



OCEAN COUNTY OFFICE OF SENIOR SERVICES

2010-2012 AREA PLAN CONTRACT SUMMARY

The Area Plan Contract 2010-2012 outlines Ocean County's plan for addressing the current and future needs of our senior population. Our 2010-2012 Area Plan Contract complies with the mission of the New Jersey Division of Aging and Community Services (DACS) and the United States Administration on Aging (AOA).

Ocean County, located in the central eastern section of New Jersey, is the second largest county in New Jersey. In terms of physical size, it has six hundred and thirty-eight (638) miles, and was the second fastest growing county for the period 1990 to 2000.

Ocean County is unique with its 91 adult communities, 32 long term care facilities, 35 alternate living facilities and 26 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 lead agency to make a positive difference in the lives of older residents and their families. 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. The Ocean County Office of Senior Services (AAA) contracts with local service providers located throughout Ocean County to provide accessible services that will promote the independence of Ocean County's older residents.

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 2010-2012 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) frequently responds to requests from individuals from other states who are interested in relocating to Ocean County. Ocean County seems to be the choice for these Northeasterners who would prefer living within 3 to 4 hours from children and grandchildren.

Ocean County ranks number one in New Jersey with the highest percentage of population in the sixty plus, sixty-five plus we lead the state with the highest number seventy-five plus and eighty-five plus gross age categories. The 2007 census update information shows Ocean County's 60+ population at 25.5% of the total with 143,967 individuals. The 65+ cohort accounts for 21% of the total with 117,194 and 36.3% of this group reported a disability according to the 2007 census update. The fastest growing segment of the sixty plus population in Ocean County is the eight-five and over cohort. This group which numbered 8,697 in 1990 increased to 14,914 in 2000 and over 23,000 according to the 2007 census update.

The 2007 census update reports that 96.7% of county residents over the age of sixty are white. 1.6% are African American and 2.3% 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 2007 census, 5.7 % of persons sixty and over have incomes below the poverty level.¹ Per the 2003 census 6% of persons 65 and over and 7% of persons 75 and over are at or below poverty level. Additionally, 24% of 65 and over are at 200% of poverty and 30% of 75 and over are at or below 200% of poverty.²

These changing demographics are coupled with significant fiscal challenges. 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.

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, 41.4% and 27.1% respectively.

Recently, Ocean County participated in a national initiative called "The Elder Economic Security Index" which measures the income that New Jersey's seniors need to maintain independence and meet basic living expenses. It varies based on household size, homeowner or renter, mode of transportation, geographic area, health status and need for long term care. The Elder Economic Security Index uses an income measure that reflects the actual expenses for basic needs of older adults, in contrast to the outdated and outmoded federal poverty level. In 2009, the federal poverty level was \$10,830 for an individual and \$14,570 for a couple.

Data presented regarding Ocean County included: Elders living alone in Ocean County need \$20,816-\$28,956 to cover their basic annual living costs. Elders living alone in Ocean County who own their home without a mortgage need \$20,816 a

¹ U.S. Census Bureau: American Fact Finder 2007

² U.S. Census Bureau: 2003 Update

year to cover their basic expenses. If Elders rent an apartment in Ocean County, their basic living expenses increased to \$26,425 and Elders still paying a mortgage face housing costs double those for homeowners without a mortgage, increasing annual living expenses to \$28,956. Elder couples in Ocean County need \$31,683-\$39,823 to cover basic annual living costs. Elder couples in Ocean County who own their home without a mortgage need \$31,683 a year to cover their basic living expense. If elder couples rent an apartment in Ocean County, their basic living expenses increase to \$37,292. Elder couples still paying a mortgage face housing costs double those for homeowners without a mortgage, increasing annual living expenses to \$39,823. Some elders who are currently making ends meet face a precarious future if their life circumstances change, such as losing a spouse or experiencing a decline in health status. The average Social Security Income benefit was \$14,285 for an individual; \$23,236 for a couple in 2008 while Ocean's average Social Security benefit was \$13,985 for an individual and \$22,749 for a couple in 2008.

