

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

Stacey Callahan, MSW, Office of Research & Evaluation, NJ DHS

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 identity or expression, national origin or ethnicity.



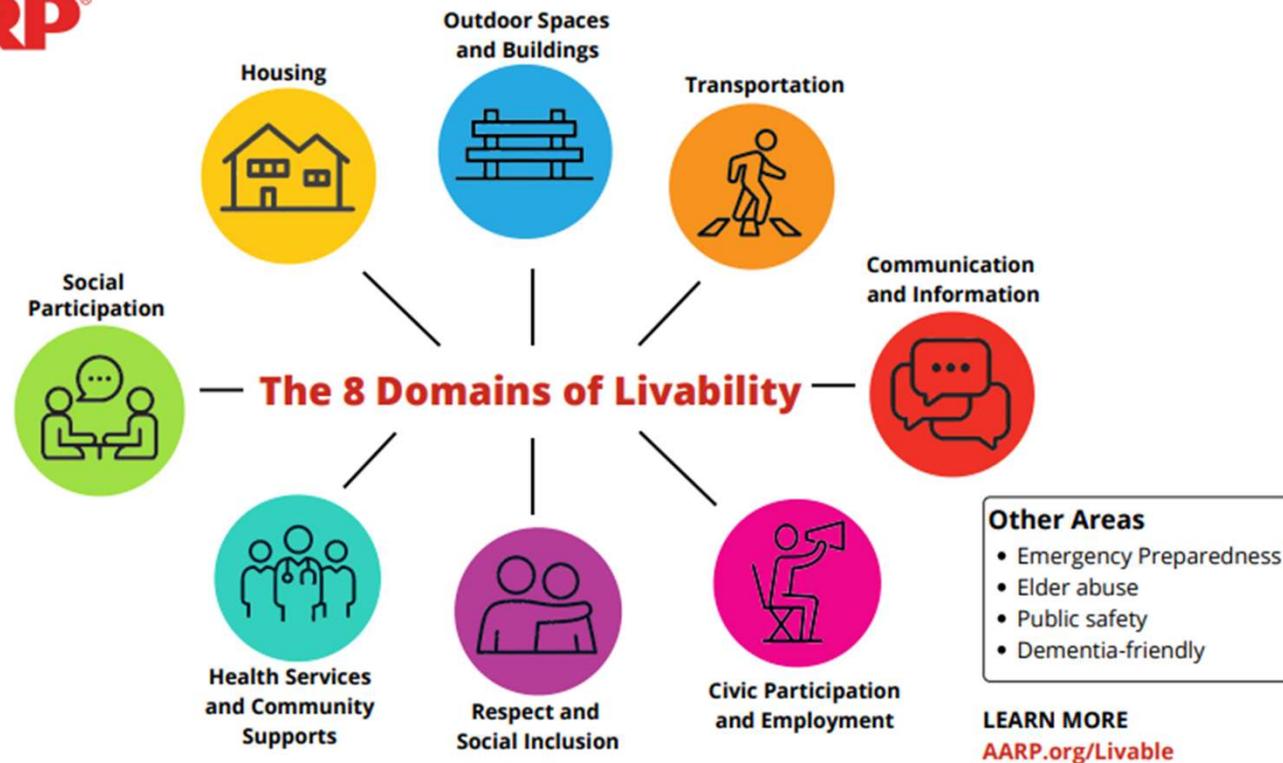
How can your community benefit from becoming age-friendly?

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



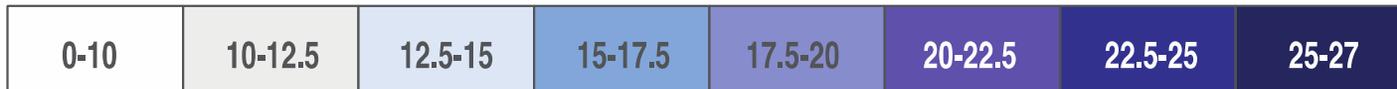
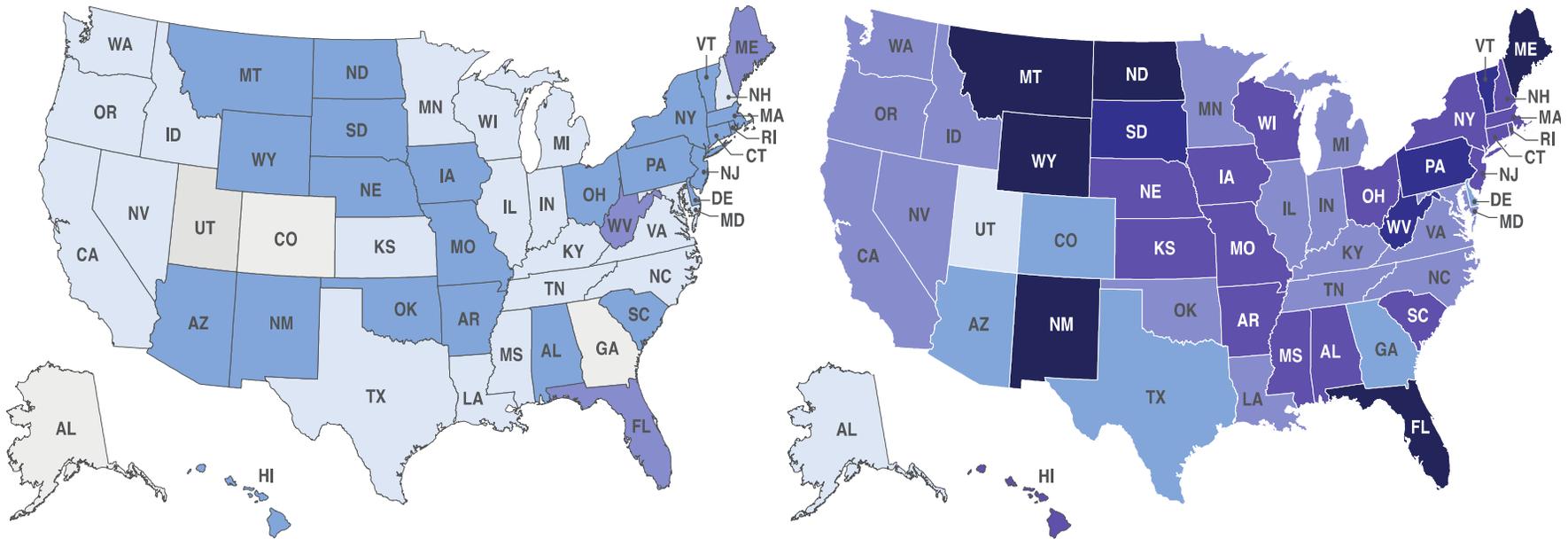
Illustrations from iStock

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Why “Age-Friendly”? America is aging!

