The New Jersey Age-Friendly Advisory Council

Presented by the New Jersey Department of Human Services

Melissa Chalker, Deputy Director, Division of Aging Services, NJ DHS
Janet Sharma, Member, New Jersey Age-Friendly Advisory Council
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March 21, 2023
Agenda

• Introduction of the Council
• What is Age-Friendly?
• New Jersey By-the Numbers
• What you can do?
• Wrap-up
Introduction

New Jersey Department of Human Services
Division of Aging Services
Melissa Chalker, Deputy Director

New Jersey Department of Human Services
Age-Friendly NJ Advisory Council
Gov. Murphy’s Executive Order #227, March 2021

• The Council includes representatives from the New Jersey Departments of Human Services, Transportation, Community Affairs, and Health, and representatives from local government, community stakeholder groups, the business sector, and the higher education community.

• Identify opportunities for, and barriers to, the creation of livable communities for people of all ages in New Jersey.

• Recommend best practices for Age-Friendly employment and civic participation for government and civil society.

• Promote age-friendly community inclusion and equitable outcomes.

• Ensure programs and practices address disparities experienced by older adults of every race, color, religion, gender, disability, sexual orientation, gender identify or expression, national origin or ethnicity.
How can your community benefit from becoming age-friendly?

Janet Sharma, Coordinator
Age-Friendly Englewood
Member, NJ Age-Friendly Advisory Council

New Jersey Department of Human Services
Framework: WHO and AARP - Eight Domains of Livability

- Housing
- Outdoor Spaces and Buildings
- Transportation
- Communication and Information
- Social Participation
- Health Services and Community Supports
- Respect and Social Inclusion
- Civic Participation and Employment

Other Areas:
- Emergency Preparedness
- Elder abuse
- Public safety
- Dementia-friendly

Learn More:
AARP.org/Livable

New Jersey Department of Human Services
Why “Age-Friendly”? America is aging!

2015

2030

0-10 | 10-12.5 | 12.5-15 | 15-17.5 | 17.5-20 | 20-22.5 | 22.5-25 | 25-27

New Jersey Department of Human Services
People want to live in the community they call home

8 of 10 ADULTS age 50 and older want to stay where they live.

77% Want to remain in my community as long as possible.

76% Want to remain in my current home as long as possible.

Source: 2018 AARP Home and Community Preferences Survey: A National Survey of Adults Age 18+
There are currently 732 communities, 9 states and 1 territory enrolled (updated 1.31.23)
Bergen County AGE-FRIENDLY INITIATIVES

AGE-FRIENDLY INITIATIVES:

- Fair Lawn For All Ages
- Age-Friendly Englewood
- Ridgefield
- Westwood for All Ages
- Age Friendly Teaneck

New Jersey Department of Human Services
RFP: communities form coalitions to help older adults age-in-place.

Grants to:
- Englewood
- Garfield
- Ridgewood
- Teaneck
- Westwood

$75,000/yr for 5 years (extended)

New Jersey Department of Human Services
Process

Assess Older Adults & Services
- What do they think they will need as they age?
- What is already available?

Gather, Analyze & Interpret Data
- Surveys, focus groups, interviews
- Identify Needs/Gaps in Services

Implement Plan to Meet Needs
- Goals, strategies, deliverables, metrics

Ongoing Assessment
- Outcomes
- (Re) Evaluation

New Jersey Department of Human Services
Age-Friendly Englewood is a community-wide project that is working to ensure that residents of Englewood can age-in-place in their homes and in the community with dignity and independence. Age-Friendly Englewood seeks to help the community become more livable for people of all ages, with particular attention to the rapidly growing number of older adults.

An age-friendly community is a great place to grow up and grow old.

