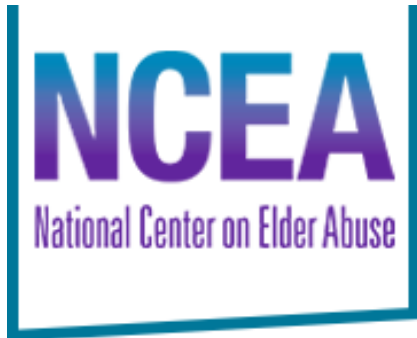


How To Talk About Elder Abuse: Social Media Edition Webinar

The information and opinions expressed here today are not necessarily those of the Government of Ontario

Tuesday May 29th, 2018

**Hosted by:
Raeann Rideout & Rochella Vassell,
Regional Consultants, Elder Abuse Ontario**



Speakers:

**Kimberly Moon, NCEA
Alyssa Neumann, NCEA**



Welcome to our webinar!

- All attendees will be muted during the webinar
- If you are experiencing issues please type into the chat/Question box and send to Mary Mead/Rochella Vassell/Raeann Rideout
- If you have a question we will spend 30 minutes near the end on Questions and Answers
- You will be prompted to fill out an evaluation form once the session has ended, please fill out the form as your feedback will guide us for our future webinars. You will also receive an email link to the evaluation after the session.
- The speakers will provide their contact information at the end of their slide show and you can connect with them directly if you have further questions
- Participants will be sent the slides electronically after the webinar



Kimberly Moon & Aly Neumann

Kimmy Moon, Project Assistant – Social Media Coordinator

Aly Neumann, Project Coordinator - Reframing Elder Abuse Project

Webinar Objectives

During this interactive training we will:

- Learn about the NCEA's Reframing Elder Abuse Project;
- Review a new evidence-based public communication strategy on elder abuse;
- Review how we can apply the strategy to our own social media communication practices during WEAAD & every day.

Reframing Elder Abuse Project Overview

Short-term Goal:

1. Understand
2. Devise and disseminate

Long-term Goal:

To build a society that makes informed choices on policies and practices that address elder abuse based on valid and reliable information

Our Committee



How does the public think about elder abuse?

What's in the Swamp of...

Elder Abuse

Elder + Abuse

- Elder abuse is unacceptable
- Neglect doesn't qualify
- Sexual abuse doesn't compute

Deterioration

- Dependency = vulnerability
- Paternalism

Solutions

- Nothing can be done
- Surveillance and prosecution
- Awareness and education
- Support for caregivers

Modern Life Is the Problem

- Caregivers pushed to limit
- Cultural devaluation of older people
- Nursing homes as unfortunate necessity

Spotlight on Individuals

- Greed and laziness
- Moral character
- Sickos
- Payback
- Older people are difficult
- Everyone's responsible/no one's responsible

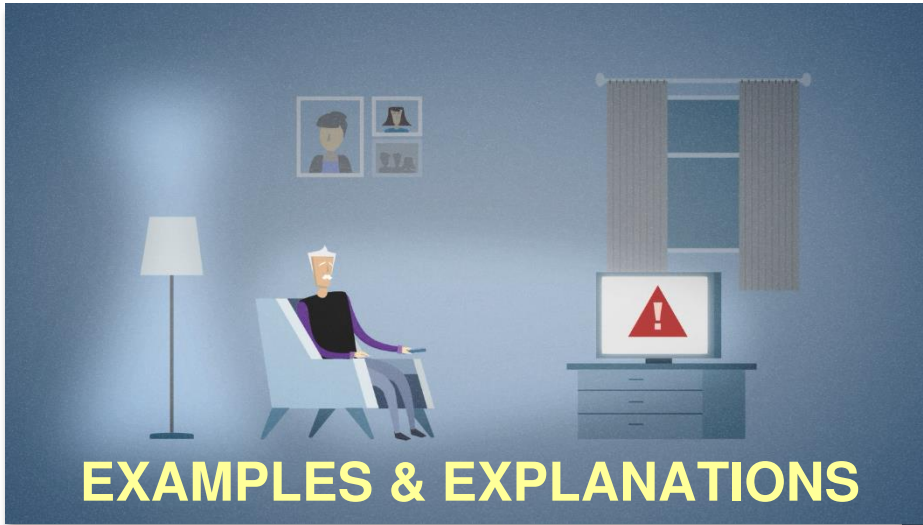
Structure of Justice narrative & steps

Step 1: Why does it matter?