2015

2030



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%

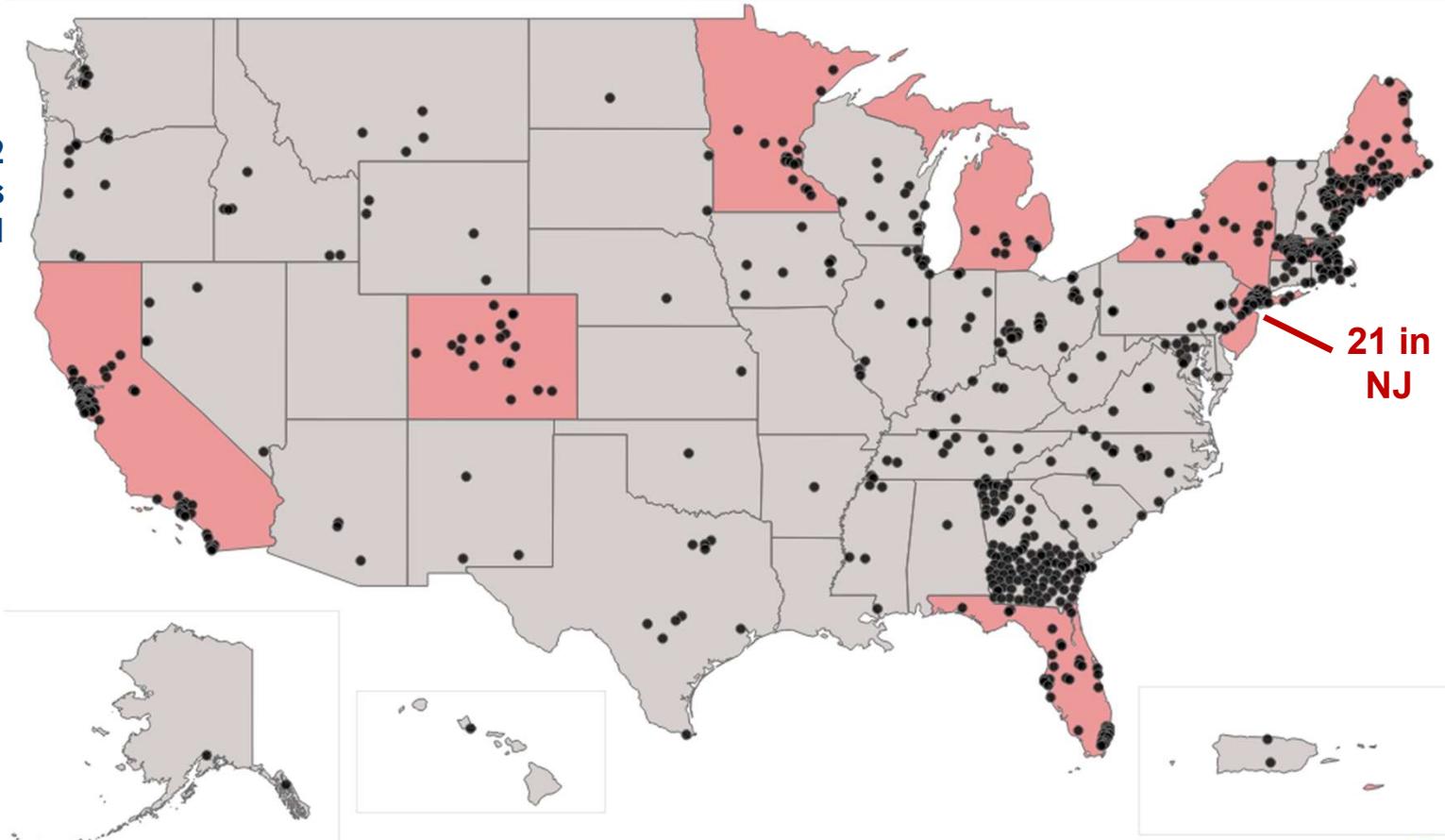
Want to **remain in my
community as long as
possible.**

76%

Want to **remain in my
current home as long as
possible.**

AARP Network of Age-Friendly States and Communities (NAFSC)

There are currently 732 communities, 9 states and 1 territory enrolled (updated 1.31.23)



Bergen County AGE-FRIENDLY INITIATIVES



Westwood for All Ages



TIMELINE

2016

**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)**

2023

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

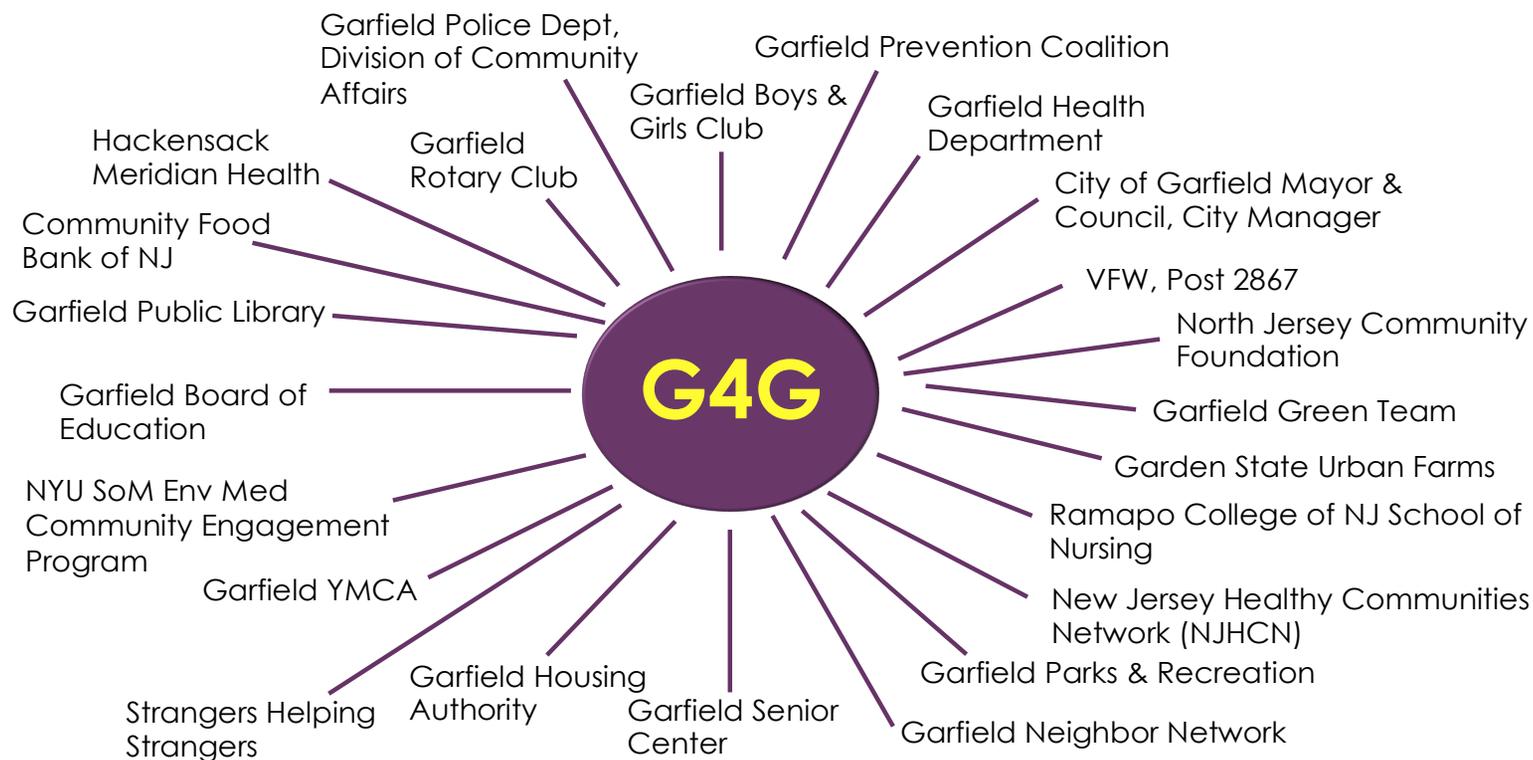
- Outcomes
- (Re) Evaluation



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.**

Community Partners



Identified needs

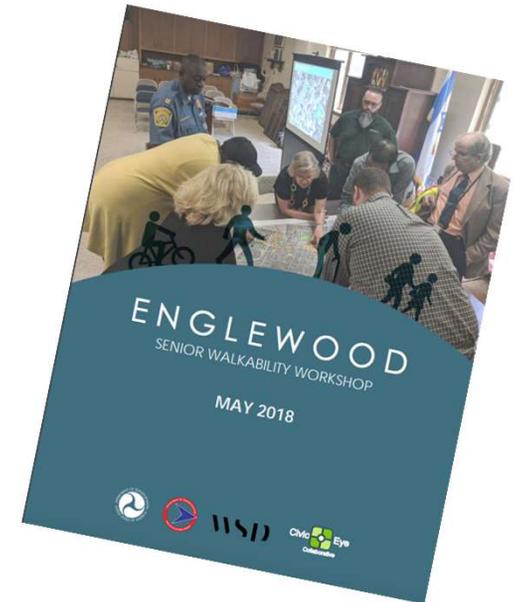
Overarching Theme:
Residents want to come together across boundaries of geography, race, religion and age.

