



## **OCEAN COUNTY OFFICE OF SENIOR SERVICES**

### **2016-2018 AREA PLAN CONTRACT SUMMARY**

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The Area Plan Contract 2016-2018 outlines Ocean County's plan for serving its adults over the age of sixty and their caregivers for "Today and Tomorrow".

Ocean County is unique with its 92 adult communities, 35 long term care facilities, 38 alternate living facilities and 39 low income/subsidized senior and disabled housing complexes. While traditionally a large number of older adults who resided in Ocean County migrated here for their retirement, there is a newer trend of younger older adults who were born, raised and remained here. 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 continues to attract a significant number of retirees and has since the beginning of the adult community development in the early 1970's. Recently a senior commented that some people think Ocean County has services because seniors come here, when in fact, seniors come here because Ocean County has the services and programs they seek as well as the attractions noted above.

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 older adults, 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 2016-2018 Area Plan Contract 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 numerous service providers located throughout Ocean County in order to provide maximum access.

In October it will be three years since Super Storm Sandy and slowly, people have made their return to their former residences. The Ocean County Board of Social Services has been contacted by over 10,000 clients to be screened for funding for unmet needs under the Housing Repair and Advocacy Program (HRAP). Outreach and Senior Center staff continue to help older adults with navigating the post-storm recovery process and work often with the Ocean County Long Term Recovery Group (OCLTRG) to assist those who continue to struggle with the after effects of this devastating storm. Fortunately, the collaboration and cooperation among Ocean's aging network service providers and the recovery groups continues to be strong.

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, 2015 through September 30, 2015, there were 381,544 units of service provided to 26,609 individuals.

Older Americans Act (OAA) 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. There is ongoing advocacy in support of the reauthorization of the (OAA), and the elimination of sequestration which has impacted funding in recent years. A recently published Medicare spending report indicates that at 80 percent, Ocean County has one of the “highest rates of senior citizens suffering from two or more chronic ailments”<sup>1</sup>.

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.<sup>2</sup> It is this demographic information that accounts for the report cited above.

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.<sup>3</sup> 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 \$22,884 to \$45,228 to cover basic living costs depending whether they own a home without a mortgage, with a mortgage or rent.<sup>4</sup>

Ocean County ranked first in the state for both the highest percentage of households among all households that received Social Security and other retirement

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<sup>1</sup> Centers for Medicare and Medicaid Services 2012, USA Today Analysis

<sup>2</sup> U.S. Census Bureau: American Fact Finder 2011

<sup>3</sup> U.S. Census Bureau: American Fact Finder 2010

<sup>4</sup> Elder Economic Security Report 2014

income. Ocean is still in the lead with the number of households on PAAD (14,239) and Senior Gold (2,757).<sup>5</sup>

The issue of living alone is a key element in developing a strategic plan for older adult services. The desire of most older adults is to remain in their own homes whenever possible 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 be able to do that. For individuals who live with someone else, these tasks 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 Aging Network of Providers.

Title III-E family caregiver funding has assisted both the Ocean County Office of Senior Services (AAA) and its providers to respond specifically to caregiver needs. The 2016-2018 Area Plan Contract addresses the issue of Caregiver Education, Training and Support in a variety of ways: comprehensive information and assistance to access community resources, in-home and community education/training by nurses and other professionals, respite care services 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.

A client satisfaction survey was conducted through the providers in the summer of 2015. Major needs identified were Transportation, Companionship, Home Health Aids and Chore Services.<sup>6</sup> The Area Agency on Aging tracks priority issue areas from our own Information and Assistance calls. The major needs identified were Medicare/Health Insurance, Prescriptions, In Home Services, Housing, Nutrition, Utility Assistance and Tax Programs.<sup>7</sup> Needs identified from our on-going Ocean County Office of Senior Services (AAA) quality assurance cards resulted in: more publicity about our services, transportation, affordable medical and prescription coverage, patience and understanding when dealing with seniors.<sup>8</sup> An Area Plan needs assessment public meeting was held on June 17, 2015 in Manahawkin, NJ and once again transportation was the major issue.

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 recent nutrition screening findings, 31.6% of the congregate participants are at high nutritional risk and 41.3% at moderate risk. 28.1% of the home delivered meals clients are at moderate risk and 67% at

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<sup>5</sup> Department of Human Services, Division of Aging Services

<sup>6</sup> Ocean County Office of Senior Services 2015 Client Satisfaction Survey

<sup>7</sup> Ocean County Priority Needs 2015 Report

<sup>8</sup> Ocean County Quality Assurance Priority Needs 2015

high nutritional risk. There were 158,381 home delivered meals for nine months and 34,235 congregate meals served totaling 192,616.

