



Apply these ready to use social media posts to your awareness messaging. These posts can be used for special awareness days or general promotions to increase awareness and education of elder abuse to the public. A listing of special awareness days can be found in the **2021 Outreach Calendar** in SMART.

Suggested links to EAPO Facts sheets and Tools are provided, which can be included in your posts as links to resources for further information. A complete listing of Tools and Resources are available at www.eapon.ca.

See EAPO's toolkit graphics to add even more content to your post to engage audiences!



Twitter

Supporting Older Adults Facing Abuse

- No matter our age or ability, we all deserve to live our lives free from #Abuse and it's broad and enduring costs. To help do our part, we need to #SupportandReport.
- #SupportandReport! If you suspect #ElderAbuse, call your local police service or #SeniorsSafetyLine for information and resources (1-866-299-1011).
- As a community it is imperative to recognize the signs of #ElderAbuse and how to report.

Suggested Link: [Help and Supporting Older Adults Facing Abuse](#)

What is Elder Abuse?

- There are over 200,000 older adults living in Ontario who have experienced or are experiencing #ElderAbuse. Do you know the signs of abuse?
- #ElderAbuse is a serious and growing injustice in our community. Studies indicate approximately 8% to 10% percent of older adults are abused.
- #ElderAbuse impacts all of us. It can increase the social isolation of older individuals, allowing our communities to lose out on older adult contributions to our workforce, volunteerism, and family activities.

Suggested Link: [What is Elder Abuse?](#)

Warning Signs of Elder Abuse

- There are five types of elder abuse: #Neglect, #FinancialAbuse, #PhysicalAbuse, #EmotionalAbuse, and #SexualAbuse. Know the warning signs of abuse.
- #Emotional and #Psychological abuse is any action, verbal or non-verbal, that lessens a person's sense of identity, dignity and self-worth. Know the signs of emotional and psychological #Abuse.
- #Neglect is not meeting the basic needs of the older person, which includes denying access to necessary services such as home care, nursing or medical attention.

Suggested Link: [Warning Signs of Elder Abuse](#)

Preventing and Addressing Financial Abuse

- #FinancialAbuse has both individual and broader societal costs associated with financial abuse, we all have a collective stake in preventing and addressing it.
- Research has shown that social support can reduce the risk factors associated with #FinancialAbuse such as local libraries, parks, and community centers.
- The impacts and consequences of #FinancialAbuse take a toll on all of us, know the signs of financial abuse and where to report it!

Suggested Link: [Preventing and Addressing Financial Abuse](#)

Safe and Sound: A Tool to Help Guard Your Financial Security

- #FinancialAbuse can be prevented when we understand the conditions that cause it. The tactics used for financial abuse include deceit, coercion, intimidation, #EmotionalAbuse, empty promises of lifelong care and #Isolation from friends, family and others.
- #FinancialAbuse occurs when someone steals, withholds or misuses an older adult's money, property or valuables for personal advantage or profit. Financial abuse can be performed by strangers or trusted individuals.
- Unlike strangers, loved ones are in positions of trust and have on going relationships with the older adult. In order to protect each other from #FinancialAbuse, we must know the signs.

Suggested Link: [Safe and Sound: A Tool to Help Guard Your Financial Security](#)

Protecting Each Other From Scams

- We all deserve to feel safe as we age, but currently older adults report higher rates of #Scams than younger populations. This is an injustice that we can all prevent and address through awareness, social support, and reporting.
- Strangers target people for of #Scams including telemarketing, identity theft, charity contribution scams, medical fraud, and prize scams. Know the signs of scams!
- Supporting older adults after they have experienced #Scams can also go a long way. We all have a role to play in preventing and addressing elder abuse. Let's all do our part!

Suggested Link: [Protecting Each Other From Scams](#)

Elder Abuse Response Guide

- #Healthcare providers play an essential role in preventing #ElderAbuse, comprehensive screening tools to identify risk of abuse are a must while working with patients.
- We value the importance of #Healthcare providers and their role in #PreventingElderAbuse. Know the interventions and tools available for healthcare providers working with older patients.
- #ElderAbuse requires both intervention and prevention measures. #Healthcare providers can contribute to this effort by understanding the risk factors for elder abuse and mitigating hazardous situations before they escalate.

Suggested Link: [Elder Abuse Response Guide](#)

Sample Social Media Posts



Supporting Older Adults Facing Abuse

- No matter our age or ability, we all deserve to live our lives free from #Abuse and its broad and enduring costs. To help do our part, to protect our families and communities we need to #SupportandReport. Do you know how to report to your local agency?
- #SupportandReport when you feel the safety and wellbeing of an older adult is at risk or if you suspect immediate danger. Know the signs of #ElderAbuse and how to report today!
- We all have a role to play in preventing and addressing #ElderAbuse. As a community it is imperative to recognize the signs of elder abuse and how to report. Talk to your support systems about how you can #PreventElderAbuse.