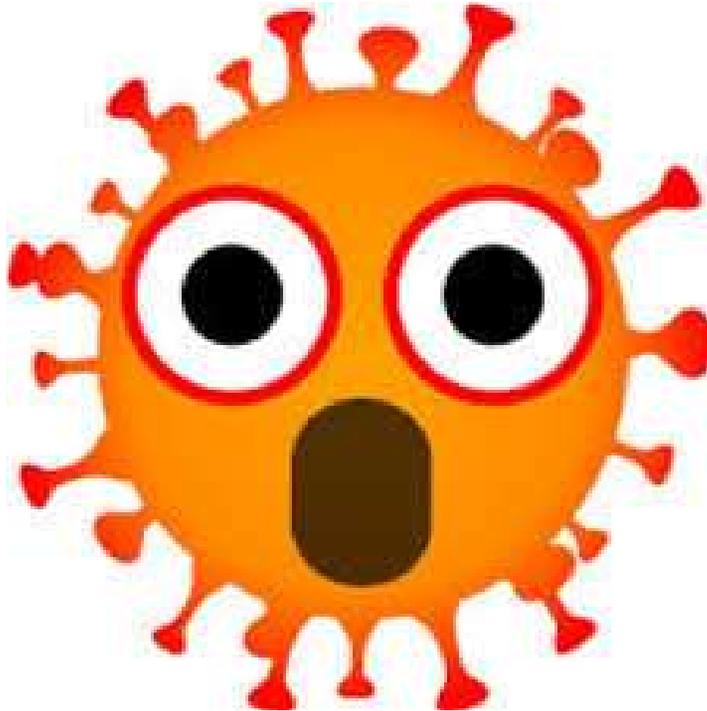
- More/affordable housing options
- Affordable transportation options
- Better pedestrian safety: sidewalks, crossings, benches
- Information about available services & resources
- Identify/reach out to those who are isolated

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 (what needs to be done)	By Whom (who will supervise this activity and serve on the team?)	Timeframe (important dates for completion of steps)	Resources and Support (financial, human, political, larger community-wide systems)	Potential Barriers or Resistance (and approaches to address these)	Communication Plan for Implementation (how to distribute info and who should receive)	Metrics: Tracking & Monitoring Progress (who, what, when, and how will data be collected?)				
			Available	Needed						
Communications Strategies to be utilized across all activities as needed								Progress as of 3/25/18	Progress as of 7/27/2018	Plan for Year 3
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	Assertive outreach to potential partners; keep public informed via social and traditional media.	Number of programs that find new homes		Exploring possibilities with elected officials, City Manager and select nonprofits.	Explore as stated
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 members	Capturing email addresses and importing into Constant Contact. (We will seek email addresses via Website sign-up, Coalition Partners, City offices, etc.)	Develop newsletter format; import email addresses; prepare and distribute quarterly newsletter utilizing Constant Contact. Also generate broad publicity through Coalition partner and local newspapers, driving readers to sign up on website for e-newsletter	# email addresses captured; # e-newsletters produced and distributed. <i>Coordinator, Intern, Support staff, Communications Chair</i>	E-news mailing is now over 800 local orgs, individuals and businesses. Newsletters sent every month. Press releases 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. 361 "likes" on Facebook as of 3/25/18	Monthly e-news sent to more than 900 email addresses; average 36% open rate. Nearly 1,000 Website visitors since 10/1/17. FACEBOOK: 450 "like" our Facebook page. Since 10/1/17, we've had 1103 visits, reached 41,157, and engaged 3,903 people. Press releases sent to local media to promote Doo-Wop show/Older Americans Month in May. Email blasts: Sent 35 blasts to 319 older adults and 45 coalition partner organizations since Oct 1, 2017	Produce 12 e-newsletters-1 each month; post items at least weekly on Facebook; run paid ads to draw attention to important topics; send a press release to local media to promote each program we sponsor.
Create database as basis for creation of print and online directory of common referrals for older adult services; distribute print directory and publicize availability of both.	Coordinator, Intern, Communications Committee; Coalition partners	ongoing	Skills and some info available; Some funds budgeted through Taub grant.	Comprehensive info about available services; additional funds from local businesses.	Possibility that a printed directory will be out of date as soon as printed; online directory will need to be updated continually. Distribution	Broad publicity through Coalition partners, local newspapers and social media. Distribution through Coalition partners and other entities that serve older adults.	# of directories distributed; # visits to online directory. <i>Coordinator, Intern, Support staff</i>	Directory was finished and 2,000 copies printed free of charge by SUEZ (water company). Distribution is in progress. Directory is well received.	Distributed all 2,000 copies at locations in Englewood; are going to reprint this summer. Will create database from information in Directory.	Continue to promote & distribute Directory in Yr 3. Develop database in Yr 3.
Promote NJ2-1-1 as source of information about services and activities	City Manager (City marquee); Coalition partners, Coordinator	2nd qtr ongoing	NJ2-1-1 exists	Info about services input into 2-1-1	Lack of info about NJ2-1-1 (We will promote NJ2-1-1 to partners and city agencies to enhance/enrich available information and promote 2-1-1 to public via outreach)	Promote NJ2-1-1 via City's electronic marquee, online media and e-newsletter as well as through Coalition Partners	# of hits on NJ2-1-1 from Englewood residents; # Englewood agencies listed in NJ2-1-1. <i>NJ2-1-1 staff, Coordinator, Support Staff</i>		Promoted NJ 2-1-1 in one monthly e-newsletter, in "My Englewood" City newsletter, and in Directory	Continue to promote in Yr 3
Survey residents about Age-Friendly Englewood activities, communications, programs, etc	Coordinator, support staff	ongoing	use Constant Contact survey tool	questions for survey based on current activities or need for info	lack of responses	direct distribution of survey to email lists; publication of results via e-News and press releases, as warranted by results of surveys	# surveys sent for each topic; # responses; Plan development or modification in response to survey results. <i>Coordinator, Support Staff</i>	Survey will be done later in Spring.	Survey to be conducted Summer of 2018.	Analysis of survey and updated action based on results will be completed in Yr 3
						# documents (print and online)		Still working on this. Will reach out soon to existing Spanish language		

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.





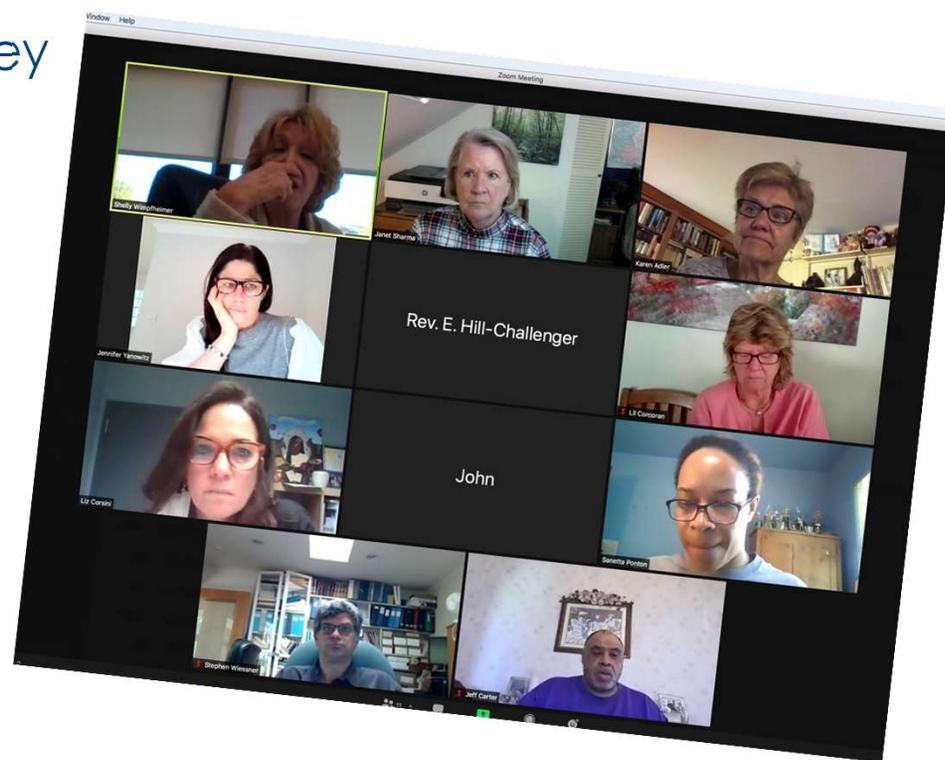
**COVID
changed
everything!**

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

Age Trends and Statistics

New Jersey Department of Human Services
Office of Research & Evaluation
Stacey Callahan, MSW