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 percentage of the County's population with a disability is nearly one (1) percent higher than that of the state as a whole. This population is primarily located in the northern and eastern portions of the county.³

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. For individuals living alone; however, this task can hinder a person's ability to remain independent. According to census update 2007, 44% of 60 and over are living alone in Ocean County.⁴

A client satisfaction survey was conducted in the summer of 2009 through the Ocean County Office of Senior Services (AAA) provider network. Major needs identified were transportation, household help, isolation, shopping and financial assistance.⁵ 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,

³ 2007 Interim Ocean County Human Service Transportation Coordination Plan

⁴ US Census Bureau: American Fact Finder 2007

⁵ Ocean County Office of Senior Services 2009 Client Satisfaction Survey

consumer issues and financial assistance.⁶ Needs identified from our on-going Ocean County Office of Senior Services (AAA) quality assurance cards resulted in: transportation, information regarding programs and services, help filling out forms, tax reform and affordable Medicare insurance.⁷

An Area Plan needs assessment public meeting was held on June 12, 2009 in Jackson, NJ and the following major issues were identified: Knowing where to obtain help and information, Knowing my benefits & entitlements, Income keeping up with the cost of living, Health Care and Transportation. In addition to major issues a variety of needs were also identified: outdoor clean-up, grocery shopping, funeral benefits for low income people, television set-up, affordable vision/dental/hearing, senior lunches (daily and low cost), legal services (representation for landlord tenant issues, living wills, and free legal advice/assistance), health care policy for low income, increased handicap parking in all areas throughout the Ocean County area, help paying for rent, food pantry, activities, more disabled equipment in stores – electronic carts for shopping, financial assistance for buying a house, house keeping, transportation to north Jersey hospitals, rental assistance, VA housing, home repair, proper disposal of unused or expired prescription medications and computer instructions. There were one hundred and thirty-two (132) in attendance and a significant number of needs identified were matched to an existing resource.

Ocean County also hosted a public hearing for the State Strategic Plan on Aging on May 20, 2009 in Toms River, NJ. Ninety-three (93) individuals attended and twenty-five participants provided testimony on a variety of issues. These issues were included in the New Jersey (2009-2013) Strategic Plan for Aging, submitted and approved by the Administration on Aging (AOA) in September 2009. Also, the following are specific, essential services most mentioned: transportation to/from senior centers and for doctor visits, shopping and outings, meals on wheels, socialization/recreation to ward off depression and loneliness, physical exercise to remain healthy, dealing with chronic illness, assistance in completing paperwork, paying bills and dealing with difficult situations: i.e., problems with utility providers and personal abuse, and continued opportunities to volunteer talents.

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. While the county as a whole shows auto access to be higher than for the state as a whole, there are several communities where auto access is significantly less, namely, Seaside Heights, Lakewood, Manchester, Point Pleasant and Berkeley.⁸ Ocean County Office of Senior Services (AAA) service providers also note that there is a need for support

⁶ Ocean County Priority Needs 2009 Report

⁷ Ocean County Quality Assurance Priority Needs 2009

⁸ 2007 Interim Ocean County Human Service Transportation Coordination Plan

and respite for caregivers to provide optimal levels of care. Educational programs, support groups and counseling are felt to be solutions to meeting caregiver needs. Lack of adequate transportation is again a barrier for the caregiver to access these valuable services.

Another problem identified is the age of the caregiver. Frequently, seniors are caring for older parents, older siblings, adult children with disabilities or grandchildren. Often these caregivers are themselves in need of care or respite. From January 1, 2009 through August 31, 2009, of the 2,320 caregivers served 1,193 of these caregivers were over 60 years of age; and 430 caregivers reported poor health.⁹ The providers note the need for a continuous public information campaign to keep people aware of activities and services available.

The Ocean County Office of Senior Services (AAA) participates in a Multicultural Senior Task Force to explore methods to outreach multicultural communities. Providers participate in Cultural Competency training designed by the Multicultural Senior Task Force and there is an on-going campaign to advance this effort. The Ocean County Office of Senior Services (AAA) is utilizing radio, TV, and a network of churches, synagogues, etc. to spread the word about community resources. The Multicultural Senior Task Force continues to work on a project "Language Matters" to provide practical tools for AAA network direct staff in communicating effectively to multicultural populations. In February 2009 the Multicultural Senior Task Force launched a quarterly bi-lingual magazine entitled "*Esperanza/Hope*" whose purpose is to reach the minority communities with information about senior services in an entertaining and uplifting manner. Through this publication, the Latino and African-American communities, in particular, are encouraged to contact the Multicultural Senior Task Force or their local Outreach for information on senior services, including Medicare and Part D.

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, earlier hospital discharges and the individual's desire to live independently in their own homes for as long as possible.

