Partnering for Justice

Lori Delagrammatikas
Lisa Nerenberg
Jill Nielsen
Alexandra Pierce
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

Population in Millions

Year

California 0-19yrs
California 60-100+
Abuse & Neglect of Elders & Dependent Adults

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

Highlights of Elder Justice

- Older Americans Act (1965)
- Mello-Granlund Older Californians Act (1996)
- 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
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
California Area Agency on Aging (C4A) Elder Justice Workgroup established in September 2014.

Initiated Elder Justice Innovative Program Presentations at C4A Directors Board Meetings in January 2015.

November 2015, C4A Board approved the 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

Campaign Logo and Tagline Confirmed; Social Media 101 Webinar in April 2016.

Campaign Toolkit Released in May 2016.

Data collection and campaign analysis in July- Sept 2016.

Presentation of Campaign Outcomes to C4A Board of Directors and Campaign Partners in September 2016.
**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
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.

SPREAD THE WORD!
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
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
Lori.Delagrammatikas@dss.ca.gov
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”

<table>
<thead>
<tr>
<th>“Public Awareness: What Works?”</th>
<th>“Preventing homelessness among victims of elder abuse and neglect”</th>
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</thead>
<tbody>
<tr>
<td>“Innovative Volunteerism for Seniors”</td>
<td>“Need for a diverse workforce”</td>
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<td>“We $ust Don’t Know: Measuring the Impacts of Financial Abuse”</td>
<td>“Out of the Ashes: Group Therapy for Scam Survivors”</td>
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<tr>
<td>“Dangers of Public Transportation: The Perspective of a Person with a Disability”</td>
<td>“From vulnerable to thriving... the San Diego County Acutely Vulnerable Adult Protocol”</td>
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"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

<table>
<thead>
<tr>
<th>AUDIENCE (CONTESTANT CATEGORY)</th>
<th>EXAMPLES OF DISTRIBUTION PARTNERS</th>
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<tbody>
<tr>
<td>YOUTH</td>
<td>• High schools</td>
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<td>• Independent Living Centers</td>
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<td></td>
<td>• Boys and Girls Clubs</td>
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<tr>
<td></td>
<td>• Faith-based groups</td>
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<tr>
<td>ADULTS</td>
<td>• College level film and art programs</td>
</tr>
<tr>
<td></td>
<td>• Independent Living Centers</td>
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<tr>
<td></td>
<td>• Disabled advocacy and support groups</td>
</tr>
<tr>
<td></td>
<td>• Senior Centers and programs</td>
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<tr>
<td>PROFESSIONAL</td>
<td>• Public Relations Society of American (PRSA)</td>
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<tr>
<td></td>
<td>• American Marketing Association (AMA)</td>
</tr>
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<td></td>
<td>• Ad Council</td>
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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.

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

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

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

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
- 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

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

<table>
<thead>
<tr>
<th>Professionals</th>
<th>Caregivers</th>
<th>Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Health Care</td>
<td>• Informal Family and Friends</td>
<td>• Older Adults</td>
</tr>
<tr>
<td>• Law Enforcement</td>
<td>• Paid Attendants</td>
<td>• Adults with Disabilities</td>
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<tr>
<td>• Attorneys</td>
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<tr>
<td>• Social Workers</td>
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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

- 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 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 older 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
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

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

Improving California’s Response to Elder Abuse, Neglect, and Exploitation
A BLUEPRINT

FROM BLUEPRINT TO BENCHMARKS:
Building a Framework for Elder Justice

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

<table>
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<tr>
<th>Challenges</th>
<th>Solutions</th>
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<tr>
<td>- Underserved elders include:</td>
<td>• Promote services for underserved groups</td>
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<tr>
<td>- Non-affluent</td>
<td>• Lower threshold for felony elder financial abuse, extend use of small claims court</td>
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<tr>
<td>- Elders of color</td>
<td>• Culturally competent services</td>
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<td>- “Unbefriended”(vulnerable adults who lack capacity, family, surrogate decision makers, and advance directives)</td>
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<td>- LGBT</td>
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<td>- Geographically isolated</td>
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# Justice for Adults with Cognitive Impairments

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<tr>
<th>Challenges</th>
<th>Solutions</th>
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<tbody>
<tr>
<td>• Lack of help for adults with cognitive impairments to maintain autonomy and choice</td>
<td>• Supported and person-centered decision-making options</td>
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<tr>
<td>• Inadequate standards and options for assisted or surrogate decision-making</td>
<td>• Alternatives to conservatorship</td>
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<tr>
<td>• Lack of accountability for surrogates (e.g. POAs, conservators)</td>
<td>• Guidance translating cognitive assessment into legal standards of decision-making</td>
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<td>• Training/education on decision making and surrogacy</td>
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<td>• Enhanced investigations for abuse abuses by surrogates.</td>
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<td>• More PGs, court investigators, conservatorships)</td>
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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?

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