



OCEAN COUNTY OFFICE OF SENIOR SERVICES

2017 AREA PLAN CONTRACT UPDATE SUMMARY

The Area Plan Contract Update 2017 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. A large number of older adults who 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 continues to attract a significant number of retirees and has since the beginning of the adult community development in the early 1970's. Moving to Ocean often means moving away from traditional supports, and as such can create challenges for our area plan providers to meet client's needs.

Ocean Area Agency on Aging (AAA) is the designated county governmental agency for the receipt of federal funds under the Older Americans Act. As such, the Ocean AAA is responsible for preparing the Ocean County Area Plan on Aging, developing comprehensive information about Ocean County's elderly population and its needs, and maintaining information about services available to the older population and their caregivers 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 Area Plan Contract; however, preference must be made to serve those with the greatest economic or social needs.

The following sub-populations are identified in the 2017 Area Plan Contract Update as priorities by the Ocean 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 significant disabilities. Since 2012 Ocean has joined the state in its ADRC initiative to ensure seniors and adults with disabilities in need of long-term services and supports have the information they need and easy access to community based alternatives

Ocean AAA employs a full time department head plus seventeen (17) full time staff persons and administers contracts with 21 service providers located throughout Ocean County in order to provide maximum access to service.

AAA plus area Outreach and Senior Center staff continue to support older adults and their families in navigating the system for continued Sandy recovery where they can. Fortunately, the collaboration and cooperation among Ocean's aging service providers and the recovery groups continues for this county. In 2013, the Ocean

AAA worked with DoAS to fund the Ocean County Board of Social Services to administer the Sandy Relief Home Repair Advocacy Program (HRAP); additional dollars allocated in 2016 have brought the county's SSBG allocation to almost three (3) million dollars. This continues to be challenging - not to find eligible clients as we have a significant wait list but in fact to find project availability with our hard working area contractors.

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, 2016 through August 31, 2016, there were 354,133 units of service provided to 24,761 individuals.

The 2013 estimates from the US Census Bureau American Fact Finder shows Ocean County's 60+ population at 27.7% of the total with 160,082 individuals. The 75+ cohort accounts for 10.5% of the total with 61,801 and 85+ is 20,050 (3.4%)¹. Because rates of disability increase with age, the increase in percentage of significantly older clients continues to have a major impact on the service delivery system.

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

According to the 2010 census, 5.3% of persons sixty and over have incomes below the poverty level.² With continuing economic challenges, 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.³ Promoting awareness of financial assistance programs is a key part of the office efforts to help.

Ocean County ranked first in the state for both the highest percentage of households among all households that received Social Security and other retirement income. Ocean is still in the lead with the number of households on PAAD (14,239) and Senior Gold (2,757).⁴

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 that 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 for them. For individuals who live

¹ U.S. Census Bureau: American Fact Finder 2013 Estimates

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

³ Elder Economic Security Report 2014

⁴ Department of Human Services, Division of Aging Services

with someone else, these tasks can be assumed by the family member; however, frequently this may be a working caregiver or an elderly spouse which affords new challenges and caregiver resource opportunities for the Office of Senior Services (AAA) and our service provider network.

Title III-E family caregiver funding has enabled the Ocean County Office of Senior Services (AAA) to respond specifically to caregiver needs; this is very important as we have so many long distance caregivers. Many residents retired to Ocean a distance away from the traditional supports that “aging in place” provides. 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 services and culturally sensitive caregiver counseling. Our website is very active with numerous hits for caregiver information.

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 in the summer of 2016. Major needs identified were Transportation (Doctors, Shopping, Church), Home Health Care, Companionship, Socialization, and Financial Assistance.⁵ The Area Agency on Aging also tracks priority issue areas from our own Information and Assistance calls. The major needs identified were Medicare/Health Insurance, Prescriptions, In Home Services, Caregiver Information, Housing, Nutrition, Utility Assistance and Tax Programs.⁶ An Area Plan needs assessment public meeting was held on May 12, 2016 and once again transportation was the major issue but mostly for weekend and out of county. Other needs identified were: concern about neighbors, local assistance for veterans, home health aides, dental care, insurance, caregiver assistance, housing, meals on wheels, counseling services and help with your home.

