



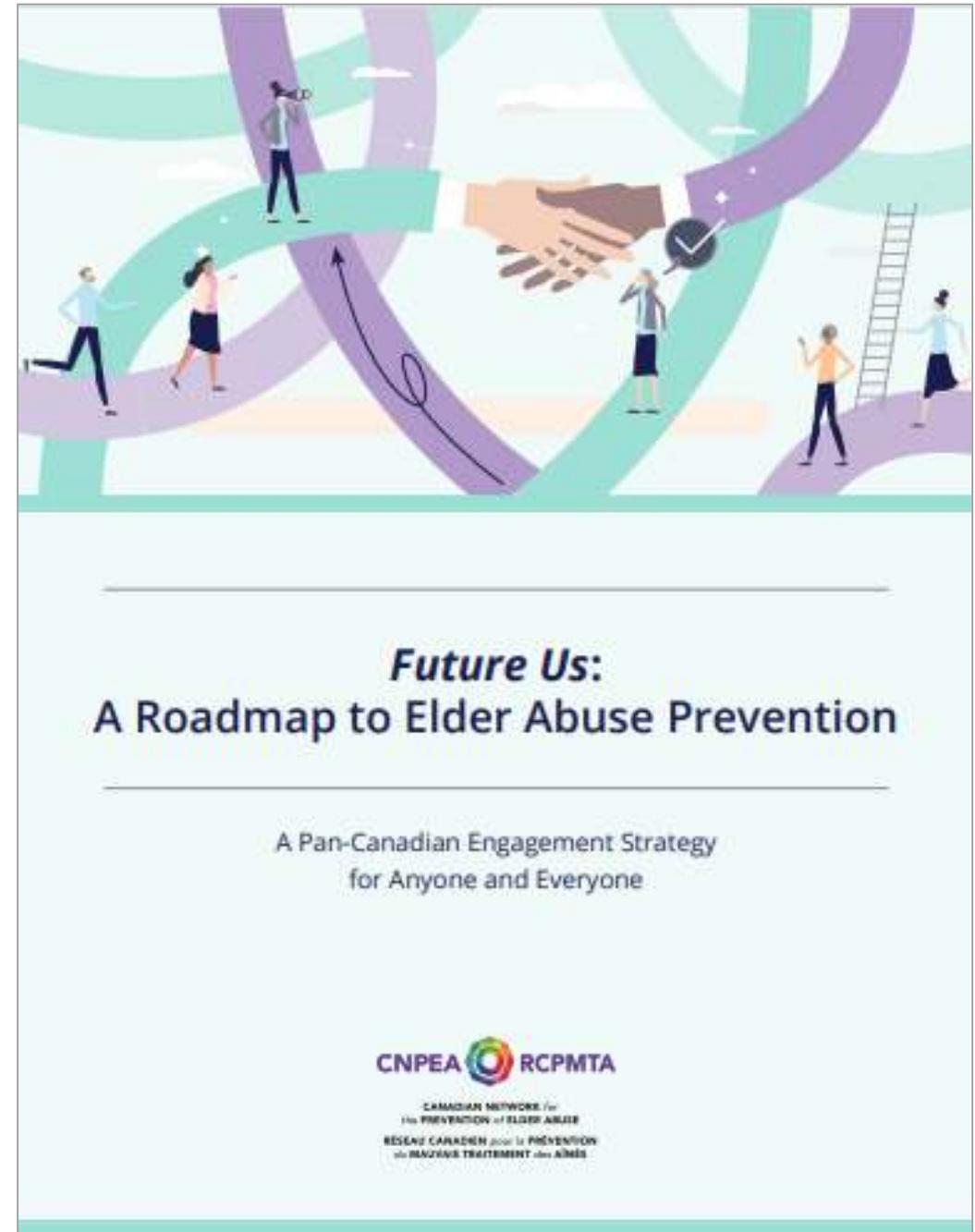
# Future Us: A Roadmap to the Prevention of Elder Abuse



Launched on  
March 24, 2022

Available at:

[www.futureus.cnpea.ca](http://www.futureus.cnpea.ca) in French and in English



# Project partners



This project has been funded by the Department of Justice Canada.



Department of Justice  
Canada

Ministère de la Justice  
Canada

# Consultations



Consultations were also held with advocates, professionals and government staff in provinces and territories that do not have a regional network in:

- Saskatchewan
- Quebec
- Nova Scotia
- New Brunswick
- Nunavut



*Future Us* is not intended to speak for peoples or communities. It is a dynamic document meant to spark and advance a national dialogue on elder abuse in Canada.

Our aim is for this engagement strategy to grow and evolve, as local communities adopt it and governments recognize the urgent need to align investments and focus on prevention.

Social change is a project that includes everyone.

**We each have a unique role to play.**

To contribute – you have to know what you can do...  
within your sphere of influence

Designed as a pan-Canadian project

No matter where you are in the country, you are part of a shared journey to creating a safe, supportive and inclusive society.



## 3 Goals to guide the way:



1. **Prioritize prevention** of elder abuse and neglect in every community
2. **Establish and support elder abuse prevention networks** at local, regional, and national levels.
3. **Teach everyone** to recognize warning signs of abuse and neglect, how to respond safely and effectively and where to refer in the community to find help.

# Change is already happening.

There are trailblazers and innovators in every community who are committed to shifting social norms to value older people and the different experiences of aging. Governments have made investments, albeit in an uneven way. We are in motion.

Future Us aims to consolidate and build on what is already working. Let's learn how to pool our actions to achieve collective goals. To be successful, we must work collaboratively and systematically toward large scale social change, valuing all contributions and building relationships as we go.

We build the road as we walk it.

