



CANADIAN NETWORK for  
the PREVENTION of ELDER ABUSE  
RÉSEAU CANADIEN pour la PRÉVENTION  
du MAUVAIS TRAITEMENT des AÎNÉS



Elder Abuse  
Prevention  
Ontario

● **WEBINAR**

**Seniors Leading Change:  
How to Build an Elder Abuse  
Prevention Network**

**Tuesday, April 16<sup>th</sup>**

1:00 PM - 2:00 PM (EDT) 



Funded by the  
Government of Canada's  
New Horizons for Seniors Program



# LAND ACKNOWLEDGEMENT



# WEBINAR LOGISTICS

## Communication

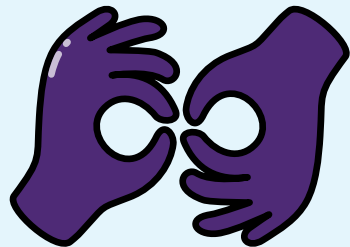


**Microphones:** All attendees will be muted during the webinar.

**CHAT Box** - Welcome to post comments during the session.

**Q & A** - Type your questions in Question/Answer Box and addressed after the presentation.

## ASL



- **Image and name** (ASL Interpreter) on screen
- Speaker /Gallery view: Grid at top of right corner of screen - choose the layout you prefer on your screen
- Closed Captioning: Enable or Disable



# WEBINAR LOGISTICS

## Evaluation



Your feedback on knowledge gain from the session and suggestions for future topics is appreciated.

- Follow-up email with survey link

## Recording



A recorded version of this webinar will be available on our EAPO and CNPEA websites.

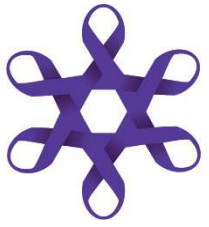
Links and documents shared during the webinar will also be posted.

## Respecting Privacy and Confidentiality



We appreciate there may be personal circumstances or issues which participants may wish to address. However, in keeping with our commitment to maintaining your privacy and confidentiality, today we will be answering general questions posed through the Q&A.

If someone wishes to discuss specific circumstances, we invite you to contact EAPO following this webinar to arrange for a confidential conversation so that we may further assist you.



