



AGEcomm

NETWORK FOR PROFESSIONALS IN AGING AND COMMUNITY LIVING

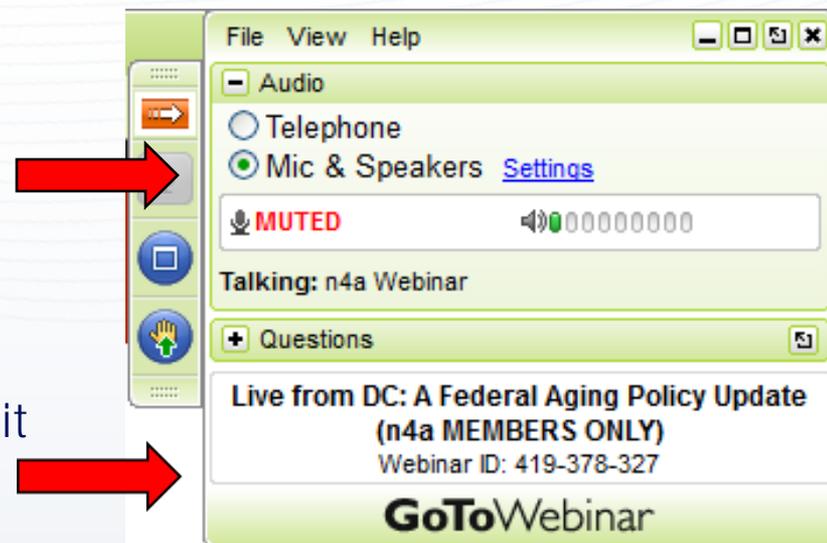


Advocacy. Action. Answers on Aging.

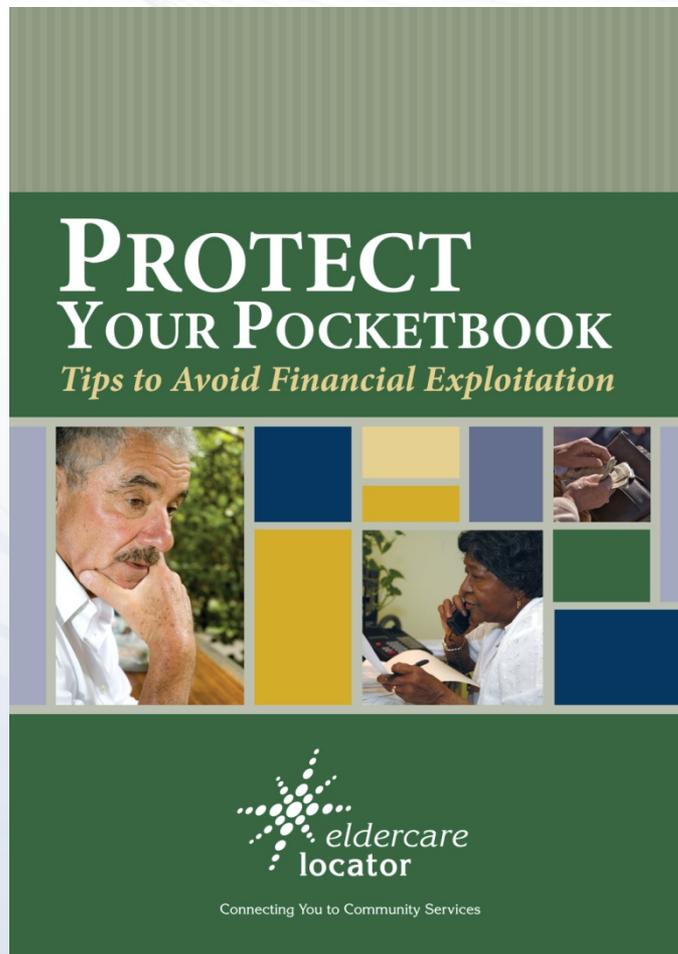
National Association of Area Agencies on Aging

Webinar Instructions

- **Audio options**
 - Use your computer speakers, **OR**
 - Dial in to the conference call
 - All participants are muted
- **“Questions” box**
 - Q&A session will be at the **end** of the presentation, but feel free to submit your questions at any time during the presentation. Click on the “+” to pop out the questions box where you can type and submit your questions.



