**Human Services Director’s Report**

**To the Health & Human Services Board**

March 2025

| **Activity** | **Program/****Section** | **Brief Description** | **Contact Person** | **Attach-****ment** |
| --- | --- | --- | --- | --- |
| ADRC Marketing Campaign | Aging & Disability Resource Center (ADRC) | The Wisconsin Department of Health Services (DHS) is using federal ARPA funding to improve and modernize Aging and Disability Resource Centers (ADRCs) across the state. As part of this effort, a statewide marketing and outreach campaign, running from March 3 through June 30, is actively increasing awareness through digital ads, social media, billboards, radio, TV, and streaming services across Wisconsin, excluding Milwaukee County. In La Crosse County, local TV stations WKBT, WLAX, WXOW, and WEAU are airing promotional content through May 19, while digital and streaming video ads continue through June 30. Radio spots, running intermittently from March 10 to June 2, along with targeted outdoor signage, including materials for Hmong and Native American communities, are further expanding outreach. These efforts are ensuring strong visibility and engagement with key programs and services in our region. | ADRC ManagerCarissa Pagel-Smith 785-6172cpagel@lacrossecounty.org | No |
| Community ES Specialists Outreach Events | Economic Support (ES) | The Community ES Specialists participated in two outreach events this past month.  On February 17th, they joined other community partners at the Children’s Museum for Family Night Out.  Sponsored by Western Technical College (WTC), WTC students with families were able to learn about resources that are available to support their families while their children were able to enjoy museum activities. The Community ES Specialists also attended a Meet and Greet at UWL where they shared information on Economic Support services with university students.   | ES Manager Lorie Graff 738-2410lgraff@lacrossecounty.org | No |
| Foster Care Event and Recruitment | Family & Children’s (FC) | The Family & Children’s Section will host a foster care event on Tuesday, March 11, 2025, from 5:30-7:30pm at the La Crosse Children’s Museum. The purpose of this event is for current foster and relative care providers to bring their families for a night out of family fun together. Food will be provided to families at the event. We are also using this as a recruitment event in that we are asking current foster and relative care providers to bring another family to the event that may be interested in becoming foster parents or respite care providers.  | FC ManagerTracy Puent 792-5507tpuent@lacrossecounty.org FC SupervisorJenny Schroederjschroeder@lacrossecounty.org  | No |
| Training/Conference | Family & Children’s (FC) | **28th Annual La Crosse Child Maltreatment Conference**Thursday and Friday, May 1st & May 2ndStoney Creek Hotel, 3060 So. Kinney Coulee Rd., Onalaska, WI.The conference focuses on current issues in child maltreatment.*Information and registration available at:* [**ce.mayo.edu/childmaltreatment202**](https://gcc02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fce.mayo.edu%2Fchildmaltreatment2024&data=05%7C02%7Ctpuent%40lacrossecounty.org%7C2e3ff67e7ea34c9b871f08dc3c8e69dc%7C90642ce53c114728aa2dfc5917738a93%7C0%7C0%7C638451830333440984%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=D4z7cCaHBDEb9RKGoLa3TRxEDF3P0%2BBfqvPqCQLwQ9A%3D&reserved=0)**5** *or click on the link below:*[*28th Annual La Crosse Child Maltreatment Conference 2025 | Mayo Clinic School of Continuous Professional Development*](https://ce.mayo.edu/family-medicine/Node/162349) | FC ManagerTracy Puent 792-5507tpuent@lacrossecounty.org | No |