



The Ontario Network  
for the Prevention of Elder Abuse

**ANNUAL REPORT 2012-2013**

# “The Conversation Continues



THE ONTARIO  
TRILLIUM  
FOUNDATION



LA FONDATION  
TRILLIUM  
DE L'ONTARIO



Ontario







# Teri Kay

On behalf of the ONPEA Board of Directors, our staff, and the agencies and partners who share our desire to make this province a place where seniors feel safe and respected, I would like to take this opportunity to thank our Executive Director, Teri Kay for her hard work and commitment to ONPEA.

Teri has fulfilled her role with passion dedication exceptional ability and above all a most serious concern for all "at risk" seniors in Ontario. ONPEA has been VERY fortunate to have had Teri Kay as an Executive Director, and we wish her all the best as she moves on to the next stage of her life.

Anadel Hastie, Board Chair



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# MESSAGE FROM THE BOARD CHAIR AND THE EXECUTIVE DIRECTOR



For thousands of years, human beings were conditioned to living in villages with a social sphere of about 150 people. It's only recently that we have become insulated and anonymous. Online social networks are a return to the village where our actions have consequences on others around us.

Dr. James Fowler



At the Ontario Network for the Prevention of Elder Abuse (ONPEA) we believe that changing negative attitudes to growing old can be accomplished when enough people speak up and speak out against ageism. Online social networks are only one of the powerful tools that can be used to bring about change. Technology has given us a new way to bring people together.

More seniors are utilizing technology than ever, in 2010 according to Statistics Canada among seniors, about one-half (51%) of those aged 65 to 74 used the internet. A report last year by seniors' services provider Revera Inc. in partnership with Leger Marketing found that more than half of online seniors older than 75 belong to a social networking site such as Facebook, and more than one-third of them go to those sites daily. This growth in usage is also reflected by Statistics Canada who found an increase from five per cent in 2001 to 27 per cent in 2012.

Seniors are becoming technically savvy using technology to find out about their rights, laws, services or just for pleasure to keep socially connected with family and friends. Seniors are regular users of the internet, in fact 88 per cent of online seniors, over the age of 75, are going online at least once a day, to send emails (98 per cent), research topics of personal interest (76 per cent) do personal banking and investing (65 percent), and go shopping (33 per cent) (Revera Inc., 2012)

ONPEA is currently working toward redesigning its website to promote better access for seniors and their families and linking to our existing social media sites which include: Facebook, LinkedIn, our own blog site and Twitter. Providing a senior friendly platform will increase seniors access to reliable facts, information about services/programs, and agencies who can assist.

Having an option to online assistance is becoming more common for seniors and their families and ONPEA's website will be a vital resource for them. In addition, agencies, community organizations, and elder abuse networks will also benefit from this resource. This redesigned site will integrate media streaming, training events and educational materials that ONPEA has organized or developed.

In January 2013, ONPEA and its partners, The Assaulted Women's Helpline and more recently Ontario 211, launched a new service delivery model for the Senior Safety Line. By collaborating and directing callers to 211 for general information, our specialty service, the Senior Safety Line is freed up to provide support and safety planning. The SSL staff handle over 7,000 calls annually. This collaborative model ensures that seniors get the help they need. This allows ONPEA's seven regional consultants to carry out their primary function of acting as a resource to local communities, providing front line training and education, and raising awareness about elder abuse.

ONPEA has begun growing this collaborative partnership. On March 5th of this year, ONPEA welcomed keynote speaker, Dr. Samir Sinha, Director of Geriatrics, Mount Sinai and University Health Network, and expert lead for Ontario Seniors Elder Strategy, to address over 35 Directors, representing some of Ontario's most critical and innovative thinkers. Dr. Sinha shared his findings from provincial consultations, commended ONPEA for its work in elder abuse prevention and challenged participants to learn from each other and consequently build a model of service that provides easy accessible, user friendly information/referral/counseling to seniors and caregivers without compromising quality. Over the next year, ONPEA will continue to provide leadership to this fledgling collaborative resulting in a proposal for a service delivery model that enables seniors to get the help they need in the simplest, most direct possible way.

ONPEA's primary program, The Ontario Strategy to Combat Elder Abuse, is fortunate to have a strong capable staff compliment. This year we honour our employees who have been with us for 10 years: Maureen Etkin, Josee Miljours, Raeann Rideout and Lee Stones. They along with their colleagues, Deana Johnson, Monita Persaud and Manon Thompson respond to issues of elder abuse in their regions by:

- promoting and sharing best practices among professionals and agencies
- liaising with local, provincial and federal agencies to develop policy
- listening to the voices of older adults in our Province
- encouraging innovation and advances in education and training for professionals, caregivers, seniors and the public
- supporting and holding events to promote World Elder Abuse Awareness Day
- supporting local Networks to raise awareness, share resources and to encourage service providers to coordinate their responses.