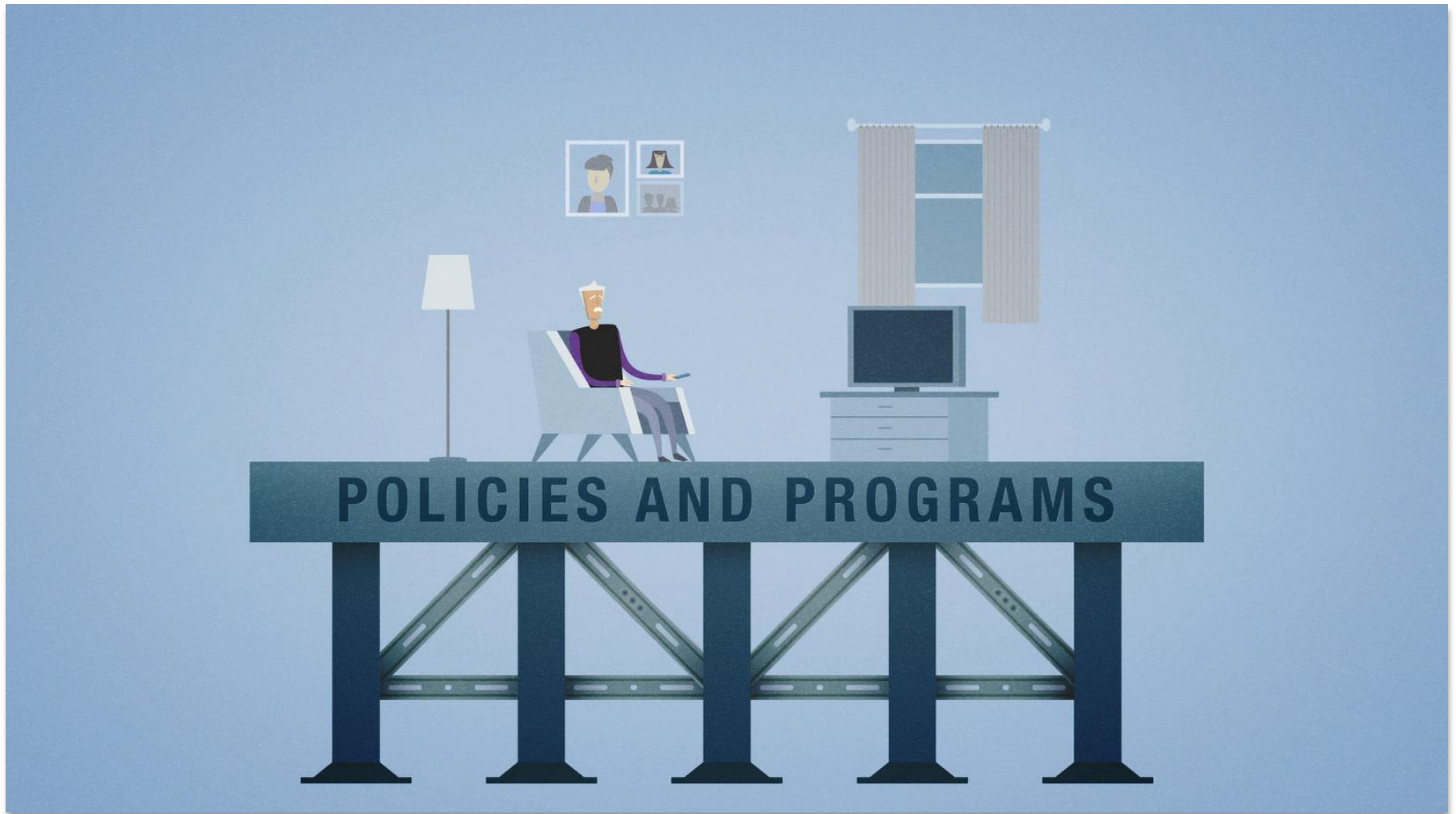
JUSTICE FOR ALL



Step 2: What is this about?