The Office of Senior Services (AAA) coordinates an array of New Jersey community based waiver programs. While the Medicaid waiver clients were moved to Managed Long Term Services and Support under MCO's in July of 2014, the Ocean County Board of Social Services still provides the care management for several other state initiatives. From January 1, 2015 through August 31, 2015, there were 263 Jersey Assistance for Community Caregiving (JACC) clients and 165 Statewide Respite clients resulting in 428 clients whose care management services have assisted them in avoiding nursing home placement.

We have continued to meet the challenge of the ADRC Aging and Disability Resource Connection initiative to ensure 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 on the campus of the Ocean County Board of Social 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. The State has committed to additional staff training as the initiative moves forward. 282 under age Ocean County clients were served in the first 9 months of this year.

Ocean County Office of Senior Services (AAA) staff provides information and assistance to the area elderly and caregivers; assistance is also provided in completing applications for entitlement programs; and a timely inventory of services and resources is maintained. As of September 30, 2015 Ocean County Office of Senior Services (AAA) activity was as follows:

- Staff interacted with 5,610 callers/walk-ins with 11,230 units of service; this number includes the underage clients mentioned above.
- There were 15,920 hits/13,639 visitors to our website; the majority of the hits were to our Consumer Resource Directory: 14,850 hits and 12,701 actual visitors and there were 1,752 downloads from the website. The top four requests were: Adult Communities, PAAD/Senior Gold Comparison, Housing Guide and Transportation.

Quality assurance for Ocean County Office of Senior Services is an on-going process. A letter with a self-addressed postage paid reply card is sent to all new customers. As of June 30, 2015 our on-going survey results show a 25% return rate and 98% 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 four (4) times a year 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 particularly in our efforts to support the reauthorization of the Older Americans Act which is key to the funding of this comprehensive area plan.

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 59 community presentations as of September 30, 2015.

The Ocean County Office of Senior Services (AAA) issues a periodic 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. As of August 31, 2015 Ocean County has 143,112 people eligible for Medicare (10% of NJ's Medicare population). We have the 2<sup>nd</sup> highest number of Medicare beneficiaries in the state and of these beneficiaries, 20,900 are under the age of 65 (14.5%). 14% of Ocean County beneficiaries enrolled in a Part D plan have help from Low Income Subsidy<sup>9</sup>.

The Ocean AAA leads New Jersey in SHIP consumer activity with 43 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. In support of residents affected by Sandy we continue to make referrals to the Ocean County Long Term Recovery Group (OCLTRG) to look at specific issues.

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 this through the eighty-nine

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<sup>9</sup> Department of Human Services, Division of Aging Services

(89) agencies involved with the OCLTRG. We work closely with the Ocean County Health Department to educate seniors and caregivers regarding emergency preparedness and have been distributing their recently published “Emergency Preparedness Disaster Tips”. Providing effective communication is what makes a difference 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 in order 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 2016-2018:

- To Improve Access to Available Service.
- To Improve Awareness of 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 2016 PROJECTED UNITS/CLIENTS**