By the end of January 2009, there was an on-going list of approximately 130 older adults waiting for home delivered meals. Between February and March 2009, through careful examination and revision of several routes, about 40 individuals were removed from the home delivered meals waiting list and were placed on active status. Approximately 90 individuals were waiting for home delivered meals at the end of March. ARRA funding received in April 2009 allowed for the creation of two new home delivered meals routes, one in Berkeley and one in Whiting, where the majority of persons waiting for home delivered meals reside; these communities lead the state in the number of individuals 85 and over. Slightly more than 60 new participants were added to active status and the number of older adults waiting for home delivered meals, by the end of September 2009 is 29. Currently there are 986 active home delivered meals participants county wide.

⁹ Ocean County Office of Senior Services 1/01/09-8/31/09 Service Delivery for Area Plan Contracts Report

The nutrition programs address a critical need; according to our nutrition screening findings, 30% of the congregate participants were at high nutritional risk and 45% were at moderate nutritional risk. 36% of the home delivered meals clients were at moderate nutritional risk and 56% were a high nutritional risk.

Another difficult issue to resolve is the inadequate supply of trained and qualified homecare staff. Federal and State funding does not adequately reimburse with the result of a severe shortage in service capacity. Recruitment, retention and reimbursement are critical areas that need to be addressed by policymakers in order to keep pace with the dramatic increase in our aging population.

In 2000, Care Coordination was established within the Ocean County Office of Senior Services (AAA) to coordinate the expansion of New Jersey's community based waiver programs. An Ocean County Collaborative Team comprised of the Ocean County Office of Senior Services (AAA), Ocean County Board of Social Services Adult Protective Services, Global Options, Statewide Respite Care, Adult Medicaid, New Jersey Department of Health and Senior Services-Office of Community Choice Options, and Medicaid Assisted Living (A/L) team members meet regularly to ease access between these programs. From January 1, 2009 through August 31, 2009, there were 249 Jersey Assistance for Community Caregiving (JACC) clients, 507 Global Options Assisted Living clients, 169 Statewide Respite clients and 524 Global Options Community clients. This collaborative was expanded to include our County Office for Individuals with Disabilities in order to position the AAA for an efficient transition to the Aging and Disability Resource Center (ADRC) in the future. The Coordinator of the Office for Individuals with Disabilities was trained and certified for SHIP and has helped with Medicare issues. Disability Awareness and Sensitivity training was conducted by MOCEANS Center for Independent Living in October 2009 for all access staff.

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, 2009 through our Title III funded caregiver programs, 2,320 caregivers were served; 1,193 were over 60, 1,715 were female, 1,013 were employed, 286 had children under the age of 18 and 430 reported poor health. 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 visiting nurses and other professionals, respite care and culturally sensitive caregiver counseling. Ocean County faces a serious shortage of funding for the Statewide Respite Care program administered by the Ocean County Board of Social Services. The program funding formula was changed unexpectedly during mid-2009 and a 23.52% cut was imposed. Ocean continues to work towards the restoration of funding.

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. In 2009, one of the programs introduced a dog therapy component called “Caregiver Canines”. They have developed unique Alzheimer’s Respite programs that develop and train Alzheimer’s Care Teams to respond to the needs of Alzheimer’s caregivers and care receivers. Each team has two volunteers and services are customized to the family’s needs. Frequently, the team accompanies the family caregiver and Alzheimer’s client on an outing so they continue to experience events as a couple. Volunteers are trained extensively and are supported by a coordinator. This initiative has a component to specifically address minority caregivers of Alzheimer victims. Traditions prompt many Hispanics to hide Alzheimer’s disease. Language and cultural barriers cause a significant number of elderly Hispanics with Alzheimer’s disease to remain underserved and untreated¹⁰. Multicultural outreach regarding Alzheimer’s is essential. Both of these caregiver programs were awarded Caregiver Best Practices for New Jersey in the past. Ocean County is a leader statewide with the recognition early on (1993) that trained volunteers are a key element in a responsive aging service delivery system.

