



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

### **2012 AREA PLAN CONTRACT UPDATE SUMMARY**

The Area Plan Contract Update 2012 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 90 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 are identified in the 2012 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 two (2) part time staff persons; and administers fifty-two (52) contracts with twenty-two (22) service providers. Service providers are located throughout Ocean County in order to provide maximum access to service.

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, 2011 through August 31, 2011, there were 345,390 units of service provided to 29,279 individuals. 4.68% were minority;

10.42% were low income; 55.46% were frail disabled and 59.54% were vulnerable/socially isolated.

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 2010 census information shows Ocean County's 60+ population at 27.2% of the total with 157,064 individuals. The 65+ cohort accounts for 21% of the total with 121,104. One of the fastest growing segments of the sixty plus population in Ocean County is the eighty-five and over cohort. This group which numbered 8,697 in 1990 increased to 14,914 in 2000 and 19,610 in 2010 and Ocean Ranks #2 in the state with 133,930 Medicare enrollees.

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>1</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 \$21,416 to \$29,557 to cover basic living costs depending whether they own a home without a mortgage, with a mortgage or rent.

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.

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.

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

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<sup>1</sup> U.S. Census Bureau: American Fact Finder 2010

Services (AAA). For individuals living alone, this task can hinder a person's ability to remain independent.

A client satisfaction survey was conducted in the summer of 2011. Major needs identified were transportation, household help, companionship, and respite care.<sup>2</sup> The Area Agency on Aging tracks priority issue areas from our Information and Assistance calls. The major needs identified were taxes, prescriptions, Medicare/health insurance, in-home services, utility assistance, caregiver information and Medicaid.<sup>3</sup> Needs identified from our on-going Ocean County Office of Senior Services (AAA) quality assurance cards resulted in: transportation, information regarding programs and services, aging sensitivity when dealing with older adults, affordable medical insurance and prescription coverage and low income housing/rental assistance.<sup>4</sup> An Area Plan needs assessment public meeting was held on May 9, 2011 in Toms River, NJ and transportation was the major issue.

The Ocean County Office of Senior Services (AAA) conducts service provider meetings five times per year which provide the opportunity for service providers to collaboratively address aging issues. The service providers note isolation as a significant problem in the county. Isolation breeds vulnerability; and a significant number of older adults in Ocean County have relocated from out of the area and are unaware of services available to them. Other contributors to isolation are the inability to drive and lack of adequate transportation, sensory loss, disability, language barriers, cultural issues and lack of information. The Ocean County Office of Senior Services (AAA) participates in a Multicultural Senior Task Force to explore methods to outreach multicultural communities.

Ocean County Office of Senior Services (AAA) service providers also note that there is a need for support and respite for caregivers to provide optimal levels of care.

Title III-E family caregiver funding has assisted the Ocean County Office of Senior Services (AAA) to respond to caregiver needs, as of August 31, there were 8,674 caregiver supports to 2,274 caregivers. 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.

Our service providers also note nutrition as 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

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<sup>2</sup> Ocean County Office of Senior Services 2011 Client Satisfaction Survey

<sup>3</sup> Ocean County Priority Needs 2011 Report

<sup>4</sup> Ocean County Quality Assurance Priority Needs 2011

findings, 37.8% of the congregate participants are at high nutritional risk and 34.9% at moderate risk. 36.8% of the home delivered meals clients are at moderate risk and 55.9% at high nutritional risk. There were 151,527 home delivered meals for eight months and 38,723 congregate meals served totaling 190,250. Meeting the demand for home delivered meals is a challenge, as of August 31, 2011 there is a wait list of over 120.

One area that has improved with the downturn in the economy is the supply of trained and qualified homecare staff however; recruitment, retention and reimbursement are critical areas that need to continue to be addressed by policymakers in order to keep pace with the dramatic increase in our aging population.

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, 2011 through August 31, 2011, there were 318 Jersey Assistance for Community Caregiving (JACC) clients, 1,178 Global Options clients and 193 Statewide Respite clients resulting in 1,689 clients avoiding nursing home placement.