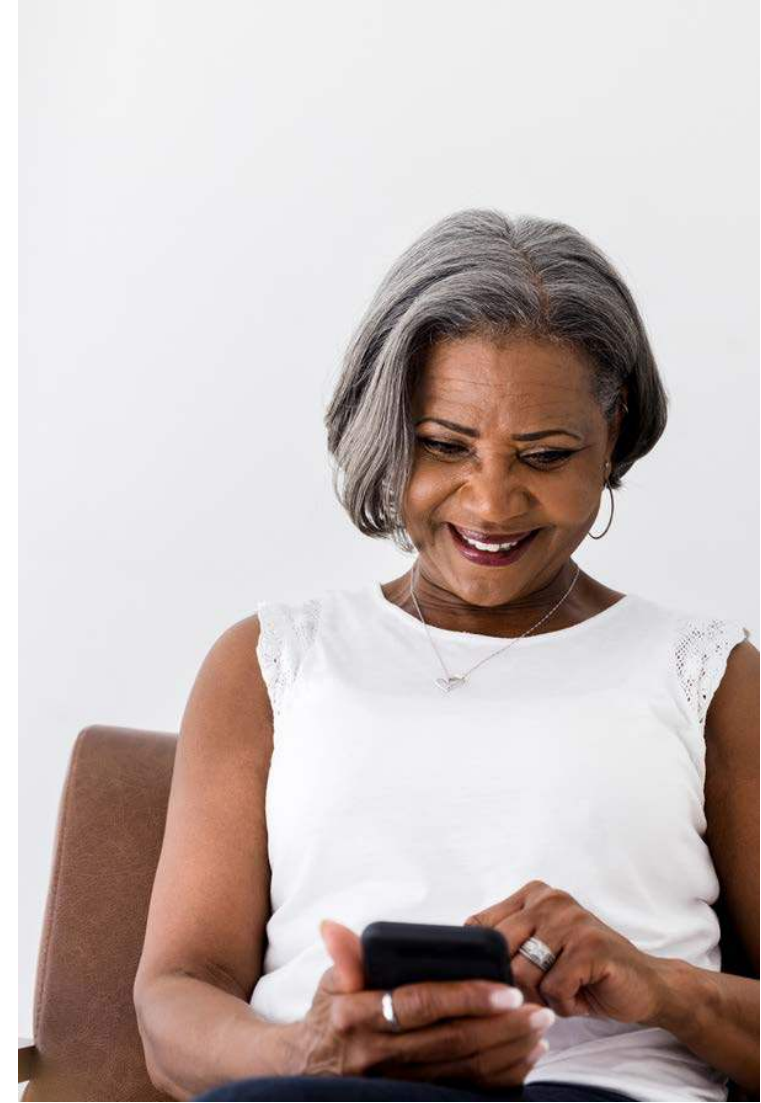
**Elder Abuse  
Prevention  
Ontario**

## **MISSION**

EAPO envisions an Ontario where ALL seniors are free from abuse, have a strong voice, feel safe and respected.

**EAPO is mandated to support the implementation of Ontario's Strategy to Combat Elder Abuse.**

Funded by the ON Government, under the Ministry for Seniors and Accessibility (MSAA)



**STOP ABUSE –**

SIMPLY PUT, WE ALL HAVE A ROLE TO PLAY

**RESTORE RESPECT**



# Canadian Network For the Prevention of Elder Abuse

## MISSION

**The CNPEA works to improve awareness, supports, and capacity to develop a national coordinated approach to elder abuse and neglect. We promote the rights of seniors through knowledge mobilization, collaboration, policy reform and education.**

## VISION

**All seniors in Canada have access to the services and supports necessary to lead a quality life in their communities and live without fear of violence or neglect.**

@cnpea

[www.cnpea.ca](http://www.cnpea.ca)

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## Margaret MacPherson

Margaret designs and develops curriculum and related materials on a number of initiatives including the Make It Our Business workplace domestic violence program and It's Not Right! Neighbours, Friends and Families for Older Adults. Margaret is passionate in her belief that everyone has an important contribution to make in creating safe and supportive environments at work and in our communities.





## Sherry Baker

### Sherry Baker and Associates

In 2010, Sherry became the Executive Director of the BC Association of Community Response Networks. She was successful in getting full funding from the Province of BC in 2012 to do elder abuse awareness and prevention in BC. By 2024 the BC CRN has grown to provide support for a coordinated community response to adult abuse, neglect and self-neglect in almost 90 community networks working in over 250 communities in BC. There were about 25 professionals on contract working towards a shared vision to make this happen. In 2024, Sherry left the BC CRN and set up a consulting business to support leaders who are dedicated to “making a difference” through the creation of a purpose driven learning organization. Sherry has been a member of Rotary International since 1992. She has been awarded 4 Paul Harris Fellowships.



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# Seniors Leading Change: A Future Us initiative

## How to Grow an Elder Abuse Prevention Network



# Thank You to our Advisors

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- Alberta Elder Abuse Awareness Council (AEAAC)
- British Columbia Association of Community Response Networks (BC CRN)
- Elder Abuse Prevention Ontario (EAPO)
- Northwest Territory Seniors' Society (NWT Seniors' Society)
- Prevention Elder Abuse Manitoba (PEAM)
- Newfoundland and Labrador Network for the Prevention of Elder Abuse (NLNPEA), SeniorsNL
- It's Not Right! Community of Practice members



We acknowledge earlier work done by:

