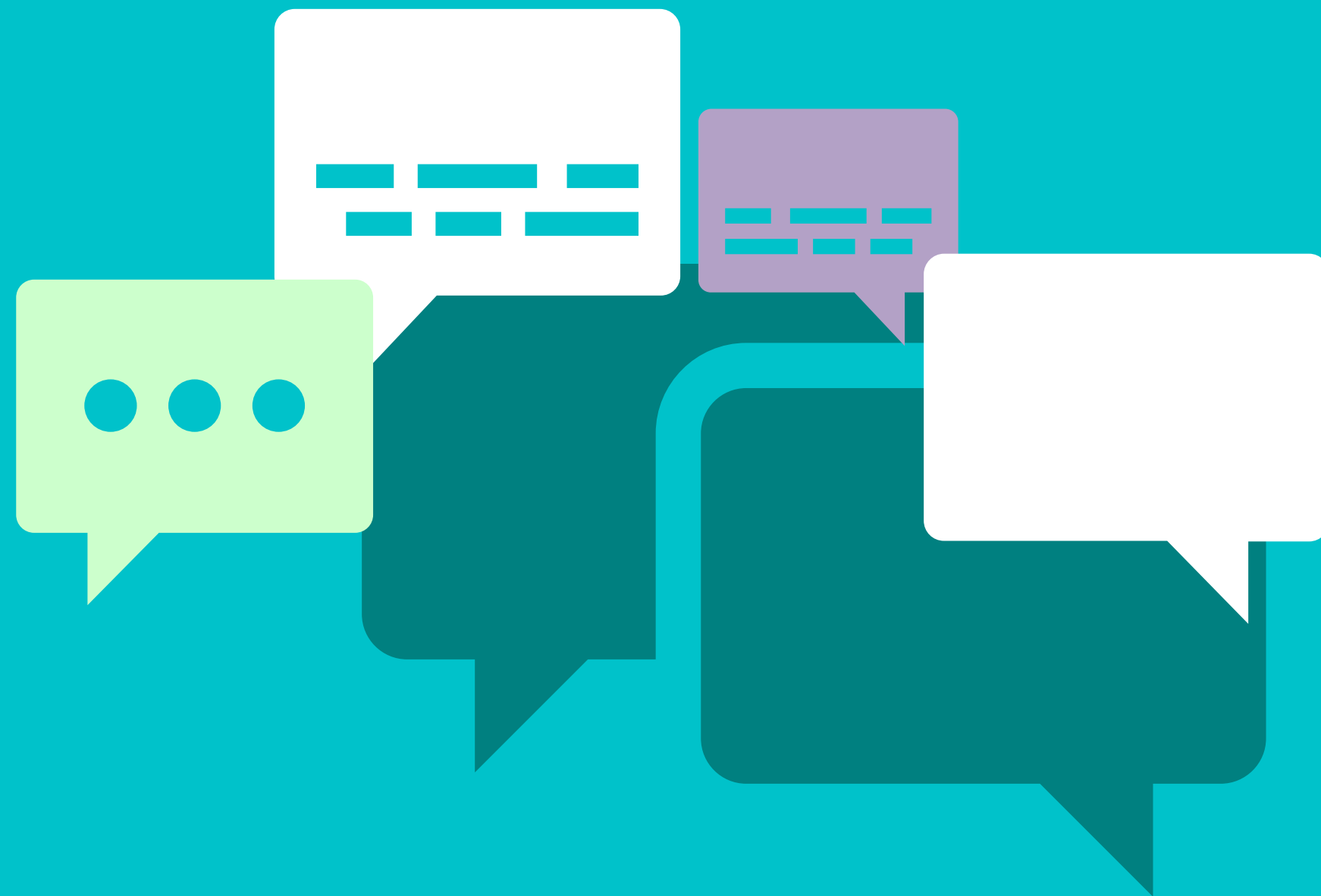
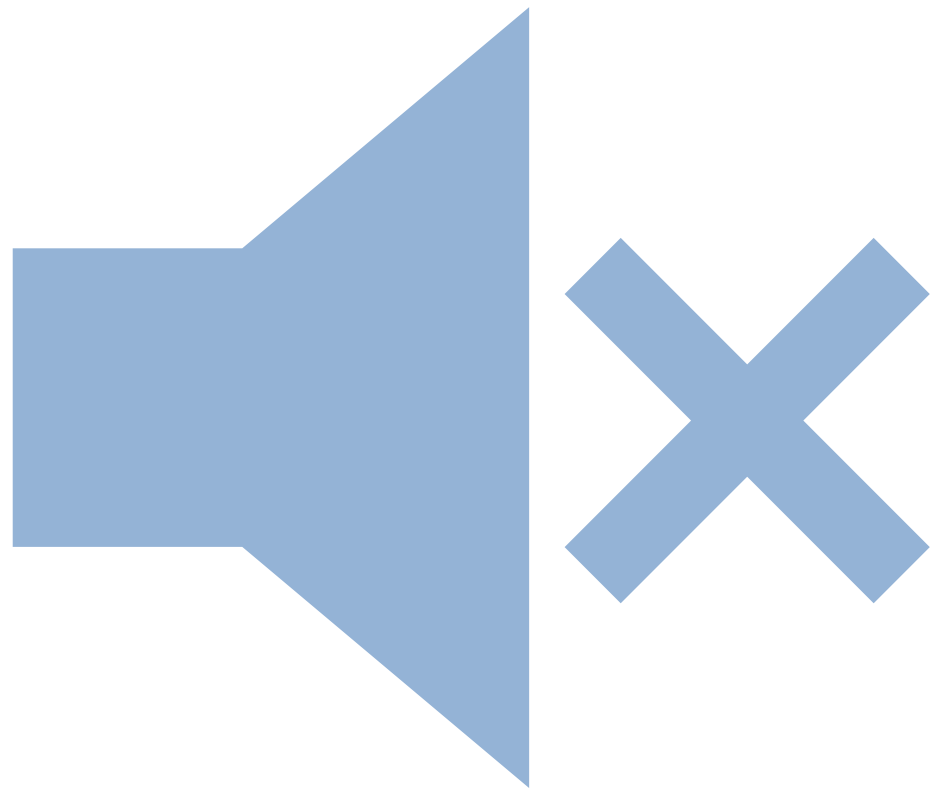

