

Partnering for Justice

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Presentation Goals

- Partnering for Elder Justice Advocacy
- Benefits of partnership
- Examples of successful partnerships
 - Local, Statewide, and Beyond
- Opportunities to get involved

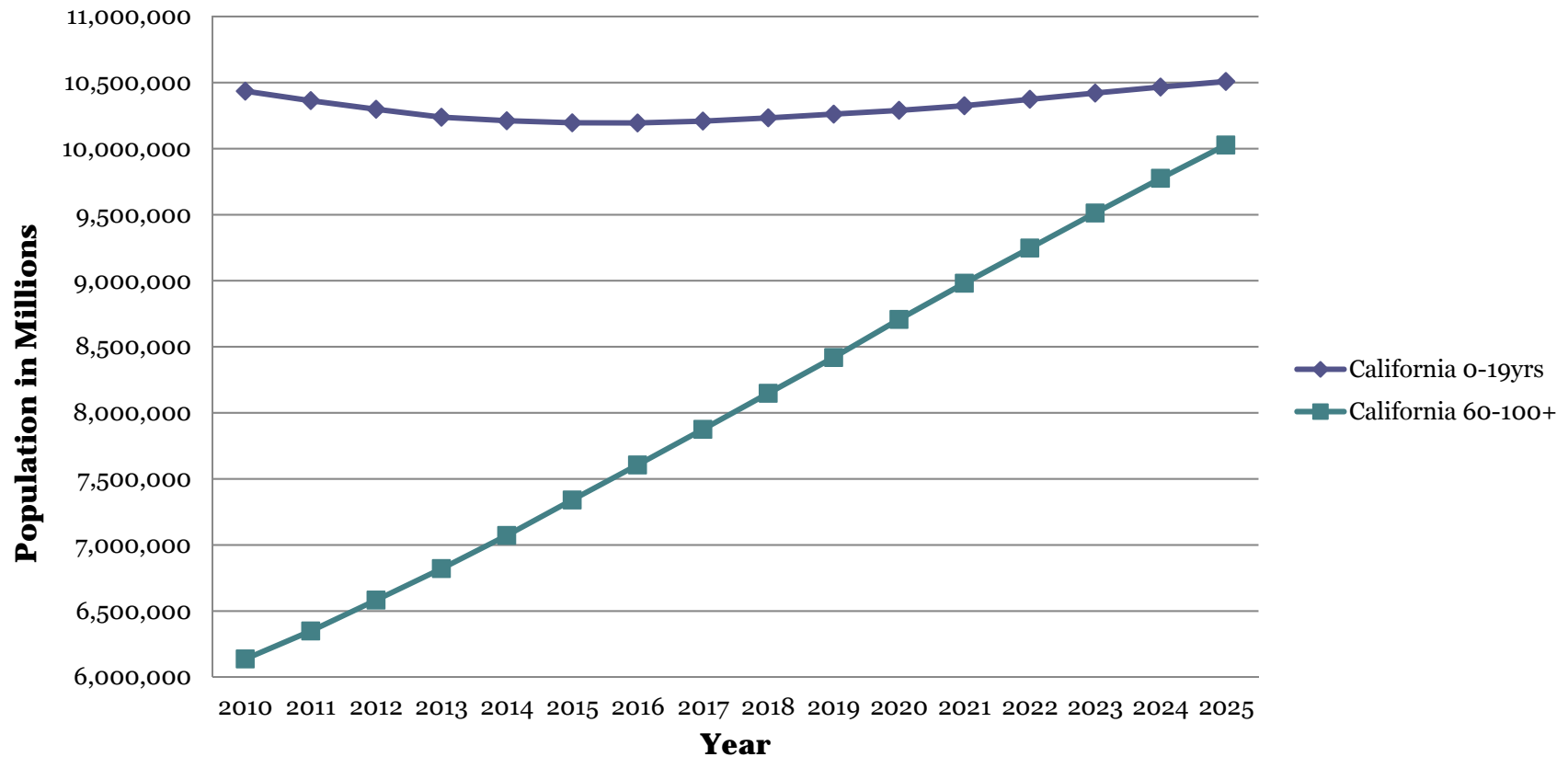
An Aging Population

- Older adults comprise an increasing proportion of the total population
- California's senior population will increase to 20% of the State population by 2030
- More seniors live alone (60% of 80-year-olds)
- Issues of abuse cut across all segments of the senior population; many crimes go unreported



California – Increase in Senior Population

Population Change by Age Group



Abuse & Neglect of Elders & Dependent Adults

- CA APS Reports
 - 14,000 report PER YEAR
 - Estimated 176,000 cases PER YEAR
- Under Reported
- Self Determination

*Under the Radar: New York State Elder Abuse Prevalence Study. Lifespan of Greater Rochester, Inc. Weill Cornell Medical Center of Cornell University, & New York City Department for the Aging (2011).