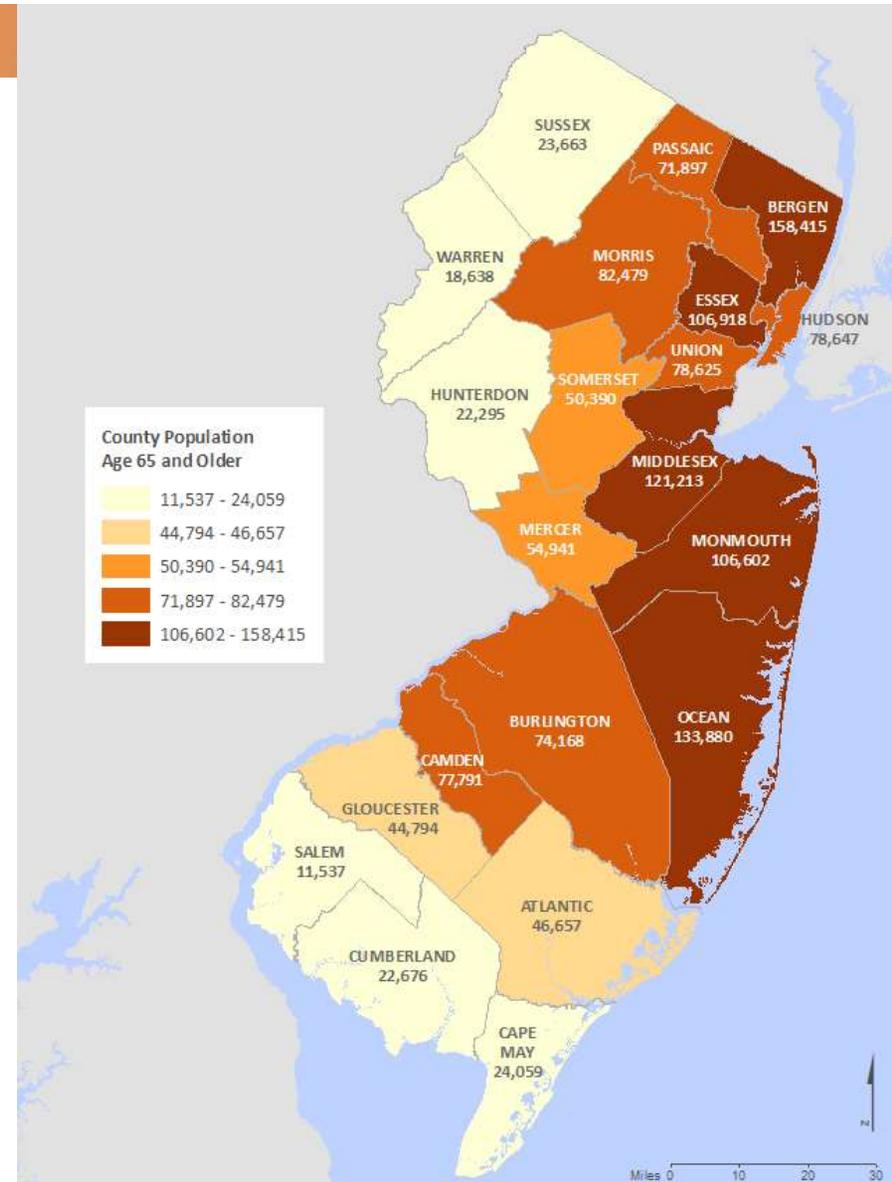
New Jersey Department of Human Services



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**

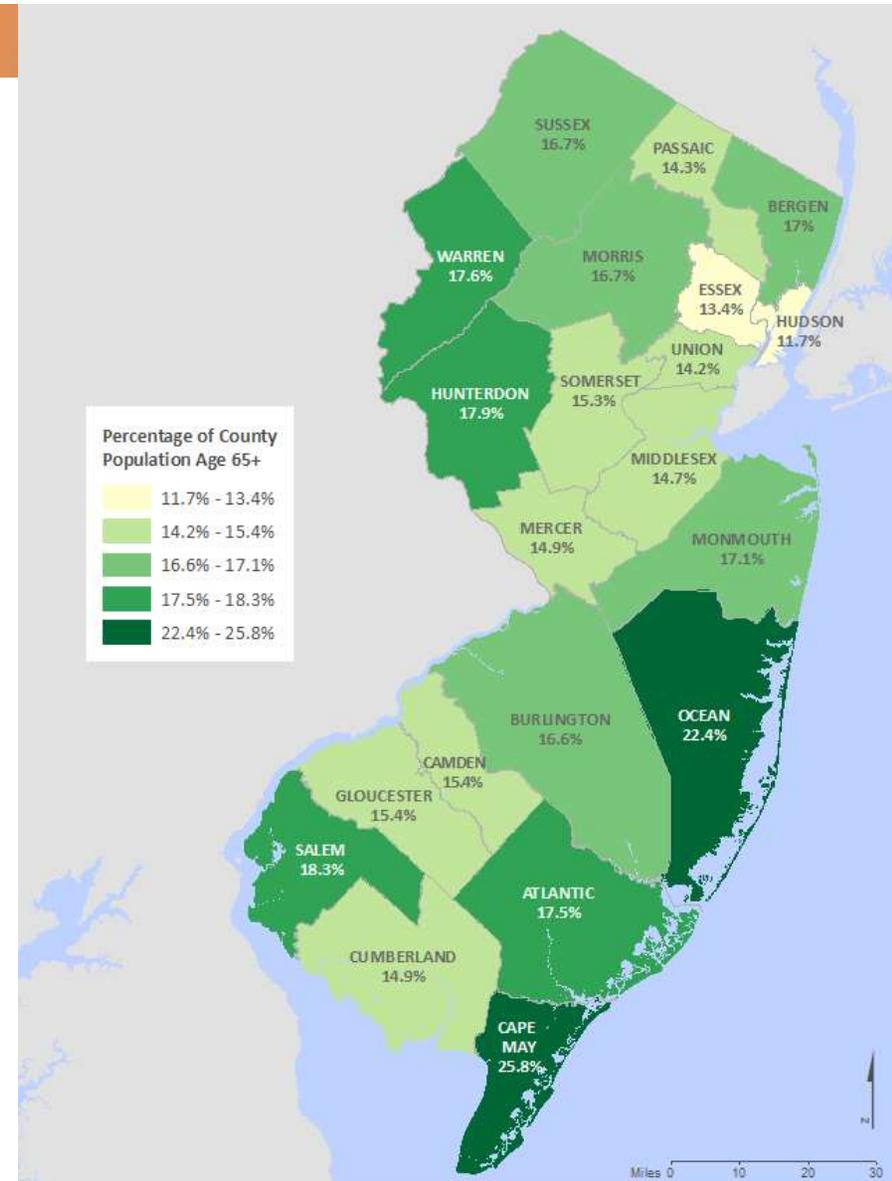
Source: US Census Bureau, American Community Survey, 5-year Estimates, 2015-19, Table S0103 Population 65 Years and Over in the United States. **Note: ACS 1-year estimates will differ and do not include figures for all 21 counties.**