During this last year, the ONPEA Board of Directors has been actively developing a "culture of philanthropy" . The Board is committed to meeting this challenge and has put in place a framework that will help ONPEA achieve its philanthropic goals. The future demands public/private partnerships and a strong, diverse donor base and we are working hard to meeting challenge. After much deliberation the Board of Directors has decided to move forward and change the name of the organization to Elder Abuse Ontario. A name we feel better describes our mission and mandate. The proposed name change will be placed before the membership at this year's Annual General Meeting.

The ONPEA story may be told through different lenses based on new innovations in the field of communication; however our mission is and always will be to create an Ontario that is free from abuse for all seniors.

The regional reports contained in this Annual Report are the inspiration and foundation of our work together. The staff and the Board's accomplishments represent the best of leadership, commitment and determination.

As Anadel and I complete our terms as Chair and Executive Director we want to express our thanks to our Funders, the Ontario Government, our donors, the Board, Staff and volunteers who have contributed so much to the growth and development of ONPEA.



# HIGHLIGHTS FROM THE REGIONS

## West Region - Deana Johnson

Close to 5000 people were informed about Elder Abuse and its Prevention through Community displays, liaison with community partners (such as, Alzheimer Societies, Home Care providers, Union representatives, Colleges and Universities) and presentations made to seniors, Victim Service volunteers, hospital staff, caregivers, Retirement Home staff and residents and Long Term Care staff. World Elder Abuse Awareness Day brings special attention to the issue. Networks have been involved in Tree Planting, Workshops, Proclamations and Media releases.

The West has 11 Networks that move through various levels of functionality and have a variety of priorities. The majority work on issues of awareness and education. By networking, however, many network representatives are able to work through cases of Elder Abuse and give suggestions for responses that can help an individual and/or their family. A total of 43 cases came to this consultant for information and/or assistance with direction. This is significantly more than in previous years. This is indicative of the need for continued support throughout the Province, where service for those at risk is not consistent.

The South West LHIN networks (6) have been working together to determine how service is being delivered, the process that can be utilized to enhance service, and to share resources. The resulting report will be helpful to all communities in the Province. It is important that Network organizations and agencies receive funds to do this work. Of the 9 proposals written, 6 were funded. While we are grateful, it is imperative that permanent, on-going funding is received in all areas of the Province to do the necessary work of servicing the needs of older adults.

This consultant has had the privilege of presenting a paper on the LBGT seniors population at the Ontario Gerontology Association conference and is preparing for the International Association of Geriatrics and Gerontology in Seoul, South Korea.

## Central West Region - Maureen Etkin

This past year has been a busy one for all of Central West's networks and members. There has been a tremendous focus on delivering community education to increase awareness of abuse with much attention on preventing financial abuse of seniors. As well the networks in Peel and Halton, along with ONPEA have been focusing on increasing awareness of using technology safely, especially with respect to financial matters. There was successful outreach to our diverse populations with elder abuse prevention seminars presented in 5 different languages. We have collaborated with ETAG (Elder Technology Assistance Group) to host several successful workshops. Central West hosted 3 official OTN sites for the second ONPEA webinar. Central West networks hosted multiple WEAAD events this past year and tried out some new formats that had generated a lot of excitement in their communities. Central West consultant did outreach with the Anglican diocese to provide training for lay pastors in identifying and recognizing elder abuse. This was so well received that it was presented at their annual provincial conference. Central West consultant provided overviews of the new RHA and the implications for elder abuse reporting for several networks. New collaborations were also started with the Mixed Company Theatre to deliver interactive plays for seniors and with the City

of Mississauga to provide training for senior mentors in elder abuse. There were too many activities to list but here are some highlights.

Haldimand Norfolk has spent the past year reviewing and updating their website. Education has centred on hosting information booths at local community fairs and events and providing the key note presentation at Haldimand Abilities Centre. They issued a press release for WEAAD and developed a Partner Agency information brochure

Niagara has reviewed and revised their community protocol, decision tree and Take Care, Be Aware brochure. They have hosted community seminars to update service partners on the resource list and decision tree.