Highlights of Elder Justice



- Older Americans Act (1965)
- Mello-Granlund Older Californians Act (1996)
- Bipartisan Elder Justice Coalition (2003)
- Elder Justice Act
- Administration for Community Living (est. April 18, 2012)
- National Adult Maltreatment Reporting System

California Association of Area on Aging (C4A)

What is C4A?

- Non-profit representing 33 AAAs
- Purpose:
 - Advocate
 - Provide leadership;
 - Promote a service delivery system that provides individual choice.



Road to C4A Involvement in Statewide Awareness Campaign:

- Prevention and Advocacy Programs
- Joint Role (AAA and APS)
- Partner on Elder Justice issues
- C4A Elder Justice Workgroup



KNOW ABUSE REPORT ABUSE

ELDER AND DEPENDENT ADULT ABUSE AWARENESS MONTH

Campaign Goals

- Consistent Universal Message across California
- Raise Awareness
- Provide education/resources
- Join with key partners to address issues
- Support statewide/regional/local efforts
- Identify legislative and programmatic ways to improve coordination and enhance service delivery
- Multifaceted Customizable Toolkit
 - Print, Multi-Media, Social Media

Campaign Timeline

September 2014

California Area
Agency on
Aging (C4A)
Elder Justice
Workgroup
established

January 2015

Initiated Elder
Justice
Innovative
Program
Presentations at
C4A Directors
Board Meetings

November 2015

C4A Board
approved 2016
Elder and
Dependent Adult
Abuse Awareness
Campaign
project

January 2016

Initiated work on
Campaign Toolkit
with Perry
Communications
and Statewide
Campaign
Partners

ELDER AND DEPENDENT ADULT ABUSE AWARENESS MONTH June 2016

April 2016

Campaign Logo
and Tagline
Confirmed;
Social Media 101
Webinar

May 2016

Campaign
Toolkit
Released

July- Sept 2016

Data
collection
and
campaign
analysis

September 2016

Presentation of
Campaign
Outcomes to
C4A Board of
Directors and
Campaign
Partners

cont. Campaign Timeline

November 2016

Lori D. initiates planning for the 2017 Awareness Month Kick-off Event

December 2016

C4A engages Perry Communications for 2017 Campaign Planning ; Action Steps

Jan-March 2017

C4A Elder Justice Workgroup identifies target audience; C4A Board approval for 2017 campaign plan; ASA presentation

March-May 2017

Reach out to potential new campaign partners; collect information for statewide events calendar; update toolkit materials

ELDER AND DEPENDENT ADULT ABUSE AWARENESS MONTH June 2017

May 31, 2017

CDSS Elder/Dependent Adult Abuse Leadership Forum; Release of Updated Toolkit; Launch of Campaign Webpage; Begin Social Media Outreach

June 1, 2017

Awareness Month Kick-Off Event: Partnering for Solutions

July- Sept 2017

Data Collection; Evaluation of 2017 Campaign

October 2017

CWDA Conference Presentation: Partnering for Justice

Campaign Webpage

<http://elderabuseawareness.c4a.info/>

#knowabusereportabuse

KNOW ABUSE **REPORT ABUSE**
ELDER AND DEPENDENT ADULT ABUSE AWARENESS

TYPES OF ABUSE RECOGNIZING ABUSE REPORTING ABUSE WHO IS MANDATED TO REPORT ABUSE ADDITIONAL RESOURCES

Elder and Dependent Adult Abuse Awareness

How big of an issue is elder abuse in California?

Here in California, Adult Protective Services (APS) receives more than **14,000 reports** of elder and dependent adult abuse per month, and reports are increasing.