New Jersey Department of Human Services
Identified needs

- More/affordable housing options
- Affordable transportation options
- Better pedestrian safety: sidewalks, crossings, benches
- Information about available services & resources
- Identify/reach out to those who are isolated

Overarching Theme:
Residents want to come together across boundaries of geography, race, religion and age.
### Priority Domain: COMMUNICATIONS & INFORMATION

#### Goal: Improve access to information about services and programs for older adults and caregivers

| Collaborating Organizations: Coalition Partners, Local Media, 2-1-1, City Communications manager; |
|---|---|---|---|---|
| **Activities** | **By Whom** | **Timeframe** | **Resources and Support** | **Potential Barriers or Resistance** | **Communication Plan for Implementation** | **Metrics: Tracking & Monitoring Progress** |
| Explore various avenues for sustaining age-friendly initiatives long term | Coordinator, Asst. Coord., Elected officials, city agencies, nonprofits, civic leaders | Ongoing | Reservoir of activities and resources on which to draw | Commitment and funding to sustain age-friendly principles throughout Englewood | Lack of interest and/or funding to sustain | Number of programs that find new homes |
| Promote Age-Friendly Englewood-related activities via print and social media | Coalition partners, Communications workgroup, Coordinator | Ongoing | Info about programs and activities | Email addresses of older adults, caregivers, family numbers | Develop newsletter format; import email addresses; prepare and distribute quarterly newsletter using Constant Contact. Also generate broad publicity through coalition partners and local newspapers, driving readers to sign up on website for e-newsletter | Email addresses captured; e-newsletters produced and distributed; Coordinator, Intern, Support staff; Communications Chair |
| Create database as basis for creation of print and online directory of common referrals for older adult services; distribute print directory | Coordinator, Intern, Communications Committee, Coalition partners | Ongoing | Comprehensive info about available services; ensure funds budgeted through 2018 grant | Possibility that a printed directory will be out of date as soon as printed; online directory will need to be updated continually | Broad publicity through coalition partners, local newspapers and social media. Distribution through coalition partners and other entities that serve older adults. | Number of directories distributed, visits to online directory (Coordinator, Intern, Support staff) |
| Promote N2-1-1 as source of information about services and activities | City Manager (City marquee), Coalition partners, Coordinator | 2nd Qtr. ongoing | Info about services (input into N2-1-1 to public via outreach) | Lack of info about N2-1-1 to partners and city agencies | Promote N2-1-1 via City’s electronic marquee, online media as well as through coalition partners | # of hits on N2-1-1 from Englewood residents; # of Englewood residents listed in N2-1-1; N2-1-1 staff, Coordinator, Support staff |
| Survey residents about Age-Friendly Englewood activities, communications, programs, etc | Coordinator, support staff | Ongoing | Questions for survey | Lack of response | Direct distribution of survey to email list; publication of results in a News and press releases, as warranted by results of survey | # of surveys sent for each topic; # of responses; Plan development or modification in response to survey results. Coordinator, Support Staff |

#### Communications Strategies to be utilized across all activities as needed

- **E-news mailing is now over 800 local visiting over 10,000 people each month.**
- **Newsletter sent to promote Launch of directory in March and Doo-Wop show in May.**
- **Continuing to run ads on Facebook to promote specific activities, events and items of interest.**
- **Distributed 2,000 copies of free of charge by SUEZ (water company).**

<table>
<thead>
<tr>
<th>Progress as of 3/25/18</th>
<th>Progress as of 7/27/2018</th>
<th>Plan for Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Explore as stated</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Produce 12 e-newsletters each week, post items at least weekly on Facebook; run paid ad to draw attention to important topics; send a press release to local media to promote each program we sponsor.</td>
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<tr>
<td></td>
<td></td>
<td>Distributed all 2,000 copies at locations in Englewood; are going to reprint this summer. Will create database from information in Directory.</td>
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<td></td>
<td></td>
<td>Continue to promote &amp; distribute Directory in Yr 3; Develop database in Yr 3</td>
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<td></td>
<td></td>
<td>Promoted NJ 2-1-1 in one monthly e-newsletter, in &quot;My Englewood&quot; News and in Directory.</td>
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<tr>
<td></td>
<td></td>
<td>Continue to promote in Yr 3</td>
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<td></td>
<td>Analysis of survey and updated action based on results will be completed in Yr 3</td>
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<td>Still working on this. Will reach out to coalition for assistance.</td>
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</tbody>
</table>
Working Our Plan

- Advocate with City electeds & offices
- Communications – print/social/digital
- Workshops & Conferences
  - Workshops: Balance, Medicare, End-of-Life Planning
  - Conferences: Housing Options & Transportation Options
- Walkability Study
- Sponsor shows at BergenPAC
  - Doo-Wop, Temptations, Four Tops, etc.
COVID changed everything!
Plans morphed *quickly* to meet new and emerging needs

- Need for information
- Financial distress
- Access to food
- Concern about isolation
- Access to technology (devices, WiFi access, training)
- Racial Justice
- Census
- Voter registration
- Response to Tropical Storm Ida
Community Collaboration = essential!