Today's Webinar



Home for the Holidays Campaign 2012



Connecting You to Community Services

www.eldercare.gov



Today's Webinar

Elder Abuse and AAAs: Best Practices and More

Mary Twomey, Co-director, National Center on Elder Abuse, University of California, Irvine, CA

Mary Lynn Kasunic, President & CEO, Area Agency on Aging, Region One, Phoenix, AZ

Jane Jones, Director, Area Agency on Aging, Cape Fear COG, Wilmington, NC

Visit Us Online!



CENTER OF EXCELLENCE
ON ELDER ABUSE AND NEGLECT
UNIVERSITY of CALIFORNIA, IRVINE

www.centeronelderabuse.org



www.ncea.aoa.gov



AGELESS ALLIANCE
UNITED AGAINST ELDER ABUSE

www.agelessalliance.org



Elder Abuse: We've come a long way...

- 1975 “Granny Battering” article
- 1989 Establishment of the NCEA
- 1992 Government mandated National Elder Abuse Incidence Study
- 2003 Elder Justice Act introduced
- 2005 First RFP from the NIA

Federal Response

- 2010 - First federal legislation focused on elder abuse passed: Elder Justice Act
- 2011 – Establishment of the Consumer Financial Protection Bureau
- 2012 - World Elder Abuse Awareness Day at the White House
- March 2013 - CMS Symposium on Elder Abuse on definition and collecting prevalence data
- April 2013 – 2-day IOM Symposium on Elder Abuse
- June 2013 – WEAAD @ the United Nations

Federal Response continued

- HHS 2012 – Five x \$ 1 million grants focused on prevention and intervention
- DOJ 2013 - New \$1 million RFP from National Institutes of Justice
- HHS 2013 - \$2 million new funding available for research
- 2013 - President's Budget includes \$8 million specifically for elder abuse

**What is the scope of the
issue?**

A map of the United States showing state boundaries and abbreviations. Major cities are marked with red diamonds. The text '2-5 million victims of elder abuse in the last year' is overlaid in a large, dark blue font. The map also shows parts of Canada, Mexico, and the North Atlantic and North Pacific Oceans.

2-5 million victims of elder abuse in the last year

NATIONAL INSTITUTE OF JUSTICE,
*Ron Acierno Ph.D.; Melba Hernández-
Tejada M.S.; Wendy Muzzy B.S.; Kenneth
Steve M.S., March 2009.*

Elder Abuse Incidence

FOR EVERY REPORT OF ABUSE....

23.5 CASES GO UNREPORTED



Abuse of people with dementia

- Two studies showed that people with dementia are abused at extremely high rates
 - 47% of people with dementia were abused by their family caregivers

Impact of elder abuse

- Victims are twice as likely to be hospitalized
- Four times as likely to go into nursing homes

Three times as likely to die

- Abuse adds \$5.3 billion to the nation's annual health expenditures
- Seniors lose \$3 billion annually to financial abuse