1

## Start the journey

- What we know about ageism and elder abuse
- Where we are starting from

2

## Future Us: three goals to guide the way

- Prioritize prevention of elder abuse in every community
- Establish elder abuse prevention networks at local, regional, and national levels
- Teach everyone to recognize, respond, and refer

3

## How you can contribute as:

- |               |               |                 |
|---------------|---------------|-----------------|
| • Citizens    | • Governments | • Researchers   |
| • Advocates   | • Employers   | • Professionals |
| • Communities | • Leaders     |                 |

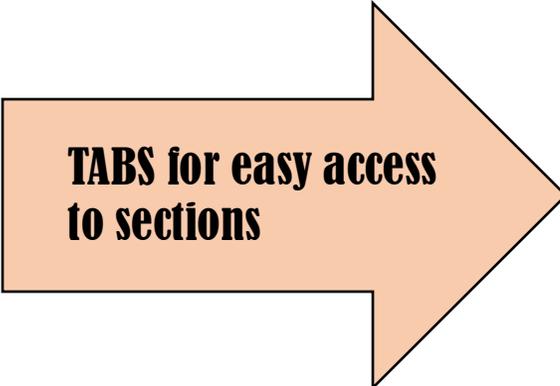
4

## The big picture

- Global initiatives and the potential for collective impact

5

## Conclusion



**TABS for easy access  
to sections**

SECTION 1

## Starting the Journey

- What we know about ageism & elder abuse
- Definitions
- What the research tells us
- Where we are starting from



## AGEISM

Age is one of the first things we notice about other people.

Ageism arises when age is used to categorize and divide people in ways that lead to harm, disadvantage and injustice, and erode solidarity across generations.

WHO 2021



FACT

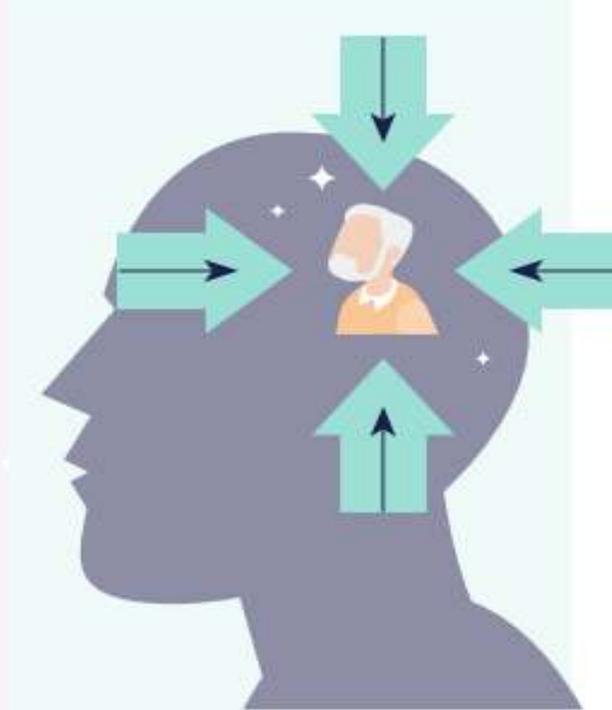
A 2012 Canadian survey of 1,500 adults found that:

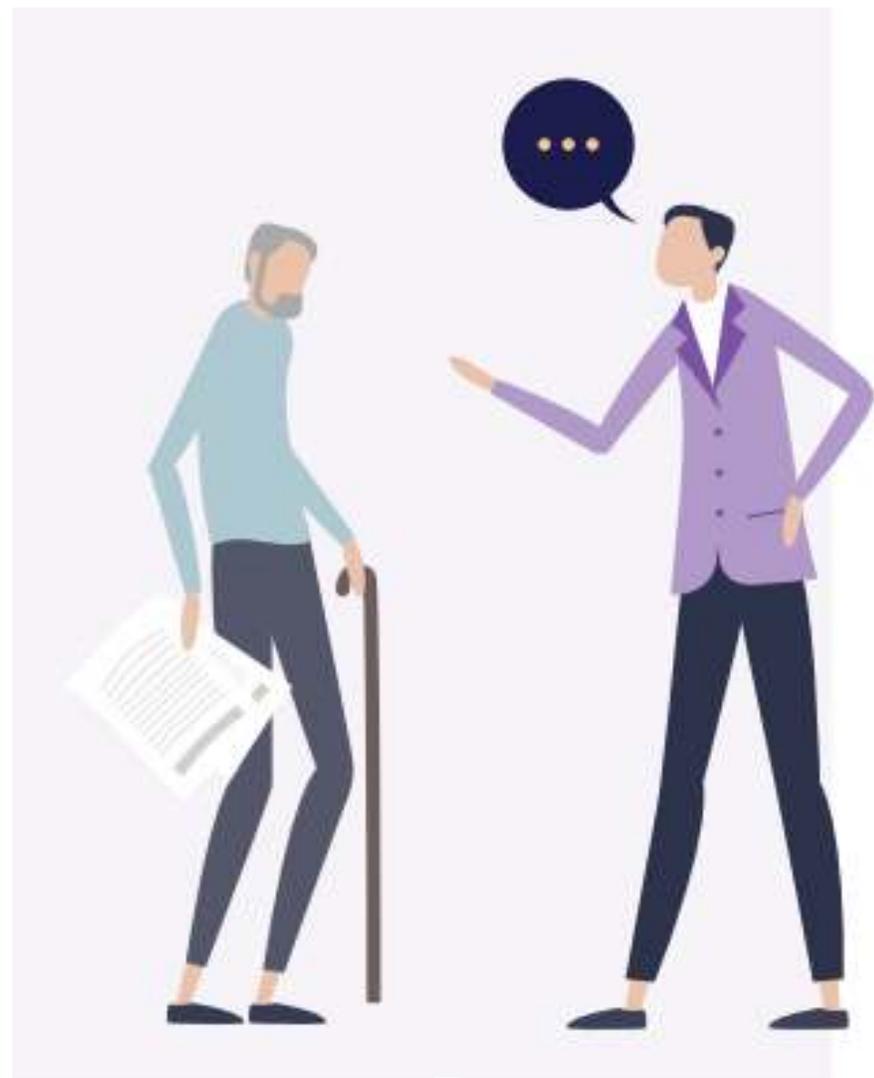
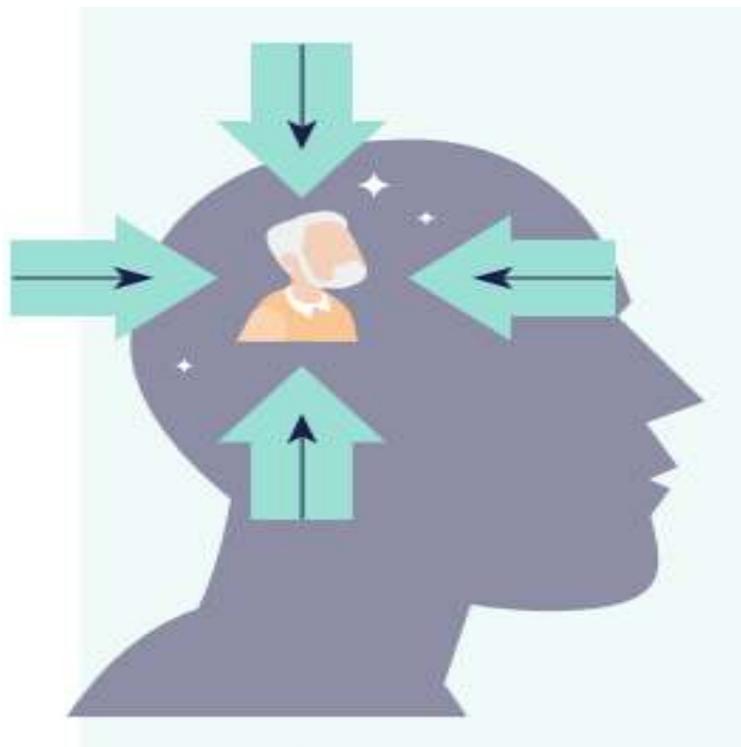
**35%** of Canadians admit they've treated someone differently because of their age.