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.**



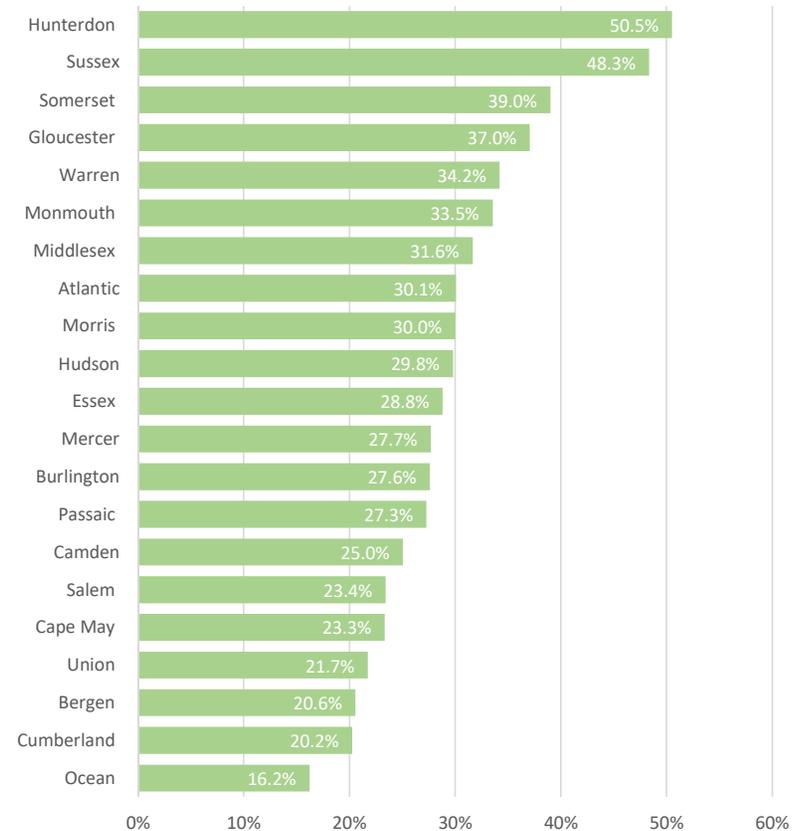
How far we've come

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

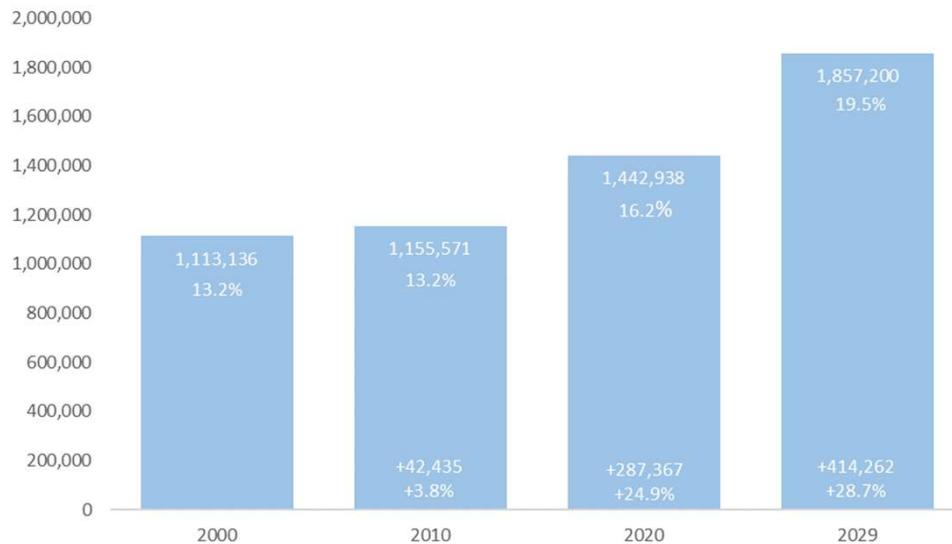
The statewide increase of the 65+ population was 27.5%

Percentage increase of 65+ population 2011 to 2021



Where is New Jersey heading?

NJ 65+ Population trends

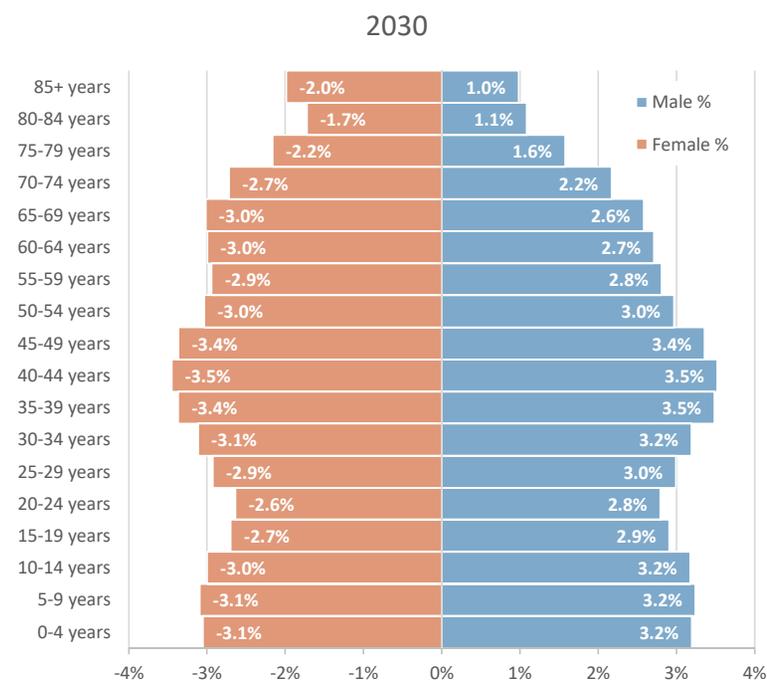
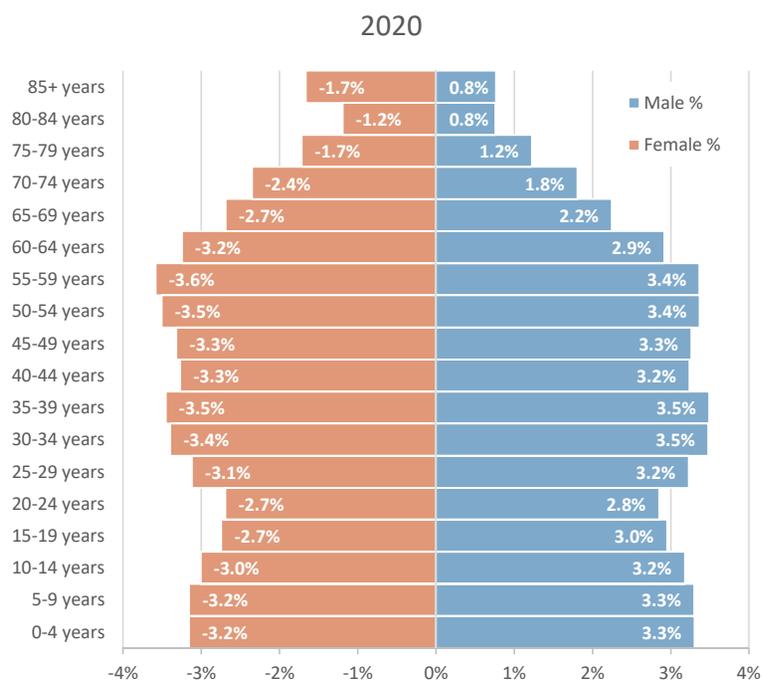


Source: 2020 5-Year ACS Table S0103 and New Jersey Department of Labor and Workforce Development, Division of Economic and Demographic Research