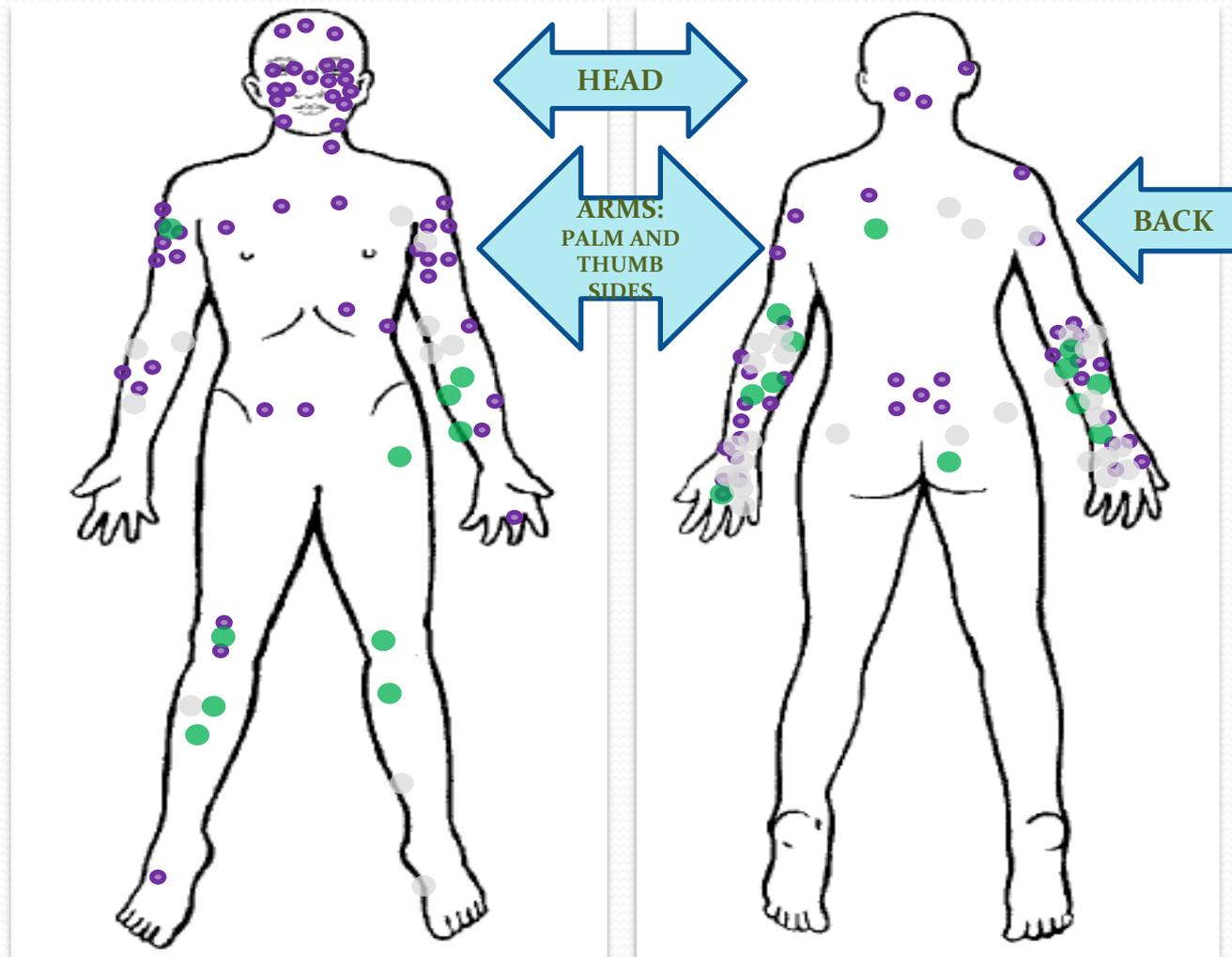
Reasons abuse is not reported

- Hidden issue
- Professionals and lay public not trained to spot it
- Professionals and lay public don't know where to report
- Professionals and others afraid to damage relationship with client by reporting
- Professionals think they can "handle" problem alone
- Think abuse and neglect signs are normal aging

Older ABUSED Adults

Key findings from this study:

- 1) Bruises were large.
- 2) More bruises on face, torso, upper arms
- 3) 90% of older adults with inflicted bruises can remember how they got them



This project was funded by Grant 2005-IJ-CX-0048 from the Department of Justice (DOJ), Office of Justice Programs

● Unknown f=39
● Accidental f=23
● Inflicted f=93

Citation: Wigglesworth A, Austin R, Corona M, Schneider D, Liao S, Gibbs L, Mosqueda L. Bruising as a marker of physical elder abuse. *J Am Geriatr Soc.* 2009 Jul;57(7):1191-6.

Reasons abuse not reported by victims

- Shame
- Humiliation
- Fear
- Not physically or cognitively capable of getting help
- Isolated
- Love



Who are the perpetrators?

- 90% are related to the older person
 - Of these, largest percentage are adult children
 - Spouses/Partners
- 48% are women – 52% are men
- 33% are themselves over 60 years of age

Who are the victims?

- In 2/3 of reports the victim is a woman
- 80+ yo = greater likelihood of victimization
- Live alone or with others in the community
- Live in institutional LTC

Risk Factors for Abuse

Abuser	Elder
<ul style="list-style-type: none">● Untreated mental illness● Untreated substance abuse● Financial dependency on the victim● History of hostility● Feeling of burden, resentment	<ul style="list-style-type: none">● Dementia● Aggressive behaviors (physical or psychological)● Physical impairment or disability (need assistance with ADLs/IADLs)● Social isolation



Red Flag Situations

- Caregivers with inadequately treated mental health and/or substance abuse problems who also...
- Feel burdened, resentful and are providing care for...
- An older adult who is physically combative and/or verbally abusive

Never has an issue that
affected so many people
received so little attention –

*Marie Therese Connolly,
MacArthur “Genius” Award Recipient*

1. Are the people you see abused?
2. Do you know who they are?
3. What do they need from me?

- Assistant Secretary for Aging Kathy Greenlee
Administration for Community Living/
Administration on Aging
Comments from the Institute of Medicine Workshop “Elder Abuse and Its Prevention” April 17-18, 2013