There are an estimated **176,000*** cases of reported elder and dependent adult abuse **PER YEAR** in California. Elder abuse is significantly underreported. For every case known to programs and agencies, **24 are unknown**. For financial abuse, only one in **44 cases is known**.**

Help the California Association of Area Agencies of Aging and partners around the state to raise awareness about elder and dependent adult abuse. In California, June is Elder and Dependent Abuse Awareness Month. Learn about the different types of abuse, how to recognize them and how to report abuse to the appropriate local agencies.

HELP US SPREAD THE WORD: KNOW ABUSE REPORT ABUSE

Enter in your name, email and zip code and we will provide a draft email to send to your local official.

Preview

First Name

Last Name

Email

Zip Code

SPREAD THE WORD!



New Message

To: assemblymember@assembly.ca.gov

Bcc:

Subject: Elder and Dependent Adult Abuse Awareness

Greetings,

Did you know that there are approximately 176,000* cases of elder and dependent adult abuse reported per year in California? What makes this number even more staggering is that for every case known to programs and agencies, 24 are unknown. Financial abuse is the most prevalent and most under reported form of abuse with only 1 in 44 cases reported.**

This means that thousands of older adults and adults with disabilities in California do not receive help and supports to regain personal safety, care, and justice. When victims of abuse do not get help and services, we all bear the cost and burden, resulting in an over reliance on emergency services, longer hospital stays, Medicaid reliance, and strains on public benefits and resources. Further, elder and dependent adult abuse affects individuals across all socio-economic groups, cultures, and races.

As California shifts its demographics from youth to maturity, we need to understand abuse in the context of aging- the risks, the costs, and supports. June is Elder and Dependent Adult Abuse Awareness month; awareness should lead to action. It is our responsibility to invest in safety, services, and supports for victims of elder and dependent adult abuse. Let's build system capacity in California to recognize, report, and respond to elder and dependent adult abuse and neglect. Together we can make a difference.

Please help us spread the word about elder and dependent adult abuse. To learn more about the different types of abuse, how to recognize them and how to report abuse to the appropriate local agencies, please visit: <http://bit.ly/2qIUeqg>

Sincerely,

John Doe

* California Department of Social Services for Statewide Adult Protective Services

** Under the Radar: New York State Elder Abuse Prevalence Study, Lifespan of Greater Rochester, Inc., Weill Cornell Medical Center of Cornell University, & New York City Department for the Aging. (2011).



Campaign Stats

- 13 Statewide/National Partners
- Large Social Media Presence
 - 3.4 million impressions of Facebook
 - Reached 265,584 unique individuals
 - ~3,000 likes, comments, shares
- Ca Legislator Outreach
 - Door Posters
 - 691 emails
- Dozens of local outreach events

Campaign Successes

- Universal Tagline and Logo
- Statewide Reach/Participation
- Partnerships
 - National, Statewide, Local
- Customizable Toolkit
- Digital Campaign, Webpage
- Statewide Events Calendar
- Expansion of Social Media Usage by Campaign Partners
- Presentation on a National Scale
- Reach to California Assemblypersons
- Promoted dozens of local outreach and awareness events
- Sparked Future Interest/Participation



California
Association of Area
Agencies on Aging



Administration on
Aging



Bureau of Medi-Cal
Fraud & Elder
Abuse



California Commission on Aging
... a voice for the voiceless



California Long-Term
Care Ombudsman
Association



California District
Attorneys Association



California
Department of
Social Services



California Elder
Justice Coalition



California State
Association of
Public
Administrators,
Public Guardians
and Public
Conservators



County Welfare
Directors
Association of
California



Office of the State
Long-Term Care
Ombudsman



Legal Aid
Association of
California



WISE & Healthy
Aging

Lessons Learned

- Words Matter
- Time (and plenty of it)
- Translated Materials Requested
- Training on Utilization of Tools
- Share Ideas
- Increase (^Creative) Partnerships
- Action Steps
- Focus on Successes





Leadership, Planning, and Coordination

Lori Delagrammatikas

Adult Protective Services Liaison

California Department of Social Services

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2017 Leadership Forum and Awareness Month Kick-off Event

- May 31, 2017: Telling a New Story about Elder and Dependent Adult Abuse
- June 1, 2017: Kick-off Event - Partnering for Solutions



Frameworks Institute Recommendations

- Check your messages for ageism
- Don't use crisis/fatalistic language (i.e. the tsunami of baby boomer)
- Focus on solutions at the system level (i.e. use individual stories to explain how the system needs to be changed)
- Spend more time talking about solutions than on the problem
- “If everyone is responsible, no one is responsible”: be clear about who can implement a solution
- Bring self neglect into the conversation



