



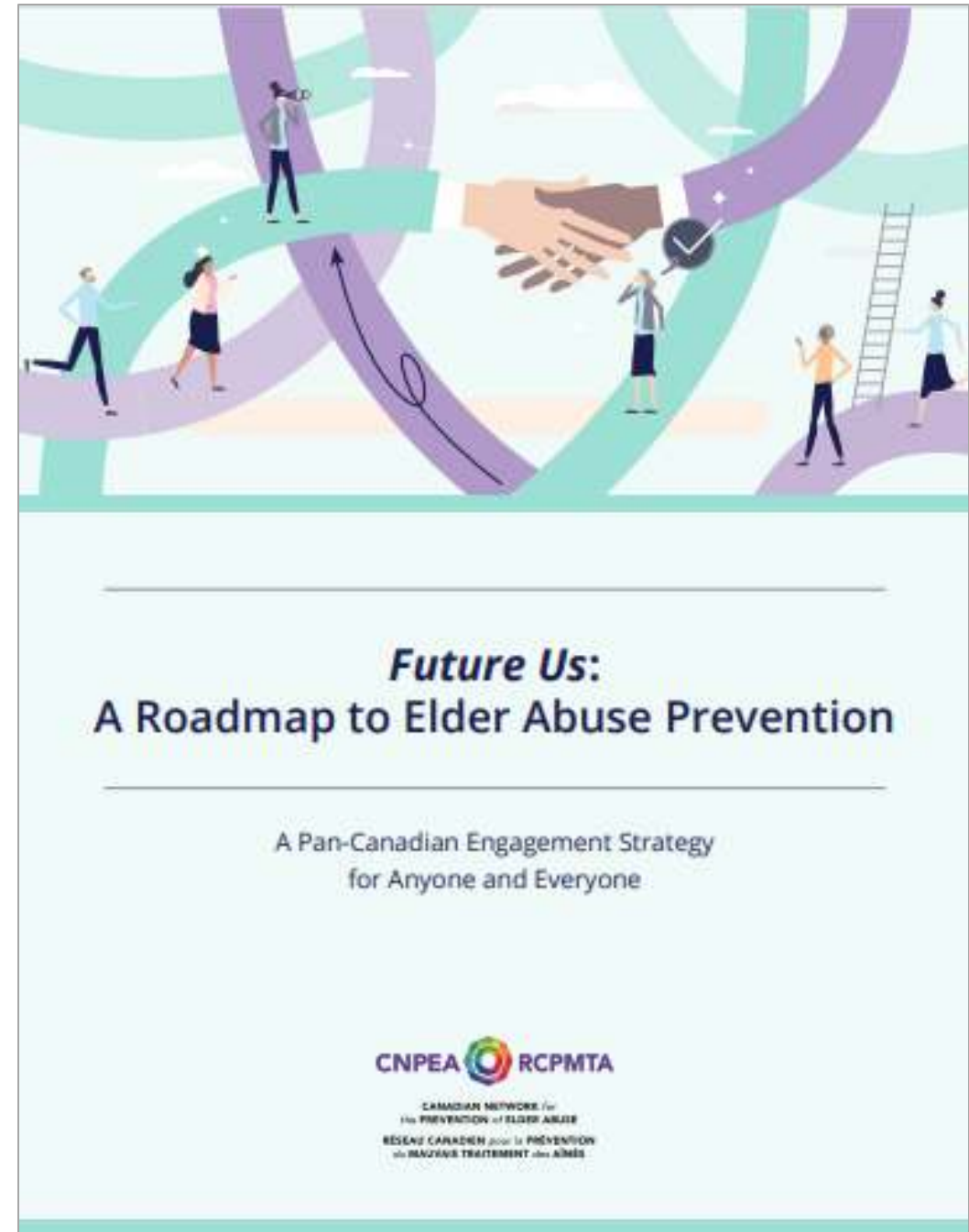
Future Us: A Roadmap to the Prevention of Elder Abuse



Launched on
March 24, 2022

Available at:

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



BC ASSOCIATION OF
Community Response Networks
Stopping Adult Abuse and Neglect ...Together.



PEAM
PREVENT ELDER
ABUSE MANITOBA



Elder Abuse
Prevention
Ontario



AEAAC
Alberta Elder Abuse
Awareness Council
Grow the Conversation...20 Years of Being a Voice



NWT SENIORS' SOCIETY

SeniorsNL
RESOURCES • INFORMATION • CONNECTION

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.