How To Talk About Elder Abuse on Social Media

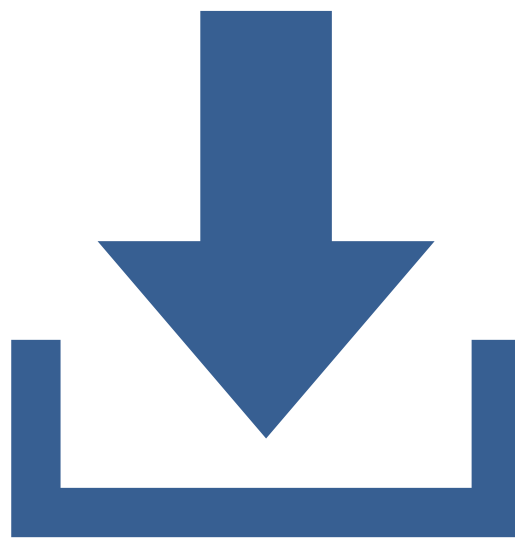




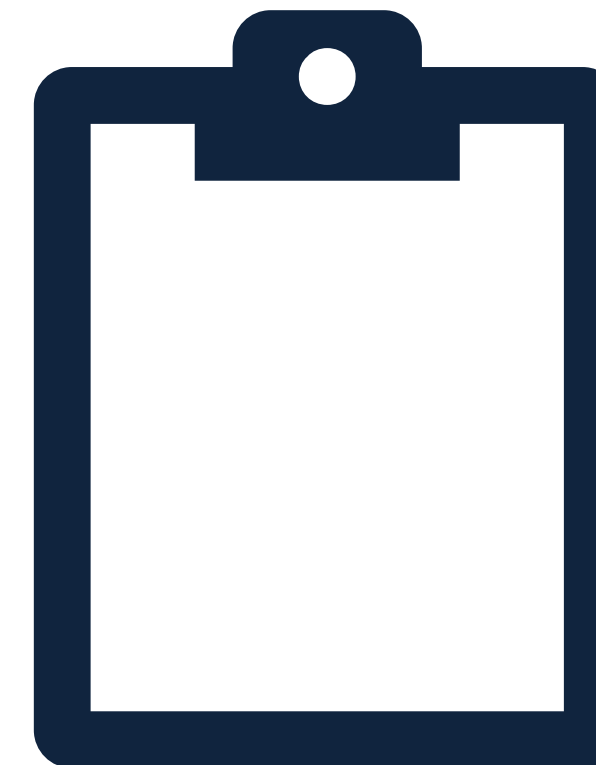
Auto-mute



Interactive



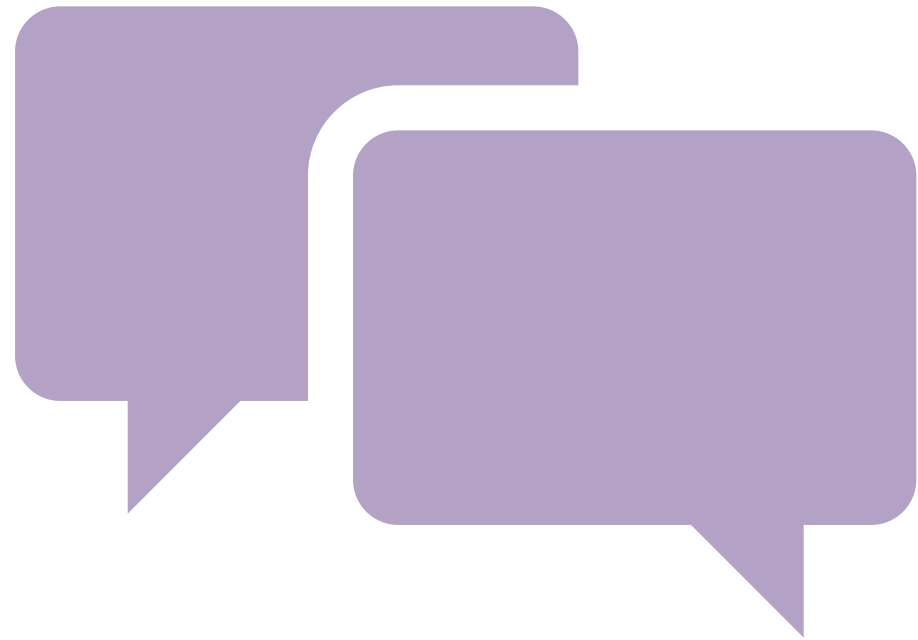
Materials will be sent



Evaluations welcome



Objectives



**Reframing
Elder
Abuse**



**Review
Research**



Practice

Poll # 1

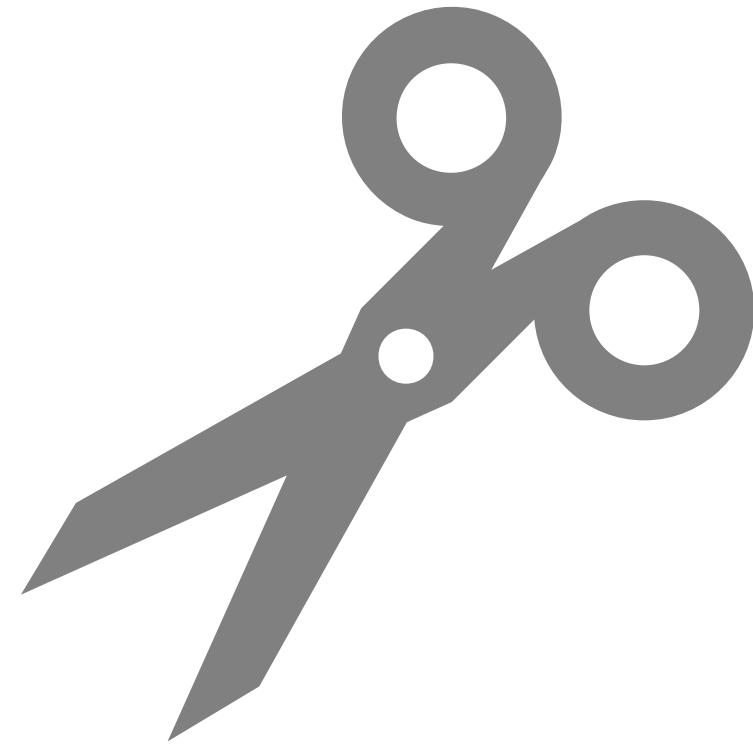


