



OCEAN COUNTY OFFICE OF SENIOR SERVICES

2015 AREA PLAN CONTRACT UPDATE SUMMARY

The Area Plan Contract Update 2015 outlines Ocean County's plan for serving its older adults over the age of sixty for "Today and Tomorrow".

Ocean County is unique with its 92 adult communities, 36 long term care facilities, 36 alternate living facilities and 29 low income/subsidized senior and disabled housing complexes. A large number of older adults who currently reside in Ocean County migrated here for their retirement. Ocean County's proximity to the metropolitan areas of New York (65 miles) and Philadelphia (50 miles), its easy access to oceanfront, bay shores and estuaries, and lower than average population density has attracted a significant number of retirees since the beginning of the adult community development in the early 1970's.

The Ocean County Office of Senior Services (AAA) is the designated county governmental agency on aging for the receipt of federal funds under the Older Americans Act. As such, the Ocean County Office of Senior Services (AAA) is responsible for preparing the Ocean County Area Plan on Aging, serving as the focal point for planning services for the aging, developing comprehensive information about Ocean County's elderly population and its needs, and maintaining information about services available to the older population throughout the county.

Any individual sixty (60) years or over or a caregiver for someone 60 years or over is eligible for the services of the Ocean County Office of Senior Services (AAA); however, preference must be made to serve those with the greatest economic or social needs.

The following sub-populations continue to be identified in the 2015 Area Plan Contract Update as priorities by the Ocean County Office of Senior Services (AAA): Frail/Disabled, Minority, Low-Income/Impoverished and Vulnerable/Socially Isolated, Older individuals with limited English proficiency, Older individuals at risk of institutional placement, Older individuals with Alzheimer's disease and related disorders, Caregivers of Older individuals with Alzheimer's disease and related disorders and Older individuals with severe disabilities.

The Ocean County Office of Senior Services (AAA) employs a full time department head, sixteen (16) full time staff persons and administers contracts with service providers located throughout Ocean County in order to provide maximum access to service.

It is almost two years since Super Storm Sandy and slowly, people have made the return to their former residences; however, some are still displaced and addressing multiple challenges. The Ocean County Southern Service Center has become a major access site for Sandy recovery dollars under SHRAP. The Board of Social Services has been contacted by over 5,000 clients to be screened for funding for

unmet needs under HRAP. Outreach and Senior Center staff continue to help older adults with navigating the post-storm recovery process. Fortunately, the collaboration and cooperation among Ocean's aging service providers and the recovery groups continue for this county.

The Ocean County Office of Senior Services (AAA) aging service system provides Access Services, Home Support, Community Support, Nutrition Support and Caregiver Support. From January 1, 2014 through August 31, 2014, there were 321,446 units of service provided to 25,139 individuals.

Older Americans Act Title III-B, C, D and E provide the major source of financing with additional funding from the State of New Jersey, County of Ocean and local public/private support.

The 2011 American Community Survey shows Ocean County's 60+ population at 27.63% of the total with 160,082 individuals. The 65+ cohort accounts for 21.13% of the total with 122,442 and 85+ is 18,931.¹

The 2010 census reports that 94% of county residents over the age of sixty are white. 2% are African American and 2% of county residents describe themselves as Hispanic (the U.S. Census defined Hispanic as an ethnic category whose members may be of any race).

According to the 2010 census, 5.3% of persons sixty and over have incomes below the poverty level.² In today's economic downturn, many older residents, mostly women, cannot make ends meet to achieve economic security. Elders' fixed incomes can't cover the rising costs of housing, health care, fuel and utility expenses.

Information regarding Ocean County reflects that an individual needs \$21,732 to \$32,052 to cover basic living costs depending whether they own a home without a mortgage, with a mortgage or rent.³

Ocean County ranked first in the state for both the highest percentage of households among all households that received Social Security and other retirement income. Ocean is first with the number of households on PAAD (14,537) and Senior Gold (2,814).⁴

Because rates of disability increase with age, the greater proportion of the very old in the county population has a major impact on the service delivery system. Members of the 85+ age group are estimated to have three times the risk of losing their independence and seven times the chance of entering a nursing home compared to people 65 to 74 years of age. People of advanced age are more likely to need assistance with their activities of daily living.

¹ U.S. Census Bureau: American Fact Finder 2011

² U.S. Census Bureau: American Fact Finder 2010

³ Elder Economic Security Report 2012

⁴ Division of Aging Services, Department of Human Services

The issue of living alone is also an important element in developing a strategic plan for older adult services. The desire of most older adults is to remain in their own homes and maintain control over their own lives. As individuals begin to experience physical limitations, the need for assistance such as chore service, transportation and personal care becomes crucial in order for them to remain in their homes. For individuals who live with someone else, this task can be assumed by the family member; however, frequently this member may be a working caregiver or an elderly spouse which affords new challenges and opportunities to the Office of Senior Services (AAA).