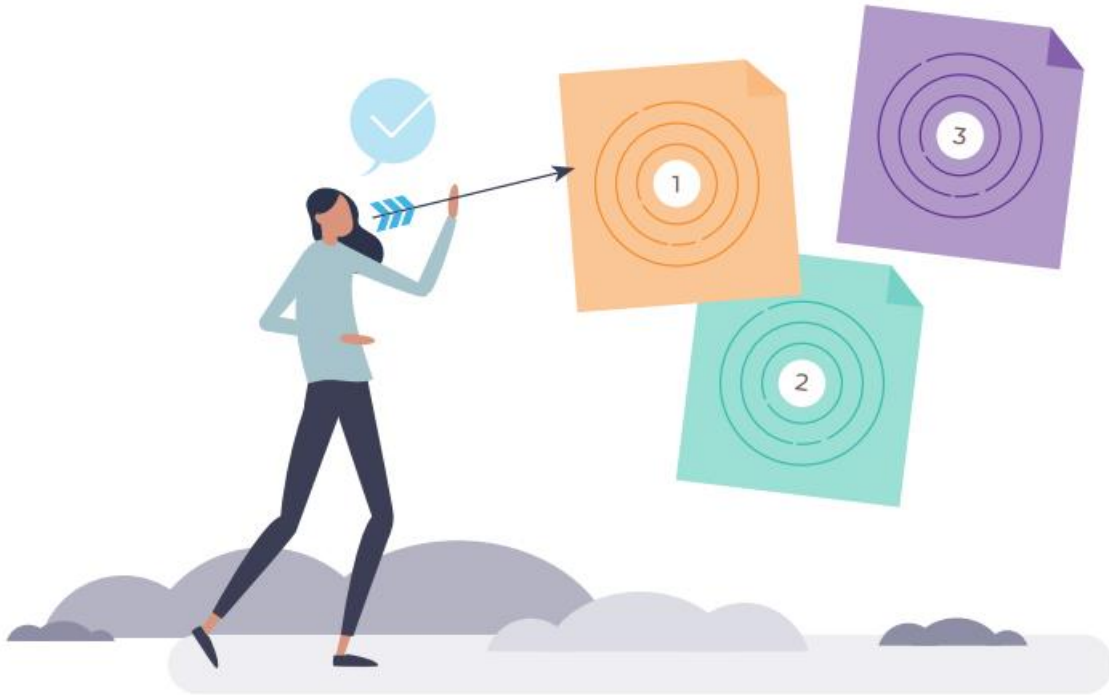
To contribute – you have to know what you can do...
within your sphere of influence

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**

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:

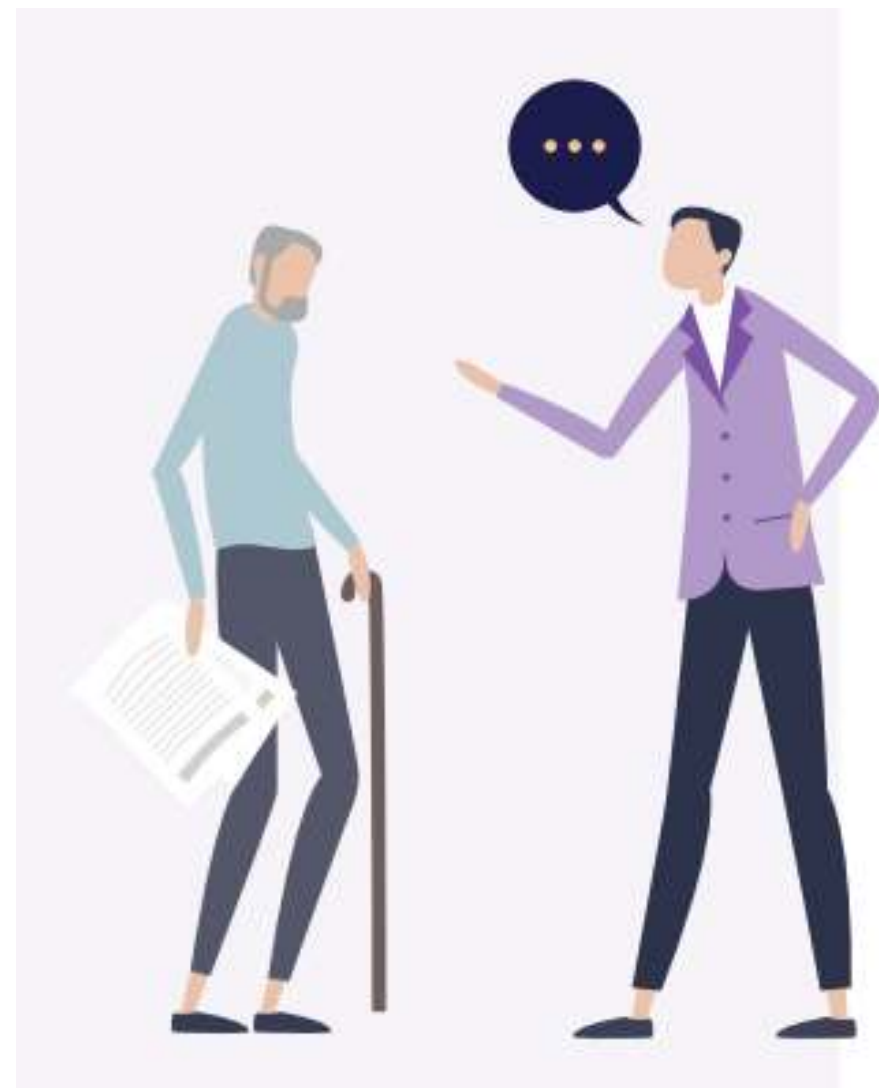
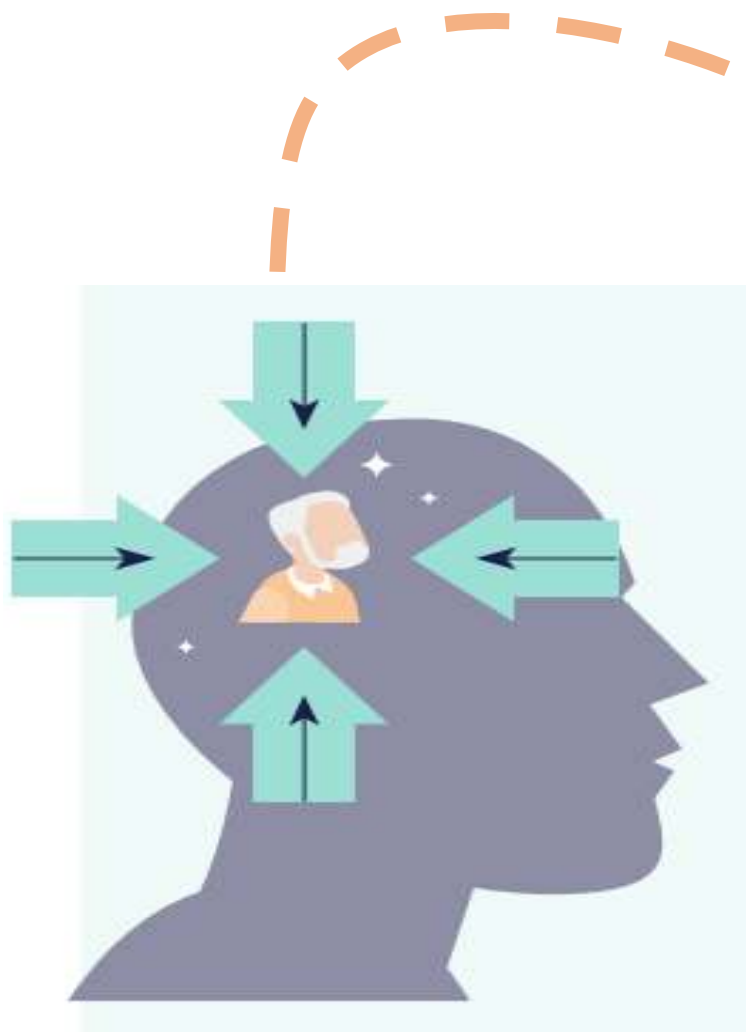
35% of Canadians admit they've treated someone differently because of their age.

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.