Hamilton with ONPEA input developed a training tool for local service providers, complete with case studies, and a Q & A section. Hamilton also provided much support and coordination in hosting the annual regional conference last fall. This conference explored the intersection of Alzheimer's disease with Elder Abuse. The conference was a sell out with over 140 attendees. ONPEA collaborated with a women's legal centre to host a presentation emphasizing rights of older abused women. Halton has focused education efforts on their SALT (Seniors & Law Enforcement Acting Together) volunteers and has planned some innovative intergenerational programs with students and seniors. Their WEEAD event involved schools, retirement homes and long term care facilities day programs and senior centres hosting their own rendition of the song R-E-S-P-E-C-T and promoting respect for all generations. These were videotaped and will be compiled into a video montage and uploaded to YouTube. ONPEA collaborated with local CAW union to present to their members on elder abuse and explore other opportunities for collaboration.

Peel had a busy year leading the Ask an Expert series for the city of Mississauga and hosted numerous workshops for seniors about financial safety and abuse prevention. Through a grant they produced in partnership with Roger's TV and Peel police a wonderful video called Scams Wow that alerts seniors to common scams and cons. They are currently busy working on producing part 2 of this video. The network has actively been seeking funding to continue the great work of the network coordinator and has done much PR to raise their profile with local and federal politicians. They held their second annual Wellness Fair and Walk which attracted many attendees and featured a surprise Flash Mob! They also have looked at how to improve emergency housing and immediate crises support for abused seniors.

Dufferin has worked hard to help establish a senior service network which brings together agencies in the region that intersect with senior issues on a broad scale. Dufferin blitzed all the banks in their region over the first 2 weeks of June so that information was available in all branches about elder abuse prevention and resources. This was capped by their WEEAD activity which was a community event at the Orangeville opera house focusing on the stigma around aging, dementia and abuse.



**Seniors Safety Line**  
24 hours a day 7 days a week 150 languages



## East Region - Manon Thompson

This past year, Networks from Eastern Ontario have been extremely busy dedicating their time to responding to complex abuse calls, supporting seniors, initiate programs, coordinate services and host education/training events to respond to elder abuse in their communities.

A regional conference was held in the fall of 2012, in Ottawa, for service providers and police. All gained increased knowledge about the Champlain Region and 3 core-funded Co-ordinator positions, as well as the 72 hour respite crisis beds, available for the Ottawa, Cornwall and the Five United Counties and Renfrew and Pembroke Regions, that served over 22 seniors this past year. In addition, participants were given 5 cases of abuse, and what response they would use, followed by a panel of experts who shared the best multi-disciplinary response.

The Leeds, Lanark & Grenville, Kingston, and Prince Edward County Elder Abuse Networks, also known as South East Region Coalition, continue to look for funding and working diligently with the Council on Aging of Kingston's 24 hours Elder Abuse Support Line answered by volunteer peers who will listen and provide information on possible sources to help. South East CCAC funded the annual operation of this line; to date they have received over 500 calls for the Region.

This past year I have seen a great increase of requests for educational training, for front line staff and specifically at Queen's University Law Students, Ottawa University Medical Students, Eastern Ontario School Board, Ottawa Hospital Social Worker, Physiotherapist, Occupational Therapist, and the Personal Support Worker, Community Support courses at St Lawrence College, Algonquin College, Loyalist College and Herzing College. It's obvious that it is a growing concern for these professions.

I took a leadership role in the creation of a new French Intervention Guide for seniors and in collaboration with a working group of 12 individuals from French agencies; we created a one sheet French Senior Guide for Elder Abuse Detection and Resource information. The Guide was launched recently in our region at the very first French Senior Forum.

It is truly a privilege to be working with all the Network members and community agencies in the region, to all I say "Thank You".

## GTA - Monita Persaud

The conversations continue while the challenge endures!

Upon reflecting on the accomplishments over the year, GTA networks are proud of the activities completed, partner agencies are astonished by the challenges they have overcome and stakeholders are cautiously optimistic as they move forward in the efforts to address elder abuse in the community and in long-term care.

More than 10 training sessions were held by the networks throughout the GTA with specific stakeholder groups such as dentists that focused on recognizing the signs and symptoms of elder abuse, having supportive conversations with the senior and providing resources to seek help.

More than 12 educational sessions were held for seniors with an emphasis on seniors in public housing. The focus were protect your finances, stay connected and preserve your independence in an effort to ensure seniors have the necessary tools to prevent themselves from becoming victims.

More than 12 grants were submitted in order to facilitate building the capacity of seniors in the community to address the issue of elder abuse in their own way. One exciting program that resulted from these efforts is an intergenerational program with seniors and youth that work on creating a community garden. Another is a community kitchen in which seniors have the opportunity to share recipes and learn about cooking and eating appropriately for diabetes. This very important community program reduces the isolation of the seniors; a risk factors for abuse.