Step 3: What can we do?





http://bit.ly/EA_long

The Big Picture

Quick Start Guide to Talking Elder Abuse

Instead of:	Try:
Appealing to sympathy	Appealing to <i>Justice</i> : This is about treating older people fairly
Talking about vulnerable populations and dependent victims	Talking about the importance of social connections to empower older people and reduce risk factors
Using crisis-laden or emotional rhetoric to condemn elder abuse	Demonstrating the collective—social and economic—costs of elder abuse
Relying on the public's limited conception of abuse as a two-person relationship	Intentionally expanding the definition of abuse to include self-neglect, sexual abuse, and systemic causes
Focusing only on individual perpetrators and victims	Explaining the underlying social conditions that can increase risk factors
The terms "perpetrators" and "victims"	Try less swampy language like "people who commit elder abuse" and "survivors"
Using data and expert jargon to explain the causes and consequences of elder abuse	Using the <i>Social Structure</i> metaphor: Society is like a building. Let's improve it with support beams that can keep everyone safe.
Providing solutions that emphasize individual responsibility	Providing solutions that emphasize collective responsibility and systemic/policy changes
Descriptions of the problem	Telling a complete story: Why it matters, how it works, and what can be done to address the problem

Red Flags of Abuse Before

NCEA RED FLAGS OF ABUSE

National Center on Elder Abuse

Does someone you know—a senior or adult with a disability—display any warning signs of mistreatment?



» Neglect

- Lack of basic hygiene, adequate food, or clean and appropriate clothing
- Lack of medical aids (glasses, walker, teeth, hearing aid, medications)
- Person with dementia left unsupervised
- Person confined to bed is left without care
- Home cluttered, filthy, in disrepair, or having fire and safety hazards
- Home without adequate facilities (stove, refrigerator, heat, cooling, working plumbing, and electricity)
- Untreated pressure “bed” sores (pressure ulcers)



» Financial Abuse/Exploitation

- Lack of amenities victim could afford
- Vulnerable elder/adult “voluntarily” giving uncharacteristically excessive financial reimbursement/gifts for needed care and companionship
- Caregiver has control of elder’s money but is failing to provide for elder’s needs
- Vulnerable elder/adult has signed property transfers (Power of Attorney, new will, etc.) but is unable to comprehend the transaction or what it means



» Psychological/Emotional Abuse

- Unexplained or uncharacteristic changes in behavior, such as withdrawal from normal activities, unexplained changes in alertness, other
- Caregiver isolates elder (doesn’t let anyone into the home or speak to the elder)
- Caregiver is verbally aggressive or demeaning, controlling, overly concerned about spending money, or uncaring

» Physical/Sexual Abuse

- Inadequately explained fractures, bruises, welts, cuts, sores or burns
- Unexplained sexually transmitted diseases



» Financial Abuse/Exploitation

- Lack of amenities victim could afford
- Vulnerable elder/adult “voluntarily” giving uncharacteristically excessive financial reimbursement/gifts for needed care and companionship
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Red Flags of Abuse After

NATIONAL CENTER ON ELDER ABUSE

Red Flags of Abuse

Our communities are like structures that support people's safety and wellbeing. One of the most important ways we can all contribute to this ongoing construction project is by looking out for warning signs of maltreatment. Does someone you know display any of these signs of abuse? If so, **TAKE ACTION IMMEDIATELY**. Everyone, at every age, deserves justice. **Report suspected abuse as soon as possible.**



Emotional & Behavioral Signs

- > Unusual changes in behavior or sleep
- > Fear or anxiety
- > Isolated or not responsive
- > Depression

Physical Signs

- > Broken bones, bruises, and welts
- > Cuts, sores or burns
- > Untreated bed sores
- > Torn, stained or bloody underclothing
- > Sexually transmitted diseases without clear explanations
- > Unexplained sexually transmitted diseases
- > Dirtiness, poor nutrition or dehydration
- > Poor living conditions
- > Lack of medical aids (glasses, walker, teeth, hearing aid, medications)

Financial Signs

- > Unusual changes in bank account or money management
- > Unusual or sudden changes in a will or other financial documents
- > Fraudulent signatures on financial documents
- > Unpaid bills

WHAT IS ELDER ABUSE?

Elder abuse is the mistreatment or harming of an older person. It can include physical, emotional, or sexual abuse, along with neglect and financial exploitation. Many social factors—for example, a lack of support services and community resources—can make conditions ripe for elder abuse. Ageism (biases against or stereotypes about older people that keep them from being fully a part of their community) also play a role in enabling elder abuse. By changing these contributing factors, we can prevent elder abuse and make sure everyone has the opportunity to thrive as we age.



Red Flags of Abuse

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NCEA Social Media Before



Elder abuse cases in southern Utah are increasing. In many of these cases, the perpetrators are family members. We are seeing this trend in many other states as well. Elder abuse is truly a crisis that needs our attention!



