

THE "SILVER ALERT" SYSTEM FOR MISSING SENIORS

New Jersey has adopted a "Silver Alert" system to notify the public about missing seniors who have dementia or Alzheimer's. More than 400 people with cognitive disorders are reported missing in NJ each year. At least half of those who wander away suffer serious injury or death if not found within 24 hours. This new law takes effect on July 1.

HOLD THE DATE

The Ocean County Office of Senior Services will conduct a Needs Assessment Public Hearing on Friday, June 11th from 10am to Noon at the Long Beach Island Senior Center, 4700 Long Beach Blvd., in Brant Beach.

Our Mission:

"To Advance the Well-Being of Older Adults in Ocean County"

"Making it Easier For Seniors To Choose Services"

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www.ocean.nj.us

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Ocean County Office of Senior Services-NJ EASE Access Site

Ocean County



Office of Senior Services

April - May
2010 Update

Joseph H. Vicari,
Freeholder Chairman

D. Jane Maloney, Director



A Message From Joe Vicari: Freeholder Chairman

Ocean County ranks #1 in New Jersey with the highest percentage of population ages 60 - 65+ and the highest number aged 75 and 85+. Ocean also ranks #1 for the numbers of older adults receiving Social Security and other retirement income.

The Office of Senior Services coordinates the SHIP (State Health Insurance Assistance Program) program to assist Ocean County seniors. Ocean is #1 in the state for the highest SHIP activity and #2 for the number of Medicare enrollees.

I strongly support the changes to the marketing rules for Medicare Advantage and Part D plans. These include requiring plans to prominently display 1 of 3 statements on the outside of all mailings to beneficiaries. The statement will indicate whether the mailing is an advertisement; important plan information; or health, wellness, or prevention information. Part D beneficiaries are bombarded with marketing materials all year, especially prior to and during the Annual Enrollment Period. This is also the time when plans must send required information to their current enrollees. It is virtually impossible for beneficiaries to sort through the hundreds of mailings they receive each fall.

I am especially pleased that plan sponsors should not create envelopes that look like official government mailings (e.g., red, white & blue flags on the outside of the envelope, envelopes that look like checks, etc.). If the plan sponsor creates an envelope that has information other than the three mailing statements and/or plan sponsor's logo, such materials should be submitted for CMS review.

The #1 Issue for Senior Services staff in 2009 was prescriptions. As Freeholder Chairman for Senior Services, I witness first hand the volume of calls our Senior Services staff receive from worried and anxious Medicare enrollees. This rule change will help to eliminate many of the barriers you face in making sound decisions regarding your health and prescription needs.



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1-877-222-3737

or 1-800-668-4899

CENSUS UPDATE FROM FREEHOLDER VICARI:

As Census Forms began arriving in mailboxes, I had the opportunity to testify before the Assembly State Government Committee on the importance of the federal count. The Assembly panel was interested in hearing about all we have done in Ocean County to ensure that our residents are counted.

There's a real danger that New Jersey could lose a Congressional seat because population has left the state. Less representation in Washington harms all of our residents. Census officials have told us that the county could lose up to \$1,000 every year over the next decade for every person who is not counted. Census data is also used by many government and third-party agencies to determine funding for many social services programs in our communities.



Look for the simple 10-question Census form in your mailbox and please return it by April 1. You can fill out the Census form in the time it takes to boil an egg. A few minutes of your time guarantees a better future for all of us. Completing and returning the form also avoids the inconvenience of having a Census worker visit your home.

Residents who may spend the winters elsewhere and are not here this month are the only ones who should wait to return their forms. It's crucial that anyone who lives here most of the year, but may be away when the Census forms arrive, wait

until they return home to be counted.

Ocean was the first county in the state to form a Census committee. County agencies have mobilized to explain the importance of being counted, including notices on county buses. There are also ads in senior newspapers billboards, public service announcements and a website – www.oceancountycensus.org - to share information. Schools are also involved, about 10,000 Census coloring books have been distributed, including every fourth grade class in each school district.

NATIONAL PUBLIC HEALTH WEEK: APRIL 5-11, 2010

Health information and its dissemination is critical to good health practices and the wellness for our older adults. The American Public Health Association 2010 theme is **“A Healthier America: One Community at a Time.”** The only way to become a healthier nation is to create healthier communities; healthier communities start with healthier people. For further information regarding Public Health Week, visit the county Health Department website www.ochd.org or the American Public Health Association www.apha.org. For more information on leading a healthier lifestyle, contact HealthEASE at Senior Services.

MAY IS OLDER AMERICAN'S MONTH: “AGE STRONG! LIVE LONG!”

May is Older Americans Month; a time to recognize the diversity and vitality of today's older Americans. They have lived through wars, hard times, and times of unprecedented prosperity. They pioneered new technologies while spearheading a cultural revolution that won equal rights for minorities, women, and disabled Americans. These remarkable achievements demonstrate the strength and character of older Americans, and underscore the debt of gratitude we owe to the generations that have given our society so much.

Today's Older Americans are living longer, are more active than ever, making significant contributions to our communities through civic and volunteer opportunities while living the 2010 theme Age Strong! Live Long! Seniors volunteer at group meal sites, deliver food to homebound seniors, provide transportation for older adults, help seniors with home repair, shopping and errands; provide vital counseling, information and referral services and help youth. Their energy and commitment reminds all Americans - not just senior citizens and their caregivers - to do their part to enhance the quality of life for older generations. Seniors can volunteer through the OC Retired and Senior Volunteer Program 732-286-5888.

FREEHOLDER “WALKS THE WALK” TO PROMOTE GOOD HEALTH 5TH ANNUAL MONMOUTH/OCEAN ARTHRITIS WALK

The 5th Annual Ocean/Monmouth Arthritis Walk to Raise Awareness to Fight Arthritis, the nation's leading cause of disability, has moved to Allaire State Park, Farmingdale on Sunday, May 2nd. Registration begins 8:30 a.m. - Kickoff at 10:00 a.m. For registration/information call the Arthritis Foundation at 1-888-467-3112, 732-283-4300 or visit www.arthritis.org.

39TH ANNUAL MARCH OF DIMES WALK FOR BABIES

Freeholder Joseph Vicari will lead walkers on Sunday, April 25th during the 39th Annual March of Dimes March for Babies Walk-America on the Seaside Heights Boardwalk at Hierung Ave. Check-in at 9:00 a.m. - Kick off at 10:00 a.m. To register or for more information, please call 1-800-BIG-WALK, or visit: www.marchofdimes.com.