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

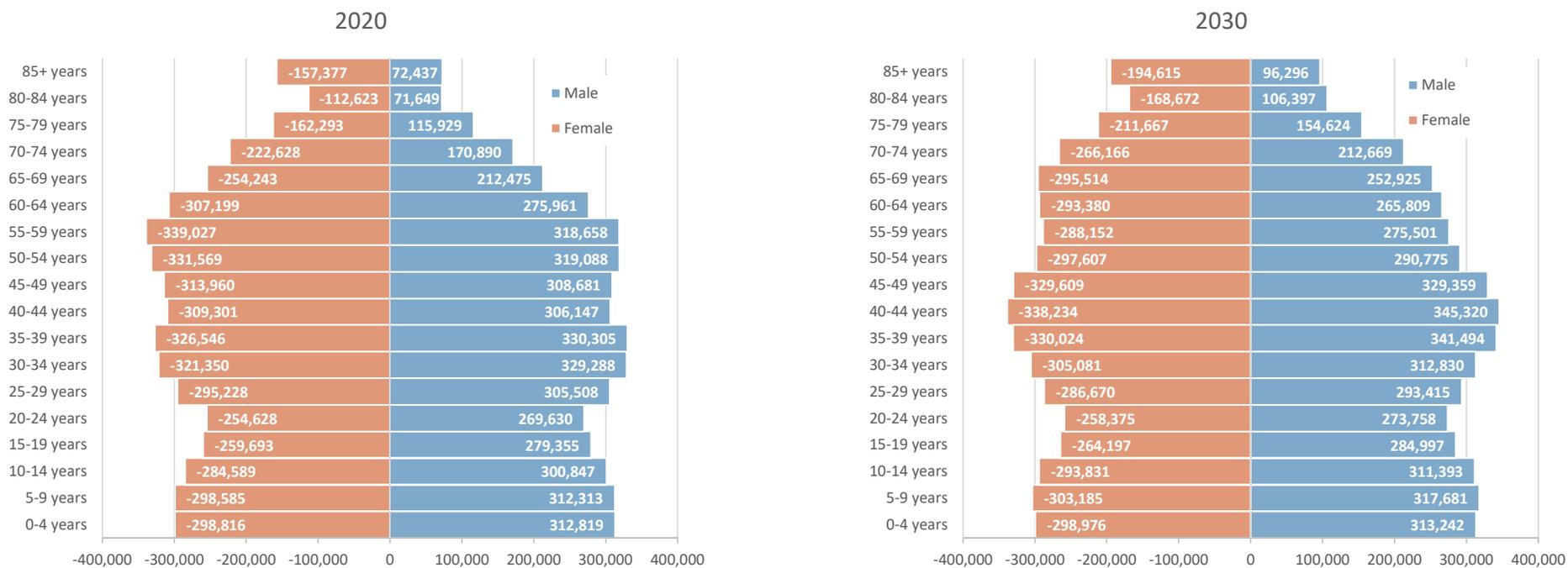
By 2029, the number will increase by 414,262 or 28.7% totaling 1,857,200 people aged 65 and older

Percentage of Total NJ Population by Age Group



Source: CDC Wonder Population Projections, United States, 2004 - 2030, by state, age and sex, on CDC WONDER Online Database, September 2005. Accessed at <http://wonder.cdc.gov/population-projections.html> on Jan 20, 2022 11:19:04 AM. Note: Negative signs are necessary for figure formatting and should otherwise be ignored.

NJ Population by Age Group



Source: CDC Wonder Population Projections, United States, 2004 - 2030, by state, age and sex, on CDC WONDER Online Database, September 2005. Accessed at <http://wonder.cdc.gov/population-projections.html> on Jan 20, 2022 11:19:04 AM. Note: Negative signs are necessary for figure formatting and should otherwise be ignored.

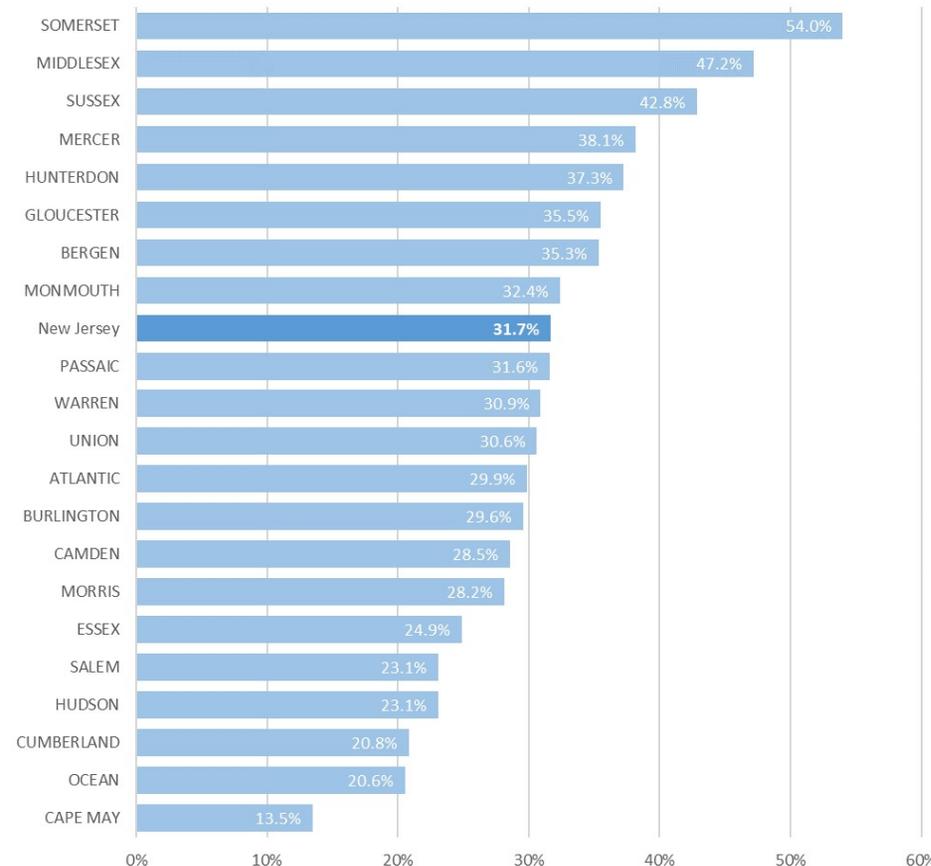
Where are we going?