- Weekly (now monthly) calls with key leaders & organizations (City, nonprofits, houses of worship)
- Identify urgent needs
- Brainstorm to meet needs
- Follow up/cycle back
- Repeat
Examples of Broad-based Communications

**Digital**
- E-newsletters, website, social media, podcast, videos

**Print**
- Directory, flyers, posters

**Placement**
- Displays-library, houses of worship, resource kiosk

**Events (in person/online)**
- Educational programs, socials, dance party
Age-Friendly Englewood

Best Practices:

Leading/participating in community collaborations

Hosting & promoting community events
  Social activities
  Conferences/workshops

Effective communications
  e-newsletter
  service directory
  website
Age-Friendly Englewood

Continuity of Effort: working towards sustainability

Community collaborations

Effective communications

Embed age-friendly policies and practices in all City Departments & City Manager
** dedicated staff **

Engage a robust Advisory Council
Age-Friendly Englewood

Contact Info:

agefriendlyenglewood@gmail.com

www.age-friendlyenglewood.org

or

janet.sharma.44@gmail.com
County Population Age 65 and Older (2015-2019)

- Six counties account for half of NJ’s population 65 and older: Bergen, Ocean, Middlesex, Essex, Monmouth and Morris
- Bergen County is home to more seniors 65 and older than Salem, Warren, Hunterdon, Cumberland, Sussex and Cape May combined

Source: US Census Bureau, American Community Survey, 5-year Estimates, 2015-19, Table S0103 Population 65 Years and Over in the United States. Note: ACS 1-year estimates will differ and do not include figures for all 21 counties.
Percentage of County Population Age 65 and Older (2015-2019)

- Cape May (25.8%) and Ocean (22.4%) lead all New Jersey counties in the percentage of the population age 65 and older.
- Essex (13.4%) and Hudson (11.7%) had the smallest share of seniors.
- The statewide figure was 15.9%, slightly above the national number at 15.6%.

Source: US Census Bureau, American Community Survey, 5-year Estimates, 2015-19, Table S0103 Population 65 Years and Over in the United States. Note: ACS 1-year estimates may differ and do not include figures for all 21 counties.
How far we've come

Since 2011, Hunterdon and Sussex counties have seen the greatest increase of their share of 65+ population. Hunterdon saw an 50.5% increase and Sussex saw a 48.3% increase

Ocean and Cumberland counties have seen the lowest increase in their share of 65+ population. Ocean saw a 16.2% increase while Cumberland saw a 20.2% increase

The statewide increase of the 65+ population was 27.5%

Source: 2021 & 2011 5-Year ACS Table S0103
Where is New Jersey heading?

Since 2010, the number of NJ residents 65 and older increased by 287,367 or 24.9%.

By 2029, the number will increase by 414,262 or 28.7% totaling 1,857,200 people aged 65 and older.

Source: 2020 5-Year ACS Table S0103 and New Jersey Department of Labor and Workforce Development, Division of Economic and Demographic Research
Percentage of Total NJ Population by Age Group


New Jersey Department of Human Services
NJ Population by Age Group

Where are we going?

Over the next 10 years, Somerset, Middlesex and Sussex counties are projected to see their share of the largest increase of people 65+. The Somerset County 65+ population will increase by 54.0%, Middlesex by 47.2% and Sussex by 42.8%.

While still sizable, Cape May and Ocean counties are projected to see the smallest increase of their share of their 65+ population.

The statewide 65+ population will increase by 31.7% over the next 10 years. This equates to 446,915 people.