Ocean County was the first county in New Jersey to implement NJ EASE, which was a statewide model to ease the access of older adults to the aging service system. Using the Public Collaboration model, the Ocean County Office of Senior Services (AAA) is located in the complex housing the County Welfare Board and the NJ Department of Labor Employment Services. The Ocean County One Stop for Seniors building was established with the Office of Senior Services, Veterans Services, Consumer Affairs, Department of Human Services, Women’s Commission, Office for Individuals with Disabilities, Mental Health Board and the Adjuster’s Office. The Office of Senior Services serves as the primary access site in Ocean County; however, there are seven (7) secondary access sites located throughout Ocean County to expedite access to information and services. Providing trained Information and Assistance specialists at multiple sites throughout the county, maximizes access to information and services. To further increase access, Ocean County established the County Connection at the Ocean County Mall that provides county services and special programs at the county’s largest mall. In 2004, Ocean County established the County Mobile Connection which is an outreach bus that travels to adult communities, libraries and other community focal points throughout the county to provide the same services as the County Connection and due to the high demand of the Mobile Connection, the Ocean County Board of Chosen Freeholders established a second bus. There are two (2) Senior Services representatives that cover both the mall and the bus.

The Ocean County Office of Senior Services (AAA) employed a full time department head, seventeen (17) full time staff persons and two (2) part time staff persons; and administered fifty-two (52) contracts with twenty-two (22) service providers in 2009. Service providers are located throughout Ocean County in order to provide maximum access to service. As of August 31, 2009, 376,799 units of service were provided to 29,347 individuals. 4.34% were minority 9.3% were low income; 43% were frail disabled and 55% were vulnerable/socially isolated.

¹⁰ Grand Rapids Press September 9, 2008

The Ocean County Office of Senior Services (AAA) aging service system provides *Access Services* such as: Information and Assistance, Benefits Screening, Outreach, Care Management, Transportation and Language Translation; *Home Support* such as: Friendly Visitor, Telephone Reassurance, Residential Maintenance, Housekeeping, and Certified Home Health Aide; *Community Support* such as Emergency Services, Adult Day Services, Adult Protective Services, Legal Assistance, Physical Health, Mental Health, Physical Fitness, Education and Socialization/Recreation; *Nutrition Support* such as: Congregate Meals, Home Delivered Meals, Weekend/Holiday Meals, Nutrition Counseling and Education; *Caregiver Support* such as Information and Assistance, Residential Maintenance, Respite, Caregiver Support, Physical Health, Mental Health, Counseling, Education, In-Home Education and Support and, Trained Volunteer Assistance.

In addition to the Older Americans Act Programs, Caregiver Support, Education, Health Screenings including Cholesterol, Diabetes, and Hypertension are provided through county funding to the four Ocean County Hospitals. County funds are also utilized to support additional home supports through our Interfaith volunteers. We project 38,706 units of service to 10,750 clients in 2010 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, 2009, Ocean County Office of Senior Services (AAA) activity was as follows:

- Staff responded to: 5,733 unduplicated; 7,498 duplicated clients.
- There were 11,133 hits/7,525 visitors to our website and 9,134 hits/3,055 visitors to the Resource Directory on the website. There were 3,897 downloads from the website and the top three were: Adult Community lists (1,369), Housing Resource Guide (501) and the NJ Property Tax Relief Programs (497).
- Staff responded to the following major issues: Taxes (1,878), Prescriptions (1,376), Medicare/Health Insurance (723), In-Home Services (649), Utilities (436), Consumer (336), and Financial Assistance (242).
- 46% of calls were 30 minutes or more; 51% of callers/walk-ins were 75 and over and 15% 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. Ocean AAA participated in a statewide quality assurance survey for three months, April, May, June to assess the AAA's response to inquirers. 600 survey's were distributed and there were 301 returned and 98% reported that they would recommend the service to a friend or family member. Our on-going survey results show a 28% return rate and 98.7% 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. The council worked with the AAA and Service Providers to strongly advocate for increased funds for nutrition and home delivered meals and we were fortunate to receive ARRA dollars.

When Ocean learned that our county Statewide Respite Care (SRCP) dollars were being cut, our three (3) State Legislative districts and County Board of Chosen Freeholders sprung into action. Efforts included letters to Commissioner Howard and an Ocean County Press Release "County Calls on State to Restore Respite Care Funding". Our Advisory Council at the September 15th meeting voted to send another appeal to Commissioner Howard and will continue efforts to restore funds.

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 116 community presentations as of September 30, 2009.

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. 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 Ocean County Office of Senior Services (AAA) coordinates the SHIP (State Health Insurance Assistance Program) program for Ocean County. Ocean ranks #2 in New Jersey with 130,299 Medicare enrollees. All Senior Services Information and Assistance staff and contracted Information and Assistance staff are certified SHIP counselors. The demand for Medicare prescription assistance information grew dramatically in light of the federal implementation of the prescription drug benefit. Our goal is to provide the most accurate information available for adults and caregivers to make good decisions. The AAA (SHIP) works closely with the State SHIP; recently, the Ocean SHIP was trained as part of a New Jersey Pilot to use the Complaints Tracking System (CTM).