Reframing Elder Abuse Project

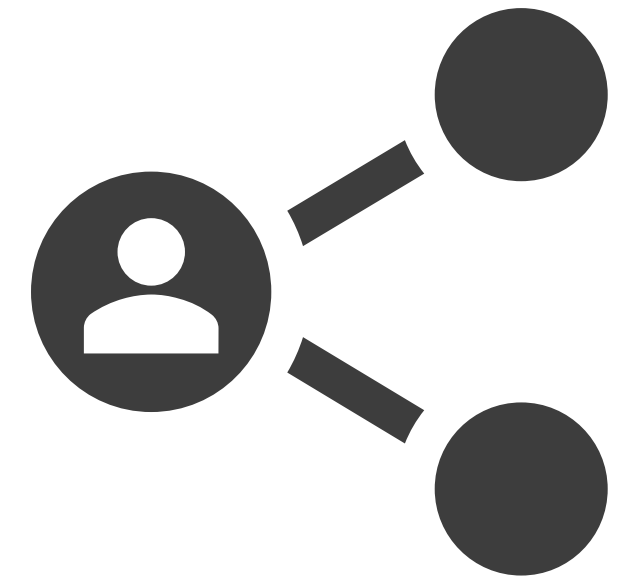
Overview



1. Understand



2. Devise

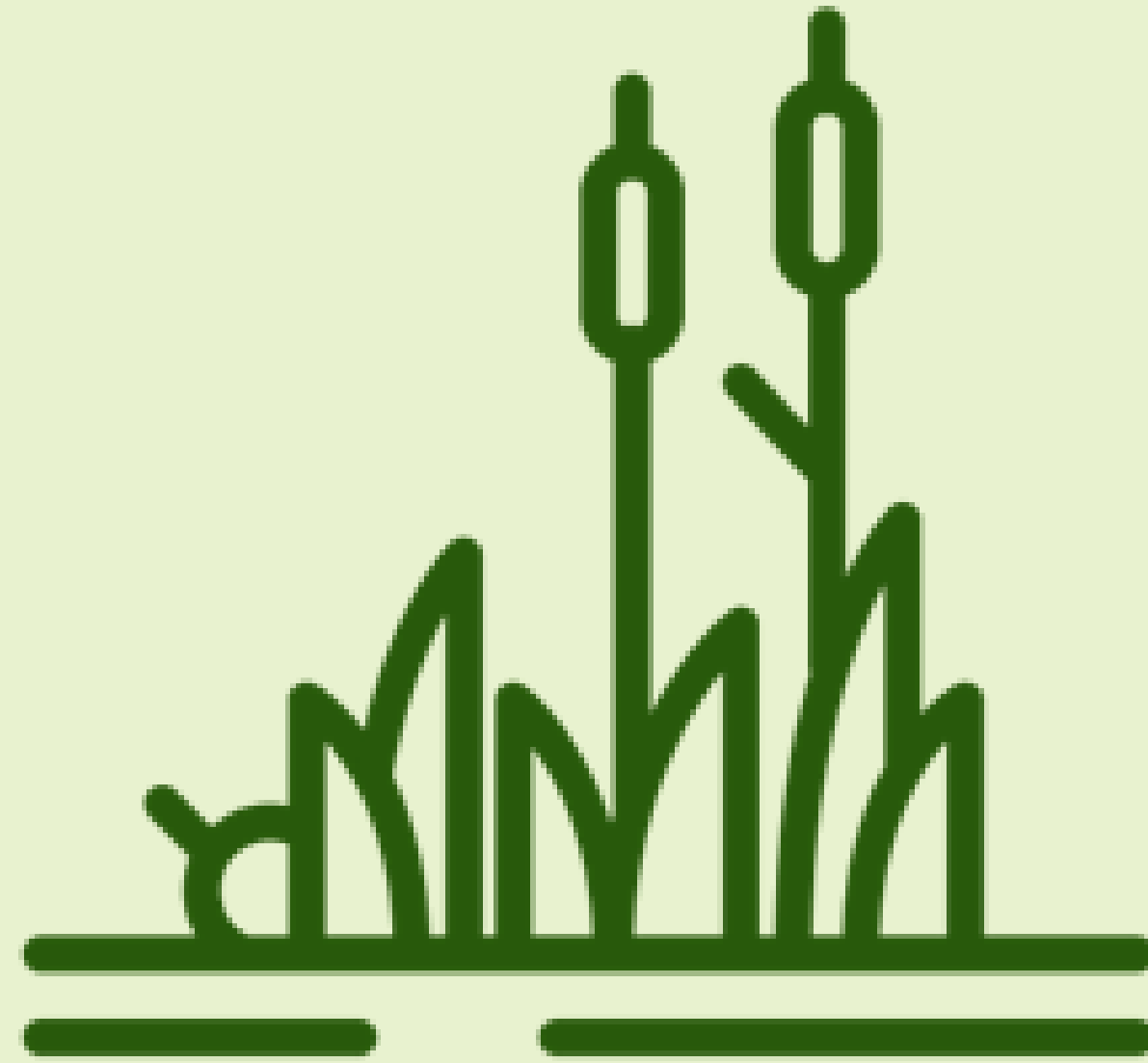


3. Disseminate

Goal

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





Swamp of Elder Abuse:

What does the public think about elder abuse?

Elder + Abuse