In addition to the Older Americans Act Programs, Caregiver Support, Education, Health Screenings including Cholesterol, Diabetes, and Hypertension are provided by the four Ocean County Hospitals through county funding. County funds are also utilized to support additional home supports through our Interfaith volunteers. For six (6) months 13,171 units of service were provided to 2,224 clients in 2011 with non-area plan county funding.

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, 2011, Ocean County Office of Senior Services (AAA) activity was as follows:

- Staff responded to: 6,526 callers/walk-ins and 316 caregiver counseling clients for a total of 6,842 clients.
- There were 9,399 hits/6,940 visitors to our website; the majority of the hits were to our Consumer Resource Directory; 7,897 hits and 5,708 actual visitors and there were 1,544 downloads from the website and the top three downloads were: Housing Resource Guide, Caregiver Resources and Transportation.
- Staff responded to the following major issues: Tax Programs, Prescriptions, Medicare/Health Insurance, In-Home Services and Utility Assistance.
- 43% of calls were 30 minutes or more; 47% of callers/walk-ins were 75 and over and 17% were 85 years and over.

Quality assurance is on-going. A letter with a self-addressed postage paid reply card is sent to all customers. Our on-going survey results show a 28.3% return rate and 99% would recommend service to friend/family member.

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 expressed concern regarding H.R. 1 since it contained destructive cuts that would negatively affect the ability of older Americans to remain healthy and independent in their communities; Ocean continued support for S2249 & A3523 which offers insurance protections to volunteer drivers who assist non-profits in transporting seniors, the disabled and other clients in the community. Ocean addressed the Home Health Physician Face-to-Face Encounter, asking CMS to delay the enforcement of the face-to-face requirements until no earlier than July 1, 2011; also opposed Medicare Funding Cuts & Privatizing Medicare, the "Debt Ceiling" regarding how a default might result in seniors not receiving their benefit checks. AAA hosted and participated in the Legislative Policy Session on Senior Hunger and Elder Economic Insecurity.

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 94 community presentations as of September 30, 2011.

The Ocean County Office of Senior Services (AAA) issues a 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; it can also be e-mailed to older adults and caregivers. The resource directory was completely updated in 2011. There is a "special request for assistance" box on our website providing the opportunity for older adults/caregivers to submit their specific request to the Ocean County Office of Senior Services (AAA). This is an especially helpful tool for working caregivers or long distance caregivers.

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 133,830 individuals eligible for Medicare. Medicare is currently the mainstay for 23.2% of our total county population of 576,567 and there are 35,960 individuals in Ocean between the ages of 60 and 65 who are approaching Medicare eligibility.

The Ocean AAA leads New Jersey in SHIP consumer activity with 51 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.

The Ocean County Office of Senior Services (AAA) has established working partnerships with the Ocean County Office of Emergency Management, 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.

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 work closely with the Ocean County Health Department to educate seniors and caregivers regarding emergency preparedness. Providing effective communication is what will make 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 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) 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.

Building upon the HealthEASE model, the Ocean County Office of Senior Services (AAA) expanded the Chronic Disease Self Management Program that was developed at Stanford University and helps participants with on-going health challenges to manage symptoms, lessen frustration, communicate effectively with doctors, fight fatigue, make tasks easier and get more out of life. Participants meet once a week, for six weeks and learn the skills needed in the day-to-day management of chronic conditions. The program is taught by trained peer leaders. The Move Today Program includes exercises that are gentle non-aerobic movements that focus on improving posture, balance and flexibility, strengthening muscles, and preventing falls. The Mind-Body Connection focuses on the strong connection between healthy behaviors and good mental health, both of which are essential components in successful aging among seniors.

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".

Furthermore, the Ocean County Office of Senior Services (AAA) will continue to advocate for greater resources for older adult services at the state and federal levels.