**80%** of survey respondents believe seniors age 75 and older are seen as less important and are more ignored than younger generations.

**60%** of seniors who completed the survey age 66 and older say they have been treated unfairly because of their age.

**Read more:** [Report on Ageism by Revera and the International Federation on Ageing](#)





## Prevalence in Canada

In 2015, the National Initiative for the Care of the Elderly (NICE) carried out a national elder abuse prevalence study. It found that:

- 7.5% of the surveyed population had experienced abuse in the year previous
- Risk factors for elder abuse and neglect include depression, a history of abuse as a child, youth or adult, living with someone who is financially dependent, and being female.
- In 81% of reports, it was a spouse, family member, friend, neighbour or acquaintance causing the harm.



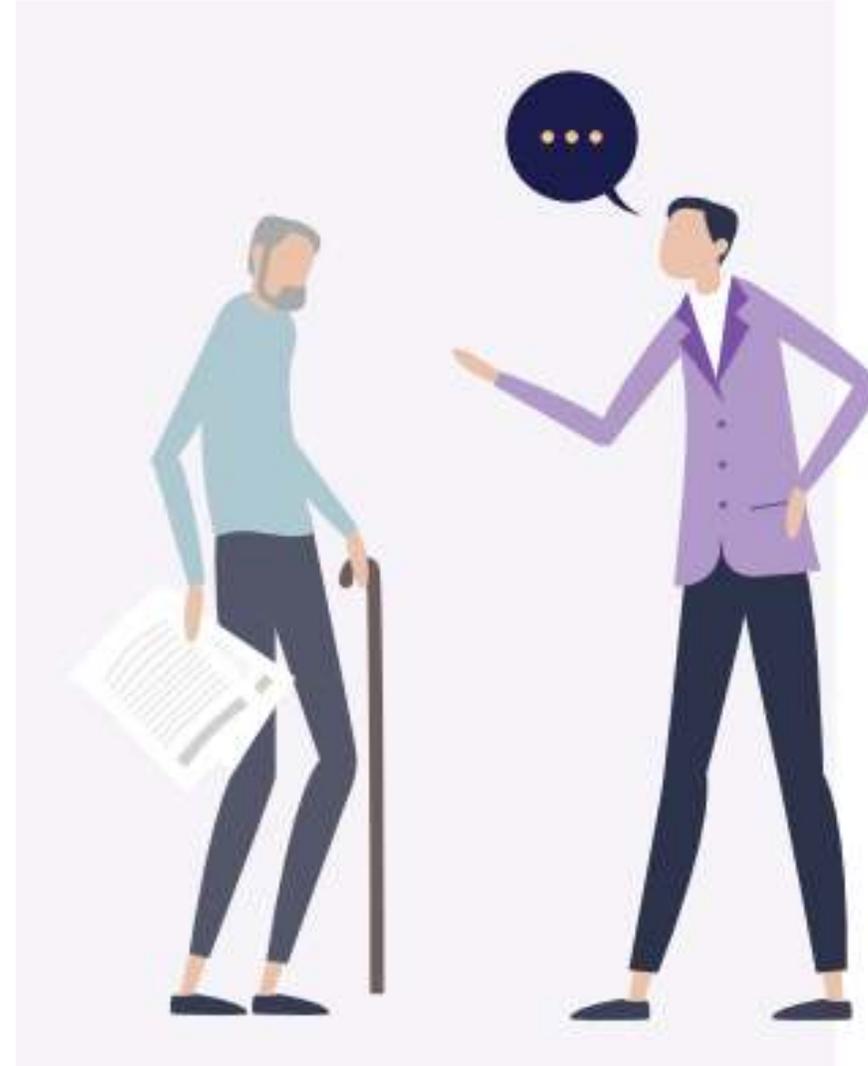
**NICE**

National Initiative for the Care of the Elderly

Initiative nationale pour le soin des personnes âgées

## Forms of Elder Abuse

- Physical violence
- Sexual abuse
- Emotional abuse
- Financial abuse
- Violation of rights and freedoms
- Neglect
- Systemic / Structural violence



# Direct Services – current state

- Few or no dedicated EA services,
- Crisis-oriented system response – most expensive
- Included under Family Violence - ignored
- Little recognition of EA in the community – 91% of seniors live in rural communities
- Little recognition of the need for specialization – training for professionals, if you serve older adults you need to be trained to recognize warning signs, indications of increasing risk
- Little or no risk management anywhere





**We need to move upstream toward prevention**

**Elder abuse is a societal – global issue.**

- ✓ We need a collective approach to make social change to address ageism and elder abuse.
- ✓ The ecological model described by the World Health Organization can help us better understand this.

