



OCEAN COUNTY OFFICE OF SENIOR SERVICES

2020 AREA PLAN CONTRACT SUMMARY UPDATE

This Area Plan Contract Update for 2020 outlines Ocean County's plan for serving its adults over the age of sixty and their caregivers for "Today and Tomorrow".

Ocean County greeted the development of its first adult community in the late 1960's, and as of October 1976, there were already 26 communities in place with almost 20,000 units located predominantly in the northern townships of Manchester, Lakewood and Dover (now known as Toms River).

In a report issued that same year¹, the Ocean County Planning Department estimated that 40-50 percent of Ocean County's entire population growth in the previous six years had been due to the "senior citizens who have moved to Ocean County". Twenty years later the number had grown to 75 locations, and if you fast forward, there are now 92 adult communities in Ocean County. Because of the number of available units in existing communities, and decreased land availability for this type of expansive development, it is evident that new construction may be leveling off but this history of incredible growth in our older adult population has changed the demographic profile of this community permanently.

Why Ocean County? A large number of those who moved to Ocean County came for their retirement. Some reminisce of "dancing past midnight at glittery seaside resorts....years later they came back here to grow old".² Proximity to the metropolitan areas of New York, Atlantic City and Philadelphia plus the easy access to oceanfront, bay shores and estuaries, as well as the multiple activities at local colleges and art centers attracted other retirees from North Jersey and the surrounding states.

Moving to Ocean often meant moving a distance from traditional informal supports such as family, longtime friends, and cultural and religious connections. This has created challenges for our area plan providers to meet the aging client's complex needs and intense desire to remain independent in home for as long as safely possible.

Since its inception, the Ocean County Office of Senior Services has served as the designated county governmental agency on aging for the receipt of federal funds under the Older Americans Act. As such, the Office of Senior Services is responsible for preparing the Ocean County Area Plan Contract, 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.

¹ Ocean County Retirement Communities: A Survey Prepared by: Ocean County Planning Board, October 1976

² Ocean County's Grayer Pastures Article by Abby Goodnough: The New York Times, July 7, 1996

At the 2020 Area Plan Needs Assessment Hearing, once again participants stated they needed information on available services. Many who attended were between 60 to 69; 11 owned their own home and 1 of the 11 lived alone. Senior Centers, Interfaith Initiatives, and Community Outreach/Presentations are important initiatives to spread the word, we believe Medicare inquiries, and for the frailer older adult, meal requests often begin the process to access other assistance programs.

The following sub-populations are identified as priorities by the Ocean County Office of Senior Services in the 2020 Area Plan Contract Update: 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.

The Ocean County 2020 Area Plan will provide funding to 23 community-based providers to address those unique challenges described above and deliver 515,130 units of service to 34,040 residents.

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 as well as easy access to community-based alternatives. Callers over 18 served through the information and assistance effort here at the county offices, the County Connection at Ocean County Mall and the multiple outreach sites are counted and their units of service are reported under Ocean Area Plan I and A taxonomy. Our office averages 11% of its monthly activity serving those under age 60, which continues to reflect Ocean's commitment to the statewide ADRC philosophy.

The Ocean County Office of Senior Services employs a one (1) department head and sixteen (16) full time staff persons and administers contracts with a variety of service providers located throughout Ocean County in order to provide maximum access to service.

The Ocean County Office of Senior Services aging service system provides Access Services, Home Support, Community Support, Nutrition Support and Caregiver Support. From January 1, 2019 through September 30, 2019, there were 419,087 units of service provided to 29,113 individuals.

The 2017 population estimates from the US Census Bureau American Fact Finder shows Ocean County's 60+ population at 28.9% of the total with almost 170,000 individuals. The 75+ cohort accounts for 10.5% of the total with 62,586 and 85+ is 20,203 (3.4%)³. Because rates of disability increase with age, the percentage of significantly older clients continues to have a major impact on the service delivery system. The 2017 population estimates also reports that 93% of county residents over the age of sixty are white and 4% are African American. The 2012-2016 American

³ U.S. Census Bureau: American Fact Finder 2017 Estimates

Community Survey 5-year Estimates and Ocean County Department of Planning⁴ reports that 3.1% of county residents describe themselves as Hispanic (the U.S. Census considers Hispanic origin as an ethnicity, not a race; Hispanics may be of any race).