Communication Traps

- The Tragic Story Trap
- The Sympathy Trap
- The Financial Exploitation Trap

From “*Strengthening the Support: How to Talk about Elder Abuse*” by the Frameworks Institute

Capital “Kick-off” Event

Used the Frameworks principles as the basis for 8
“TED-type Talks”

“Public Awareness: What Works?”	“Preventing homelessness among victims of elder abuse and neglect”
“Innovative Volunteerism for Seniors”	“Need for a diverse workforce”
“We \$ust Don’t Know: Measuring the Impacts of Financial Abuse”	“Out of the Ashes: Group Therapy for Scam Survivors”
“Dangers of Public Transportation: The Perspective of a Person with a Disability”	“From vulnerable to thriving... the San Diego County Acutely Vulnerable Adult Protocol”
"Blue Ribbon Panel: Enlisting Leaders to Promote an Elder Justice Agenda"	



2018 Statewide Awareness campaign: Starting *NOW*

- Sponsored by a coalition of Aging and Disability agencies
- Multimedia contest on the theme that abuse is a human rights issue
- Funded by Wells Fargo
- Promulgates awareness in 3 stages

Stage ONE

- Contest materials distributed w/abuse informational materials
- Distribution is multi-generational and across abilities
- Professionals are included

AUDIENCE (CONTESTANT CATEGORY)	EXAMPLES OF DISTRIBUTION PARTNERS
YOUTH	<ul style="list-style-type: none">• High schools• Independent Living Centers• Boys and Girls Clubs• Faith-based groups
ADULTS	<ul style="list-style-type: none">• College level film and art programs• Independent Living Centers• Disabled advocacy and support groups• Senior Centers and programs
PROFESSIONAL	<ul style="list-style-type: none">• Public Relations Society of American (PRSA)• American Marketing Association (AMA)• Ad Council

Stage TWO

- Contestants push out their materials via social media for extra points
- Judges are selected and educated
- Top 3 entries in each category are chosen/informed.

COMPETITION CATEGORIES			
One minute public service video	<u>YOUTH</u> (At least one contestant in a group must be under 18)	<u>ADULT</u> (Includes persons with disabilities and seniors)	<u>PROFESSIONAL</u> (Anyone can choose to be judged in the professional category)
One minute radio spot			
Slogan or hashtag			
Poster			

Stage THREE- “and the winner is”

- Event in Sacramento
- Potential winners attend in person or “Skyped “ in by their local agency
- 3 newspaper awards
- Key note speaker
- Media invited



Building Local Elder Justice Partnerships – San Francisco's Department of Aging and Adult Services



Jill Nielsen, LCSW
Deputy Director of Programs
City and County of San Francisco
Human Services Agency
Department of Aging and Adult Services

DAAS programs

- Adult Protective Services
- In-Home Supportive Services
- Integrated Intake Program
- Office on Aging
- Public Guardian
- Public Conservator
- Public Administrator
- Long Term Care Operations
- County Veterans Service Office





Department of Aging and Adult Services

Office on
Aging

Adult
Protective
Services

Institute on Aging

Elder Abuse
Prevention
Program

Forensic
Center

ELDER ABUSE PREVENTION PROGRAM



Elder Abuse Prevention Program

Education and Awareness

Elder Abuse Trainings

- Community
- Professionals
- Caregivers

Case, Professional, and Media Consultations

- Provide community and professional case consultations
- Review elder abuse prevention materials
- Consult with colleagues (attorneys, policy makers, etc.) regarding cases and programs
- Pitch stories to and do interviews with media

World Elder Abuse Awareness Day (WEAAD)

Collaboration and Integration

San Francisco Elder Abuse Forensic Center and MDT

San Francisco Veterans Benefits Protection Project

San Francisco Family Violence Council

- Acting tri-chair
- Acting co-chair of Elder Justice Subcommittee

Coalitions

- Elder Justice League Social Media Coalition
- Asian Pacific Islander Legal Outreach Elder Abuse Taskforce
- San Francisco District Attorney's Office's Women's Advisory Board

Integrate Expert Consultants

Best Practice and Academic Contributions

Publications

Research Collaboration

- UCSF Research project

Conferences

- Present at local, regional, and national conferences
- Attend conferences related to the field
- Sponsor local conferences and offer scholarships