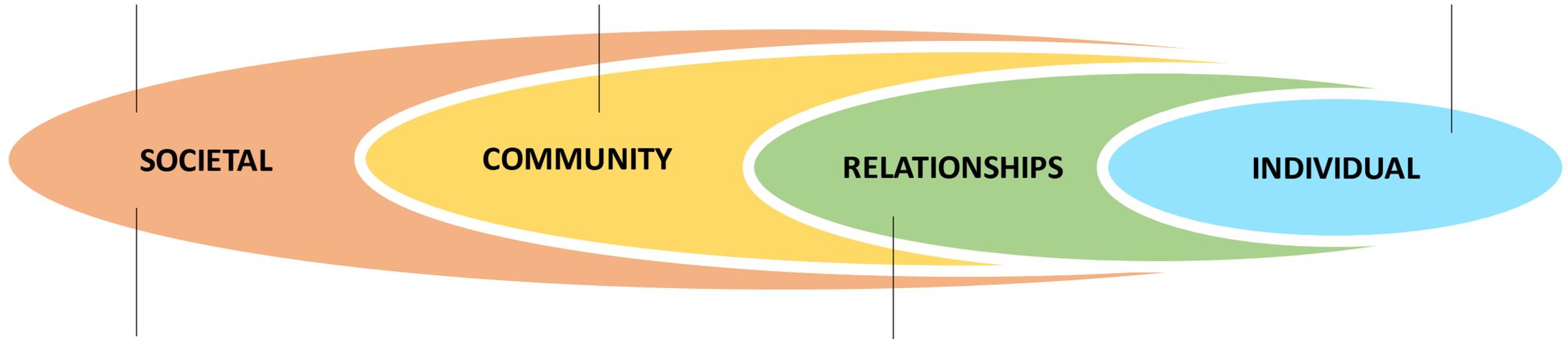


**Policy directions** that recognize people of all ages need living income, affordable housing, secure food, equity in healthcare, safety and support: tangibles to mitigate structural violence

**Community networks** EA networks provide infrastructure for cross-sector training, coordination and collaboration

**Leaders** commit to becoming TVI as a community  
**Priority:** learning to manage risk as a community – shared accountability/ responsibility

All citizens can learn to  
**Recognize** warning signs  
**Respond** using TVI principles  
**Refer** to services and supports



**Governments** align investments in infrastructure and training / Prevention focused funding  
Pan-Canadian approach to set common goals, share knowledge, ongoing learning  
**Federal – P/T – local networks** sustained through annualized funding

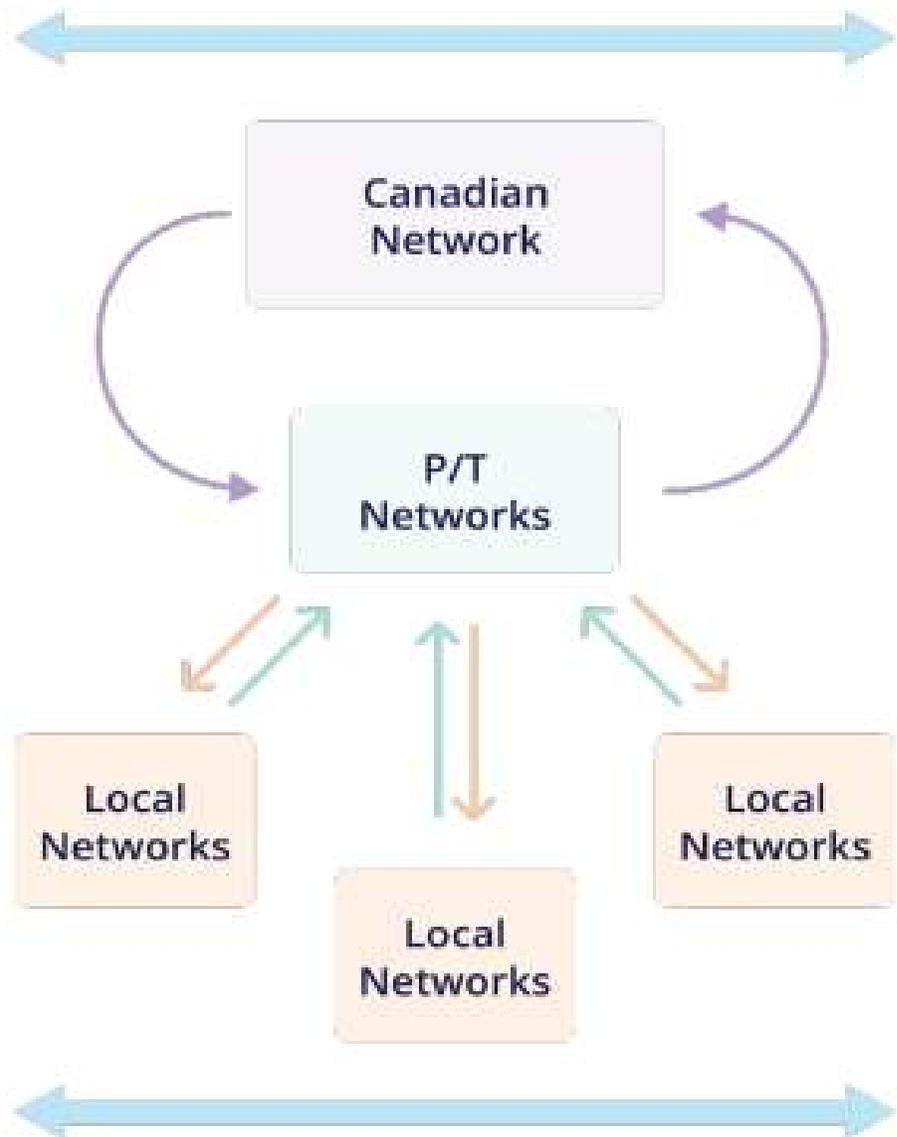
**Organizational leaders** commit to becoming TVI  
Staff trained to:  
**Recognize** warning signs of EA / indications of escalation  
**Respond** using TVI principles  
**Refer** to services and supports  
Organizations participate in **community coordination**

**The Roadmap takes an ecological approach: all levels of society are involved**

## 3 Goals to guide the way:



1. **Prioritize prevention** of elder abuse and neglect in every community
2. **Establish and support elder abuse prevention networks** at local, regional, and national levels.
3. **Teach everyone** to recognize warning signs of abuse and neglect, how to respond safely and effectively and where to refer in the community to find help.