A client satisfaction survey was conducted in the summer of 2014. Major needs identified were transportation, companionship, more assistance for caregivers, household chores, help with paperwork and financial assistance.⁵ The Area Agency on Aging tracks priority issue areas from our Information and Assistance calls. The major needs identified were caregiver information, prescriptions, Medicare/health insurance, taxes, in-home services, housing, nutrition, utility assistance and home repair.⁶ Needs identified from our on-going Ocean County Office of Senior Services (AAA) quality assurance cards resulted in: information regarding programs and services, transportation, discounts at stores to help pay for food/gas/doctors, companionship and patience and understanding when dealing with seniors.⁷ An Area Plan needs assessment public meeting was held on June 18, 2014 in Jackson, NJ and once again transportation was the major issue.

Title III-E family caregiver funding has assisted the Ocean County Office of Senior Services (AAA) to respond to caregiver needs. The Ocean County Office of Senior Services (AAA) addresses the issue of Caregiver Education/Training and Support in a variety of ways: in-home and community education/training by nurses and other professionals, respite care and culturally sensitive caregiver counseling.

In order to alleviate the physical strain on the caregiver, supplemental services such as home modifications and personal emergency response systems to provide the safest environment for both the care receiver and the caregiver are accessible through our provider network. Ocean County has two (2) inter-faith volunteer caregiver programs. These volunteer programs greatly enhance our formal aging support system and have developed innovative programs to address critical needs.

Nutrition continues to be an area of concern. The demand for home delivered meals grows with the increased aging population in the county. The nutrition programs address a critical need; according to our nutrition screening findings, 34.7% of the congregate participants are at high nutritional risk and 36.7% at moderate risk. 28.5% of the home delivered meals clients are at moderate risk and 71% at high nutritional risk. There were 111,483 home delivered meals for eight months and 34,769 congregate meals served totaling 146,252. Meeting the demand for home delivered meals is a challenge, as of September 30, 2014 there is a wait list of 90.

⁵ Ocean County Office of Senior Services 2014 Client Satisfaction Survey

⁶ Ocean County Priority Needs 2014 Report

⁷ Ocean County Quality Assurance Priority Needs 2014

The Office of Senior Services (AAA) coordinates an array of New Jersey community based waiver programs. The Ocean County Board of Social Services provides the care management for these programs. From January 1, 2014 through September 30, 2014, there were 257 Jersey Assistance for Community Caregiving (JACC) clients, Global Options (GO) clients were served up to July 2014 when all clients were transferred to Managed Care Organizations (MCO's) under the State Managed Long Term Services and Supports (MLTSS) plan and 182 Statewide Respite clients resulting in 439 clients avoiding nursing home placement.

Since the state announced in May 2012 that the new delivery system for services called the Aging and Disability Resource Connection (ADRC) became operational in all 21 counties, we have been striving to make certain we were ready to meet this initiative ensuring seniors and adults with disabilities in need of long-term services and supports have information and easy access to community based alternatives. In 1996 Ocean County brought together related agencies that provided services to seniors, veterans and the disabled, all under one roof at the Ocean County One-Stop Center at 1027 Hooper Ave., which is located on the campus of the Ocean County Board of Social Services and the State of New Jersey Employment Services. Building upon this collaborative model, the Office for Individuals with Disabilities and AAA has partnered to provide improved access to information and assistance through trained staff and linking their respective websites.

Ocean County Office of Senior Services (AAA) staff provides information and assistance to the area elderly and caregivers; assistance is provided in completing applications for entitlement programs; and a timely inventory of services and resources is maintained. As of August 31, 2014 Ocean County Office of Senior Services (AAA) activity was as follows:

- Staff interacted with 5,194 callers/walk-ins with 10,261 units of service.
- There were 14,386 hits/11,314 visitors to our website; the majority of the hits were to our Consumer Resource Directory; 12,850 hits and 10,061 actual visitors and there were 1,741 downloads from the website and the top three downloads were: Transportation, Adult Communities and Energy Assistance.
- Staff responded to the following major issues: Caregiver Information, Prescriptions, Medicare/Health Insurance, Tax Programs, In Home Services, Housing and Nutrition Assistance.

Quality assurance is on-going. A letter with a self-addressed postage paid reply card is sent to all customers. As of June 30, 2014 our on-going survey results show a 19% return rate and 99% would recommend service to friend/family member.

Executive Director is a member of the N4A and NJ4A and works closely with those sources to identify advocacy issues as they relate to seniors. Our Senior Advisory Council meets quarterly and collaborates on many of our efforts and provides community feedback supporting the Office of Senior Services (AAA) with advocacy on a variety of issues important to older adults. Locally we work with our Board of Chosen Freeholders to increase awareness of important issues. Our federal and state legislators have been very supportive of our efforts to advance federal/state

issues. Ocean continues to advocate for reauthorization of the Older American's Act.