Suggested Link: [Help and Support for Older Adults Facing Abuse](#)

What is Elder Abuse?

- There are approximately 200,000 older adults living in Ontario who have experienced or are experiencing one or more types of elder abuse including #Neglect, #FinancialAbuse, #PhysicalAbuse, #EmotionalAbuse, and #SexualAbuse. Know the warning signs of abuse.
- Elder abuse is a serious and growing #Injustice in our community. Older adults aged 65 and over residing in Ontario make up 14.6 % of the population. However, due to limited data collection and underreporting, the magnitude and extent of the elder abuse cases occurring in Canada is not well known. Learn how to report #ElderAbuse today!
- #ElderAbuse impacts us all as a community. It can cost us in time and money in our #healthcare systems as well as social services. Elder abuse can increase social isolation of older adults, shut out from opportunities to participate in and enrich our communities. It's up to all of us to #PreventElderAbuse.

Suggested Link: [What is Elder Abuse?](#)

Starting the Conversation – How To Ask About Abuse

- There are five types of elder abuse: #Neglect, #FinancialAbuse, #PhysicalAbuse, #EmotionalAbuse, and #SexualAbuse. Know the warning signs of all forms of abuse so you can detect, prevent, and report abuse.
- Part of #aging with dignity and respect means tending to our mental health and wellbeing. #Emotional and #Psychological abuse is any action, verbal or non-verbal, that lessens a person's sense of identity, dignity and self-worth. Support #Survivors of abuse by listening and knowing signs of emotional and psychological abuse.
- Everyone should have access to daily needs such as food, care, and warmth. #Neglect is a form of elder abuse in which an older person's basic needs are not being met. This includes denying access to necessary services such as home care, nursing or medical attention. Know the signs of #ElderAbuse!

Suggested Link: [Starting the Conversation – How To Ask About Abuse](#)

Preventing and Addressing Financial Abuse

- #FinancialAbuse has both individual and broader societal costs and impacts. We all have a collective stake in preventing and addressing it. Do you know the signs of financial abuse? Learn the signs and how to report today!
- Research shows that social support can reduce the risk factors of #FinancialAbuse. Let's all recognize the significance of social settings like libraries, parks, and community centers in #PreventingElderAbuse. What resources does your community have to prevent financial abuse?
- Financial abuse can result in barriers to necessities for daily survival, such as regular meals, utilities, and clothing. To help do our part, we need to #SupportandReport!
- #FinancialAbuse can come from a loved one in a position of trust who can take advantage of ongoing relationships. This can lead to isolation from extended support systems. Know the signs of financial abuse and how to report!
- #FinancialAbuse from a loved one can come from tactics such as deceit, coercion, intimidation, and #EmotionalAbuse. These tactics can lead to complete isolation from friends and family who would otherwise support the older adult's wellbeing and provide a sense of belonging.
- #FinancialAbuse from a loved one may occur due to misuse of legal arrangements. Legally appointed agents, such as a Power of Attorney, should make decisions that are in the best interest of an older adult. Be aware of suspicious behaviors on joint bank accounts, and changes to deeds, investments, and living trusts.

Suggested Link: [Preventing and Addressing Financial Abuse](#)

Safe and Sound: Protect Yourself from Frauds and Scams

- #FinancialAbuse occurs when someone steals, withholds, or misuses an older adult's money, property or valuables for personal advantage or profit. It can be prevented when we understand the conditions that cause it. Underreporting, perpetrator methods, and frequency of #Scams exert little pressure on existing institutions to implement supports to prevent #ElderAbuse. Know the signs and how to report.
- Be aware of #Scammers hiding behind anonymity and attempting to sound exactly like legitimate businesses. Know how to identify common scams, including telemarketing scams, identity theft, medical fraud, and prize scams.
- If you or your loved one has been targeted for a #Scam, know it is not your fault! Supporting older adults after they have experienced scams can go a long way. Listening to experiences and validating feelings can create a comfortable environment for reporting abuse. We all have a role to play in preventing and addressing #ElderAbuse. Let's all do our part.

Suggested Link: [Safe and Sound: Protect Yourself from Frauds and Scams](#)

Elder Abuse Response Guide

- Healthcare providers play an essential role in preventing #ElderAbuse. Screening tools for healthcare professionals can help to identify risk of elder abuse while working with patients. Let's help our healthcare providers know the signs of abuse!
- We value the importance of healthcare providers to prevent #ElderAbuse. Healthcare providers can create a safe environment to assess for signs of elder abuse with their patients. Screening tools can help to recognize when critical interventions are needed and how to access resources quickly and effectively to address elder abuse.
- Healthcare teams are essential to identifying treatment plans to address and prevent #ElderAbuse for older patients. Thank you to the healthcare teams who work to know the risk factors for elder abuse and utilizing the tools to mitigate harmful situations before they escalate.

Suggested Link: [Elder Abuse Response Guide](#)



**Elder Abuse
Prevention
Ontario**

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