Southern Utah's elder abuse cases increasing

Iron and Washington counties saw a rise in abuse cases between 2014 and 2015.

THESPECTRUM.COM

NCEA Social Media After

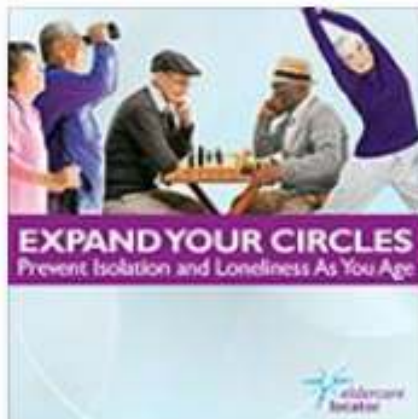


Medical experts say #socialisolation needs to be seen as a public-health issue.

Unfortunately, as we get older, our current policies foster social isolation which puts us at a greater risk of elder abuse and neglect. There are many ways to prevent #elderabuse from happening. We can start by constructing community supports and improving human services for older people and caregivers.

Eldercare Locator Specialists provide a crucial service, connecting isolated or lonely older people or #caregivers to local resources to stay engaged.

Chat & Search: www.eldercare.gov // Call: 1-800-677-1116



Eldercare Locator

Welcome to the Eldercare Locator, a public service of the U.S. Administration on Aging connecting you to services for older adults and their families. You can also reach us at 1-800-677-1116.

ELDERCARE.GOV

WEAAD on Social Media Before



Is it a scam? There are many scams than can ensnare even savvy consumers. Many are designed specifically to target seniors. This guide will help you learn to recognize common warning signs of scams and simple steps that you can take to protect yourself. #WEAAD2016

FROM SCAMS!

There are many scams out there that can ensnare even savvy consumers. Many are designed specifically to target seniors. Scammers are professional liars and can be very convincing. They may contact you through the mail, email, social media, on-line dating sites, on the phone, or even in public. This guide will help you learn to recognize common warning signs of scams and simple steps that you can take to protect yourself.



2016 WORLD ELDER ABUSE AWARENESS DAY

IS IT A SCAM?

1. Is the sales person using high pressure sales tactics? Scams often say things like, "Act Now!", "Time is running out!", "This is a onetime offer!"
2. Are you being asked to pay upfront fees? Lottery and sweepstakes scams often employ this tactic. If you really won something the fees can be taken out of your winnings.
3. Are you being told that you won a contest that you didn't enter? Lottery and sweepstakes scams almost always start this way. You can't win a contest that you didn't enter.
4. Have you been scammed in the past? Often scam victims have their personal contact information sold to other con artists. You may get unsolicited calls from people promising to get your money back or provide other remedies or offers. These 'offers' can be scams too. Beware!
5. Did you receive unsolicited mail, emails, or phone calls for services that you were not seeking? Research the companies that you want to employ. Many scams begin with someone knocking on your door offering services, or

Scam Checklist

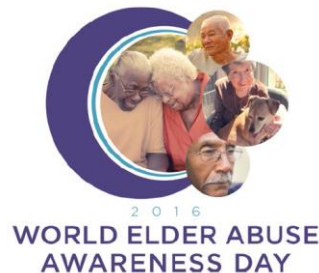
NCEA.AOA.GOV

WEAAD 2016 Social Media Guide



Every year 5 million elders are abused in the US alone. It doesn't have to be this way. There are many ways to make a difference. Check on the older adults in your family or community. Call your county Adult Protective Services if you suspect abuse, or neglect. Give a caregiver a couple of hours off. Talk to your friends about elder abuse. One person can make a difference. One person can save a life. Learn more: <http://www.acl.gov/weaad>

USING SOCIAL
MEDIA TO PROMOTE
WEAAD 2016



Protecting our elders begins at home. Check on the older adults in your life today! #WEAAD2016
<http://www.acl.gov/weaad>

WEAAD on Social Media Now & Future



Everyone has a right to safety and justice. However, it is estimated that millions of older adults, from all walks of life, encounter harmful scams every year. Yesterday was the first ever National Senior Fraud Awareness Day designated by the U.S. Senate to raise awareness about scams, encourage implementation of policies to prevent these scams from happening, and protect our communities from scams.

Here are things we can do to help protect our communities from scams:

<http://bit.ly/2L6i7RR>

#WEAAD



PROTECT OUR COMMUNITES FROM SCAMS

World Elder Abuse Awareness Day (**#WEAAD**) is June 15th.