Policy

California Elder Justice Coalition

- Acting steering committee member

Consumer Federation of California's Elder Legislation Workgroup

Supporting legislation

- Craft legislation
- Testify in support of legislation
- Submit letters in support of pending legislation
- Consult on pending or current legislation
- Monitor enforcement of existing legislation

Elder Abuse and Mandated Reporter Trainings

Professionals

- Health Care
- Law Enforcement
- Attorneys
- Social Workers

Caregivers

- Informal Family and Friends
- Paid Attendants

Consumers

- Older Adults
- Adults with Disabilities

Elder Abuse Forensic Center

- An action-oriented multi-disciplinary team that collaboratively works to review and resolve complex cases of abuse, exploitation, neglect, and/or self-neglect among older adults and adults with disabilities.



Forensic Center Members

- Adult Protective Services
- Public Guardian
- San Francisco Police Department
- District Attorney's Office
- Long Term Care Ombudsman
- Institute on Aging
- Neuropsychologist
- UCSF Geriatrician



Forensic Center Activities

Case Review
Meetings

Coordinated Home
Visits

Neuropsychological
Assessment

Medical Evaluation

Awareness and
Outreach

FC CASE STATISTICS

FY 2016-2017

Case Statistics	Enter data here
New Cases	29
Follow-Up Cases	5
Total Cases	34
# of Meetings	19

Client Demographic Statistics	Enter data here
# of Females	18
# of Males	16
Average Age	75
Median Age	79

Statistics by elder abuse category	Enter data here
Financial - Other	12
Self-Neglect	13
Neglect	10
Psychological	2
Physical - Assault/Battery	3
Financial - Real Estate	8
Isolation	2
Sexual	0
Abandonment	0
Abduction	0
Physical - Restraint	1
Other/Unknown	7
Total	58

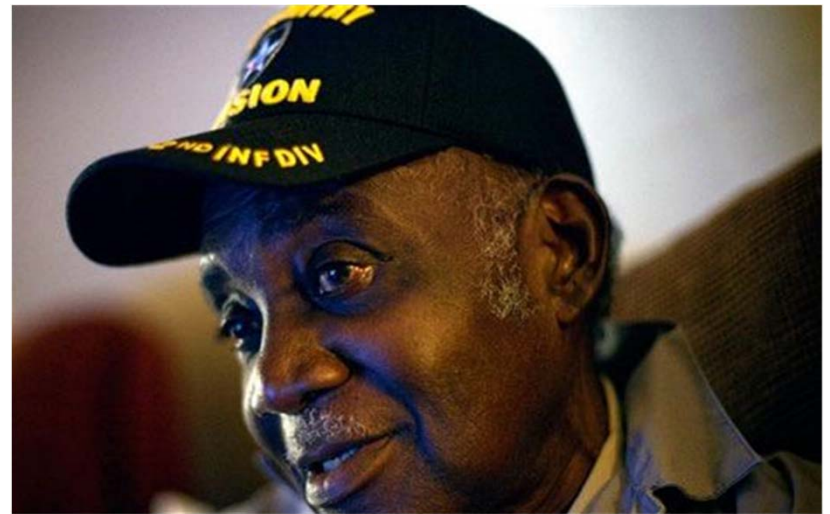
- Many cases have multiple issues of abuse
- Average age is 75 years-old

SAN FRANCISCO VETERANS BENEFITS PROTECTION PROJECT

Coalition to educate elders about veterans benefits scams, including how to avoid them.

Direct elders who have already been scammed to legal and/or regulatory resources.

Connect elder veterans who wish to apply for the Aid and Attendance benefit to the local County Veterans Service Office (CVSO).