The Ocean County Office of Senior Services (AAA) has made a major effort to inform older adults of issues that affect their quality of life. There were 64 community presentations as of September 30, 2014.

The Ocean County Office of Senior Services (AAA) issues a bi-monthly newsletter that provides timely, appropriate information regarding specific age related topics and a comprehensive resource directory. The newsletter is also available on the Internet: (<http://www.co.ocean.nj.us>). The Ocean County Office of Senior Services (AAA) resource directory is available online. Not only can the resource directory be viewed on the Internet; related documents can be e-mailed to older adults and caregivers. We submitted our entire resource directory electronically to the State of New Jersey, ADRC website for their inclusion in statewide resources. Updates are sent when the resource directory is updated.

The Office of Senior Services (AAA) coordinates the SHIP (State Health Insurance Assistance Program) program for Ocean County. All Senior Services Information & Assistance staff and contracted Information & Assistance staff are certified SHIP counselors. Ocean County is ranked number two (#2) in the state of New Jersey with 140,788 individuals eligible for Medicare; 20,000 are under 65 and are able to access SHIP assistance through our ADRC philosophy.

The Ocean AAA leads New Jersey in SHIP consumer activity with 44 certified counselors. SHIP is designed to assist Medicare enrollees, potential enrollees and caregivers with their questions regarding Part A, B, C and D benefits/claims and supplemental policies; this is one of the most frequently used services in our department and our outreach sites throughout the County. Medicare Part D enrollment is our busiest time and we partner with the County Connection to reach as many individuals as possible.

The Ocean County Office of Senior Services (AAA) has established working partnerships with the Ocean County Office of Emergency Management (OEM), the Ocean County Fire Marshal, the Ocean County Sheriff's Department, the Ocean County Health Department and our service provider network to carry out Ocean's Emergency Preparedness plan. Most recently County OEM, the AAA and Ocean County Department of Human Services have met with the Ocean County Long Term Recovery Group (OCLTRG) to look at specific issues post Sandy and opportunities for preparedness going forward.

The Ocean County Office of Senior Services (AAA) works closely with the Ocean County Office of Emergency Management to identify homebound and people at risk for the "We Care Campaign". We are also promoting through the eighty-nine (89) agencies involved with the OCLTRG. We work closely with the Ocean County Health Department to educate seniors and caregivers regarding emergency preparedness. Providing effective communication is what makes a difference in the desired outcome in a crisis. The Ocean County Senior Services Director sits on the Ocean County Emergency Management Council to discuss and plan for any disaster event

should one occur. Additionally, all of our service providers must submit an updated Emergency/Business Continuity plan to us each year; these plans are reviewed at the annual on-site monitoring.

The rapidly growing aging population, together with projections of continued increases in life expectancy underscores the critical need to assist individuals to practice healthy behaviors.

The Ocean County Office of Senior Services (AAA) continues to support the Wellness Coalition and administers the HealthEASE program in Ocean County. The goal of the program is to improve the health and wellness of older adults through education and the promotion and support of healthy behaviors to seniors at all ages. Over sixty-five (65) individuals and agencies meet throughout the year to share programs and knowledge.

Clearly, the challenge for the Ocean County Office of Senior Services (AAA) is to continue to examine the special demographics of the service area to plan an appropriate system of service. These demographics reflect the need to not only provide the necessary support for the frail, disabled, isolated and their caregivers; but also, to empower the younger older adult to remain as healthy, active, and independent for as long as reasonably possible and to assist individuals (boomers) approaching “the third age”. This prevention strategy matches Medicare’s effort to do the same thing.

In order to address these challenges, Ocean County has identified the following goals for 2015:

- To Improve Access to Available Service.
- To Promote "Healthy Aging".
- To Foster Greater Independence for Frail Older Adults.
- To Support Family Caregivers.
- To Advocate at the Local, State & Federal Level.

All of the activities included in the Area Plan are designed to assist the Ocean County Office of Senior Services (AAA) to **“LEAD THE WAY”** in Advancing the Well Being of Older Adults in Ocean County.