Information and ideas flow up – down – and across the system

## Build infrastructure of networks

### Network Activities

#### CNPEA

- Knowledge Hub
- Convene / support P/T networks
- Webinars
- Learning network
- Research

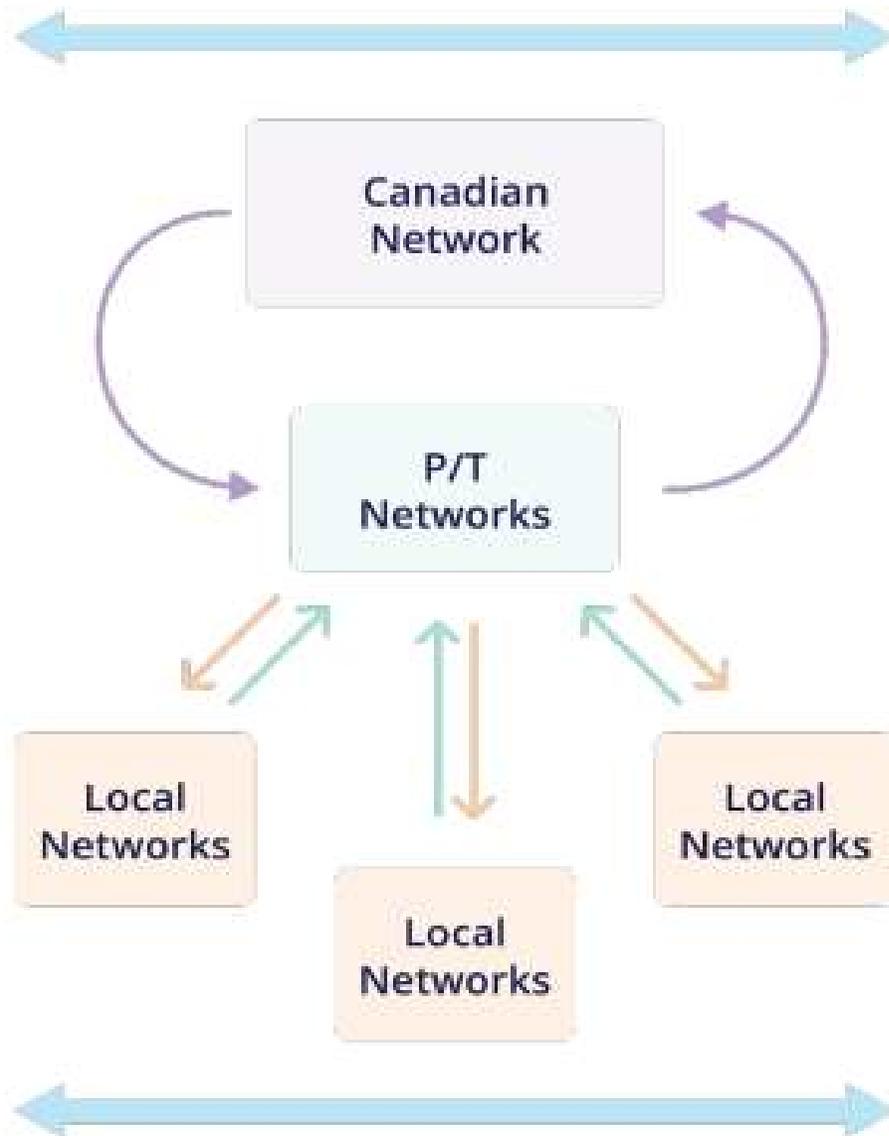
#### P/T Networks

- Provide training
- Convene / support local networks
- Participate in national network

#### Local Networks

- Provide public education
- Lead on local community coordination
- Participate in P/T network

# We have estimated costs to sustain pan-Canadian infrastructure of networks



## Federal Investment

**\$9.5M annualized funding**

- \$3M core funding for Canadian Network
- \$6.5M for incentives to P/T governments

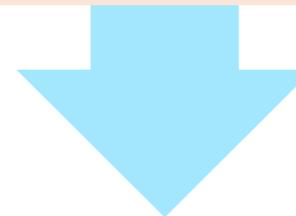
## Provincial-Territorial Investment

**\$2.5M annual investment**

- \$700K core funding for P/T network
- \$1.8M incentives for local networks

## Municipal Investment

**\$30K annual investment** - core funding for local network



**NUNAVUT**

- X EA Strategy
- X Provincial network
- X Annualized funding

**YUKON**

- X EA Strategy
- X Provincial network
- X Annualized funding

**NWT**

- ✓ EA Strategy
- ✓ Provincial network
- ✓ Annualized funding

**BRITISH COLUMBIA**

- ✓ EA Strategy
- ✓ Provincial network
- ✓ Annualized funding

**ALBERTA**

- ✓ EA Strategy
- ✓ Provincial network
- X Annualized funding

**SASKATCHEWAN**

- X EA Strategy
- X Provincial network
- X Annualized funding

**MANITOBA**

- ✓ EA Strategy
- ✓ Provincial network
- ✓ Annualized funding

**ONTARIO**

- ✓ EA Strategy
- ✓ Provincial network
- ✓ Annualized funding

**QUEBEC**

- ✓ EA Strategy
- X Provincial network
- X Annualized funding

**NFLD & LAB**

- ✓ EA Strategy
- ✓ Provincial network
- X Annualized funding

**NOVA SCOTIA**

- ✓ EA Strategy
- X Provincial network
- X Annualized funding

**PEI**

- X EA Strategy
- X Provincial network
- X Annualized funding

**NEW BRUNSWICK**

- X EA Strategy
- X Provincial network
- X Annualized funding

**PAN-CANADIAN STARTING POINT**

8 Provinces-Territories have an EA Strategy  
 6 Provinces-Territories have an EA network  
 4 of these networks have annualized funding

*Already on our way....*

## What can Elder Abuse Networks do?

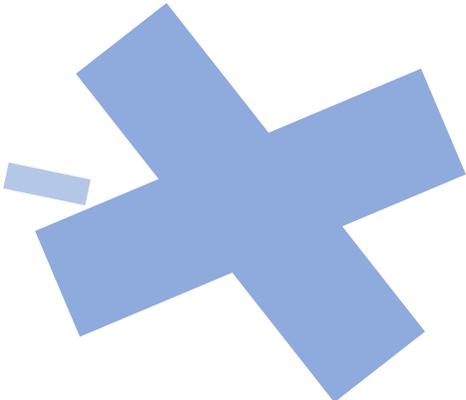
Funded, formalized networks:

- **Deliver public education** – from tailored, community-specific programs to pan-Canadian tested materials, to build skill and achieve consistent learning outcomes across the country.
- **Enhance community coordination** – networks do not provide direct service, but they can convene service providers working across sectors on prevention and response to ensure a coordinated community response.
- **Participate in knowledge sharing / mobilization** – the Canadian Network can serve as the backbone organization that connects through provinces and territories to move and share knowledge up, down and across the system. An important resource for communities and governments.
- **Contribute ideas, experience, and innovations** at regional and federal network tables about how to advance the pan-Canadian goals.
- **Support collective action** on national priorities by learning to pull together on common goals for meaningful impact at the local level.