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



Modern Life is the Problem

- Nursing homes as unfortunate necessity
- Cultural devaluation of older people

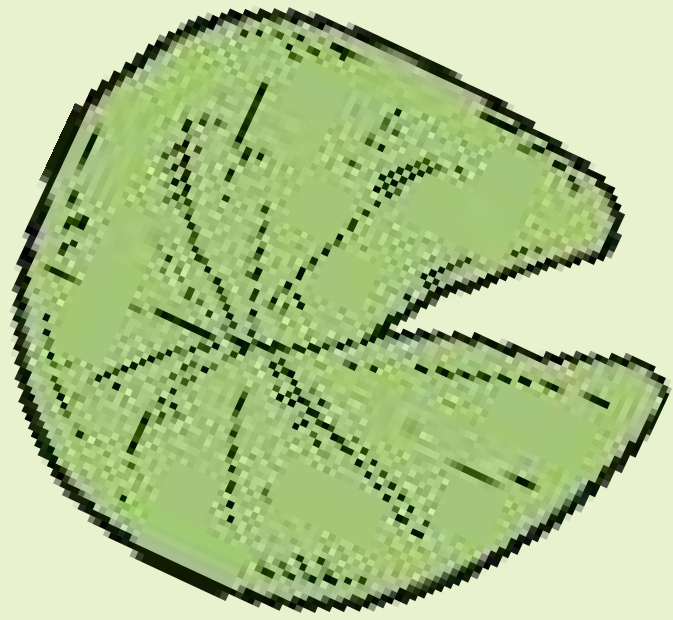
Deterioration

- Dependency = Vulnerability
- Paternalism



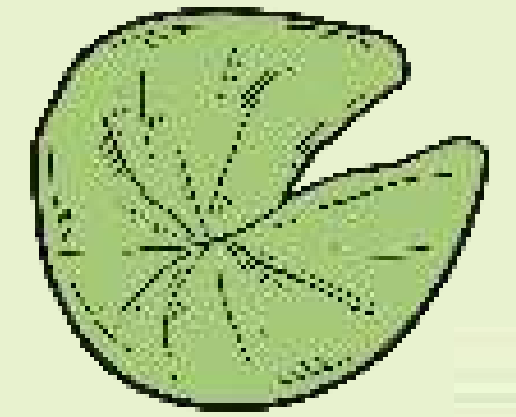
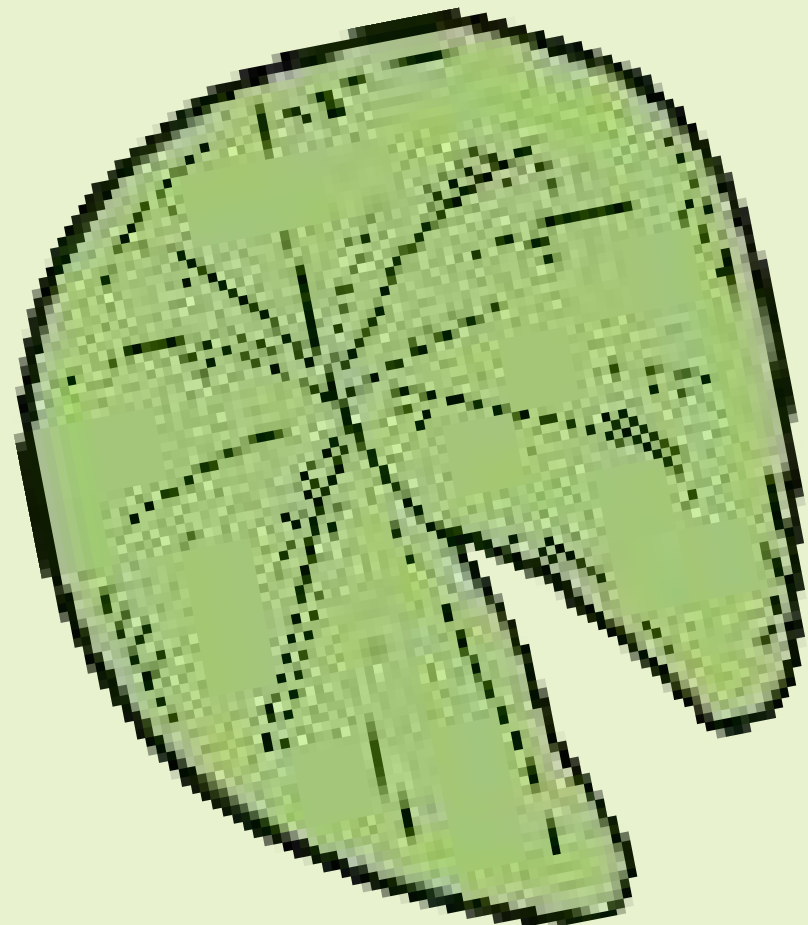
Spotlight on Individuals