As we move forward, we will continue to engage with strategic stakeholders to participate with the networks, focus on building the capacity within the community and work on systemic issues such as training of personal support workers to advance the mandate of the strategy and of ONPEA.



The conversations continue while the challenge endures!





## Central East - Raeann Rideout

The past year has been an exciting and eventful for the Regional Consultant and the seven elder abuse networks in the region. Through the commitment, efforts and volunteer time from network member's significant impacts have been made in elder abuse prevention as well as coordinating community services which have effective in responding to elder abuse. I was fortunate to have worked with my colleague, Inga Thompson, for the past 2 years in CE region who provided support in the York, Simcoe and Muskoka area.

The key element attributed to the successes achieved over the past year is communication. Without the open dialogue to discuss issues, identify common goals as well as system gaps we could not have moved ahead in our goal to prevent and respond to elder abuse. I have been fortunate to work with agencies, health care providers, justice services and elder abuse network that have provided me the opportunity partner with them in a capacity to develop best approaches to respond to elder abuse.

The thread of communication ties into training and education. This continues to be fundamental for agencies to assist seniors who are at-risk or abused in the staff's ability to identify and report about elder abuse. Specific training was delivered to Peterborough EMS Paramedics, hospital staff at PRHC, victim services, PSW courses as well as long term care homes, just to name a few!

Training is also taking on a different direction to focus on specific issues and within defined sectors. For example, I have organized a training workshop for First Responders (EMS, FIRE, POLICE) on "Effective communication techniques when responding to vulnerable seniors", in partnerships with the Haliburton Kawartha Lakes Elder Abuse Prevention Network, OPP and the Human Justice Services Coordinating Committee. Two workshops were presented to long term care home staff on "Preventing and Managing Abuse of Older Adults Enhancing Resident's Safety and Care when Addressing Responsive Behaviours" which were delivered in partnership with Durham Elder Abuse Advisor and OPP. Building on various forms of communication across sectors and disciplines, I facilitate a spring video conference and webcast, attracting over 300 health care providers. This event was hosted in collaboration with the Advocacy Centre for the Elderly, and Sunnybrook Health Sciences Centre. Training outreach was extended into the region by hosting 2 Regional Conferences last year in partnership with the Durham and Haliburton and Kawartha Lakes Elder Abuse networks.

I undertook joining new committees to expand the communication of elder abuse into different sectors particularly to address vulnerable seniors with mental health issues and seniors at high risk of abuse. These include the Behavioural Supports of Ontario-CE LHIN Education Committee, Peterborough Home Response Coalition Peterborough Seniors Planning Table, and the CE Dementia Network. During the year, I continue to foster partnerships with national and provincial associations which have expanded the visibility of ONPEA. I assume the co-chair position for the Canadian Network for the Prevention of Elder Abuse, participate on an Advisory Committee for the Neighbours Friends and Families national project "It's Not Right", member of the Ontario Gerontology Association conference planning committee, was a member of the Canadian Association of Gerontology Pre-Conference on Elder Abuse as well as presented on ONPEA's accomplishments at the conference.

I have made an effort to enhance the correspondence with and between the networks to provide the opportunity to interconnect.

My role as Community Coordinator has enhanced my ability to provide further outreach and information sharing of best practices and has created a venue for knowledge exchange. Initiatives expand from hosting regional network meetings, sending listserv emails, attending network meetings, to electronic news bulletins or Facebook postings of current news stories, government announcements, or new publications.

I am always encouraged by the creativity and willingness of the Network members to volunteer their time to be members of the Networks. I will continue to assist all the networks and committees I support in their future planning, proposal writing, education events, WEAAD activities, community projects, etc – to be there as a resources when needed. Their passion to assist seniors inspires me to work harder!

I extend my thanks to Inga for her dedication and support to not only me but to the elder abuse network she worked so closely with during her position with ONPEA. I look forward to another successful year! It is a pleasure working with such highly skilled, knowledgeable and motivated network members and agency professionals. Through our continued collaborative spirit and communication we WILL reach our goal of preventing elder abuse so all seniors can live with safety, dignity and respect.

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## North East - Josee Miljours

The Cochrane District Elder Abuse Awareness Program submitted an application to New Horizons in hope to obtain funds to host conferences in Timmins and Kapuskasing to educate financial institutions' employees on Power of Attorney. Other topics of interest are "hoarding and bullying".

A new network was formed in Sudbury. The Greater Sudbury Seniors' Community Network is working at improving the lives of seniors by networking to effectively communicate and respond to seniors' issues/needs within the City.