**Ocean**

| <b>ACCESS</b>            |                                       | <b>Units</b>   |                                | <b>Clients</b> |
|--------------------------|---------------------------------------|----------------|--------------------------------|----------------|
| 101                      | Information & Assistance              | 51,060         | Each Contacts                  | 13,800         |
| 102                      | APC Options Counseling                | 18,774         | ½ Hour                         | 4,395          |
| 105                      | Care Management                       | 1470           | ½ Hour                         | 282            |
| 106                      | Transportation                        | 52,908         | Each (one way) trip per person | 901            |
| 107                      | Assisted Transportation               | 10,850         | Each (one way) trip per person | 118            |
| 109                      | Language Translation & Interpretation | 240            | Each Contact                   | 40             |
| <b>HOME SUPPORT</b>      |                                       | <b>Units</b>   |                                | <b>Clients</b> |
| 209                      | Friendly Visitor                      | 600            | Each Visit                     | 20             |
| 210                      | Telephone Reassurance                 | 13,402         | Each Call                      | 133            |
| 211                      | Residential Maintenance               | 625            | Each Hour                      | 245            |
| 212                      | Housekeeping                          | 320            | Each Hour                      | 12             |
| 213                      | Certified Home Health Aide            | 3240           | Each Hour                      | 18             |
| 217                      | Emergency                             | 1400           | Each Contact                   | 195            |
| <b>COMMUNITY SUPPORT</b> |                                       | <b>Units</b>   |                                | <b>Clients</b> |
| 321                      | Adult Day Services                    | 11,260         | Each Hour                      | 32             |
| 324                      | Adult Protective Services             | 8250           | Each Contact                   | 450            |
| 325                      | Legal Assistance                      | 750            | Each Hour                      | 60             |
| 326                      | Physical Health                       | 1400           | Each Contact                   | 405            |
| 328                      | Mental Health                         | 1145           | Each Hour                      | 240            |
| 330                      | Physical Activity                     | 8230           | One Session per participant    | 480            |
| 331                      | Education                             | 4599           | One Session per participant    | 800            |
| 333                      | Socialization/Recreation              | 18,983         | One Session per participant    | 1,051          |
| <b>NUTRITION SUPPORT</b> |                                       | <b>Units</b>   |                                | <b>Clients</b> |
| 435                      | Congregate Meals                      | 52,000         | Each Meal                      | 800            |
| 436                      | Home Delivered Meals                  | 213,788        | Each Meal                      | 1,385          |
| 437                      | Weekend/Holiday Meals                 | 16,086         | Each Meal                      | 260            |
| 438                      | Nutrition Education                   | 18,000         | Each Session per participant   | 2,000          |
| 439                      | Nutrition Counseling                  | 36             | Each Session per participant   | 36             |
| <b>CAREGIVER SERIES</b>  |                                       | <b>Units</b>   |                                | <b>Clients</b> |
| 701                      | Information and Assistance            | 5,500          | Each Contact                   | 2,255          |
| 711                      | Residential Maintenance               | 164            | Each Hour                      | 86             |
| 715                      | Respite                               | 3,820          | Each Hour                      | 85             |
| 720                      | Caregiver Support Group               | 210            | Each Session per participant   | 80             |
| 726                      | Caregiver Physical Health             | 1,718          | Each Contact                   | 178            |
| 731                      | Education                             | 735            | One Session per participant    | 223            |
| 740                      | Mental Health Counseling              | 452            | One Session per participant    | 97             |
| 741                      | In-Home Ed & Support                  | 111            | One Session per participant    | 27             |
| 742                      | Trained Volunteer Assistance          | 450            | Each Visit                     | 10             |
| <b>TOTAL</b>             |                                       | <b>522,576</b> | <b>TOTAL</b>                   | <b>31,199</b>  |

2016 Service Delivery System

|   |   |                    |
|---|---|--------------------|
|   |   |                    |
| Board of Social Services                      | Adult Protective Services SSBG              | \$26,836           |
|   | Adult Protective Services State             | \$375,711          |
|   | Retired Senior & Volunteer Program (RSVP)   | \$6,200            |
|   | Services for the Elderly                    | \$11,300           |
|   | NJ EASE Care Management                     | \$45,000           |
|   | Safe Housing & Transportation               | \$80,713           |
|   | Care Management/Respite                     | \$90,887           |
| Brick Senior Center and Outreach              | Multi-Purpose Senior Center 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                        | \$1,184,223        |
|   | Weekend/Holiday Meals                       | \$124,173          |
|   | Home Delivered Meals SSBG                   | \$152,593          |
|   | Home Delivered Meals MM                     | \$38,885           |
|   | Supportive Social Services/ Access Site     | \$478,749          |
|   | Chronic Disease Self Management             | \$40,356           |
| Interfaith Health & Support Services          | Caregiver Education                         | \$29,000           |
| Jewish Family Services                        | Services for the Elderly                    | \$27,681           |
|   | Caregiver Support                           | \$8,000            |
| Lakewood Community Services, Inc.             | Kosher Home Delivered Meals                 | \$251,700          |
|   | Assessments and Senior Education            | \$47,028           |
|   | Caregiver Support                           | \$16,650           |
| Long Beach Island Center                      | Southern Ocean County Outreach/ Access Site | \$358,866          |
|   | Caregiver Access                            | \$25,000           |
|   | APC Options Counseling SSBG (Berkeley)      | \$23,905           |
| Manchester Outreach                           | Outreach and Transportation/ Access Site    | \$110,100          |
|   | Caregiver Access                            | \$25,000           |
| Monmouth Medical Center                       | Caregiver Education & Counseling            | \$50,000           |
| Ocean County Senior Services                  | Family Caregiver Support                    | \$107,092          |
| Community Health Law Project                  | 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/ 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           |
|   | <b>TOTAL 2016 Area Plan Grant Funding</b>   | <b>\$5,416,410</b> |

Federal \$2,323,073.00  
 State \$1,396,712.00  
 County \$1,696,625.00  
 Total \$5,416,410.00