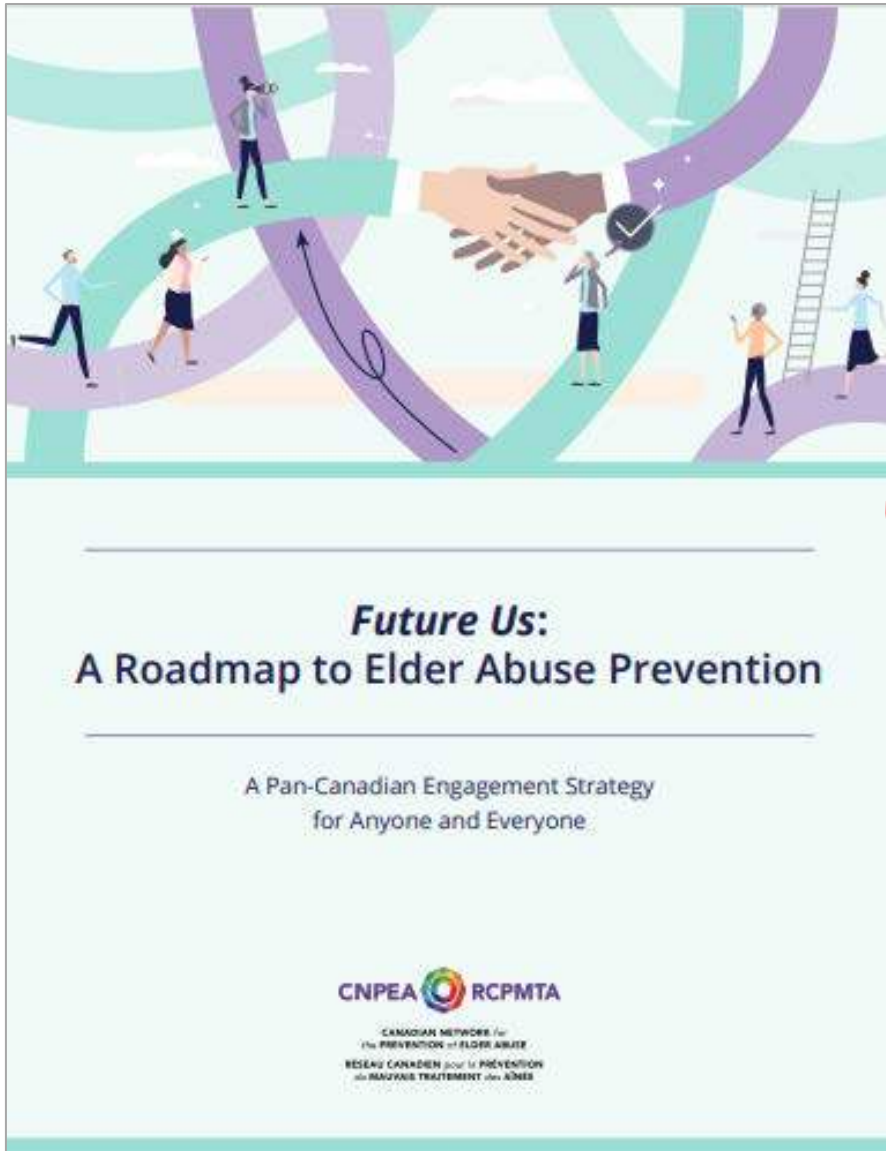
- The National Initiative for the Care of the Elderly: [CCR: Coordinated Community Response to Abuse of Seniors - NICE Online Resources \(nicenet.ca\)](http://nicenet.ca)
- Alberta Elder Abuse Awareness Council: [Addressing elder abuse: a toolkit for developing a coordinated community response - Open Government \(alberta.ca\)](http://alberta.ca)



# Future Us:



- 1. Prioritize elder abuse** in every community.
- 2. Establish and support** elder abuse prevention networks at local, regional and national levels. Networks are critical infrastructure for information sharing, knowledge mobilization, research, and ongoing engagement across sectors and communities.
- 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.



# Why do we need EAPNs?

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- critical infrastructure to support prevention work
- build toward a pan-Canadian response of educated and engaged citizens
- essential elements in a living, breathing circulatory system that reaches into all communities, operating through local, regional and national levels of networks
- facilitate a steady flow of information, ideas and innovation through the national network.
- Engage and support local communities in taking action

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## Seniors Leading Change: *A Future Us Initiative*