Source: 2019 5-Year ACS Table S0102 and New Jersey Department of Labor and Workforce Development, Division of Economic and Demographic Research
Median Household Income Among Seniors

- The ACS estimates the New Jersey median household income for householders 65 and older was $59,947 in 2019
- Hunterdon, Morris, Somerset and Bergen counties had the highest incomes
- Every county in NJ except two (Cumberland and Hudson) had an age 65+ MHI higher than the US composite figure of $48,893

Source: US Census Bureau, American Community Survey, 2019, Table S1903 Median Income in the Past 12 Months (in 2019 Inflation-adjusted dollars)

New Jersey Department of Human Services
Social Isolation

- The ACS estimates that there were 904,053 households with a head 65 or older in NJ.
- In about 387,000 (42.8%) of those units, the head of household lived alone.
- Hudson and Essex had the highest share (48.7% and 47.0%) while Sussex and Hunterdon had the lowest figures (37.0% and 34.7%, respectively).
- These figures can serve as indicators of objective isolation but not necessarily subjective isolation (perceived loneliness and lack of closeness).

Source: US Census Bureau, American Community Survey, 5-year Estimates, 2017-21, Table S0103 Population 65 Years and Over in the United States.
Ability to Speak English

- Percentage of population age 65 and older who speak a language other than English at home and speak English less than very well
Getting at Language Spoken at Home is Hard
(When it’s a language other than English)

• Linguists recognize over 7,000 languages
• The ACS codes 1,333 languages
• Due to Census confidentially the ACS aggregates results to a limited number of non-English categories, most often, “Spanish,” “other Indo-European languages,” “Asian and Pacific Island languages” and “all other languages”
• Drilling down to county level and/or a specific age group, especially in less-populated counties tends to yield very general results with high margins of error – even using five-year estimates


New Jersey Department of Human Services
### Language access needs
(Limited English language proficiency and need translation/interpretation)

<table>
<thead>
<tr>
<th>Top 10 Languages</th>
<th>North</th>
<th>Central</th>
<th>South</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Spanish</td>
<td>Spanish</td>
<td>Spanish</td>
</tr>
<tr>
<td>2</td>
<td>Korean</td>
<td>Gujarathi</td>
<td>Chinese</td>
</tr>
<tr>
<td>3</td>
<td>Polish</td>
<td>Chinese</td>
<td>Vietnamese</td>
</tr>
<tr>
<td>4</td>
<td>Arabic</td>
<td>Korean</td>
<td>Gujarathi</td>
</tr>
<tr>
<td>5</td>
<td>Chinese</td>
<td>Portuguese</td>
<td>Korean</td>
</tr>
<tr>
<td>6</td>
<td>Portuguese</td>
<td>Polish</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Gujarathi</td>
<td>Mandarin</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Italian</td>
<td>Russian</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Russian</td>
<td>French or Haitian Creole</td>
<td>Arabic</td>
</tr>
<tr>
<td>10</td>
<td>Bengali</td>
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</tr>
</tbody>
</table>

Language in Limited-English Households

- The top language spoken at home of individuals 65 and older when ability to speak English is less than very well is Spanish followed by Chinese.
- Understanding your community and what their language access needs are is pertinent in successful outreach and information dissemination.

Source: US Census Bureau, American Community Survey, 2017-2021 5-Year.
**Housing Cost Burden**

Defined by spending more than 30% of their income on housing.

Mercer County has the highest housing cost burdens for renters but one of the lowest housing cost burden for owners. It’s almost double the percentage 32.6% versus 61.1% of renters.

Where does your municipality stand? How might these percentages be reduced?

Source: US Census Bureau, American Community Survey, 5-year Estimates, 2017-21, Table S0103 Population 65 Years and Over in the United States.

New Jersey Department of Human Services
Seniors VOTE! Where are they voting?

New Jersey has about 1,496,919 eligible voters 65 years or older. They account for 23.3% of all NJ eligible voters.

Bergen, Ocean and Middlesex counties have the highest numbers of eligible voters 65 years and older.

Source: 2021 1-Year ACS Table S2901
New Jersey Department of Human Services
Thank you!

Questions?

Credit goes to Chuck Colvard for the maps in this powerpoint.
What Can You Do?
https://www.surveymonkey.com/r/HMM67WY

New Jersey Department of Human Services
Thank you

New Jersey Department of Human Services