The Elliot Lake Seniors at Risk Committee continues to thrive and work at improving the lives of seniors. After the tragedy of the mall collapse where two people lost their lives, it has been heartwarming to witness the dedication of many of those service providers who continued to work even though they didn't have offices or equipment or any resources to deliver their services.

The Senior Rights Protection Council of Sault Ste Marie and Area is brainstorming ideas for a new project to submit to New Horizons and organized a conference to mark WEAAD.

The Timiskaming Elder Abuse Task Force is working on their project to educate seniors, services providers, businesses and youth across the large District. A Coordinator is working on developing a common protocol that will assist in improving responses to elder abuse.

The North Bay and District Seniors at Risk Network launched their new Seniors' Safety Plan to the community. This project saw to the development of a safety plan for seniors and a resource directory for Service Providers.

The Manitoulin Seniors Service Providers Committee hosted two very successful Conferences entitled "Life After 55, Living Island Style" where they launched their new Resource Directory.

The Parry Sound Seniors Safety and Security Network finalized another very successful project that saw to the delivery of 5 mini projects; Assertiveness peer led training using the train the trainer model, Age Friendly Community Forum, Service providers forum, Web site development and including elder abuse prevention into the DARE program.

WEAAD was marked across the Region through various events and media articles in Elliot Lake, Sault Ste Marie, Kirkland Lake, New Liskeard and Matheson.

A French Seniors Safety Guide was created to reach Francophone seniors across the north east region and collect a database of available services.



## North West - Lee Stones

The year has been productive and busy. The networks report increasing activity through calls about elder abuse. June 15th is most likely responsible for the ever increasing awareness in Thunder Bay and around the region. June brought numerous presentations, displays, media campaigns, plus activities like barbecues, and teas. The 5th annual Seniors Rock Walk in Thunder Bay had over 550 people.

The Network volunteers do much good work on prevention. The Networks strongly support their seniors. Kudos to Networks in: Fort Frances, Greenstone, Atikokan, Red Lake, Sioux Lookout, Schreiber-Terrace Bay, Marathon, Kenora, and Thunder Bay.

The regional office gets busier each year. We work with First Nations, especially Treaty 3 communities. Several day-long training sessions on Elder Abuse Prevention have been done. As well, we offered train-the-trainer sessions for health workers to assist seniors on their respective reserves. The thrust of these sessions is helping seniors build self esteem - so as to empower seniors to become safe from abuse. Work is nearly completed on the video for seniors living in the rural and fly-in reserves. The theme of the video is: "Grandmother-to Grandmother." The message is one of forgiveness to oneself - for not always being able to be perfect parents. Emphasis is on the critical need to move forward in re-establishing respect as it used to be.

In Thunder Bay we hosted a regional conference and had Dr. Michael Gordon, from Toronto's Baycrest as the keynote speaker. We are busy working with the local Fraud Stoppers in their efforts to help vulnerable seniors build their self-esteem levels - hopefully to "vaccinate" them from abuse.

Work continues with the local Crimes Against Seniors Unit and with OPP. There has been a marked increase in the need for consultation from many agencies working with seniors. Additionally, we have responded to upwards of 11 elder abuse calls monthly; did 43 public education talks, provided nearly 80 training sessions to front line staff and another 15 to classes at Lakehead University, 4 to the Community College, and 5 to elementary classes.

In conclusion, our appreciation cannot be stress enough for the outstanding people in the North West Networks! Their remarkable work continues and grows.



# STATEMENT OF OPERATIONS AND NET ASSETS

## YEAR ENDED MARCH 31,2013

### REVENUES

Government grants	1,061,006
Memberships,donations,sales,interest,fundraising	28,241

**\$1,089,247**

### EXPENSES

Administration and office	18,870
Amortization	4,970
Bank and other charges	2,316
Board expenses	8,350
Canon Francophone expenses	33,412
Conference	51,267
Contract positions	800
French facilitation	1,406
Fundraising	4,760
Legal,accounting ,audit fees	13,875
Marketing	14,965
New Horizons expenses	-
Occupancy costs	48,383
Professional fees	29,437
Salaries and benefits	665,537
Staff training	2,093
Telecommunications	26,643
Travel and meals	27,212
Trillium expenses	140,034

**\$1,094,330**

Excess of revenues over expenses (expenses over revenues)	(5,083)
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Net assets,beginning of year	74,183
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Net assets,end of year	<b>\$69,100</b>
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Copies of the complete Financial Statements for the year  
Ended March 31, 2013 are available on request from Head Office.