Important Role of AAAs

AAAs and Elder Abuse: Program Categories

- Public awareness and public education
- Education of professional “gatekeepers”
- Direct services to victims and survivors
- Policy and Advocacy
- Research
- Other



AREA AGENCY ON AGING

REGION ONE, INCORPORATED

MEAPA[®]

Maricopa Elder Abuse Prevention Alliance



Area Agency on Aging, Region One's Role in Addressing Elder Abuse Prevention

**Presented by
Mary Lynn Kasunic, M.S. CPM**

**National Association of Area Agencies
on Aging Elder Abuse Webinar
May 2, 2013**

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Today's Topics

- **Coalition Building**
- **Public & Professional Education and Awareness**
- **Intergenerational Project**
- **Advocacy**
- **Victim Services**



Coalition Building History and Overview of MEAPA®

- **Created in 1993**
- **Started with 19 members; now has 150+ professionals from many disciplines, including government, law enforcement, health care, long-term care, behavioral health, private business**
- **Area Agencies on Aging are well positioned to create a coalition**

Coalition Building

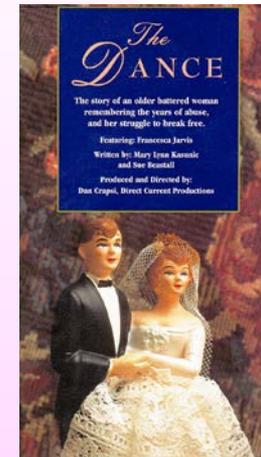
Multi-Faceted Response



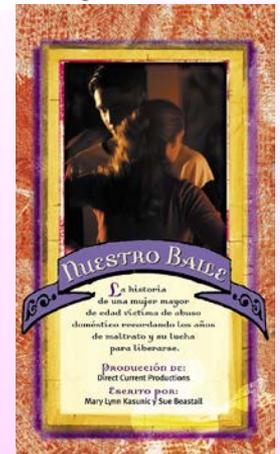
Public and Professional Education and Awareness

- Media
 - Play and Video
 - Website
 - Media Kit
- Educational materials
 - Brochures
 - Flyers
 - Bookmarks
 - Posters
 - Resource Guide
- Speakers Bureau
- World Elder Abuse Awareness Day

DOVES®



The Dance®



Nuestro Baile®

MEAPA[®] Intergenerational Project

- **Program with Boys & Girls Club**
 - **8 Week Sessions**
 - **10 Children ages 8-10 (5 male/5 female) + 10 Seniors**
- **Outcomes**
 - **The age at which children classified a person as elderly increased by 50%**
 - **Perception of elder's physical abilities increased by 30%**
 - **The perceived age that a driver's license should be removed from a senior rose by 33 years**

Advocacy

Helped create legislation increasing the penalty for elder abuse conviction to a Class 2 felony and requiring mandatory licensing of residential care homes in Arizona

The Bessie Shippey Story



Martha O'Neill's grandmother, Bessie Shippey

Victim Services

APS Service Coordination

- **Joint effort between Area Agency & State-Run APS**
- **Referral Process**
 - Referrals made by APS case managers
 - Has to be an open APS case
- **Risk Management Assessment**
 - Area Agency on Aging's APS Service Coordinator provides comprehensive risk management



Victim Services

APS Program Coordination

- Short-term home and community-based services
 - Emergency Placement
 - Bio-Hazard Cleaning
 - On-going In-Home Services
- Long-Term Solutions
 - SAIL (Senior Adult Independent Living)
 - ALTCS (Arizona Long Term Care System)
 - Private Pay Options (Meals/Home Care)