Nutrition continues to be an area of concern. The demand for home delivered meals grows with the increased aging population in the county. The nutrition programs address a critical need; according to our nutrition screening findings, 32% of the congregate participants are at high nutritional risk and 41% at moderate risk. 28% of the home delivered meals clients are at moderate risk and 66% at high nutritional risk. There were 159,531 home delivered meals for eight months and 27,687 congregate meals served totaling 187,218 thus far in 2016.

The Office of Senior Services (AAA) coordinates an array of New Jersey community based programs. The Ocean County Board of Social Services provides the care management for these programs. From January 1, 2016 through August 31, 2016, there were 263 Jersey Assistance for Community Caregiving (JACC) clients, 131

⁵ Ocean County Office of Senior Services 2016 Client Satisfaction Survey

⁶ Ocean County Priority Needs 2016 Report

Statewide Respite clients and 111 NJEASE CM clients resulting in 505 clients avoiding nursing home placement.

We continue to meet the challenge of the state's ADRC initiative which originated in 2012 by ensuring seniors and adults with disabilities in need of long-term services and supports have information and easy access to community based alternatives. This is not new for our county which in 1996 brought together related agencies that provided services to seniors, veterans and the disabled, all under one roof at the Ocean County One-Stop Center located 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. These same agencies have also partnered to take on the challenge of a timely accurate Housing Resource Guide at a time when these resources are precious. In between updates, staff work hard to be sure we are all aware of new resources as they become available.

Ocean AAA staff provides information and assistance to the area elderly and their caregivers; assistance is provided in completing applications for entitlement programs and a timely inventory of services and resources is maintained. There were 15,032 hits/12,642 visitors to our website; the majority of the hits were to our Consumer Resource Directory; 13,976 hits and 11,768 actual visitors and there were 1,637 downloads from the website. The top three requests were: Transportation, Housing and Caregiver Information. Staff responded to the following major issues: Medicare/Health Insurance, Prescriptions, In Home Services, Caregiver Information, Tax Programs, Utility Assistance, Housing and Nutrition.

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 clients. As of June 30, 2016 our on-going survey results show a 27% return rate and 99% would recommend service to a friend/family member.

Executive Director is responsible for disseminating advocacy alerts to Ocean County's service network and our Senior Advisory Council; meeting four times a year, the council members collaborate on many of our AAA efforts and provide 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 applauded the reauthorization of the Older American's Act in April of 2016. Our Freeholder Chairman has continued advocacy on both Medicare and Social Security this year, and has placed heavy emphasis on community awareness of scam activity. We work closely and often co-present with the Ocean County Office of Consumer Affairs staff to keep our residents safe from consumer fraud.

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. As of August 31, 2016, 47 community presentations were conducted and there are 29 scheduled thus far for the balance of the year.

The Ocean County Office of Senior Services (AAA) issues five (5) newsletters a year providing timely, appropriate information regarding specific age related topics. The newsletter is also available on the Internet: (<http://www.co.ocean.nj.us>). In addition, the Ocean County Office of Senior Services (AAA) resource directory is available online. Not only can the resource directory be viewed on the Internet; sections can be printed for individual client use. Web based access is an especially helpful tool for working caregivers or long distance caregivers. We submitted our entire resource directory electronically for inclusion in the State of New Jersey ADRC website, and our newly designed county website will link directly to the state ADRC site.

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 145,300 eligible for Medicare; 19,615 are under 65 and are able to access SHIP assistance through the grant requirements and our ADRC philosophy⁷.

The Ocean AAA leads New Jersey in SHIP consumer activity with 41 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 & CMS to reach as many individuals as possible during open enrollment.

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. Staff continues to work with long term recovery groups to look at specific client issues post Sandy and agency opportunities for preparedness moving forward.