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



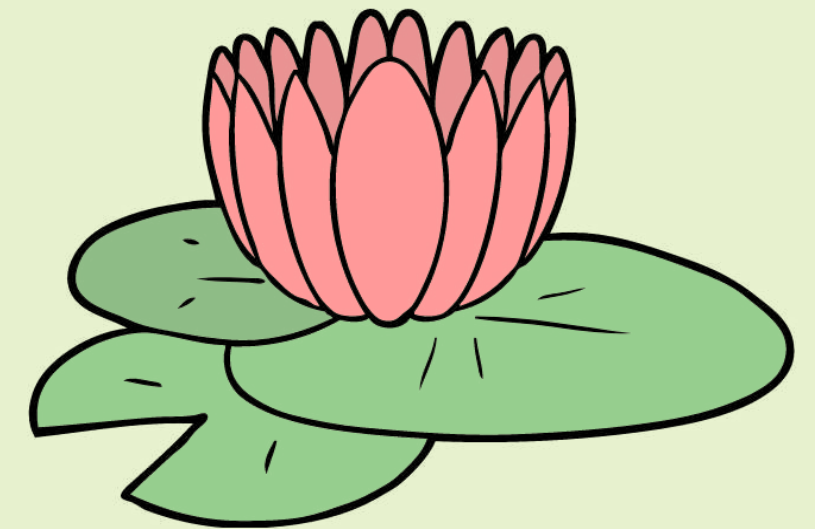
Elder + Abuse

- Elder abuse is unacceptable

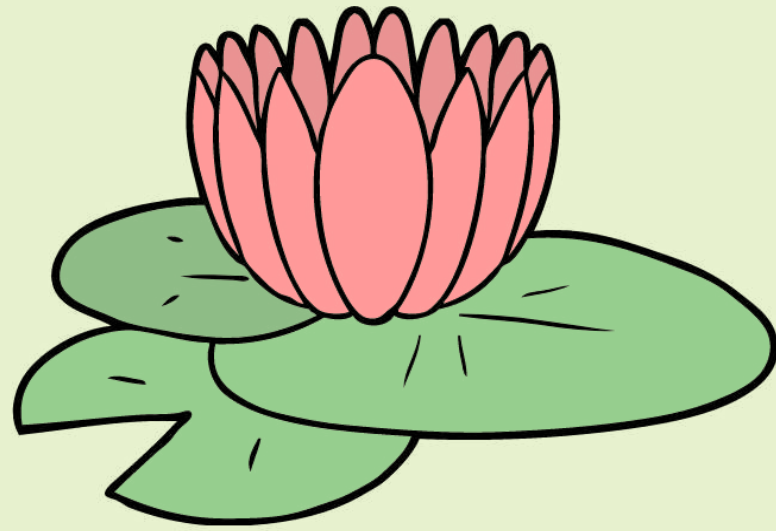


Modern Life is the Problem

- Caregivers pushed to limit



Solutions



Awareness and Education

Support for Caregivers



Surveillance and prosecution

Nothing can be done

Poll #2





POLICIES AND PROGRAMS

**What structures support justice
for elders?**

bit.ly/PSA3m

1. Why does it matter?

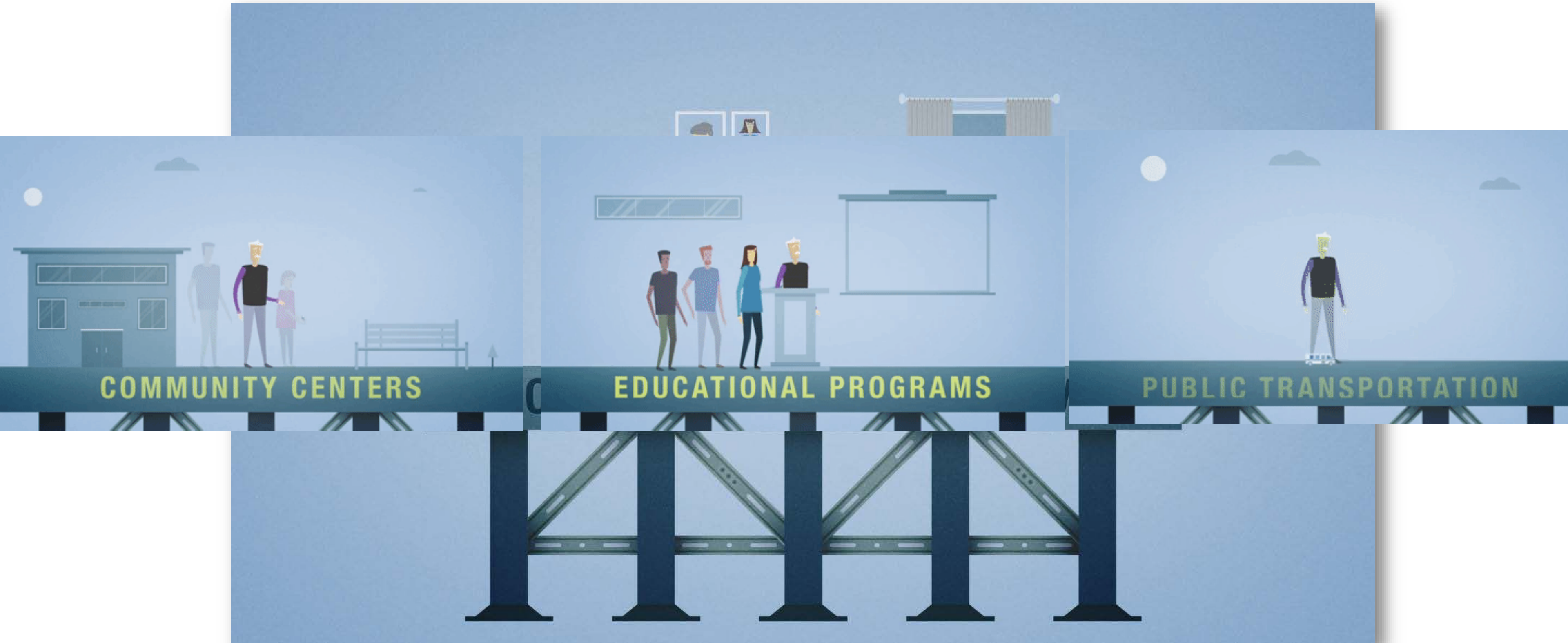
JUSTICE FOR ALL



2. What is it about?



3. What can we do?



»» 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

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»» 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



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.**

> Sexually transmitted diseases without clear explanations

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

part of their community) also play a role in ending elder abuse. By changing these contributing factors, we can prevent elder abuse and make sure everyone has the opportunity to thrive as we age.





NCEA Information & Referral

Before:

- Seniors are a vulnerable audience, often preyed upon by unlicensed or unscrupulous people.

After:

- In a just society, everyone deserves to be treated with dignity and respect regardless of age.



Social Media Examples



National Center on Elder Abuse

July 11, 2016 · 🌐

...



National Center on Elder Abuse shared American Bankers Association's post