In order to address these challenges, Ocean County has identified the following priorities for 2012:

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 2012 PROJECTED UNITS/CLIENTS**

**Ocean**

<b>ACCESS</b>		<b>Units</b>		<b>Clients</b>
101	Information & Assistance	34,913	Each Contacts	13,781
102	Benefits Screening	19740	½ Hour	4,875
103	Extended Assessment	180	½ Hour	48
105	Care Management	648	½ Hour	96
106	Transportation	82,503	Each (one way) trip per person	1,641
107	Assisted Transportation	12,170	Each (one way) trip per person	120
109	Language Translation & Interpretation	300	Each Contact	60
<b>HOME SUPPORT</b>		<b>Units</b>		<b>Clients</b>
209	Friendly Visitor	800	Each Visit	30
210	Telephone Reassurance	17,638	Each Call	153
211	Residential Maintenance	625	Each Hour	245
212	Housekeeping	1,140	Each Hour	45
213	Certified Home Health Aide	1,550	Each Hour	14
217	Emergency	1,375	Each Contact	169
<b>COMMUNITY SUPPORT</b>		<b>Units</b>		<b>Clients</b>
321	Adult Day Services	9,487	Each Hour	55
324	Adult Protective Services	8,600	Each Contact	378
325	Legal Assistance	1,225	Each Hour	560
326	Physical Health	2,060	Each Contact	1130
328	Mental Health	1,195	Each Hour	240
330	Physical Activity	1,415	One Session per participant	950
331	Education	1,131	One Session per participant	2400
333	Socialization/Recreation	2,273	One Session per participant	1920
<b>NUTRITION SUPPORT</b>		<b>Units</b>		<b>Clients</b>
435	Congregate Meals	66,610	Each Meal	1000
436	Home Delivered Meals	201,464	Each Meal	1575
437	Weekend/Holiday Meals	16,640	Each Meal	200
438	Nutrition Education	2,000	Each Session per participant	2000
439	Nutrition Counseling	32	Each Session per participant	32
<b>CAREGIVER SERIES</b>		<b>Units</b>		<b>Clients</b>
701	Information and Assistance	3,997	Each Contact	1780
711	Residential Maintenance	161	Each Hour	82
715	Respite	4,105	Each Hour	80
720	Caregiver Support Group	163	Each Session per participant	89
726	Caregiver Physical Health	1,778	Each Contact	200
729	Caregiver Counseling	440	Each Hour	452
731	Education	840	One Session per participant	241
740	Mental Health Counseling	253	One Session per participant	73
741	In-Home Ed & Support	103	One Session per participant	24
742	Trained Volunteer Assistance	450	Each Visit	10
<b>TOTAL</b>		<b>500,004</b>	<b>TOTAL</b>	<b>36,748</b>