The Ocean County Office of Senior Services (AAA) works closely with the Ocean County Office of Emergency Management to identify homebound and people at risk for the "We Care Campaign". We work closely with the Ocean County Health Department to educate seniors and caregivers regarding emergency preparedness. Providing effective communication is what makes a difference in the desired outcome in a crisis. The Ocean County Senior Services Director sits on the Ocean County Emergency Management Council to discuss and plan for any disaster event should one occur. Additionally, all of our service providers must submit an updated Emergency/Business Continuity plan to us each year; these plans are reviewed at the annual on-site monitoring.

⁷ Department of Human Services, Division of Aging Services

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 Ocean County HealthEASE Wellness Coalition. The goal of this initiative 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. Individuals and agencies meet throughout the year to share programs and knowledge; there are over 60 contacts on the HealthEASE e-mail distribution list.

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

In order to address these challenges, Ocean County has identified the following goals for 2016:

- To Improve Access to Available Service.
- To Increase 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 2017 PROJECTED UNITS/CLIENTS				
Ocean				
ACCESS		Units		Clients
101	Information & Assistance	52,560	Each Contacts	14,200
102	APC Options Counseling	18,274	½ Hour	4,315
105	Care Management	1,300	½ Hour	120
106	Transportation	38,285	Each (one way) trip per person	807
107	Assisted Transportation	11,970	Each (one way) trip per person	155
109	Language Translation & Interpretation	280	Each Contact	40
HOME SUPPORT		Units		Clients
209	Friendly Visitor	100	Each Visit	10
210	Telephone Reassurance	11,102	Each Call	103
211	Residential Maintenance	745	Each Hour	244
212	Housekeeping	170	Each Hour	7
213	Certified Home Health Aide	2,612	Each Hour	27
217	Emergency	1,390	Each Contact	225
COMMUNITY SUPPORT		Units		Clients
321	Adult Day Services	12,359	Each Hour	55
324	Adult Protective Services	9,000	Each Contact	420
325	Legal Assistance	541	Each Hour	80
326	Physical Health	1,400	Each Contact	380
328	Mental Health	1,120	Each Hour	225
330	Physical Activity	7,590	One Session per participant	415
331	Education	4,250	One Session per participant	825
333	Socialization/Recreation	14,840	One Session per participant	925
NUTRITION SUPPORT		Units		Clients
435	Congregate Meals	52,000	Each Meal	800
436	Home Delivered Meals	209,879	Each Meal	1,695
437	Weekend/Holiday Meals	24,000	Each Meal	400
438	Nutrition Education	16,000	Each Session per participant	2,000
439	Nutrition Counseling	36	Each Session per participant	36
CAREGIVER SERIES		Units		Clients
701	Information and Assistance	5,848	Each Contact	2,239
711	Residential Maintenance	321	Each Hour	128
715	Respite	4,168	Each Hour	85
720	Caregiver Support Group	235	Each Session per participant	80
726	Caregiver Physical Health	2,244	Each Contact	187
731	Education	683	One Session per participant	189
740	Mental Health Counseling	437	One Session per participant	97
741	In-Home Ed & Support	60	One Session per participant	12
742	Trained Volunteer Assistance	450	Each Visit	10
TOTAL		506,249	TOTAL	31,536

2017 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	\$81,085
	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	\$1,201,443
	Weekend/Holiday Meals	\$124,173
	Home Delivered Meals SSBG	\$152,593
	Home Delivered Meals MM	\$41,308
	Supportive Social Services/ Access Site	\$478,749
	Chronic Disease Self-Management	\$40,895
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	\$256,700
	Assessments and Senior Education	\$47,028
	Caregiver Support	\$16,650
Long Beach Island Center	Southern Ocean County Outreach/ Access Site	\$359,696
	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	\$114,710
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	\$88,430
	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	\$22,700
Plumsted Outreach	Outreach Services	\$10,000
	TOTAL 2017 Area Plan Grant Funding	\$5,467,682

Federal \$2,365,117.00
 State \$1,405,940.00
County \$1,696,625.00
 Total \$5,467,682.00