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

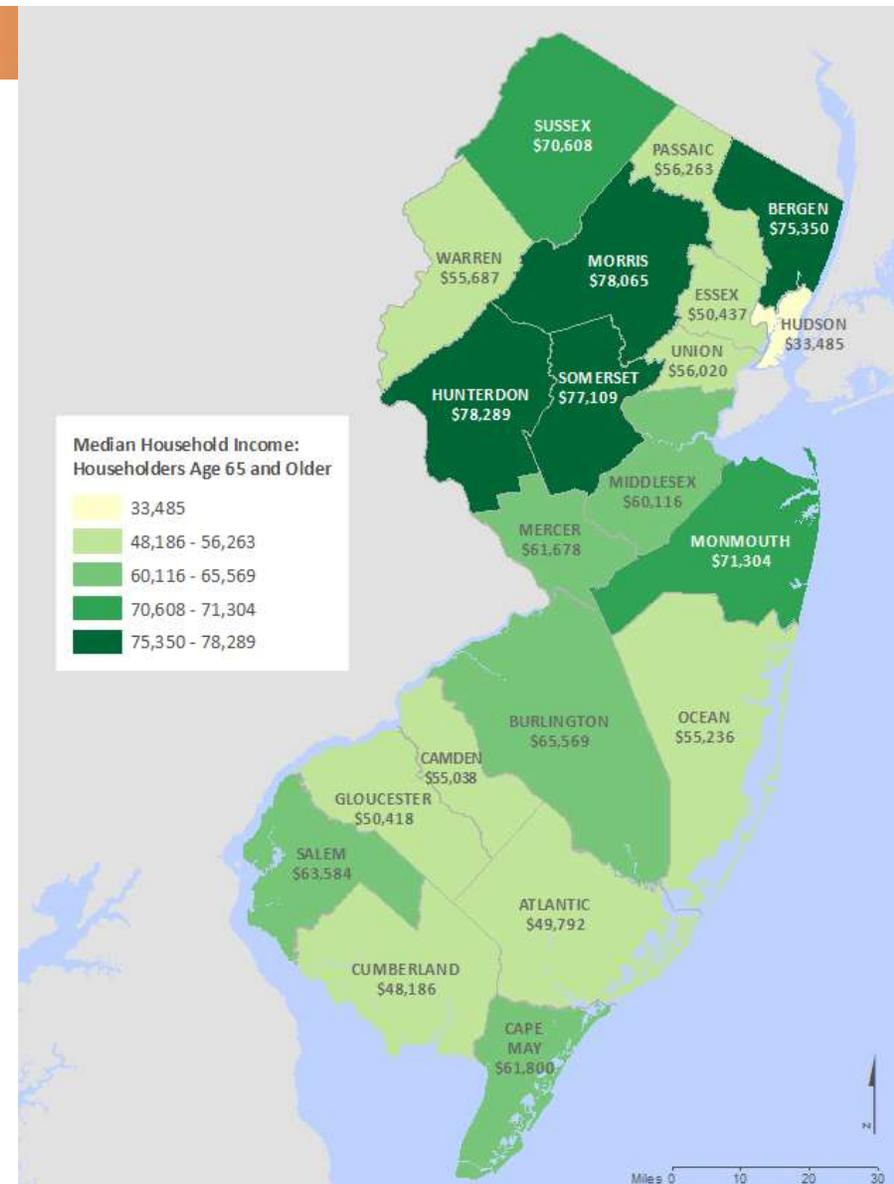
Percentage increase of projected 65+ population
2019 to 2029



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

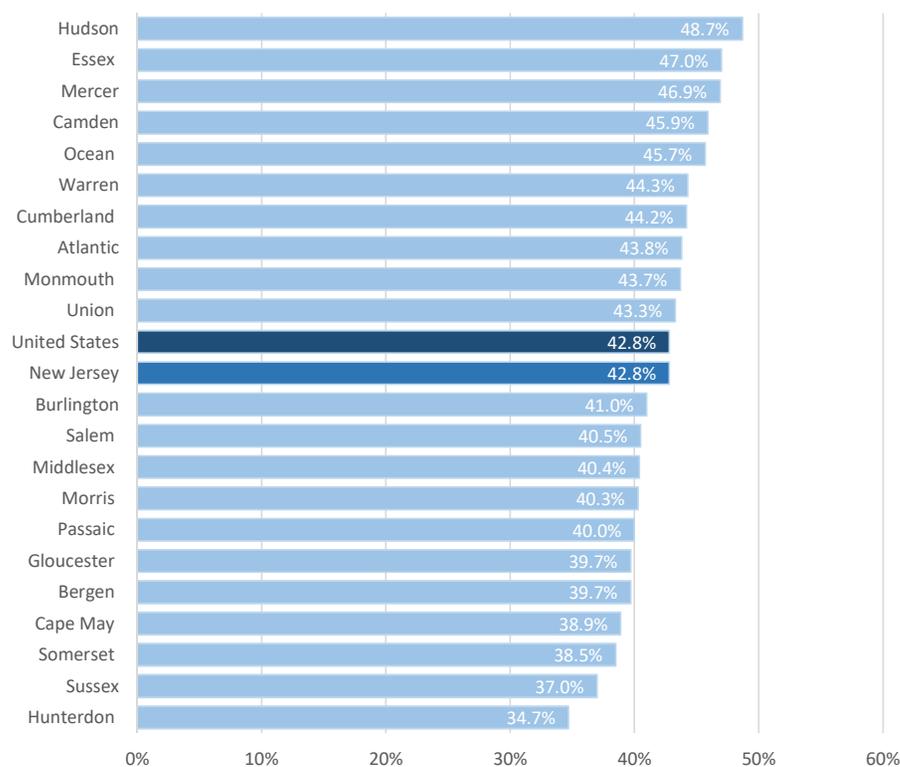
Source: US Census Bureau, American Community Survey, 2019, Table S1903 Median Income in the Past 12 Months (in 2019 Inflation-adjusted dollars)



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)

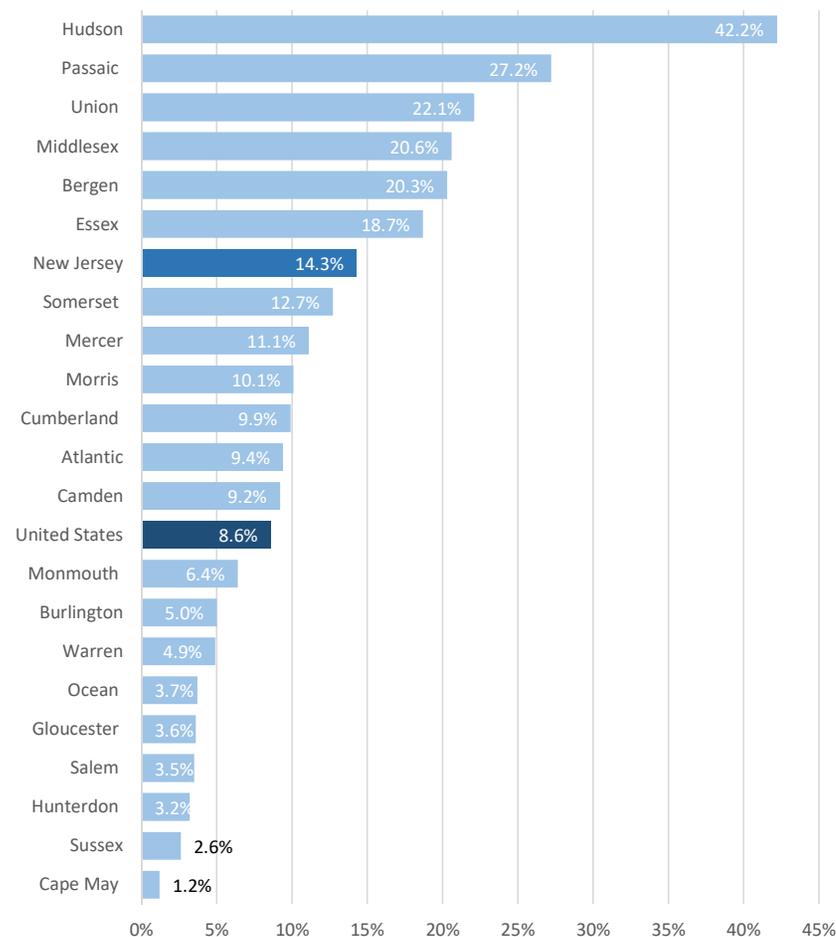
Percentage of 65+ Households Where Householder Lives Alone



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

65+ Residents Who 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 confidentiality 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

US Census Bureau. (2021, December 3). *About Language Use in the US Population*. <https://www.census.gov/topics/population/language-use/about.html>