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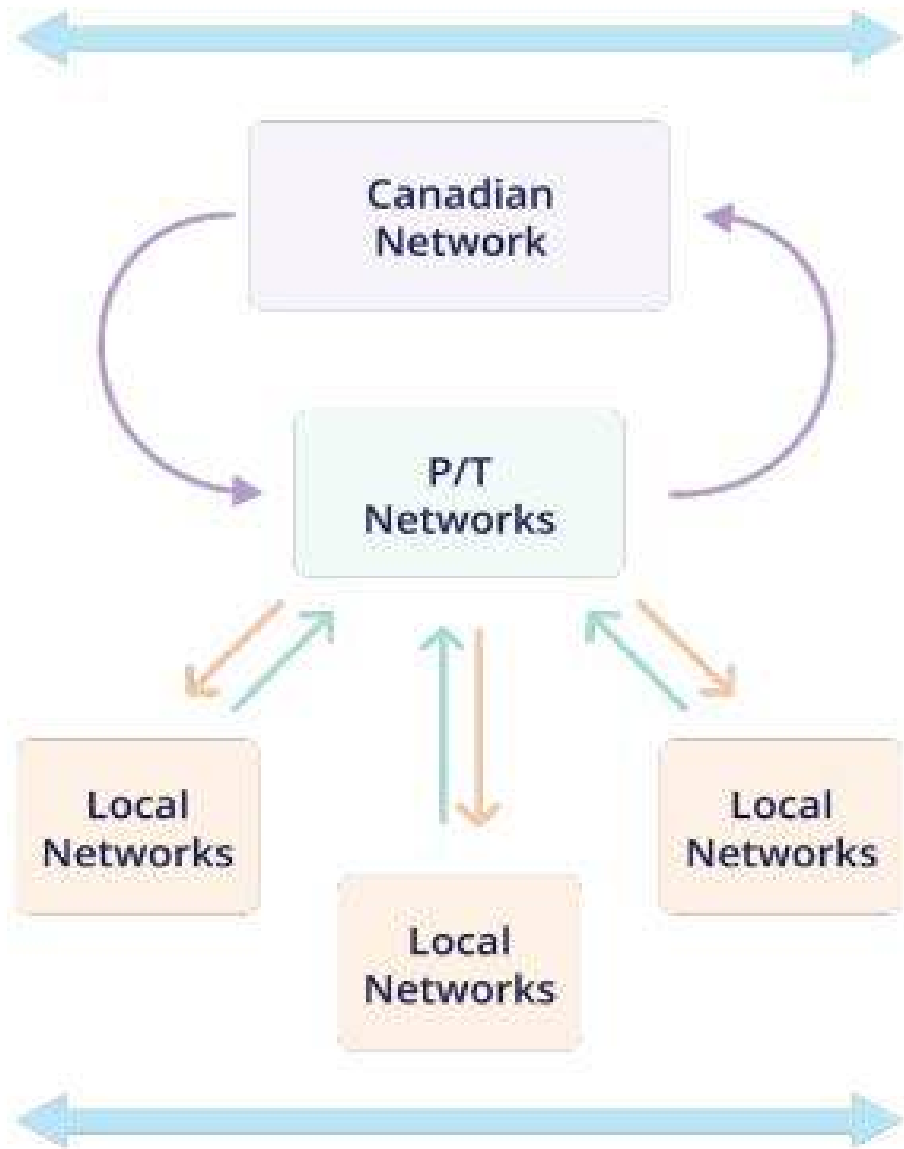
How to Build an Elder Abuse Prevention Network



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# Build infrastructure of networks