START FROM  
WHERE YOU ARE...



How can I contribute? where to start...





Everyone can learn to:

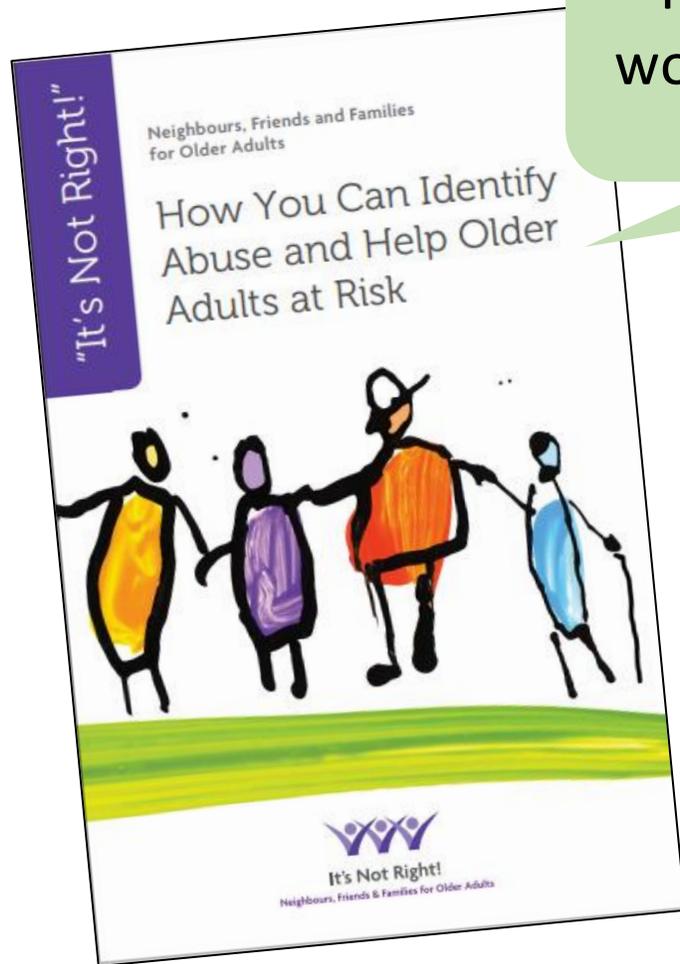
1. Recognize warning signs
2. Respond safely and supportively
3. Refer to local services and supports

# CITIZENS

## RESOURCES

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

- Participate in a workshop
- Learn about ageism – reflect on your attitudes about getting older
- Start a conversation about aging



YOU are a powerful being in the world... every action has an impact

What kind of impact do you want to have?



## RESOURCE

[It's Not Right! Neighbours, Friends and Families for Older Adults \(INR\)](#) is a pan-Canadian public education campaign that has been funded by the federal government, piloted in every province and territory.

In provinces where there are funded elder abuse networks, the work of educating and engaging all citizens is ongoing. All funded networks are using the It's Not Right! resources.



# Engagement is the key



Join your local elder abuse network – Start a network

Meet with elected officials to inform & involve them in the issues



# ORGANIZATIONS

Leaders in all sectors can commit to educating staff to:

- ✓ Recognize warning signs
- ✓ Respond safely and supportively
- ✓ Refer to local services and supports
- ✓ Learn about and address ageism:
  - in the organization
  - working with clients / the public

## ACTIONS

- Organize an INR workshop for staff
- Professional development on recognizing EA warning signs and risk factors
- Become trauma -and VIOLENCE- informed as an organization to recognize and take steps to mitigate harm of ageism and other forms of discrimination

Communities can

- ✓ Recognize elder abuse as a priority issue
- ✓ Join the Age-Friendly movement – include elder abuse prevention

# COMMUNITIES



## ACTIONS

- Educate and engage municipal staff on elder abuse and ageism
- Support training for funded agencies and community partners to do the same
- Municipal governments can fund local elder abuse networks to do public education and support community coordination and response
- Convene and host community dialogues to educate, engage citizens, talk about issues and develop actions

# SOCIETY



People of all ages need a living income, affordable housing, secure food, equity in healthcare, safety and support, human rights observed and protected.

Violence and abuse rates increase when people have to struggle to survive. It is not just an individual issue.

## ACTIONS

Violence in relationships is a non-partisan issue.

- Citizens can press their elected officials to educate themselves on abuse and neglect of older people and ask them to engage their political party / council in prioritizing prevention and social-economic equity.

# RESEARCHERS

## Principles & Pathways for Elder Abuse Research in Canada

1. Recognizing Expertise
2. Attention to Systemic and Structural Issues
3. Engage Community, Build Capacity
4. Appreciate Distinct Experience



# GOVERNMENT

Endorse *Future Us* and the need for strategic investments in prevention

Adopt 'block funding' to better support community depth of understanding of issues, ingenuity and leadership