****APS clients are authorized for services despite HCBS waiting lists.***

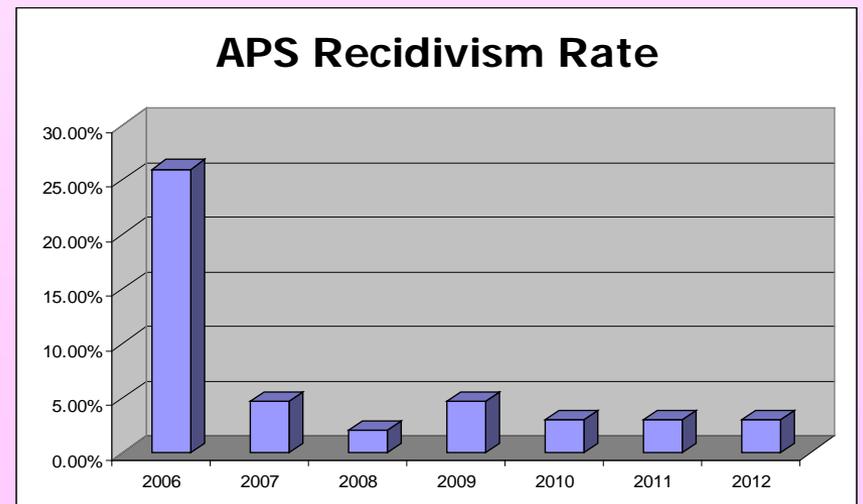
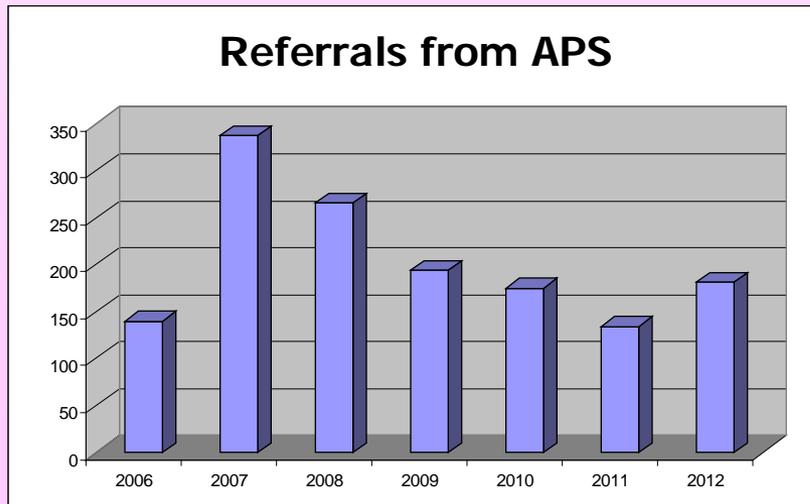
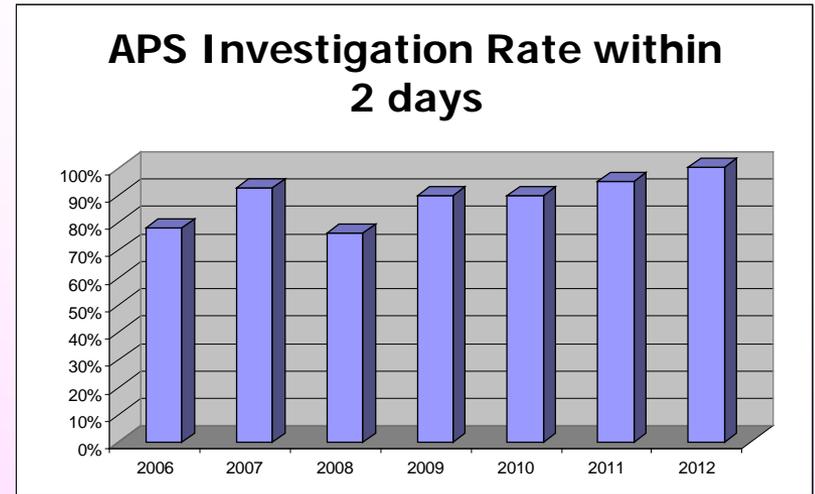
Victim Services

Benefits from APS Perspective

- Improved investigation rate
- Lowers the recidivism rate

Benefits for APS Clients

- Immediate access to services despite waiting lists
- Maintain independence in their own home.



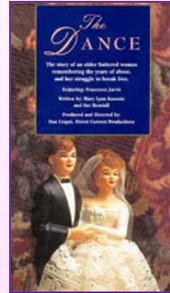
The DOVES[®] Program

A success story, depicting the power of collaboration



MEAPA[®] conducted a survey of eight local, traditional domestic violence shelters to find out if they were serving older adults.

MEAPA[®] co-founder and Agency Director Mary Lynn Kasunic and MEAPA[®] member Sue Beastall co-authored and produced educational play/video, *The Dance*[©] to increase community education and awareness.



MEAPA[®] member Sue Beastall partnered with the Area Agency to establish weekly support groups for older abused women.

MEAPA[®] member Martha O'Neill collaborated with the Area Agency to develop an innovative emergency housing program.



MEAPA[®] supported the Area Agency's purchase of a 17-unit apartment complex to provide safe, affordable transitional housing for up to two years for older victims of abuse.