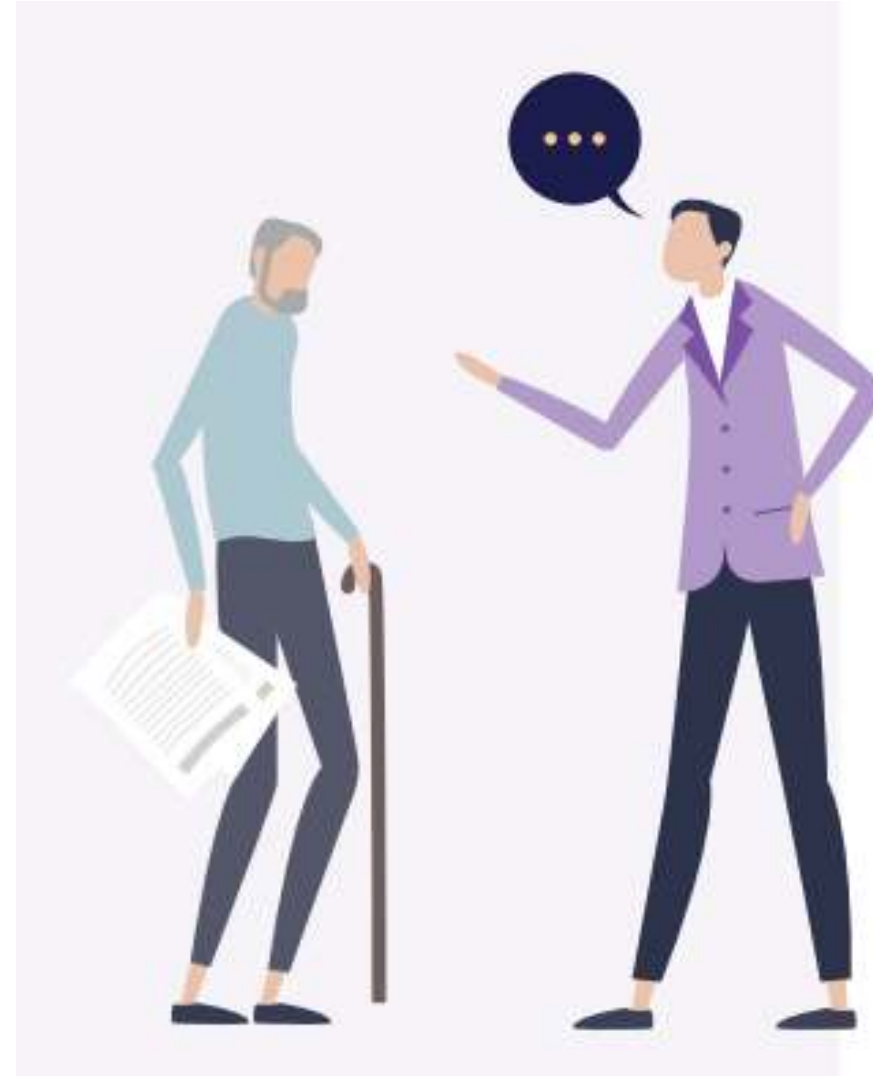


NICE

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



A decorative graphic on the left side of the slide, consisting of several overlapping, wavy, light blue shapes that resemble a stylized river or a series of connected loops. The shapes are oriented vertically, with the top-most loop being the smallest and the bottom-most loop being the largest, creating a sense of flow and movement.

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.

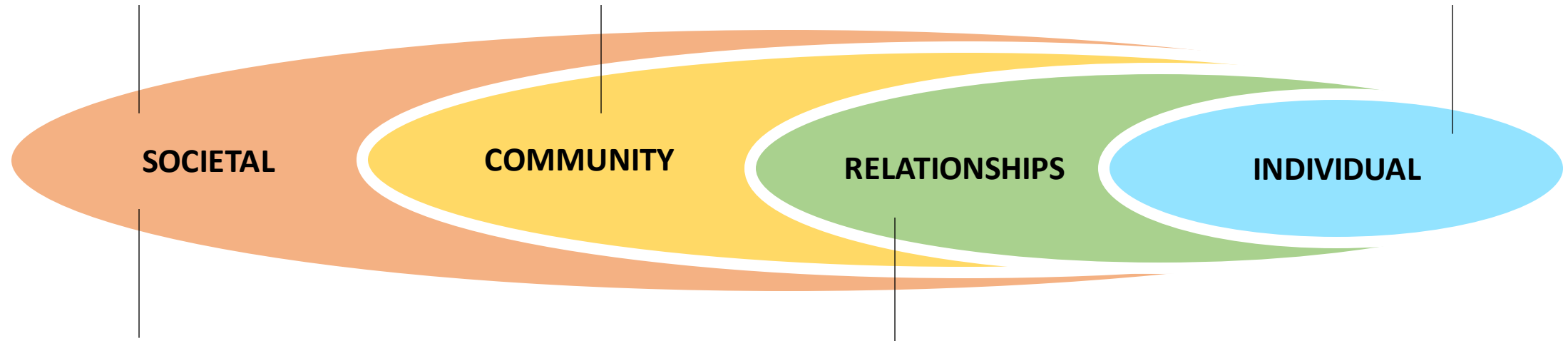


Policy directions that recognize people of all ages need living income, affordable housing, secure food, equity in healthcare, safety and support: tangibles to mitigate structural violence