Educating our communities on how to prevent abuse helps us support each other as we age.

Access WEAAD 2018 Campaign Tools& Tips today! bit.ly/WEAAD2018





Elder Abuse Center

@NCEAatUSC



Learn about the collective impacts of elder abuse and societal responsibilities for preventing it.

eldermistreatment.usc.edu/weaad-home

#WEAAD



Elder Abuse Center

@NCEAatUSC



We all deserve to lead happy lives, free from abuse as we age. Through community outreach and statewide engagement, we can raise this social issue to a worldwide priority that must be addressed and prevented. Take action today!

#WEAAD

WEAAD ON SOCIAL MEDIA

SOCIAL MEDIA GUIDE:

USING SOCIAL MEDIA

To Promote World Elder Abuse Awareness Day



Want to help spread the word about World Elder Abuse Awareness Day (WEAAD)? Using social media is an excellent way to engage our community around this important and timely subject. Below are some ways to use social media to promote WEAAD.

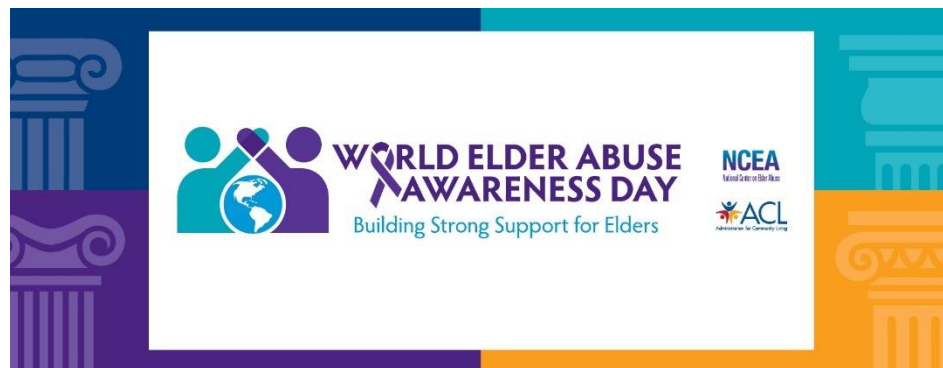
Ways to use social media to promote WEAAD:

- Share and/or create posts on sites like Facebook, Twitter, and Instagram that help promote WEAAD. These posts could be about a WEAAD event you are hosting, other WEAAD events you are interested in, elder abuse prevention in general, or any other content related to WEAAD.
- Use the hashtag **#WEAAD** in your posts. The more people sharing this hashtag, the more powerful our movement can be!
- Make a Facebook ad promoting WEAAD
- Follow **@NCEAatUSC** on Twitter and "like" the NCEA's Facebook page at www.facebook.com/NationalCenteronElderAbuse to stay updated on WEAAD activities

Tips for composing effective posts on social media:

- Have a clear and concise message.
- The best posts are a call to action. Turn your followers into effective advocates by giving them a clear action to take.
- When retweeting or reposting, add value to the post by adding your own commentary, or add a link to additional media on the subject.
- Use popular hashtags, but use them in moderation. Using more than two hashtags can muddle your message and is not recommended.
- Add something visual to your post to increase interest. A photo, link with a thumbnail, or video can generate significantly more attention. Check out the logos and images from our tools & tips section: <http://eldermistreatment.usc.edu/weaad-home/tools-and-tips>

SOCIAL MEDIA BANNERS:



4 WEEK SOCIAL MEDIA COUNTDOWN TO WEAAD

Join the NCEA as we countdown to World Elder Abuse Awareness Day (#WEAAD)



Engaging professionals, preventing abuse

Supporting community, empowering older adults

Improving resources, enhancing lives

Developing innovations, creating solutions

May 18-24

May 25-31

June 1-7

June 8-14

WEAAD is June 15th. Take action and be part of the solution!