AREA AGENCY ON AGING

REGION ONE, INCORPORATED

MEAPA[®]

Maricopa Elder Abuse Prevention Alliance

**For more information,
Contact us:
Mary Lynn Kasunic, M.S. CPM
602-264-2255
kasunic@msn.com**

“The Building Blocks of an Effective Elder Abuse Prevention Network”



*A Coalition of Professionals & Volunteers serving
Brunswick, Columbus, New Hanover and Pender Counties*

Jane Jones, Director
Area Agency on Aging
Cape Fear Council of Governments
Wilmington, NC

Four County Multi-Disciplinary Initiative

- Area Agency on Aging
- Law Enforcement
- District Attorneys
- Depts. Of Social Services
- Depts. Of Aging
- Long Term Care Facilities
- Financial Planners
- Independent Living Housing Complexes
- Rape Crisis Center
- Caregiver
- Mental Health
- Private Attorneys
- Geriatric Case Managers
- Hospice
- Home Health Care/DME's
- Mediation Center
- Disability Resource Ctr.
- Financial Institutions
- Senior Tar Heel Legislature
- Older Adult Volunteers

The Beginning...



Our Mission...And Goals

- Mission: heighten awareness of elder abuse
- Raise awareness of victimization of older persons and people living with disabilities
- Advocate for needed services, resources, strengthen existing laws
- Provide training & education on elder abuse and aging issues



Work Group



Sustainability of Network

- Passion & enthusiasm of group to educate and raise awareness
- Recruits potential members from many arenas
- Developed own code of ethics
- Group education at each meeting on resources, services of various agencies in all communities
- Discussion of trends as to APS reports, or issues encountered by agencies
- Brainstorming of how network/other agencies can become involved to reduce probability of APS reports
- Positive feedback from community/professionals
- “Branded” image with logo, tee shirts, resources, events

Accomplishments



Outreach to Our Communities!

- Fraud, scam, identity theft prevention
- “Scam Jams & Shred-a-thons,” to prevent older persons from being victimized by fraud, scams, identity theft.
- Network held the first events of this kind in region
- Development of brochures, elder abuse tip cards, identity theft cards, posters
- Presentations to senior groups, civic organizations, high schools, homeowners’ associations, churches, community colleges, universities, professionals

“Scam Jams”



Shred-A-Thons Help Prevent Identity Theft



- Banks & NC Attorney General's Office partner with AAA to hold FREE shred events for citizens
- Shred vendors and/or banks often sponsor as community service
- Numerous events; many requests for routine scheduling

Outreach cont.

- Skit group to demonstrate abuse, neglect, exploitation
- June declared as “Elder Abuse Prevention Awareness” by County Commissioners
- June Elder Abuse Awareness events, walks, media
- Billboards
- FINRA (Financial Industry Regulatory Authority) Securities Community Event for investor education
- Fact sheets; elder abuse flyer awareness/tip cards sent out with home delivered meals
- Congregate meal site events
- Law Enforcement training: Aging Sensitivity; Communication techniques; mental health & cognitive disorders
- Newspaper articles; Talk Radio; Senior Magazine articles



“CSI-Brunswick County” (Cautious Seniors Investigate)



Elder Abuse Prevention “Walk, Stroll, & Roll” Events



Billboards



Digital Billboard in 6 Locations



Digital Design Name: StopElderAbuse2

Proof Number: two

Todays Date: 7-11-11

FAIRWAY

The undersigned acknowledges that the above art is approved for production.

This includes all logos, directionals, copy and photos/graphics as depicted above.

____ This proof is approved with no changes

(If approved please FAX to 910-799-7415)

Elder Abuse Brochure

How You Can Help

Most importantly, be alert. The suffering is often in silence. If you notice changes in a senior's personality or behavior, you should start to question what is going on. Remember, it is not your role to *prove* that abuse is occurring. If you suspect Elder Abuse, PLEASE REPORT IT to your local Department of Social Services. Your name is kept CONFIDENTIAL.