## 2012 Service Delivery System

<b>Board of Social Services</b>	<b>Adult Protective Services SSBG</b>	<b>\$ 27,901</b>
	<b>Adult Protective Services State</b>	<b>\$ 284,918</b>
	<b>Retired Senior &amp; Volunteer Program (RSVP)</b>	<b>\$ 6,200</b>
	<b>Services for the Elderly</b>	<b>\$ 11,300</b>
	<b>NJ EASE Care Management</b>	<b>\$ 45,000</b>
	<b>Safe Housing &amp; Transportation</b>	<b>\$ 81,825</b>
	<b>Care Management/Respite</b>	<b>\$ 90,887</b>
<b>Brick Senior Center and Outreach</b>	<b>Multi-Purpose Senior Center NJ EASE Access Site</b>	<b>\$ 110,100</b>
	<b>Caregiver Access</b>	<b>\$ 25,000</b>
<b>Catholic Charities</b>	<b>Fix-it Program</b>	<b>\$ 25,000</b>
	<b>Fix-it Caregiver</b>	<b>\$ 10,000</b>
	<b>Providence House-Project Reach</b>	<b>\$ 25,713</b>
<b>Caregivers Volunteers of Central Jersey, Inc.</b>	<b>Alzheimer Respite</b>	<b>\$ 64,000</b>
<b>Community Medical Center</b>	<b>Caregiver Counseling</b>	<b>\$ 20,000</b>
<b>Community Services, Inc.</b>	<b>Congregate Meals</b>	<b>\$ 782,173</b>
	<b>Home Delivered Meals</b>	<b>\$ 1,128,943</b>
	<b>Weekend/Holiday Meals</b>	<b>\$ 121,479</b>
	<b>Supportive Social Services/NJ EASE Access Site</b>	<b>\$ 478,749</b>
	<b>Chronic Disease Self Management</b>	<b>\$ 29,772</b>
<b>Interfaith Health &amp; Support Services</b>		
<b>of Southern Ocean County, Inc.</b>	<b>Caregiver Education</b>	<b>\$ 29,000</b>
<b>Jewish Family Services</b>	<b>Services for the Elderly</b>	<b>\$ 27,681</b>
	<b>Caregiver Support</b>	<b>\$ 8,000</b>
<b>Kimball Medical Center</b>	<b>Caregiver Education &amp; Counseling</b>	<b>\$ 50,000</b>
<b>Lakewood Community Services, Inc.</b>	<b>Kosher Home Delivered Meals</b>	<b>\$ 201,700</b>
	<b>Assessments and Senior Education</b>	<b>\$ 47,028</b>
	<b>Caregiver Support</b>	<b>\$ 16,650</b>
<b>Long Beach Island Center</b>	<b>Southern Ocean County Outreach/ NJ EASE Access Site</b>	<b>\$ 360,856</b>
	<b>Caregiver Access</b>	<b>\$ 25,000</b>
	<b>Benefits Counseling SSBG (Berkeley)</b>	<b>\$ 25,325</b>
<b>Manchester Outreach</b>	<b>Outreach and Transportation/NJ EASE Access Site</b>	<b>\$ 110,100</b>
	<b>Caregiver Access</b>	<b>\$ 25,000</b>
<b>O. C. Transportation &amp; Vehicle Services</b>	<b>Transportation (Ocean Ride)</b>	<b>\$ 155,054</b>
<b>Ocean County Health Department</b>	<b>Medication Management Education</b>	<b>\$ 11,126</b>
<b>Ocean County Senior Services</b>	<b>Caregiver Options Counseling</b>	<b>\$ 140,112</b>
<b>Ocean-Monmouth Legal Services</b>	<b>Legal Services for the Elderly</b>	<b>\$ 45,000</b>
<b>Preferred Behavioral Health</b>	<b>Senior Guidance</b>	<b>\$ 82,514</b>
<b>Southern Ocean Medical Center</b>	<b>Caregiver Education</b>	<b>\$ 15,000</b>
<b>Toms River Senior Center and Outreach</b>	<b>Multi-Purpose Senior Center/NJ EASE Access Site</b>	<b>\$ 76,160</b>
	<b>Caregiver Access</b>	<b>\$ 58,940</b>
<b>Visiting Home Care Inc.</b>	<b>Home Care Services and Adult Day Care</b>	<b>\$ 186,292</b>
	<b>Caregiver Education</b>	<b>\$ 40,000</b>
<b>Jackson Senior Center</b>	<b>Multi-Purpose Senior Center</b>	<b>\$ 17,700</b>
<b>Plumsted Outreach</b>	<b>Outreach Services</b>	<b>\$ 10,000</b>
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	<b>TOTAL 2012 Area Plan Grant Funding</b>	<b>\$ 5,133,198</b>

Federal - \$2,448,834.  
 State- \$1,330,270.  
 County- \$1,354,094.  
 Total- \$5,133,198.

**2012 NON AREA PLAN  
PROJECTED UNITS AND CLIENTS**

	<b>Units</b>	<b>Clients</b>
Trained Volunteer Assistance	34,550	2,850
Health Screening & Education	3,256	3,330
<b>TOTALS</b>	<b>37,806</b>	<b>6,150</b>

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**2012 NON AREA PLAN GRANT FUNDING**

Caregivers Volunteers of Central Jersey, Inc.	Caregiver Volunteers of Central Jersey Friendly Visitor	\$ 50,000
	Friendly Visitor-Northeastern Expansion	\$ 25,000
	Lakewood Multicultural Outreach	\$ 20,000
Interfaith Health & Support Services of Southern Ocean County, Inc.	Volunteer Caregiver Program	\$ 25,000
Community Medical Center	Lighthouse	\$ 20,000
Kimball Medical Center	Senior Health Care Screening	\$ 20,000
Meridian Health System	Senior Health Screening	\$ 20,000
Southern Ocean Medical Center	Senior Health Screening	\$ 20,000
	Physical Activity	\$ 10,000
<b>TOTAL 2012 Non-Area Plan Grant Funding</b>		<b>\$ 210,000</b>

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