Page · 8.4K like this · Government Organization

Nov 6, 2019 · 🌐 · #ElderAbuse happens more often than we think. It is up to all of us to create a sturdy structure of support to notice, report, and prevent abuse.



Southern Utah's elder abuse cases increasing

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

THESPECTRUM.COM

Social Media Examples



National Center on Elder Abuse
@NCEAatUSC

"If we want everyone to participate in public life, we must design and build an inclusive public realm that is accessible to all. Public life can't just be available to the abled, young, or healthy."



American Society of Landscape Architects @NationalASLA · Sep 10, 2019

"Designing with people with disabilities and older adults, landscape architects and designers can create spaces that are inclusive and welcoming for all."
#ASLAUniversalDesign asia.org/universalparks...



8:08 AM · Sep 10, 2019 · Twitter Web App

Social Media Campaigns



**WORLD ELDER ABUSE
AWARENESS DAY**
June 15

Contact Eldercare Locator at **1-800-677-1116**
for information, support, and referrals.

Social Media Campaigns



Q5: What resources does your community have in place to support survivors of Elder Abuse?

#WEAADchat



Welcome to #WEAADchat!

#WEAADchat



Q1: How are you observing WEAAD while practicing physical distancing?

#WEAADchat



Q4: How can we empower our communities to engage in Elder Abuse prevention?

#WEAADchat



Q6: How can we build strong supports for older adults in our communities?