Where to Report

Departments of Social Services

BRUNSWICK COUNTY 910.253.2077	COLUMBUS COUNTY 910.642.2800
NEW HANOVER COUNTY 910.798.3420	PENDER COUNTY 910.259.1240

After Hours and Weekends

Call 911



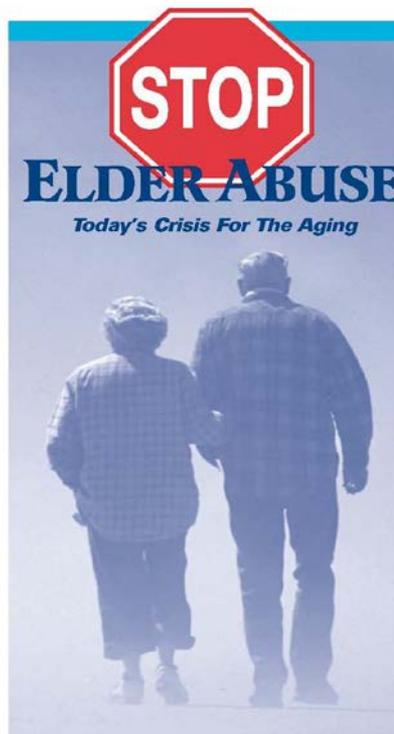
A Coalition of Professionals & Volunteers serving Brunswick, Columbus, New Hanover and Pender Counties

For more information about the Cape Fear Elder Abuse Prevention Network and its resources please contact:

JANE JONES
Area Agency on Aging Director
jjones@capefearcog.org



1480 Harbour Drive • Wilmington, NC 28401
910.395.4553 • 800.218.6575



A Coalition of Professionals & Volunteers serving Brunswick, Columbus, New Hanover and Pender Counties



Elder Abuse is a broad term used to identify mistreatment of elder and disabled adults. Victims often live in silent desperation and are unwilling to seek assistance to protect themselves because they fear the consequences of their actions. Many remain silent to protect abusive caregivers or family members, while others may be too embarrassed or fear that no one will believe them.

Elder Abuse Can Take on Many Forms

- Physical Abuse
- Emotional Abuse
- Sexual Abuse
- Neglect by a Caregiver
- Self-Neglect



- Exploitation
- Financial Exploitation, including Fraud and Scams

Who We Are

The Cape Fear Elder Abuse Prevention Network, developed in 2006, is a grassroots educational outreach initiative.



It includes human service and community agencies as well as volunteers, from Brunswick, Columbus, New Hanover and Pender Counties. This dedicated group is working to further strengthen and expand existing efforts in elder abuse education and prevention.

Goals

- ♥ Raise awareness of victimization of elders and people with disabilities
- ♥ Advocate for needed services, resources, and to strengthen existing laws
- ♥ Provide training and education on Elder Abuse and other aging issues to the public

Join Us in Making a Difference!

You Can Help!

Available to You

SPEAKERS
PRESENTATIONS
EDUCATIONAL MATERIALS

Elder Abuse Card

Do you suspect ELDER ABUSE?

*To Make a Report Call Your Local
Department of Social Services*

EDLINSWICK
COUNTY

(910) 253-2077

COLUMBUS
COUNTY

(910) 642-2800

NEW HANOVER
COUNTY

(910) 798-8420

FENDER
COUNTY

(910) 259-1240

After Hours and Weekends

Call 911

**Elder Abuse
PREVENTION**



Cape Fear Council

*Dedicated to the prevention of Elder Abuse
through education and awareness*

Elder Abuse Includes:

Physical Abuse

Emotional Abuse

Sexual Abuse

Neglect by a Caregiver

Self-Neglect

Exploitation

Financial Exploitation,
including Fraud and Scams

*For more information on
the network contact:*

Area Agency on Aging



**CAPE FEAR
COUNCIL OF GOVERNMENTS**

1-800-218-6575

www.capefearcog.org/elderabuse

Identity Theft/Scam Card

Identity Theft and Scam Information

**Elder Abuse
PREVENTION**



Cape Fear Network

1-800-218-6575

www.capefearcog.org/elderabuse

If You Become a Victim of Identity Theft

1. File a report with local law enforcement or call 911.
2. Close all accounts that have been used fraudulently by contacting your bank. Report lost or stolen credit cards to the issuing companies via their 1-800 number.
3. Contact the three Credit Reporting Agencies to place a Fraud Alert on your credit report.
 - a. Equifax 1-800-685-1111 www.equifax.com
 - b. Experian 1-800-397-3742 www.experian.com
 - c. TransUnion 1-800-888-4213 www.transunion.com
4. Contact the Federal Trade Commission to file a complaint by calling 1-877-438-4338 or visiting www.consumer.gov/idtheft.
5. Obtain a free copy of your credit report annually by calling 1-877-322-8228 or visiting www.annualcreditreport.com.