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

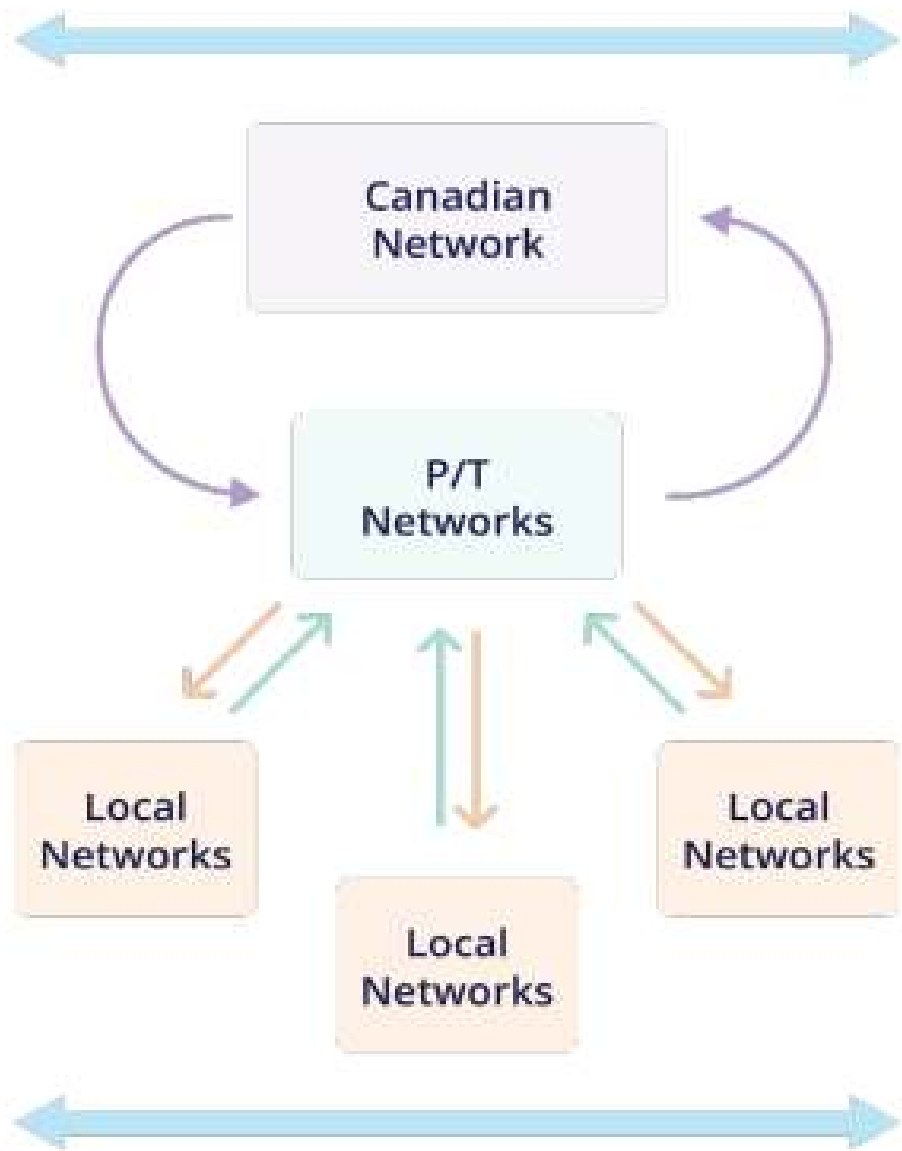
Organizational leaders commit to becoming TVI
Staff trained to:
Recognize warning signs of EA / indications of escalation
Respond using TVI principles
Refer to services and supports
Organizations participate in **community coordination**

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
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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