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

## Network Activities

### CNPEA

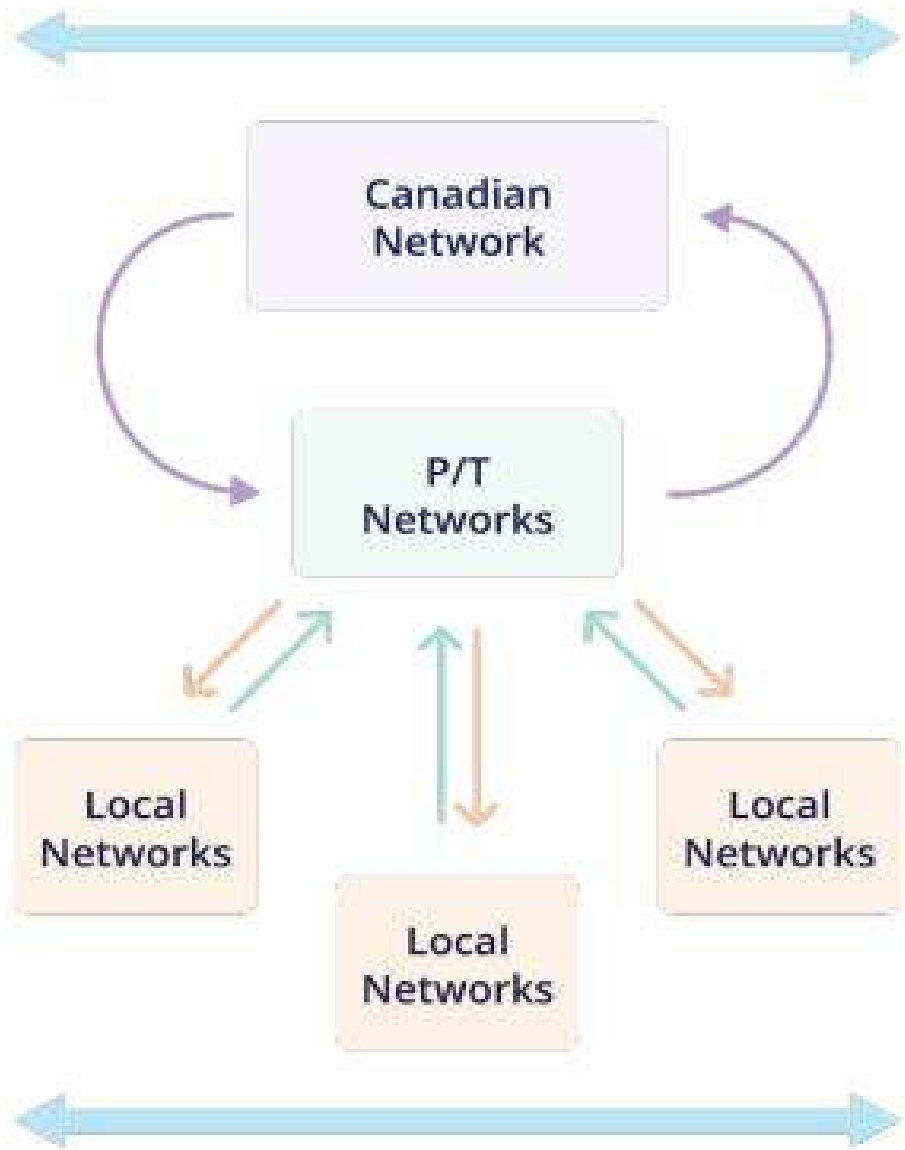
- Knowledge Hub
- Convene / support P/T networks
- Webinars
- Learning network
- Research

### 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



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

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

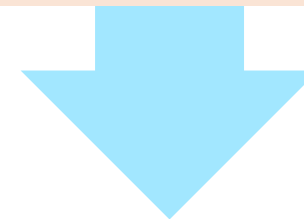
Provincial-Territorial Investment

**\$2.5M annual investment**

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

Municipal Investment

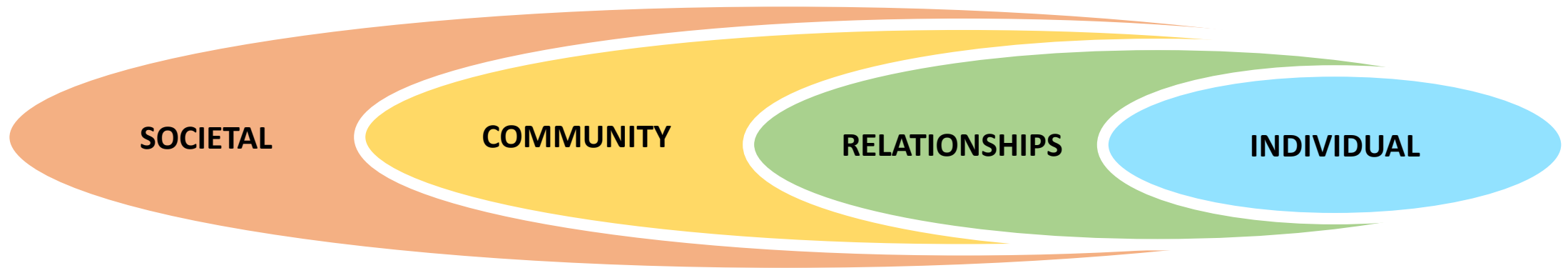
**\$30K annual investment** - core funding for local network