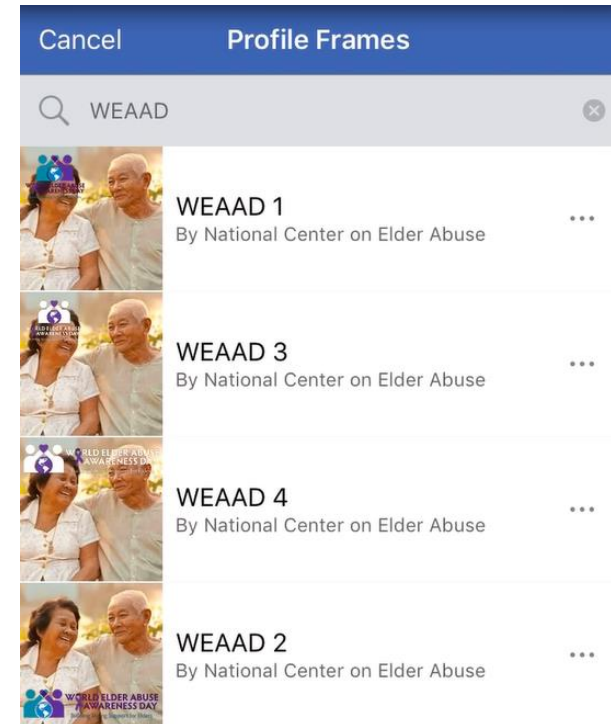


[@NationalCenteronElderAbuse](https://www.facebook.com/NationalCenteronElderAbuse)



[@NCEAatUSC](https://www.twitter.com/NCEAatUSC)

PROFILES PROMOTING WEAAD (FACEBOOK FRAMES)



bit.ly/PPWEAAD

[Video instructions](#)

What can you do to promote this strategy to the public?

- Cultivate thinking about older people as agents of their own lives, not objects of care in news or pictures
- Connect the role of social structures and systems to the causes and solutions of elder abuse through programs, explanations in your posts
- Use the *Talking Elder Abuse* toolkit (social media examples)
- Practice, practice, practice!
- Share our reframed trainings, materials and campaigns from the NCEA, FrameWorks Institute and the reframing elder abuse committee

Reframing Elder Abuse Resources

- [Talking Elder Abuse Toolkit](#)
 - [Swamp of Elder Abuse](#) and [Swamp Glossary](#)
 - [Quick Start Guide to Talking Elder Abuse](#)
 - [Social Media Guide](#)
- **NEW reframed NCEA materials**
 - Strengthening the Structure of Justice to Prevent Elder Abuse
PSA Videos [Short](#) and [Long](#)
 - [Red Flags of Abuse](#)
 - [Facts About Elder Abuse](#)
 - [12 Things Everyone Can Do to Prevent Elder Abuse](#)
- [WEAAD 2018 Microsite](#)
 - [Social Media Guide](#)
 - [WEAAD FAQs](#)
 - [Social Media Banners](#)



Thank you and Q&A!

National Center on Elder Abuse

1-855-500-3537 (ELDR)

ncea-info@aoa.hhs.gov



NCEA, USC Center on Elder Mistreatment Website :

<http://eldermistreatment.usc.edu/national-center-on-elder-abuse-ncea-usc/>

WEAAD 2018 Microsite:

<https://eldermistreatment.usc.edu/weaad-home/>

Provincial Campaign

SEEDS FOR CHANGE



Elder Abuse Ontario
Stop Abuse - Restore Respect
Maltraitance des personnes âgées Ontario
Arrêtez les mauvais traitements - Restaurez le respect

**WORLD ELDER ABUSE
AWARENESS DAY - JUNE 15**

#growtheconversation

www.elderabuseontario.com



Elder Abuse Ontario
Stop Abuse - Restore Respect



It's Not Right!
Neighbours, Friends & Families for Older Adults

Remove the seeded paper ribbon from the card, and plant under 1/8" of soil. Keep moist and in sunny area to grow wildflowers.



Elder Abuse Ontario

Stop Abuse - Restore Respect

Maltraitance des personnes âgées Ontario

Arrêtez les mauvais traitements - Restaurez le respect



World Elder Abuse
AWARENESS DAY

WEAAD ONTARIO

June 15 World Elder Abuse Awareness Day

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weaad.elderabuseontario.com



ELDER ABUSE IS EVERYONE'S BUSINESS
LEARN MORE ABOUT ELDER ABUSE & WHAT YOU CAN DO TO HELP

**Get Help
Now**

Call the Seniors Safety Line

1-866-299-1011

Free to call
Confidential
24 hours a day
7 days a week



Elder Abuse Ontario
Stop Abuse - Restore Respect



CONNECT WITH US

Connect With Us



To learn more about Elder Abuse Call
416-916-6728

Support Elder Abuse Ontario

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Elder Abuse Ontario

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Visit To Our Site Today !

Explore the features, navigate the directories... and share your comments with us.



Questions



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Stop Abuse - Restore Respect



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[ElderAbuseOntario](https://www.facebook.com/ElderAbuseOntario)



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THANK YOU!

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