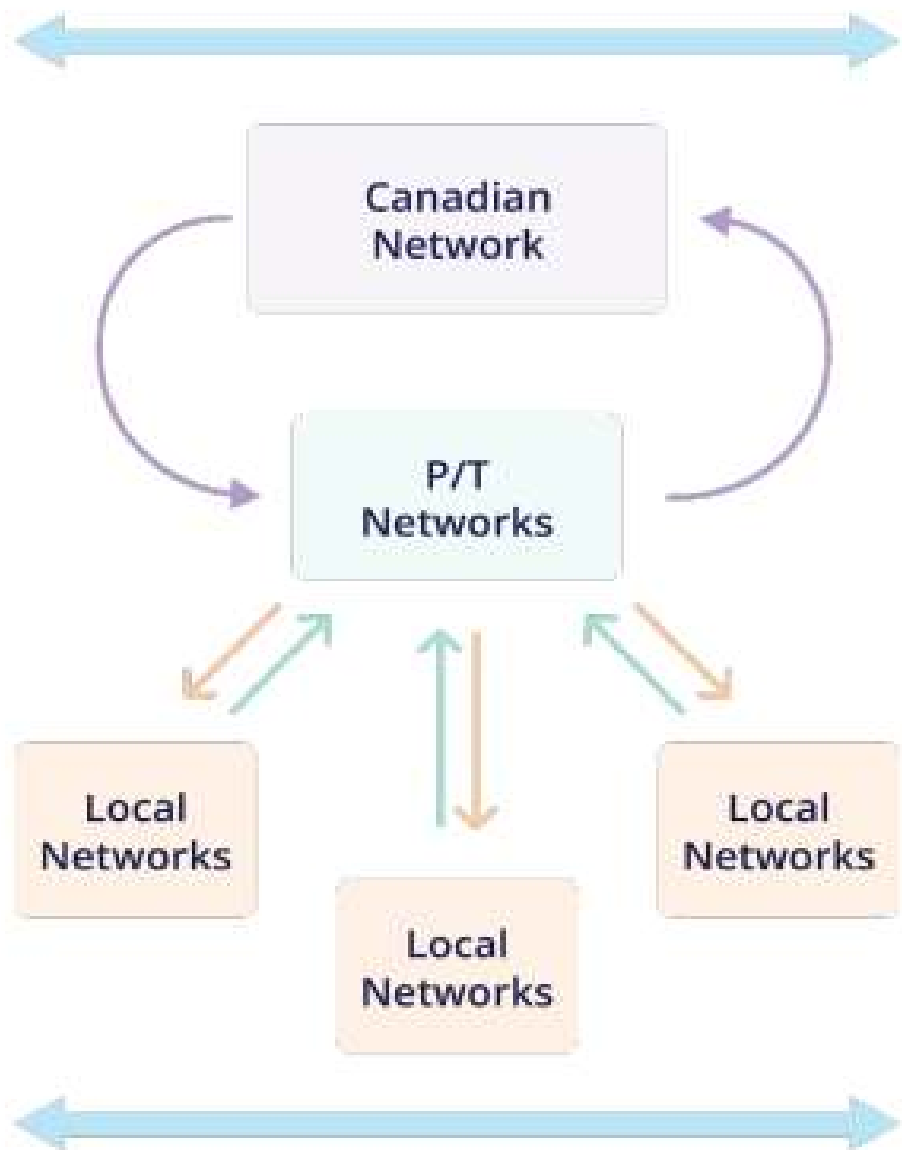
- Knowledge Hub
- Convene / support P/T networks
- Webinars
- Learning network
- Research

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



Already on our way....