The 2016 Elder Economic Index for Ocean County indicates that a single individual needs from \$23,472 to \$33,384 to cover basic living costs depending whether they own a home without a mortgage, with a mortgage or rent. Those numbers increase to \$34,860 to \$44,772 for married couples and they are conservative estimates based on the assumption that these older adults are in good health.⁵ Promoting awareness of financial assistance programs is a key part of the office efforts to help bridge the gap between social security/pension income and the costs cited above.

Ocean County ranked second in the state for the percentage of households that receive Social Security and other retirement income. Ocean is still in the lead with the number of households on PAAD (12,940) and Senior Gold (2,256).⁶

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 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, and our service provider network.

Title III-E family caregiver funding has enabled the Ocean County Office of Senior Services to respond specifically to caregiver needs; this is very important as we have many long distance caregivers. Many residents retired to Ocean and are a distance away from the traditional supports that “aging in place” provides. The Ocean County Office of Senior Services 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. The “contact us” feature is monitored frequently as it is emailed to designated staff.

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 also has two interfaith volunteer caregiver programs. These volunteer programs continue to enhance our formal aging support system and have developed innovative programs to address consumer needs.

⁴ U.S. Census Bureau: American Fact Finder 2012-2016 American Community Survey 5-Year Estimates & Ocean County Department of Planning

⁵ Elder Economic Security Report 2017

⁶ Department of Human Services, Division of Aging Services

A client satisfaction survey was conducted in the summer of 2019. Major needs identified were Transportation, Companionship, Socialization/visits, Activities, Home Health Aide, Financial Assistance, Isolation, Education, Home Repairs, Loneliness and Mental Health.⁷ The Ocean County Office of Senior Services 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, Education and Tax Programs.

An Area Plan needs assessment public hearing was held on May 9, 2019, which identified some of the following services Ocean County Seniors are in need of: information on available services, transportation, home repairs and maintenance, personal and in-home care services, development & coordination of volunteer programs to help senior with shopping, transportation, friendly visiting, etc., caregiver support & respite, health and wellness screenings, center based meals, socialization, recreation, Medicare/Health insurance counseling, Alzheimer's dementia education, assistance applying for programs/services, legal assistance, health promotion programs/education, nutrition counseling/education and counseling on long term care options.⁸

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: 23% of the congregate participants are at high nutritional risk and 73% of the home delivered meals clients are at high nutritional risk. There were 202,853 home delivered meals for nine months and 22,346 congregate meals served totaling 225,199 thus far in 2019.

This spring we celebrated the grand re-opening of the newly renovated Ocean County Southern Service Center Senior Nutrition Site and Home Delivered Meals Production Kitchen. The County originally opened the Ocean County Southern Service Center in 2011 to provide services to the southern portion of the county. The work included reconfiguring the inside of the building to provide 2,000 square feet of additional service area for the county's senior nutrition program allowing for expanded meal preparation. The newly renovated kitchen now provides the home delivered meals for the entire county consolidating with the kitchen at the Ocean County Northern Resource Center in Lakewood.

The Office of Senior Services coordinates an array of New Jersey community based programs designed to improve the quality of life for our aging population. Among them are the care management programs administered by the Ocean County Board of Social Services. From January 1, 2019 through August 31, 2019, there were 340 Jersey Assistance for Community Caregiving (JACC) clients, 90 Statewide Respite clients and 89 Comprehensive Care Management for Seniors (CCMS) clients resulting in 519 clients able to remain in their homes with assistance avoiding nursing home placement.

⁷ Ocean County Office of Senior Services 2019 Client Satisfaction Survey

⁸ Ocean County Priority Needs 2019 Report

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 concept is not new for Ocean County and dates back to 1996 when the One-Stop Center was created. The One-Stop Center located on the campus of the Ocean County Board of Social Services brought related agencies that provide services to seniors, veterans and the disabled together under one roof for the convenience of the clients we serve.

