**

December 2024

| **Activity** | **Program/**  **Section** | **Brief Description** | **Contact Person** | **Attach-**  **ment** |
| --- | --- | --- | --- | --- |
| ADRC Modernization | Aging & Disability Resource Center (ADRC) | The Wisconsin Department of Health Services (DHS) is using federal American Rescue Plan Act (ARPA) funding to improve and modernize Aging and Disability Resource Centers (ADRCs) across the state. As part of these efforts, DHS has refreshed the ADRC logo, adopting a darker blue for better contrast and replacing the ampersand (&) with "and" to enhance accessibility and support clear language principles. ADRCs will also begin using the tagline, "Your Bridge to Support," which reflects their mission to empower and connect older adults, people with disabilities, and caregivers to vital services and resources. This tagline embodies the ADRC’s role as a reliable ally with a forward-looking vision. To introduce these updates and promote a centralized website for statewide resources, DHS will launch a coordinated marketing and outreach campaign. The campaign will raise awareness of ADRCs as trusted local resource hubs, connect individuals with newly identified needs to their local ADRC, and ensure people know where to turn for help and information. | ADRC Manager  Carissa Pagel-Smith 785-6172  [cpagel@lacrossecounty.org](mailto:cpagel@lacrossecounty.org) | Yes |
| Community Event | Aging & Disability Resource Center (ADRC) | Join us (ADRC) in partnership with the Onalaska Parks and Recreation Department for a fun day of games, socialization, and music on Tuesday, December 17th at the Onalaska Omni Center! Activities will begin at 9:30 am. All are welcome to attend some or all activities; no registration required. A meal will be served at 11:30 am provided by the La Crosse Senior Nutrition Program which requires registration at least 24 hours in advance. The suggested donation per meal is $4.00. For complete schedule of event, see attachment. Happy Holidays! | ADRC Manager  Carissa Pagel-Smith 785-6172  [cpagel@lacrossecounty.org](mailto:cpagel@lacrossecounty.org) | Yes |
| Western Region for Economic Assistance (WREA) Call Center | Economic Support (ES) | WREA’s Call Center will reintroduce the Callback feature on January 8, 2025.  With the Callback option not available when consortia transitioned to the new Genesys Cloud platform, callers have had to wait on hold or call back when Call Center wait times were longer.   The statewide Call Center average speed of answer for November was 13.50 minutes, with WREA at 13.05 minutes.  Reintroduction of Callback will improve customer service by allowing customers to choose to be called back by the next available agent instead of waiting on hold. | ES Manager  Lorie Graff 738-2410  [lgraff@lacrossecounty.org](mailto:lgraff@lacrossecounty.org) | No |
| Foster Care Event | Family & Children’s (FC) | On Thursday, December 5th from 5:00-7:30pm we are once again having our annual Foster Care Holiday Open House at Bethany Church (3936 County Road B, La Crosse).  There will be food, games, and prizes at the event along with a special visit from Santa for the kids. This is an opportunity to gather everyone together for a night of fellowship, fun and laughter. | FC Manager  Tracy Puent 792-5507  [tpuent@lacrossecounty.org](mailto:tpuent@lacrossecounty.org) | No |