Language access needs

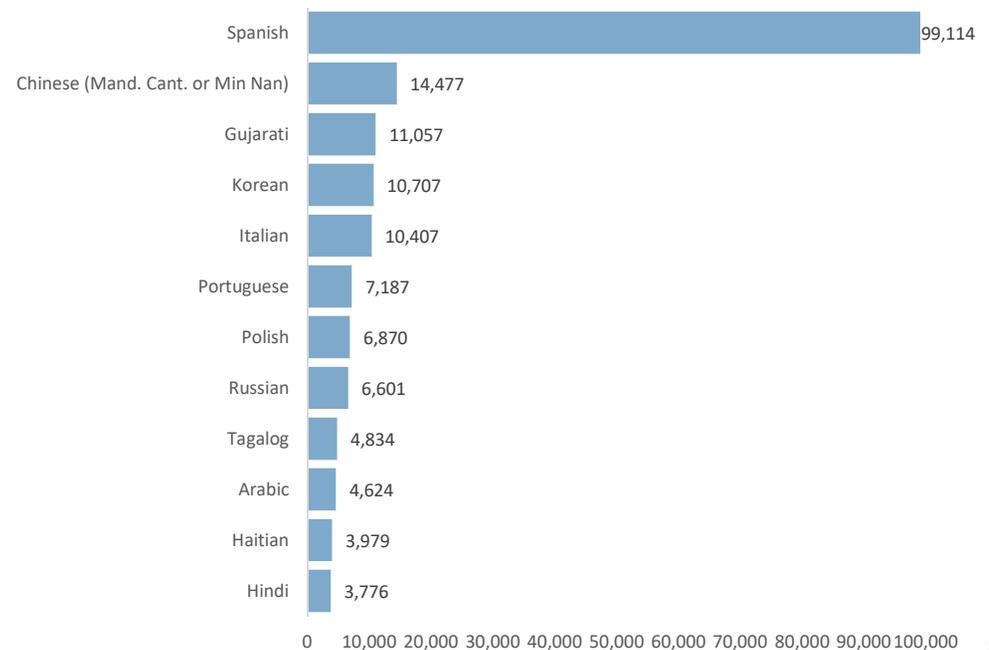
(Limited English language proficiency and need translation/interpretation)

Top 10 Languages	North	Central	South
1	Spanish	Spanish	Spanish
2	Korean	Gujarathi	Chinese
3	Polish	Chinese	Vietnamese
4	Arabic	Korean	Gujarathi
5	Chinese	Portuguese	Korean
6	Portuguese	Polish	
7	Gujarathi	Mandarin	
8	Italian	Russian	
9	Russian	French or Haitian Creole	
10	Bengali	Arabic	

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

Language Spoken at Home among NJ Residents Pop 65+ with Limited English Ability



Housing Cost Burden

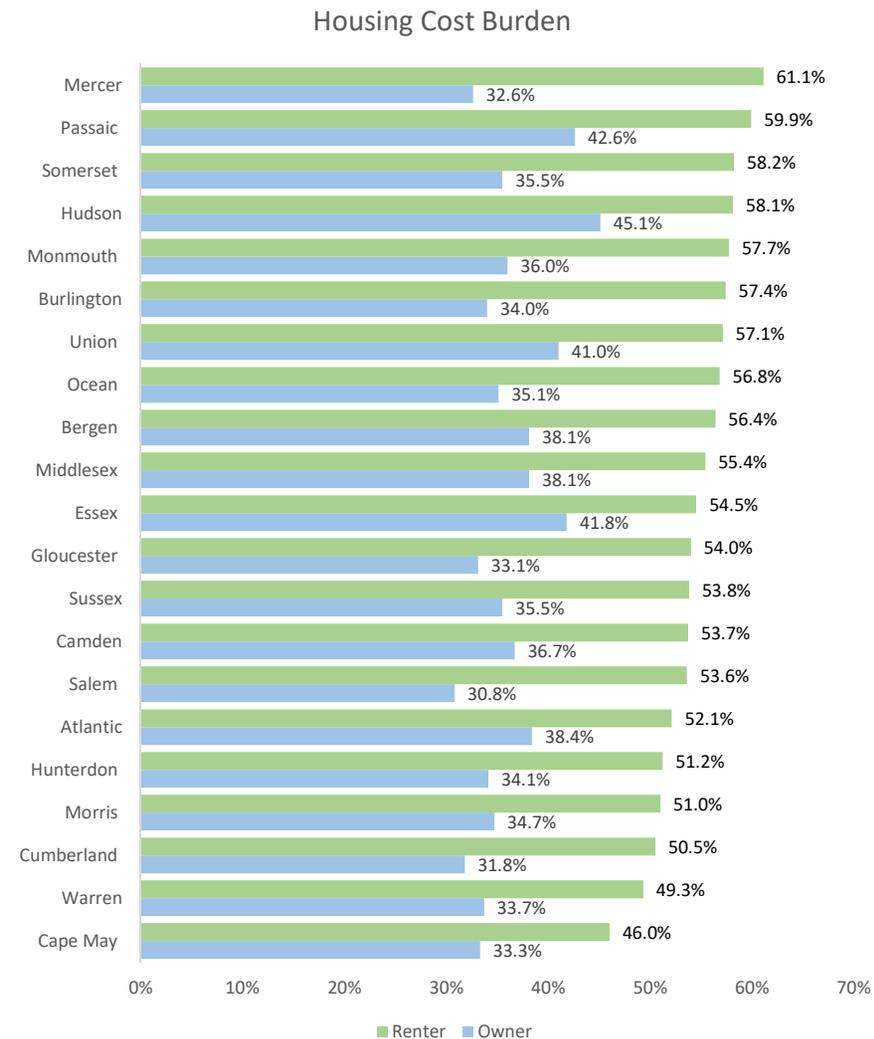
Defined by spending more than 30% of their income on housing.

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?

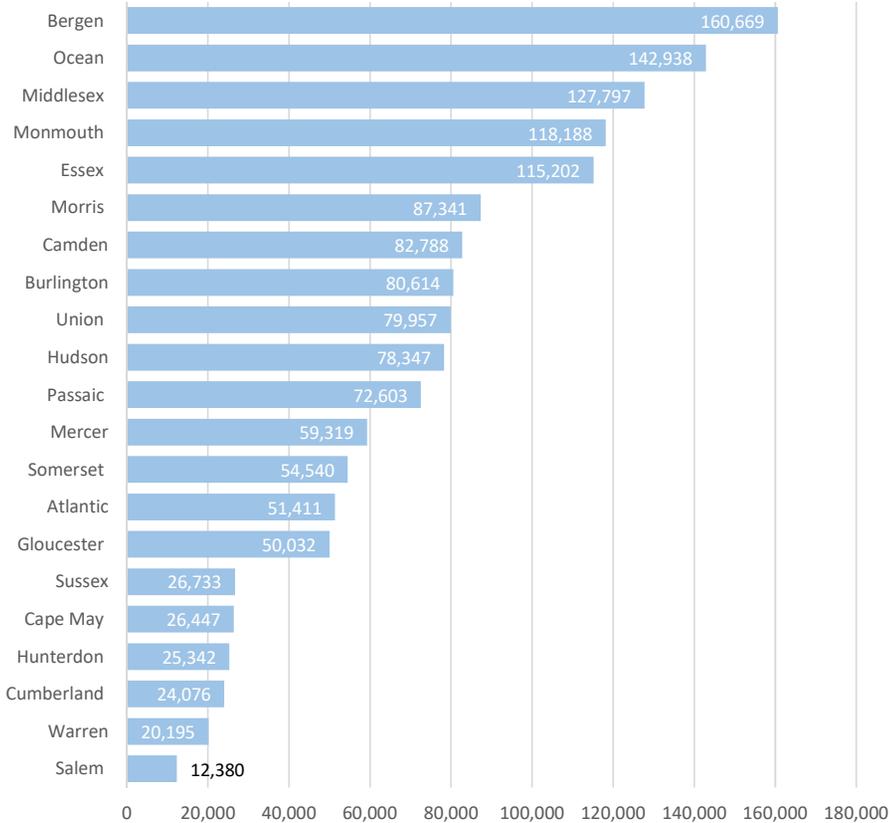
Source: US Census Bureau, American Community Survey, 5-year Estimates, 2017-21, Table S0103 Population 65 Years and Over in the United States.

New Jersey Department of Human Services



Seniors VOTE! Where are they voting?

65+ and Eligible to Vote



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



Stacey Callahan

Stacey.Callahan@dhs.nj.gov

Credit goes to Chuck Colvard
for the maps in this powerpoint.

New Jersey Department of Human Services

Thank you!
Questions?



What Can You Do?

<https://www.surveymonkey.com/r/HMM67WY>

New Jersey Department of Human Services



Thank you

New Jersey Department of Human Services