The Office of Senior Services (AAA) will plan, develop, monitor, and evaluate a coordinated and comprehensive system providing:

AREA PLAN 2015 PROJECTED UNITS/CLIENTS

Ocean

ACCESS		Units		Clients
101	Information & Assistance	44,460	Each Contacts	12,500
102	Benefits Screening	17,974	½ Hour	4,785
103	Extended Assessment	400	½ Hour	90
105	Care Management	1,070	½ Hour	192
106	Transportation	64,386	Each (one way) trip per person	1,388
107	Assisted Transportation	10,833	Each (one way) trip per person	139
109	Language Translation & Interpretation	120	Each Contact	60
HOME SUPPORT		Units		Clients
209	Friendly Visitor	600	Each Visit	30
210	Telephone Reassurance	13,402	Each Call	143
211	Residential Maintenance	625	Each Hour	245
212	Housekeeping	100	Each Hour	15
213	Certified Home Health Aide	3,183	Each Hour	30
217	Emergency	1,276	Each Contact	169
COMMUNITY SUPPORT		Units		Clients
321	Adult Day Services	11,354	Each Hour	63
324	Adult Protective Services	8,500	Each Contact	450
325	Legal Assistance	1,225	Each Hour	506
326	Physical Health	1,500	Each Contact	550
328	Mental Health	1,195	Each Hour	240
330	Physical Activity	6,730	One Session per participant	570
331	Education	4,710	One Session per participant	900
333	Socialization/Recreation	17,583	One Session per participant	1,046
NUTRITION SUPPORT		Units		Clients
435	Congregate Meals	64,000	Each Meal	800
436	Home Delivered Meals	168,199	Each Meal	1,165
437	Weekend/Holiday Meals	12,000	Each Meal	200
438	Nutrition Education	18,000	Each Session per participant	1,800
439	Nutrition Counseling	36	Each Session per participant	36
CAREGIVER SERIES		Units		Clients
701	Information and Assistance	5,104	Each Contact	2,258
711	Residential Maintenance	164	Each Hour	86
715	Respite	4,031	Each Hour	97
720	Caregiver Support Group	210	Each Session per participant	80
726	Caregiver Physical Health	1,718	Each Contact	178
731	Education	840	One Session per participant	241
740	Mental Health Counseling	402	One Session per participant	117
741	In-Home Ed & Support	103	One Session per participant	24
742	Trained Volunteer Assistance	450	Each Visit	10
TOTAL		486,483	TOTAL	31,203

2015 SERVICE DELIVERY SYSTEM

Board of Social Services	Adult Protective Services SSBG	\$26,836
	Adult Protective Services State	\$383,367
	Retired Senior & Volunteer Program (RSVP)	\$6,200
	Services for the Elderly	\$11,300
	NJ EASE Care Management	\$45,000
	Safe Housing & Transportation	\$78,009
	Care Management/Respite	\$90,887
Brick Senior Center and Outreach	Multi-Purpose Senior Center NJ EASE Access Site	\$110,100
	Caregiver Access	\$25,000
Catholic Charities	Fix-it Program	\$25,000
	Fix-it Caregiver	\$10,000
	Providence House-Project Reach	\$25,713
Caregivers Volunteers of Central Jersey, Inc.	Alzheimer Respite	\$64,000
Community Medical Center	Caregiver Counseling	\$20,000
Community Services, Inc.	Congregate Meals	\$782,173
	Home Delivered Meals	\$1,133,800
	Weekend/Holiday Meals	\$121,479
	Supportive Social Services/NJ EASE Access Site	\$478,749
	Chronic Disease Self Management	\$39,861
Interfaith Health & Support Services of Southern Ocean County, Inc.	Caregiver Education	\$29,000
Jewish Family Services	Services for the Elderly	\$27,681
	Caregiver Support	\$8,000
Monmouth Medical Center Southern Campus	Caregiver Education & Counseling	\$50,000
Lakewood Community Services, Inc.	Kosher Home Delivered Meals	\$201,700
	Assessments and Senior Education	\$47,028
	Caregiver Support	\$16,650
Long Beach Island Center	Southern Ocean County Outreach/ NJ EASE Access Site	\$359,156
	Caregiver Access	\$25,000
	Benefits Counseling SSBG (Berkeley)	\$23,905
Manchester Outreach	Outreach and Transportation/NJ EASE Access Site	\$110,100
	Caregiver Access	\$25,000
O. C. Transportation & Vehicle Services	Transportation (Ocean Ride)	\$152,593
Ocean County Senior Services	Family Caregiver Support	\$110,624
Ocean-Monmouth Legal Services	Legal Services for the Elderly	\$45,000
Preferred Behavioral Health	Senior Guidance	\$81,094
Southern Ocean Medical Center	Caregiver Education	\$15,000
Toms River Senior Center and Outreach	Multi-Purpose Senior Center/NJ EASE Access Site	\$76,160
	Caregiver Access	\$58,940
Visiting Home Care Inc.	Home Care Services and Adult Day Care	\$274,882
	Caregiver Education	\$40,000
Jackson Senior Center	Multi-Purpose Senior Center	\$17,700
Plumsted Outreach	Outreach Services	\$10,000
	TOTAL 2015 Area Plan Grant Funding	\$5,282,687

Federal - \$2,325,994

State - \$1,390,737

County - \$1,565,956

Total Funding - \$5,282,687