For more information contact:

**AREA AGENCY ON AGING, Cape Fear Council of Governments
1-800-218-6575**



Awards/Recognition

- **University of NC-Wilmington Cape Fear Elder Abuse Prevention Network Government Organization of the Year**
- **NC Senior Consumer Fraud Task Force Public Sector Award for work with local law enforcement and educational efforts**
- **Recognition by County Commissioners, newspaper & magazine articles, other**



Heart and Hands Help Prevent Elder Abuse!



Website

- [www. Capefearcog.org/elderabuse](http://www.Capefearcog.org/elderabuse)
- Brochures in pdf format for download
- Contact: Jane Jones, 910 395-4553 or jjones@capefearcog.org for information



*A Coalition of Professionals & Volunteers serving
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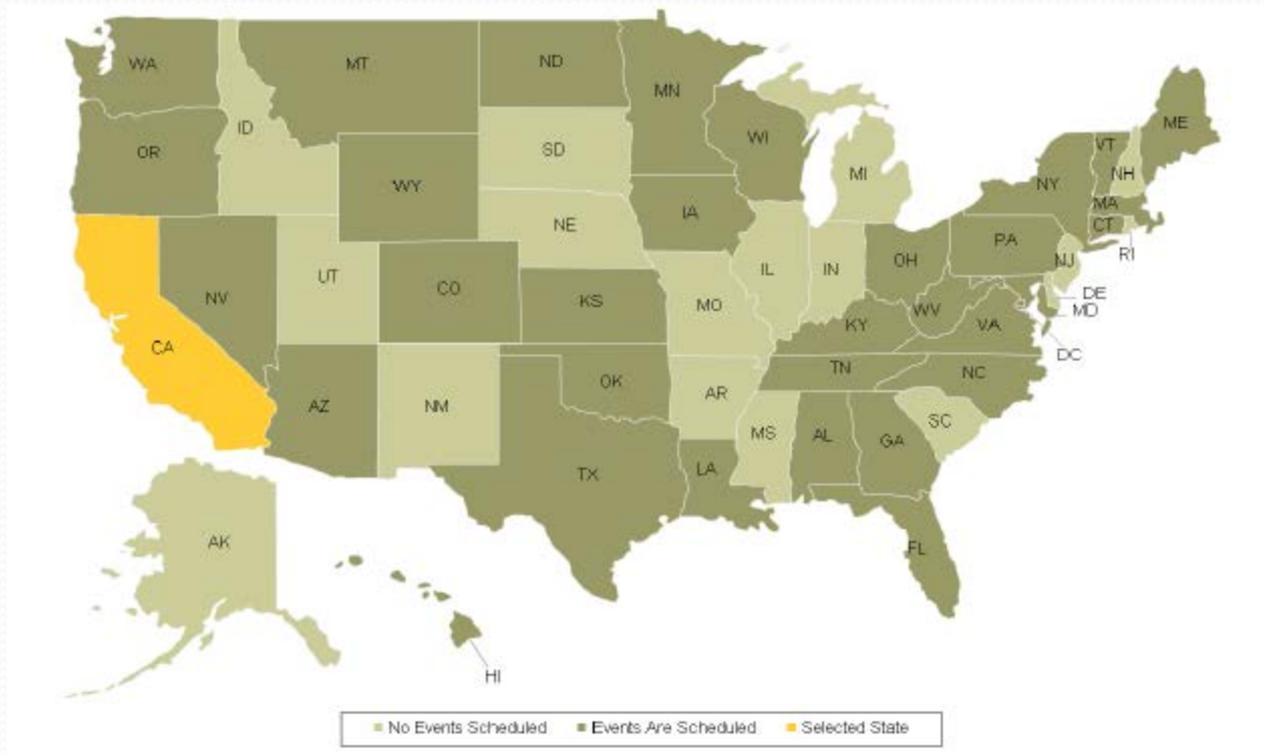
Ageless Alliance



- www.agelessalliance.org
- Building a national movement that gives a voice to everyone who cares about elder justice
- Working to raise the visibility of elder abuse issues
- Educating about federal legislation
- Join us on Facebook, Twitter, YouTube

WEAAD 2013

- Something we can all do on June 15



Questions?

Mary Twomey, NCEA, mtwomey@uci.edu

Mary Lynn Kasunic, AAA, Phoenix, AZ, kasunic@msn.com

Jane Jones, AAA, Wilmington, NC, jjones@capefearcog.org

**A recording of this session will be available at:
www.n4aagecomm.org > Resources > Previous Webinars**