Pan-Canadian goals - standing agenda item on the inter-government committee

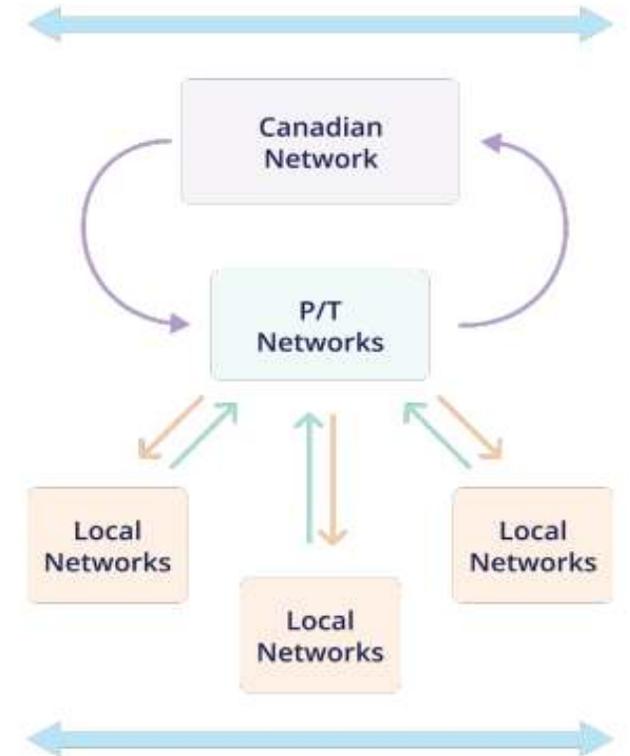
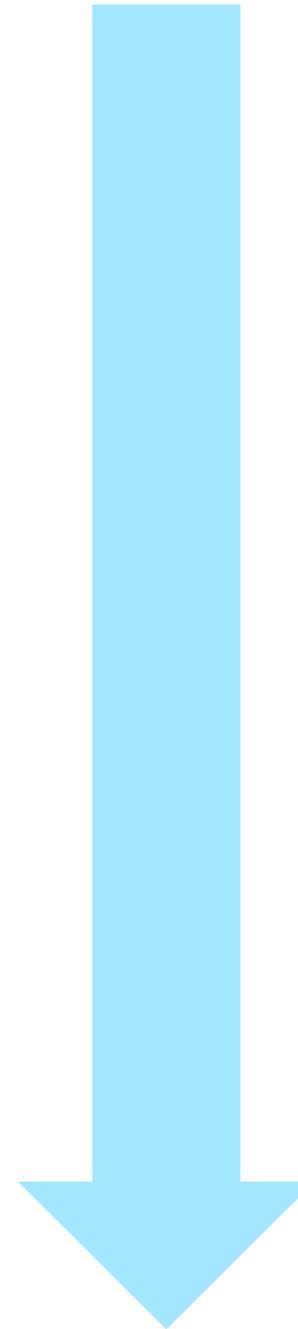
Invest in network infrastructure with annualized funding to support long-term goals that can withstand election cycles



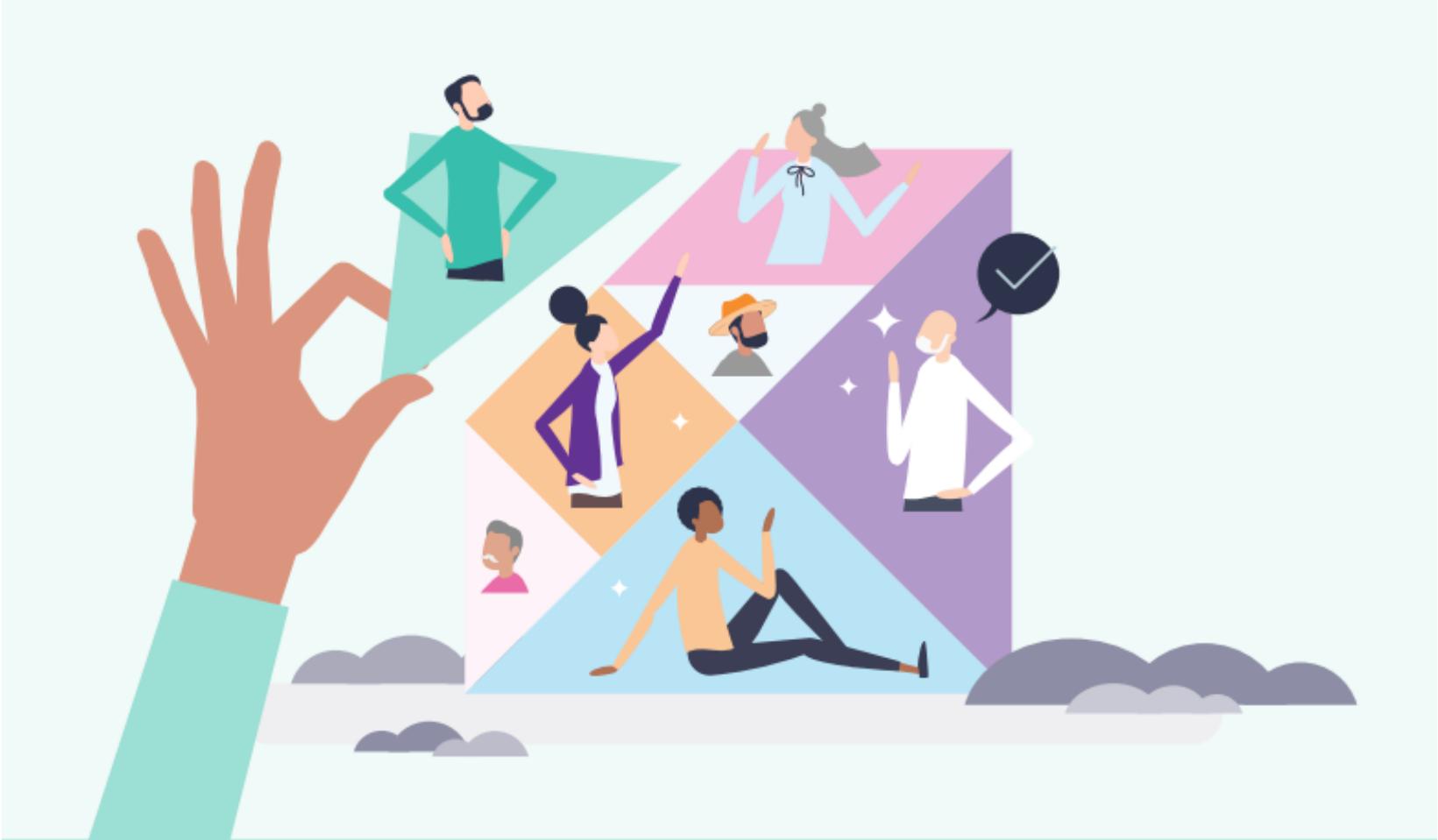
Government as partners with a role to play