#WEAADchat

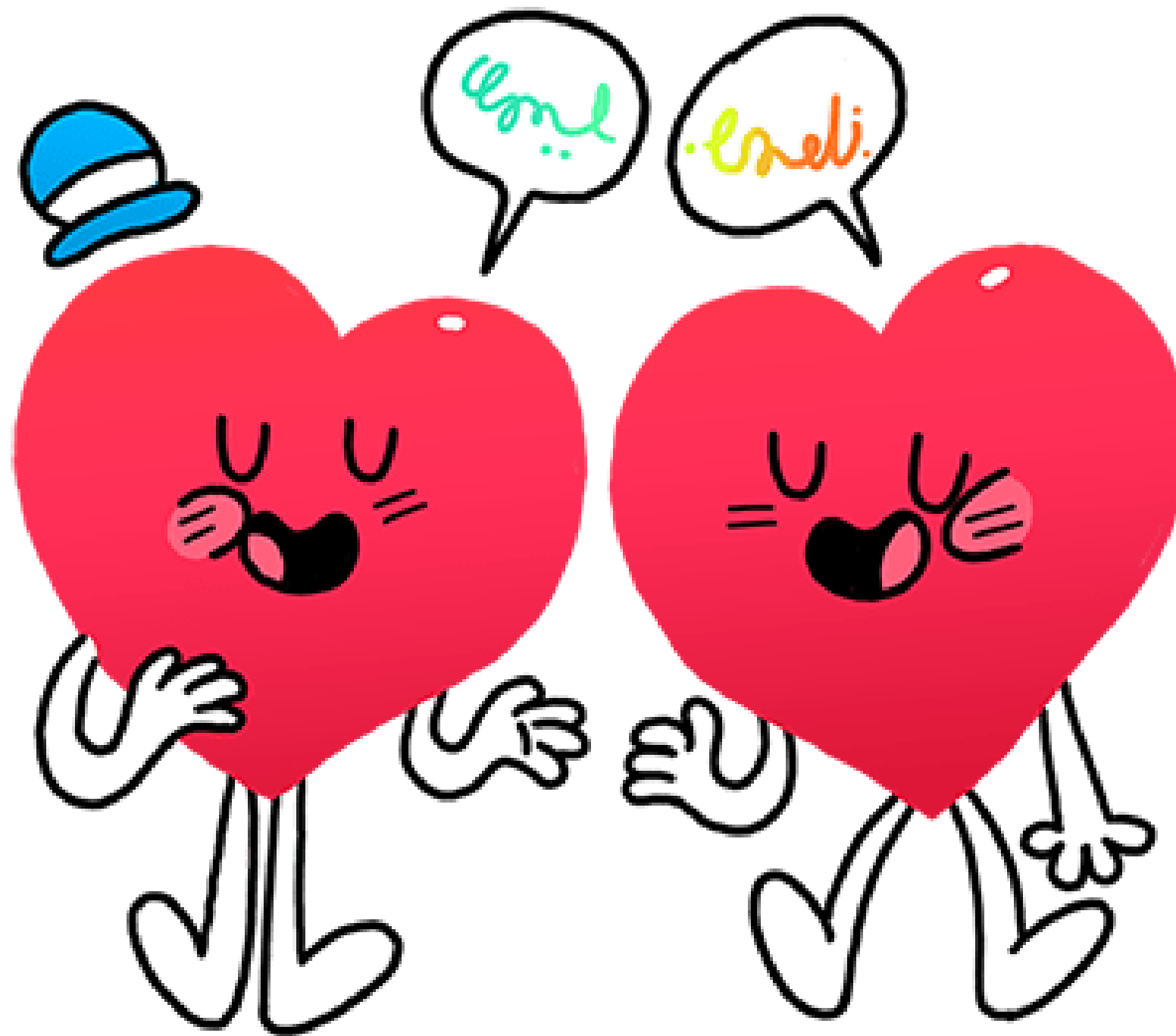


WORLD ELDER ABUSE AWARENESS DAY

June 15

Contact Eldercare Locator at **1-800-677-1116** for information, support, and referrals.

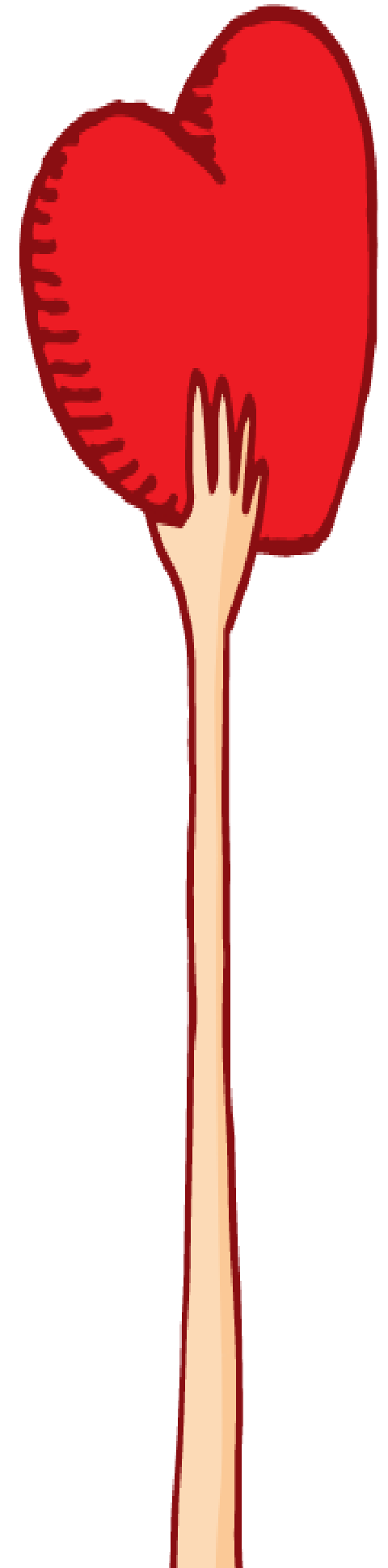
Engaging Other Professionals, and Organizations



- Like, Follow, and Tag
- Post Regularly
- Google Alerts

Maximizing Reach

- Be Brief and Engaging
- Hashtags are Helpful
- Join in on Events
- Social Customer Service



Planning Posts



STEAP Initiative Outreach Calendar

January

MONTH-LONG OBSERVANCE

■ **National Stalking Awareness Month**

RECOGNITION DAY

■ January 9: **Law Enforcement Appreciation Day (LEAD)**

February

MONTH-LONG OBSERVANCE

■ **Black History Month**

RECOGNITION DAY

■ February 20: **World Day of Social Justice**

■ February 21: **National Caregivers Day**

March

MONTH-LONG OBSERVANCES

■ **National Nutrition Month**

■ **Social Work Month**

■ **Women's History Month**

RECOGNITION DAY

■ March 8: **International Women's Day**

April

MONTH-LONG OBSERVANCES

■ **Financial Literacy Month**

■ **National Volunteer Month**

■ **Sexual Assault Awareness Month**

■ **Social Security Month**

WEEK-LONG OBSERVANCES

■ April 6-12: **National Public Health Week**

■ April 19-25: **National Crime Victims' Rights Week**

■ April 19-25: **National Volunteer Week**

RECOGNITION DAYS

■ April 7: **Sexual Assault Awareness Day of Action**

■ April 7: **World Health Day**

Here are some ideas:

- Organize a "Letter to the Editor" campaign to raise awareness not only of elder abuse, but also of the local resources that are available through your agency/organization or community partners.
- Make an effort to reach isolated older adults through direct mailing, ads in local newspapers, and radio interviews. Include elder abuse prevention information in community and neighborhood association newsletters or e-Newsletters.
- Download STEAP Toolkit materials and distribute at community events or offices of local partner agencies.
- Host a "Lunch and Learn." Presentation materials are available for you to [download](#) and customize to meet your needs.
- Partner with local organizations, schools, and agencies and organize food, personal care, or cleaning supply collection drives. Assemble packages and include copies of this [brochure](#).
- Host a shred-a-thon. Organize a shredding event for your community to safely destroy and dispose of sensitive documents.
- Offer or share information about volunteer service opportunities.

Additionally:



Reach out to community partners to see if there are opportunities to work together to raise awareness about elder abuse.



Publicize your planned activities. Others may be able to help you with the event/activity and avoid duplicating your efforts!

*Everyone can get involved to **raise awareness** about **elder abuse prevention**.*

Quick Start Guide to Talking About



Elder Abuse



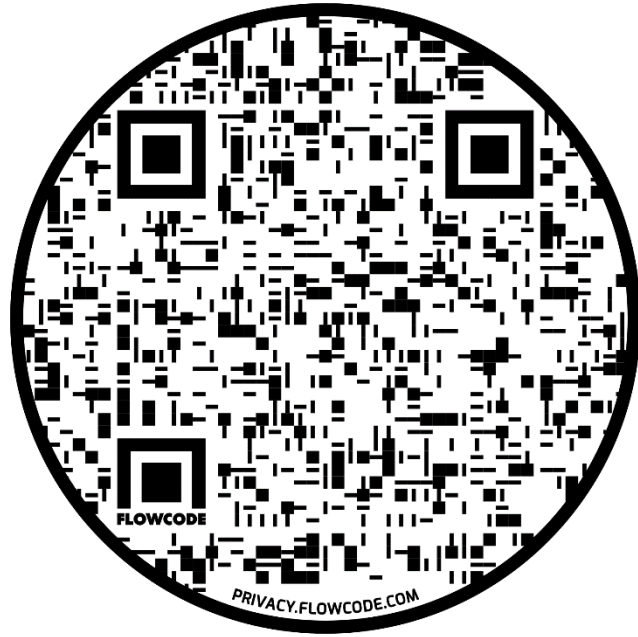
Do	Don't
Appeal to justice	Appeal to sympathy
Talk about the importance of social connections	Talk about vulnerable populations
Demonstrate collective solutions	Use crisis-laden or emotional rhetoric
Explain the underlying social conditions that increase risk factors	Focus on the individual perpetrators or victims
Use the social structure metaphor	Use data and expert jargon to explain the causes and consequences of elder abuse
Provide solutions that emphasize collective responsibility and systemic/policy changes	Provide solutions that emphasize individual responsibility

Tips

- Use “we”, “us”, “all”, “everyone”
- Avoid triggering images or “vulnerable”
- Use person-first language
- Highlight multiple solutions
- Social Media Tips



Resources



- [Talking Elder Abuse Toolkit](#)
- [Free Online Course \(WEAAD2020\)](#)
- [Reframing Aging Initiative](#)
- [Monthly Tips](#) eNews

- [Public Service Announcements Video](#)
- [Red Flags of Abuse](#), [Facts About Elder Abuse](#), [12 Things](#)
- Support and Tools for Elder Abuse Prevention (STEAP) [Toolkit](#)

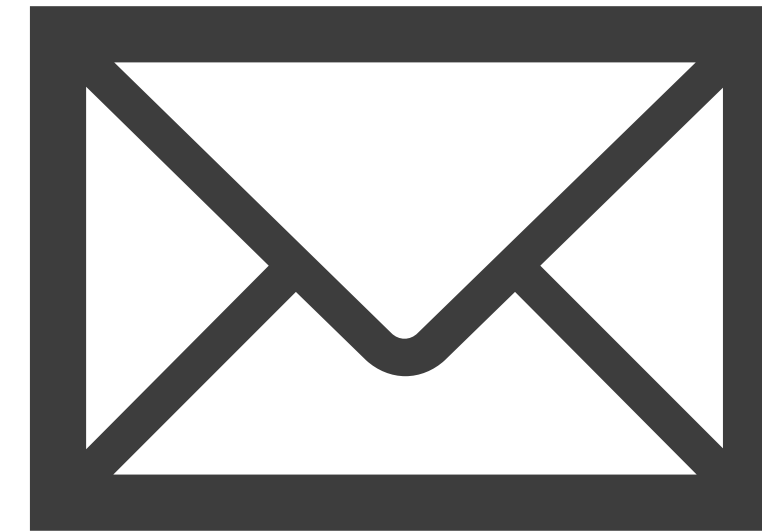
Poll #3



Contact Information & Questions



1-855-500-3537



ncea@med.usc.edu



**ncea.acl.gov
bit.ly/ReframeEA**



[linkedin.com/company/ncea](https://www.linkedin.com/company/ncea)



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



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