Building upon this collaborative model, the Office for Individuals with Disabilities and the Office of Senior Services has partnered to provide improved access to information and assistance by cross training staff and linking their respective websites. These same agencies have also partnered to take on the challenge of creating a timely accurate Housing Resource Guide which has proven invaluable to the clients we serve. In between print updates, staff work hard to be sure, we are all aware of new resources as they become available. It is also available via the web.

The Ocean County Office of Senior Services staff provides information and assistance to the area elderly and their caregivers. Assistance is provided in completing applications for benefit programs and a timely inventory of services and resources is maintained. The growing demands on technology were demonstrated by 38,646 website page views from 14,353 individuals through September 2019. The average length of time spent perusing our site was a little over two (2) minutes and the majority of the page views were to our Resource Directory. Staff responded to the following major issues: Medicare/Health Insurance, Prescriptions, In Home Services, Caregiver Information, Tax Programs, Utility Assistance, Housing, Education and Nutrition.

Quality Assurance for the 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, 2019 our on-going survey results show a 21% return rate and 100% 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 advocacy efforts and provide community feedback supporting the Office of Senior Services with 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. Our Freeholder Chairman has continued advocacy on both Medicare and Social Security as well as advocating for future funding to continue the SHIP program. He has also placed heavy emphasis on community awareness of scam activity. The Executive Director works closely with the Consumer Affairs Director to keep our residents safe from consumer fraud.

The Ocean County Office of Senior Services has made a major effort to inform older adults of issues that affect their quality of life. As of September 30, 2019, there have

been 76 community presentations and 14 more are scheduled for the balance of the year.

The Ocean County Office of Senior Services also issues five (5) newsletters a year providing timely, appropriate information regarding specific age related topics. The newsletter is also available on the Internet: (www.co.ocean.nj.us). In addition, the Ocean County Office of Senior Services resource directory is available online. This resource directory can 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 submit our entire resource directory electronically for inclusion in the State of New Jersey ADRC website, and our county website has a direct link to the state ADRC website and Ocean County OEM.

The Office of Senior Services coordinates the SHIP (State Health Insurance Assistance Program) program for Ocean County. All seasoned Senior Services Information & Assistance staff and contracted Information & Assistance staff are certified SHIP counselors. Ocean County is ranked number two in the state of New Jersey with 162,930 eligible for Medicare; beneficiaries who are under the age of 65 are able to access SHIP assistance through the grant requirements and our ADRC philosophy. Continued advocacy for SHIP funding is an Ocean priority.

The Ocean County Office of Senior Services leads New Jersey in SHIP consumer activity with 40 certified counselors and five (5) individuals participated in the fall 2019 SHIP training. 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; there are 8 Part D Day's scheduled. This year we offered a Part D Day in Plumsted Township to provide a more convenient access for the residents in that area of our county. We also held three (3) Part D seminars; they were held in Brick, Jackson and Pt. Pleasant.

The Ocean County Office of Senior Services has established working partnerships with the Ocean County Office of Emergency Management (OEM), 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 works closely with the Ocean County Office of Emergency Management to identify homebound and people at risk in order to enroll them in the "Register Ready" program. Our staff have been trained to enter this client information data and get them into the system in case of an emergency. 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 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 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 almost 40 contacts on the HealthEASE e-mail distribution list. There has been a collaborative effort to promote Take Control of Your Health, the Diabetes Self-management and Cancer Thriving and Surviving Programs; we believe these plus A Matter of Balance are the building blocks for a healthy future in our community.

Clearly, the challenge for the Ocean County Office of Senior Services 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 2020:

- To Improve Access to Available Service.
- To Increase both Client and Provider Awareness of Available Services.
- 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 2020 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 2020 PROJECTED UNITS/CLIENTS