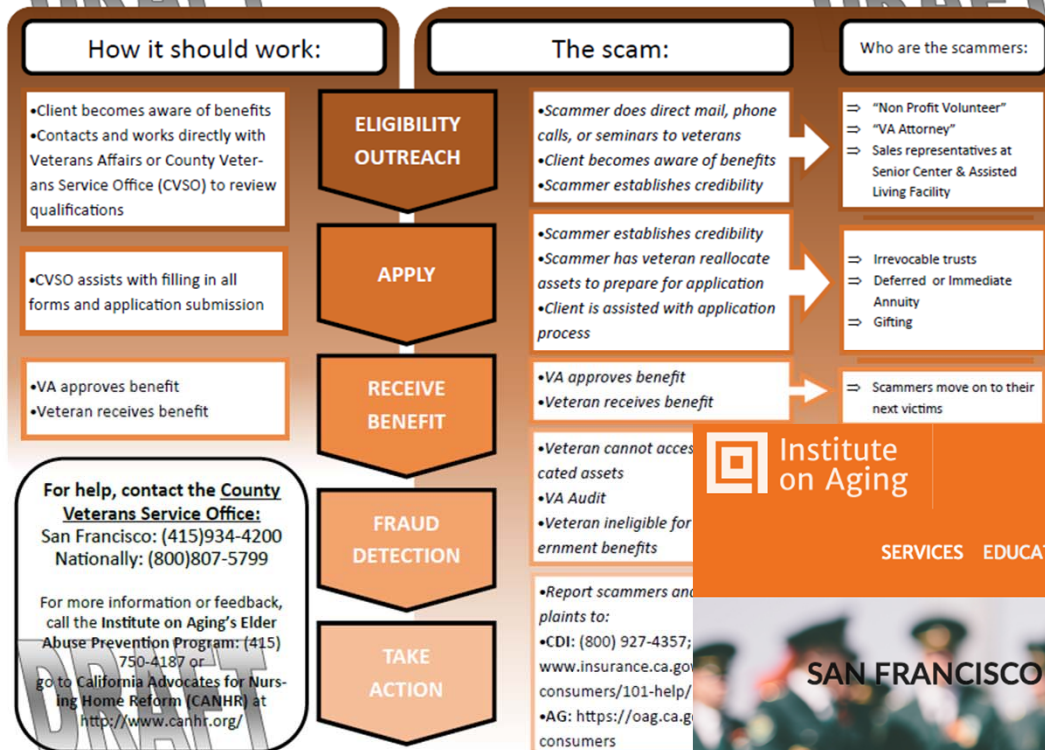




- Institute on Aging
- San Francisco Department of Aging and Adult Services
- San Francisco County Veterans Service Office
- California Advocates for Nursing Home Reform
- California Department of Insurance
- California Attorney General's Office
- San Francisco Ombudsman's Office

KEY STAKEHOLDERS

Veterans Aid and Attendance Benefit—Pension Poaching



415-750-4111

Search...

SERVICES EDUCATION DONATE ABOUT WORKING AT IOA BLOG CONTACT

SAN FRANCISCO VETERANS BENEFITS PROTECTION PROJECT

CONNECT TODAY

Veterans Benefits Protection Project webpage

<http://www.ioaging.org/vbpp>

The San Francisco Veterans Benefits Protection Project is a coalition that fights pension poaching scams targeting older veterans. This form of elder financial abuse threatens the health, safety, and financial freedom of thousands of elder veterans across the country. This project hopes to educate veterans about where to turn for help.

The Veterans Aid and Attendance Benefit and Related Scam



SF VETERANS BENEFITS PROTECTION PROJECT



San Francisco's Department of Aging and Adult Services
and the California Elder Justice Coalition

request that you save the date for
a statewide commemoration of

World Elder Abuse Awareness Day

with

Dave Jones, California Insurance Commissioner

Wednesday, June 8 - 2016, 4-6:30 pm

San Francisco War Memorial and Performing Arts Center
Veterans Building Green Room
401 Van Ness Avenue
San Francisco, CA 94102

A reception will follow the presentation
Registration information forthcoming

For questions or to sponsor, please contact info@elderjusticecal.org



Partnership Benefits

- **Expanded networks**
- **Neutrality**
- **Increased flexibility**
- **Maximizing organizational strengths**

Building an Elder Justice Movement in California and Beyond



**CALIFORNIA
ELDER JUSTICE
COALITION**

PROTECT • DEFEND • EMPOWER



Lisa Nerenberg
Executive Director, CEJC
ElderJusticeCal.org

California Elder Justice Coalition (CEJC)

2008: Workgroup started by participants in Archstone Foundation Elder Abuse/Neglect Initiative to:

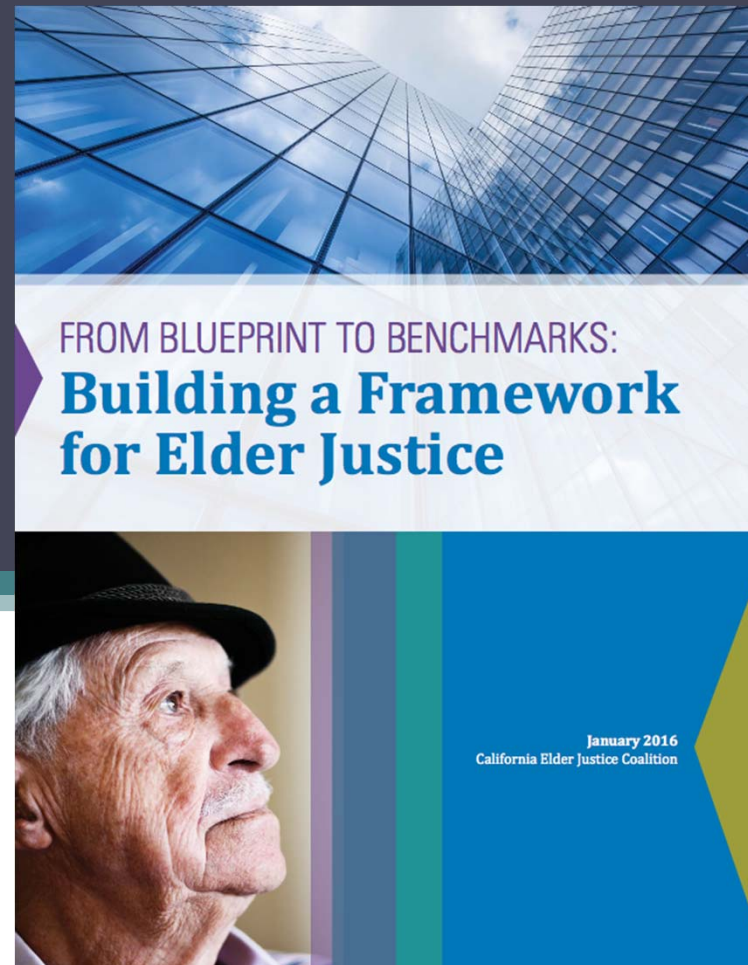
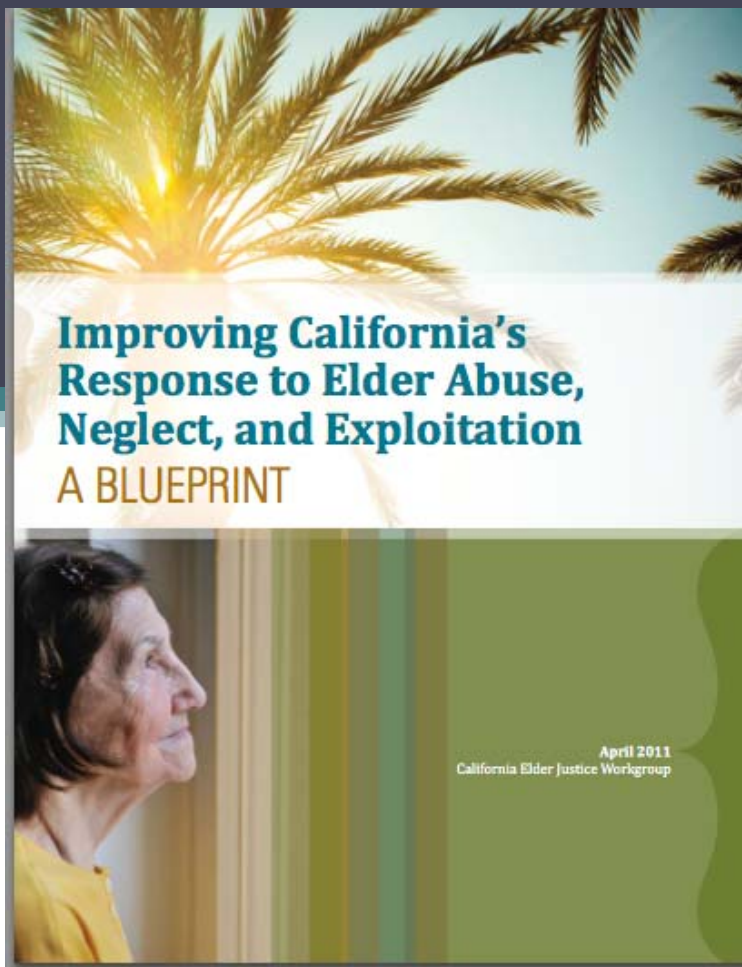
- Explore systems problems and promising solutions
- Provide opportunities to share information and build consensus
- Provide voice from the field in policy
- Provide policy makers, stakeholders with streamlined, nonpartisan, interdisciplinary information