CTM is part of the Health Plan Management System and is the Central repository of Medicare Advantage and Part D Prescription Drug complaints received via 1-800-MEDICARE, CMS Central and Regional Offices, the Medicare Integrity Contractors and participating SHIP counselors. This allows SHIP users the ability to enter complaints directly into the CTM and monitor the activity; thereby, providing for a quicker resolution of cases.

The Ocean County Office of Senior Services has established working partnerships with the Ocean County Office of Emergency Management, Ocean County Fire Marshal, Ocean County Sheriff's Department, Ocean County Health Department,

our service provider network, and a county of caring people to carry out an Emergency Preparedness plan.

The 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 which meets every other month 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.

In September 2009, the Office of Senior Services (AAA) began a countywide campaign “Help Retire Fire in your Community” to increase Fire Prevention and Safety Awareness. This campaign is a partnership between Ocean County Office of Senior Services, Ocean County Public Information and Ocean County Fire Marshal.

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. Eighty percent of adults age 65+ report having one or more chronic diseases and half report having two or more. Average life expectancy has increased dramatically; it was 47 years in 1900.¹¹ Life expectancy for U.S. residents in 2007 reached a record high of 77.9 years, an increase from the previous record high of 77.7 years in 2006, according to the National Center for Health Statistics at CDC.¹² Chronic illness and its related disability threaten independence and quality of life. The growth of the aging population makes it critical that programs be established to promote the health and wellness of older adults.

Since 2004, the Ocean County Office of Senior Services (AAA) has operated 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. Research shows that as people age, they maintain physical health, mental health and cognitive ability through physical activity, social interactions and intellectual stimulus.¹³ To date, Health Education programs, Move Today Exercise programs, Mind Body Connection programs, Chronic Disease Self-Management (CDSM) programs, Comprehensive Health Screening programs and Walking programs have been initiated. A HealthEASE Wellness Coalition including our County Library, County Department of Parks and Recreation, Ocean County Health Department, Ocean County Municipal Alliances, our four hospitals and a number of our Ocean County Office of Senior Services (AAA) providers are advancing this effort. Representatives from our Senior Services Advisory Council, Multicultural Senior Task Force, Senior Clubs and Adult Communities continue to provide community feedback and guidance. Our 2009 goal was to advance evidence based programs such as CDSM, Move Today, Mind Body Connection, etc.

¹¹ Healthy Aging: Preventing Disease and Improving Quality of Life Among Older Americans, 2002. Centers for Disease Control and Prevention.

¹² National Center for Health Statistics at CDC.

¹³ ICAA Release, September 28, 2009

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.

Additionally, it is imperative that the Ocean County Office of Senior Services (AAA) continue to advocate for the needs of older adults at the local, state and federal level. The Ocean County Office of Senior Services (AAA) is the primary agency responsible within Ocean County for coordinating services for older adults and will develop and foster relationships which will allow for a more seamless system of Service delivery. 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 2009:

- 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 to **“LEAD THE WAY”** in Advancing the Well Being of Older Adults in Ocean County.

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

AREA PLAN 2010 PROJECTED UNITS/CLIENTS

Ocean Area Agency on Aging Name

ACCESS		Units		Clients
101	Information & Assistance	35908	Each Contacts	13,369
102	Benefits Screening	19802	½ Hour	5340
103	Extended Assessment	204	½ Hour	48
105	Care Management	852	½ Hour	108
106	Transportation	80203	Each (one way) trip per person	1681
107	Assisted Transportation	12300	Each (one way) trip per person	110
109	Language Translation & Interpretation	100	Each Contact	80
HOME SUPPORT		Units		Clients
209	Friendly Visitor	600	Each Visit	40
210	Telephone Reassurance	8465	Each Call	202
211	Residential Maintenance	625	Each Hour	183
212	Housekeeping	2300	Each Hour	120
213	Certified Home Health Aide	1256	Each Hour	12
217	Emergency	1220	Each Contact	118
COMMUNITY SUPPORT		Units		Clients
321	Adult Day Services	10487	Each Hour	30
324	Adult Protective Services	8850	Each Contact	350
325	Legal Assistance	1225	Each Hour	600
326	Physical Health	2050	Each Contact	980
328	Mental Health	1220	Each Hour	240
330	Physical Activity	1423	Each Activity (regardless of # of older adults participating)	850
331	Education	1006	Each Activity (regardless of # of older adults participating)	2410
333	Socialization/Recreation	2339	Each Activity (regardless of # of older adults participating)	1470
NUTRITION SUPPORT		Units		Clients
435	Congregate Meals	80360	Each Meal	1000
436	Home Delivered Meals	231344	Each Meal	1965
437	Weekend/Holiday Meals	16640	Each Meal	200
438	Nutrition Education	56	Each Session per participant	2420
439	Nutrition Counseling	24	Each Session per participant	24
CAREGIVER SERIES		Units		Clients
701	Information and Assistance	4064	Each Contact	1670
711	Residential Maintenance	165	Each Hour	82
715	Respite	4337	Each Hour	70
720	Caregiver Support Group	222	Each Session per participant	160
726	Caregiver Physical Health	1750	Each Contact	190
729	Caregiver Counseling	384	Each Hour	485
731	Education	539	Each Hour	179
740	Mental Health Counseling	274	Each Hour	73
741	In-Home Ed & Support	320	Each Session	36
742	Trained Volunteer Assistance	750	Each Visit	20
TOTAL		533,664		36,915