Ocean

ACCESS		Units		Clients
101	Information & Assistance	58,160	Each Contacts	16,100
102	APC Options Counseling	18,595	½ Hour	4,565
105	Care Management	1,500	½ Hour	120
106	Transportation	42,700	Each (one way) trip per person	947
107	Assisted Transportation	11,675	Each (one way) trip per person	205
109	Language Translation & Interpretation	300	Each Contact	50
HOME SUPPORT		Units		Clients
209	Friendly Visitor	80	Each Visit	6
210	Telephone Reassurance	10,664	Each Call	184
211	Residential Maintenance	5051	Each Hour	224
212	Housekeeping	0	Each Hour	0
213	Certified Home Health Aide	2944	Each Hour	20
217	Emergency	1650	Each Contact	240
COMMUNITY SUPPORT		Units		Clients
321	Adult Day Services	10,368	Each Hour	50
324	Adult Protective Services	21,500	Each Contact	775
325	Legal Assistance	524	Each Hour	80
326	Physical Health	1200	Each Contact	310
328	Mental Health	1,295	Each Hour	290
330	Physical Activity	8,630	One Session per participant	490
331	Education	3590	One Session per participant	805
333	Socialization/Recreation	16,980	One Session per participant	915
NUTRITION SUPPORT		Units		Clients
435	Congregate Meals	36,000	Each Meal	600
436	Home Delivered Meals	201,207	Each Meal	1836
437	Weekend/Holiday Meals	30,073	Each Meal	562
438	Nutrition Education	16,584	Each Session per participant	2146
439	Nutrition Counseling	42	Each Session per participant	42
CAREGIVER SERIES		Units		Clients
701	Information and Assistance	5244	Each Contact	1,715
711	Residential Maintenance	164	Each Hour	78
715	Respite	4,050	Each Hour	80
720	Caregiver Support Group	235	Each Session per participant	80
726	Caregiver Physical Health	2,424	Each Contact	230
731	Education	712	One Session per participant	181
740	Mental Health Counseling	497	One Session per participant	97
741	In-Home Ed & Support	42	One Session per participant	7
742	Trained Volunteer Assistance	450	Each Visit	10
TOTAL		515,130	TOTAL	34,040

2020 Contract Service Delivery System

Board of Social Services	Adult Protective Services SSBG	\$26,836
	Adult Protective Services State	\$371,744
	Senior Assisted Transportation Services	\$6,200
	Services for the Elderly	\$11,300
	Comprehensive Care Management for Seniors	\$45,000
	Safe Housing & Transportation	\$77,800
	Care Management/Respite	\$90,887
Borough of Point Pleasant	Multi-Purpose Senior Center	\$17,918
Brick Senior Center and Outreach	Multi-Purpose Senior Center Access Site	\$110,100
	Caregiver Access	\$25,000
Caregivers Volunteers of Central Jersey, Inc.	Alzheimer Respite	\$64,000
Catholic Charities	Fix-it Program	\$40,000
	Fix-it Caregiver	\$25,000
	Providence House-Project Reach	\$25,713
Community Health Law Project	Legal Services for the Elderly	\$68,295
Community Medical Center	Caregiver Counseling	\$20,000
Community Services, Inc.	Congregate Meals	\$782,173
	Home Delivered Meals (C2,MM)	\$1,672,389
	Weekend/Holiday Meals	\$121,237
	Supportive Social Services/ Access Site	\$448,749
	Chronic Disease Self-Management	\$46,248
Interfaith Health & Support Services	Caregiver Education	\$29,000
Jackson Senior Center	Multi-Purpose Senior Center	\$17,700
Jewish Family Services	Services for the Elderly	\$27,681
	Caregiver Support	\$8,000
Lakewood Community Services, Inc.	Kosher Home Delivered Meals	\$330,290
	Assessments and Senior Education	\$47,028
	Caregiver Support	\$16,650
	Weekend/Holiday Meals	\$46,600
Long Beach Island Center	Southern Ocean County Outreach/ Access Site	\$392,485
	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
Northern Ocean Habitat for Humanity	Residential Maintenance	\$25,000
Ocean County Senior Services	Family Caregiver Support	\$151,288
Plumsted Township	Outreach Services	\$10,000
Preferred Behavioral Health	Senior Guidance	\$114,679
HMH Hosp.Corp-Southern Ocean Medical Center	Caregiver Education	\$15,000
Toms River Senior Center and Outreach	Multi-Purpose Senior Center/ Access Site	\$91,000
	Caregiver Access	\$58,940
Visiting Home Care Inc.	Home Care Services and Adult Day Care	\$274,882
	Caregiver Education	\$45,000
	TOTAL 2020 Area Plan Grant Funding	\$6,031,817

Federal	\$2,143,973.00
State	\$1,684,221.00
County	\$2,203,623.00
	\$6,031,817.00