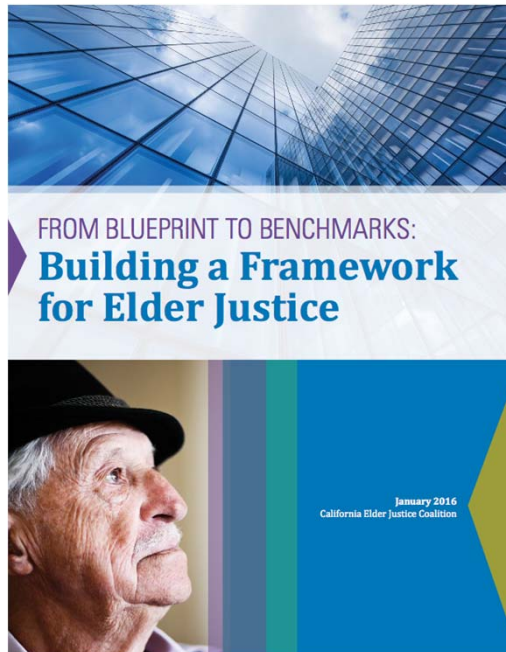
Accomplishments

- Membership organization (74 members)
- Partnerships with key advocacy organizations
- Two state summits
- Two comprehensive blueprints
- State APS leadership position (2014)
- Improved access to Victim Assistance by older victims
- Hosted brown bag lunch series for leg staffers
- Exploring EJ in the age of managed care and link between caregiving and elder abuse
- Webinars (VOCA funds, elder justice in the Trump Era)
- Represent elder justice at state/national forums

Our Plans



ElderJusticeCal.org



1. Right to live free from abuse, neglect, and exploitation
2. Access to services that promote independence and autonomy
3. Access to justice system; includes victims rights and services
4. Parity with other populations for services and benefits
5. Parity within elderly population
6. Consumer rights and protections, includes LTSS consumers LTC facility residents
7. Protecting the rights and autonomy of people with cognitive impairments

Parity Within Elder Population

Challenges	Solutions
<ul style="list-style-type: none">• Underserved elders include:<ul style="list-style-type: none">• Non-affluent• Elders of color• “Unbefriended”(vulnerable adults who lack capacity, family, surrogate decision makers, and advance directives)• LGBT• Geographically isolated	<ul style="list-style-type: none">• Promote services for underserved groups• Lower threshold for felony elder financial abuse, extend use of small claims court• Culturally competent services

Justice for Adults with Cognitive Impairments

Challenges	Solutions
<ul style="list-style-type: none">• Lack of help for adults with cognitive impairments to maintain autonomy and choice• Inadequate standards and options for assisted or surrogate decision-making• Lack of accountability for surrogates (e.g. POAs, conservators)	<ul style="list-style-type: none">• Supported and person-centered decision-making options• Alternatives to conservatorship• Guidance translating cognitive assessment into legal standards of decision-making• Training/education on decision making and surrogacy• Enhanced investigations for abuse abuses by surrogates.• More PGs, court investigators, conservatorships)

New and Future Projects

- Advocates Academy
- Extending Victim Compensation to Financial Crime Victims
- Blue Ribbon Panel
- A*Team





Advocates Academy

- Create a corps of elder justice advocates with skills and expertise in affecting new and improved elder justice policy
- Introduce EJ advocates and policy makers
- Provide mentoring opportunities
- Build skills in identifying and demonstrating needs
- Work collectively to improve service delivery.



Opportunities to Get Involved

- Use Customizable Campaign Toolkit Materials
 - Visit [Know Abuse Report Abuse](#) webpage
- Develop Local/Regional Partnerships
 - Conduct Cross Training
 - Plan Year-round Outreach/Awareness Events
 - Educate/Inform Ca Legislators on Elder Justice Issues
- Utilize Social Media
 - Host a Social Media Chat
- Join the California Elder Justice Coalition
- Help Spread the Word about the 2018 Awareness Contest and Event

Questions?

Contact Information:

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