## **Integrated & aligned infrastructure investments**

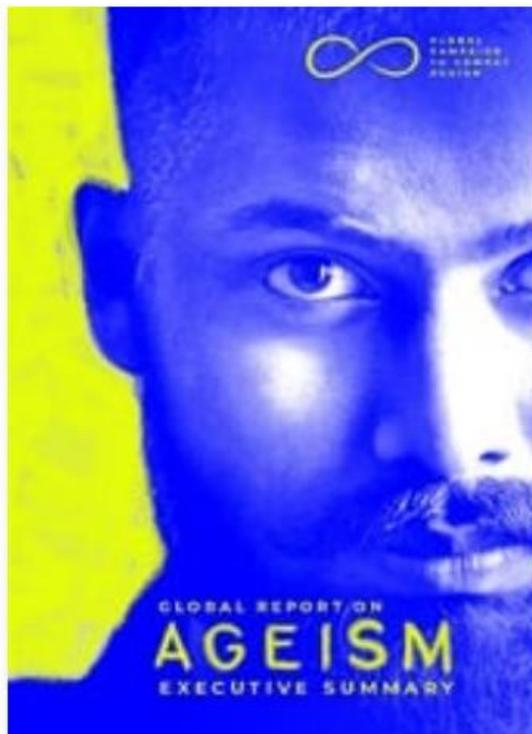
- Federal investments to ensure pan-Canadian flow of ideas, information, innovations - relationships
- P/T investments to ensure provincial connection in local communities and to plug into pan-Canadian network as partners and support – connect up local efforts
- Municipal investments to build relationships, convene and connect multi-sectors, learn to manage risk as a community, ensure engagement of diverse communities



# The BIG PICTURE: Align with global initiatives



# GLOBAL INITIATIVES



## Strengthening Older People's Rights: Towards a UN Convention



A resource for promoting dialogue  
on creating a new UN Convention  
on the Rights of Older Persons



**United Nations**

Department of Economic and Social Affairs  
Ageing



**World Health Organization**



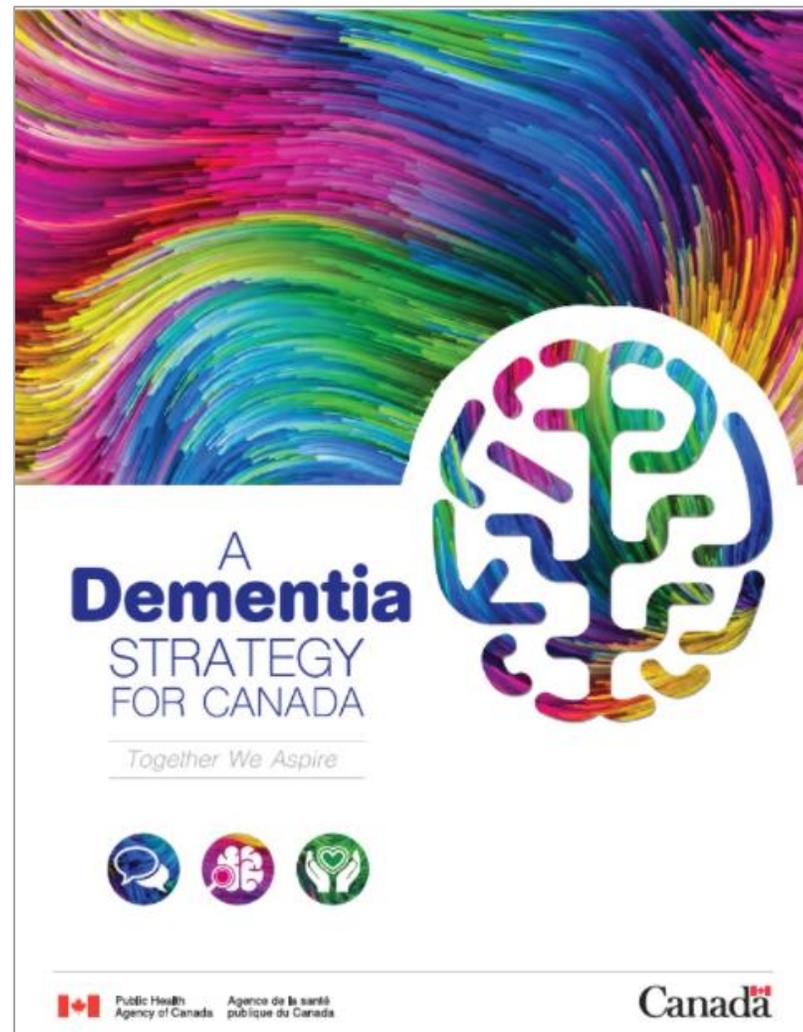
**UNITED NATIONS  
HUMAN RIGHTS**  
OFFICE OF THE HIGH COMMISSIONER

**UN Decade of Healthy Ageing**

2021-2030

# CANADIAN INITIATIVES

Long-Term Care Strategy



# GROWING A PAN-CANADIAN ELDER ABUSE ENGAGEMENT STRATEGY

## ORGANIZE

CNPEA & INR  
partners create and  
communicate  
mobilization strategy

## DEVELOP

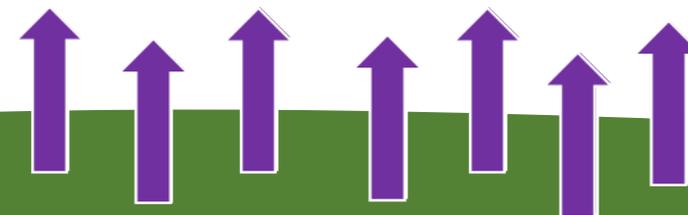
CNPEA & partners  
develop strategy

## MOBILIZE

Provincial/Territorial  
EA networks to  
engage local groups

## PUSH

Ongoing actions to engage  
all levels of government



# Future Us: A Pan-Canadian Roadmap to the Prevention of Elder Abuse

Neighbours, friends, family members and coworkers can learn to recognize the warning signs of elder abuse and how to respond safely, supportively, and effectively



CITIZENS

Leaders in any organization that works with older people can train staff about elder abuse and increase equity with respect to ageism.



ORGANIZATIONS

Communities can formally recognize elder abuse as a priority issue.



COMMUNITIES

Governments can fund local, regional and national elder abuse networks to create infrastructure that can do the work of social change long term .



GOVERNMENT



## Ask yourself

What quality of life do you envision for yourself as you get older?  
What do you hope for your children and grandchildren?

**Join us - you have a lot to contribute, and we need you.**

# The *Future Us* is up to us: we need YOU!

- We created a toolkit to help you take action at [www.futureus.cnpea.ca](http://www.futureus.cnpea.ca) look for the *Toolkit tab*
- Add yourself to the map on the website 
- Share *Future Us* with your contacts, talk about it in your communities, share it on social media etc.
- Tell us about your activities, ideas, updates
- We will keep monitoring progress over the years
- The work is just starting – what you do makes the difference!



# CONTACT US!



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Merci  
Miigwech



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