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

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

NEW BRUNSWICK

X EA Strategy
X Provincial network
X Annualized funding

PEI

X EA Strategy
X Provincial network
X Annualized funding

NOVA SCOTIA

✓ EA Strategy
X Provincial network
X Annualized funding

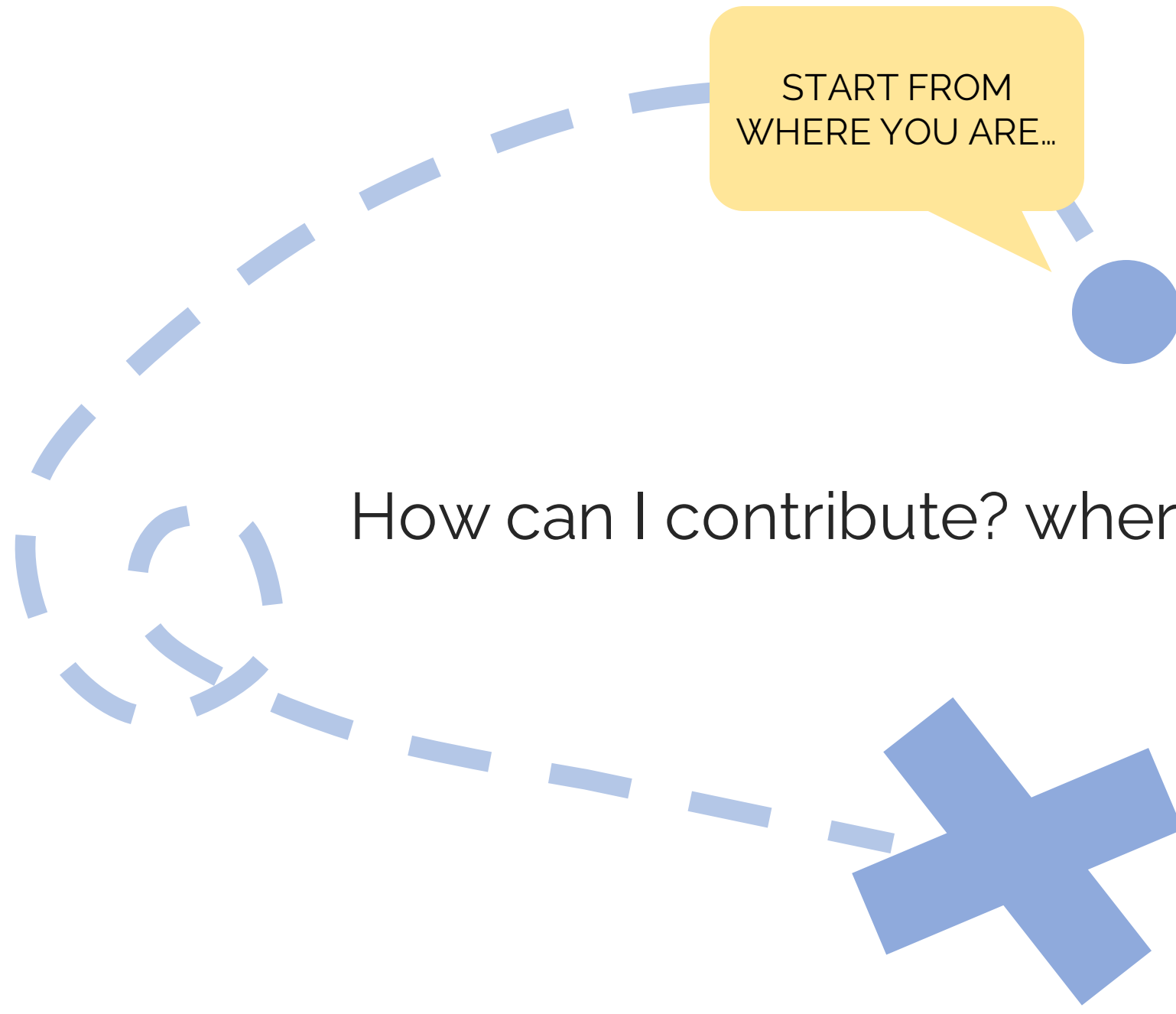
NFLD & LAB

✓ EA Strategy
✓ Provincial network
X Annualized funding

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...



CITIZENS

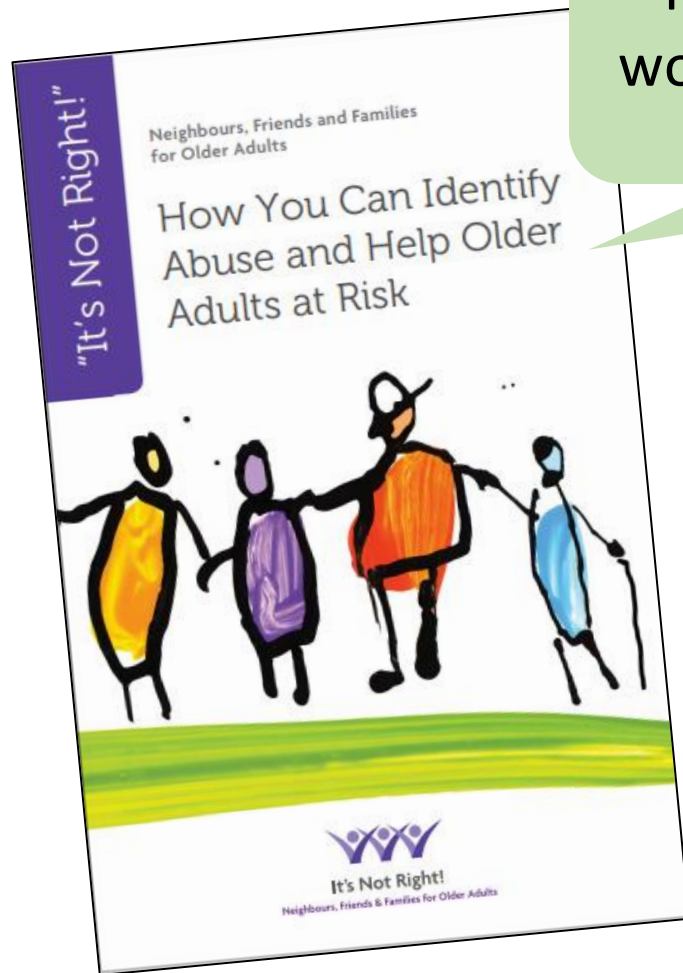
Everyone can learn to:

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

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

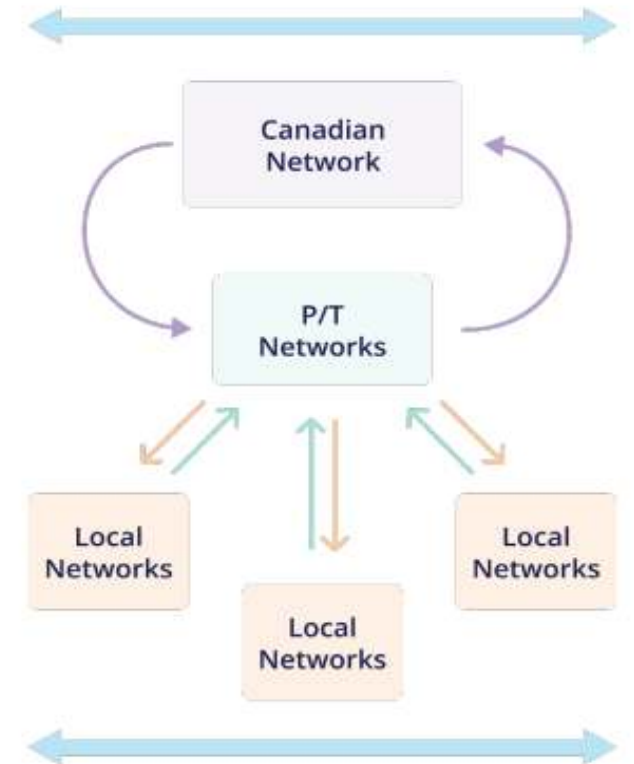
Invest in network infrastructure with annualized funding to support long-term goals that can withstand election cycles



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



United Nations

Department of Economic and Social Affairs
Ageing



World Health Organization



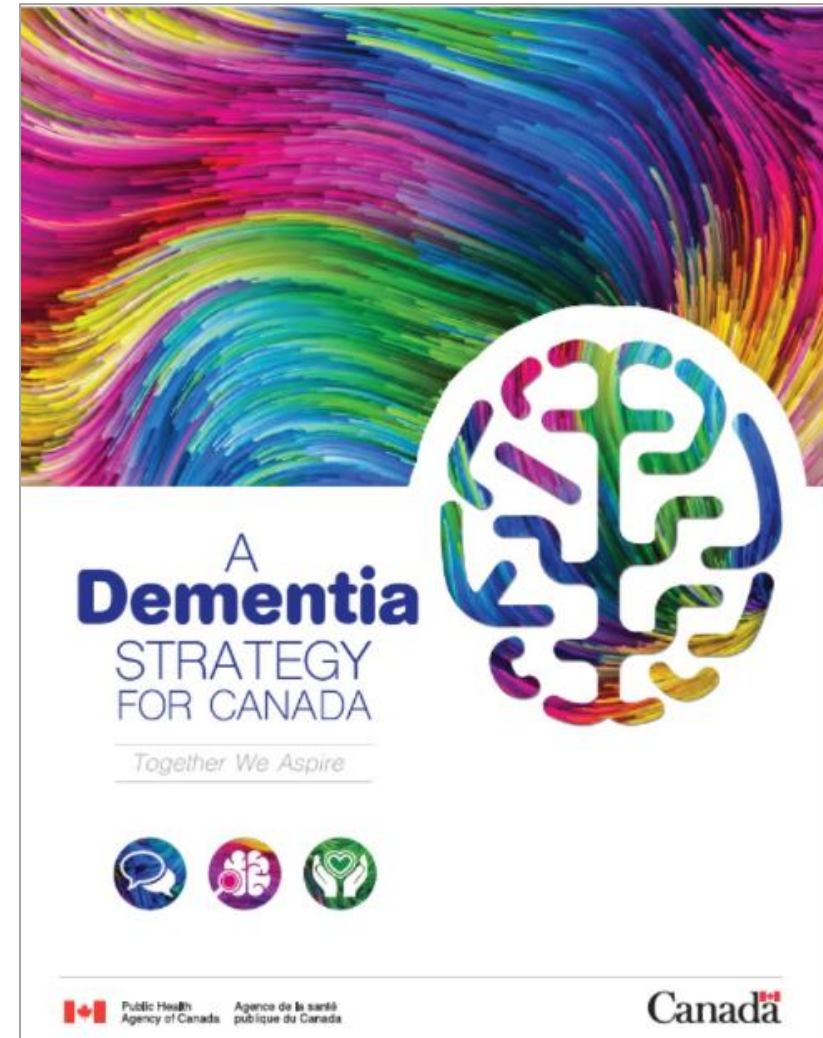
**UNITED NATIONS
HUMAN RIGHTS**
OFFICE OF THE HIGH COMMISSIONER

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 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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- VISIT Future Us online: www.futureus.cnpea.ca
- Sign up for CNPEA's newsletter at <https://cnpea.ca/en/get-involved>
- Find us on social media: @cnpea  



Thank you
Merci
Miigwech



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