Service Delivery System

Board of Social Services	Adult Protective Services SSBG	\$ 27,901
	Adult Protective Services State	\$ 284,918
	Retired Senior & Volunteer Program (RSVP)	\$ 6,200
	Services for the Elderly	\$ 11,300
	NJ EASE Care Management	\$ 45,000
	Safe Housing & Transportation	\$ 81,752
	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.	Caregiver Volunteers of Central Jersey Friendly Visitor	\$ 50,000
	Friendly Visitor-Northeastern Expansion	\$ 25,000
	Lakewood Multicultural Outreach	\$ 20,000
	Alzheimer Respite	\$ 64,000
Community Medical Center	Lighthouse	\$ 30,000
	Caregiver Counseling	\$ 20,000
Community Services, Inc.	Congregate Meals	\$ 782,173
	Home Delivered Meals	\$1,117,012
	Weekend/Holiday Meals	\$ 121,479
	Supportive Social Services/NJ EASE	
	Access Site	\$ 478,749
Toms River Senior Center and Outreach	Multi-Purpose Senior Center/NJ EASE	
	Access Site	\$ 76,160
	Caregiver Access	\$ 58,940
Interfaith Health & Support Services of Southern Ocean County, Inc.	Caregiver Education	\$ 29,000
	Volunteer Caregiver Program	\$ 25,000
Jewish Family Services	Services for the Elderly	\$ 27,681
	Caregiver Support	\$ 8,000
Kimball Medical Center	Caregiver Education & Counseling	\$ 50,000
	Senior Health Care Screening	\$ 30,000
Lakewood Community Services, Inc.	Kosher Home Delivered Meals	\$ 191,688
	Assessments and Senior Education	\$ 47,028
	Caregiver Support	\$ 16,650
Long Beach Island Center	Southern Ocean County Outreach/NJ EASE	
	Access Site	\$ 361,563
	Caregiver Access	\$ 25,000
	Benefits Counseling SSBG (Berkeley)	\$ 25,325

Service Delivery System

Manchester Outreach	Outreach and Transportation/NJ EASE	
	Access Site	\$ 110,100
	Caregiver Access	\$ 25,000
Meridian Health System	Wise & Well Senior Health Screening	\$ 30,000
Ocean Ride	Transportation	\$ 155,054
Ocean County Health Dept.	Home Caregiver Education	\$ 30,000
	Medication Management Education	\$ 11,147
Ocean County Senior Services	Caregiver Counseling	\$ 114,720
Ocean-Monmouth Legal	Legal Services for the Elderly	\$ 45,000
Preferred Behavioral Health	Senior Guidance	\$ 82,514
Southern Ocean Co. Hospital	ElderMed Senior Health Screening	\$ 30,000
	Caregiver Education	\$ 15,000
	Physical Fitness	\$ 10,000
Visiting Home Care Inc.	Home Care Services and Adult Day Care	\$ 186,292
	Caregiver Respite	\$ 40,000
Jackson Senior Center	Multi-Purpose Senior Center	\$ 17,700
Plumsted Outreach	Outreach Services	\$ 10,000
	<u>Total 2010 Funding</u>	<u>\$5,336,746</u>
Federal	\$2,400,319	
State	\$1,332,333	
County	\$1,604,094 (\$1,354,094 Area Plan & \$250,000 Non-Area Plan)	