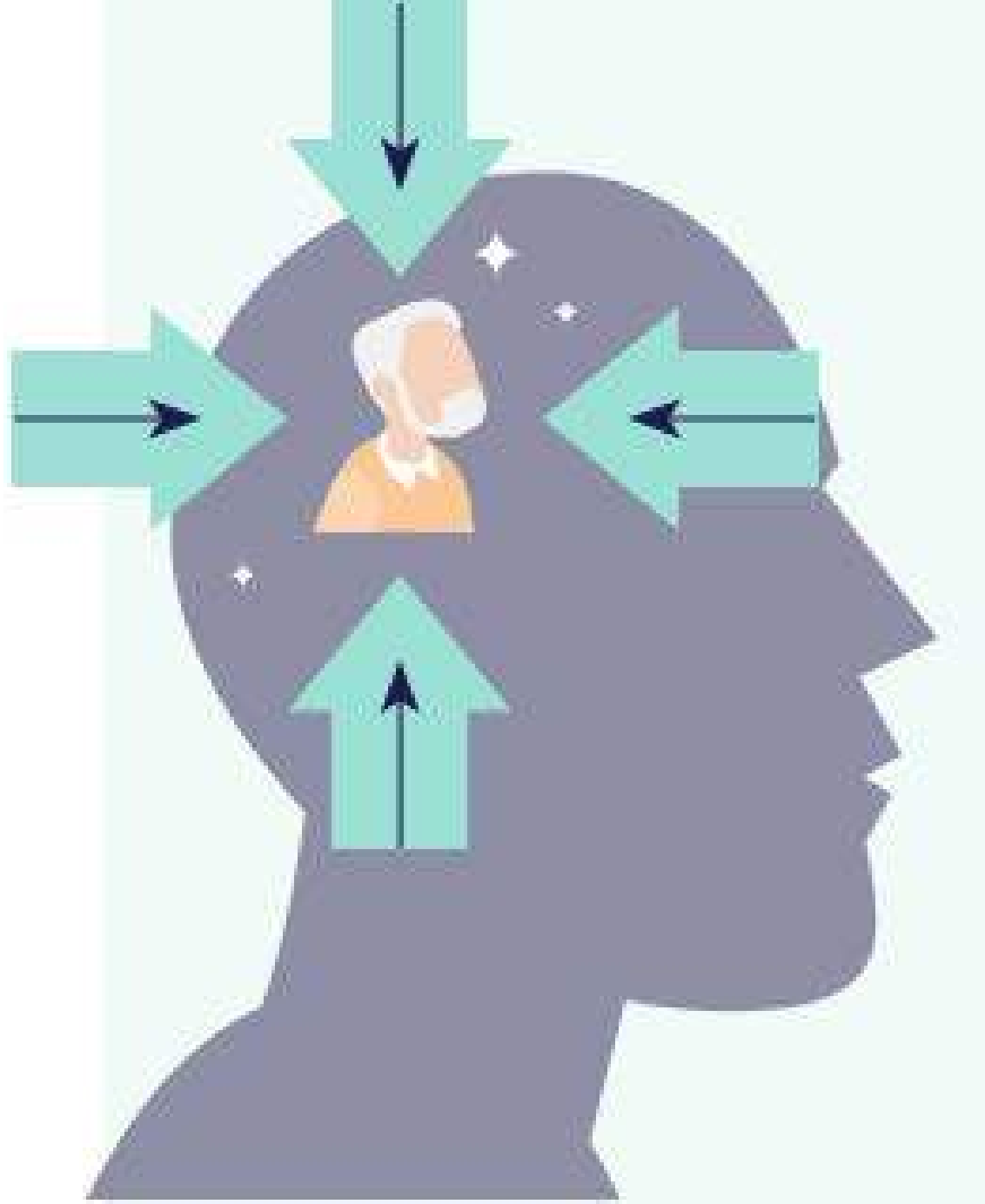


# Systemic Age Discrimination is a Barrier

(acknowledge the reality of most EAPNs)



Relying on volunteerism to challenge and change social norms that uphold and enable age discrimination is a form of exploitation and a type of structural violence that needs to be recognized. Elder abuse is not just an individual issue.



# Age Discrimination

Ageism acts as the type of prejudice that both justifies abusive behaviour against older people and leads to the overlooking of consequences and the impacts on individuals, families and communities.

Elder abuse could be described as the most harmful expression of ageism

## 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

## 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

## QUEBEC

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

# 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



**The Future Us EAPN toolkit is organized into 3 sections:**

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1. REFLECTION

2. ACTION

3. GROWTH



# 1. REFLECTION

BE THE CHANGE | WALK THE TALK

➤ The big picture

We are all  
SOCIAL CHANGE AGENTS

➤ Theory of Change

LEARN BY DOING

➤ Guiding Questions

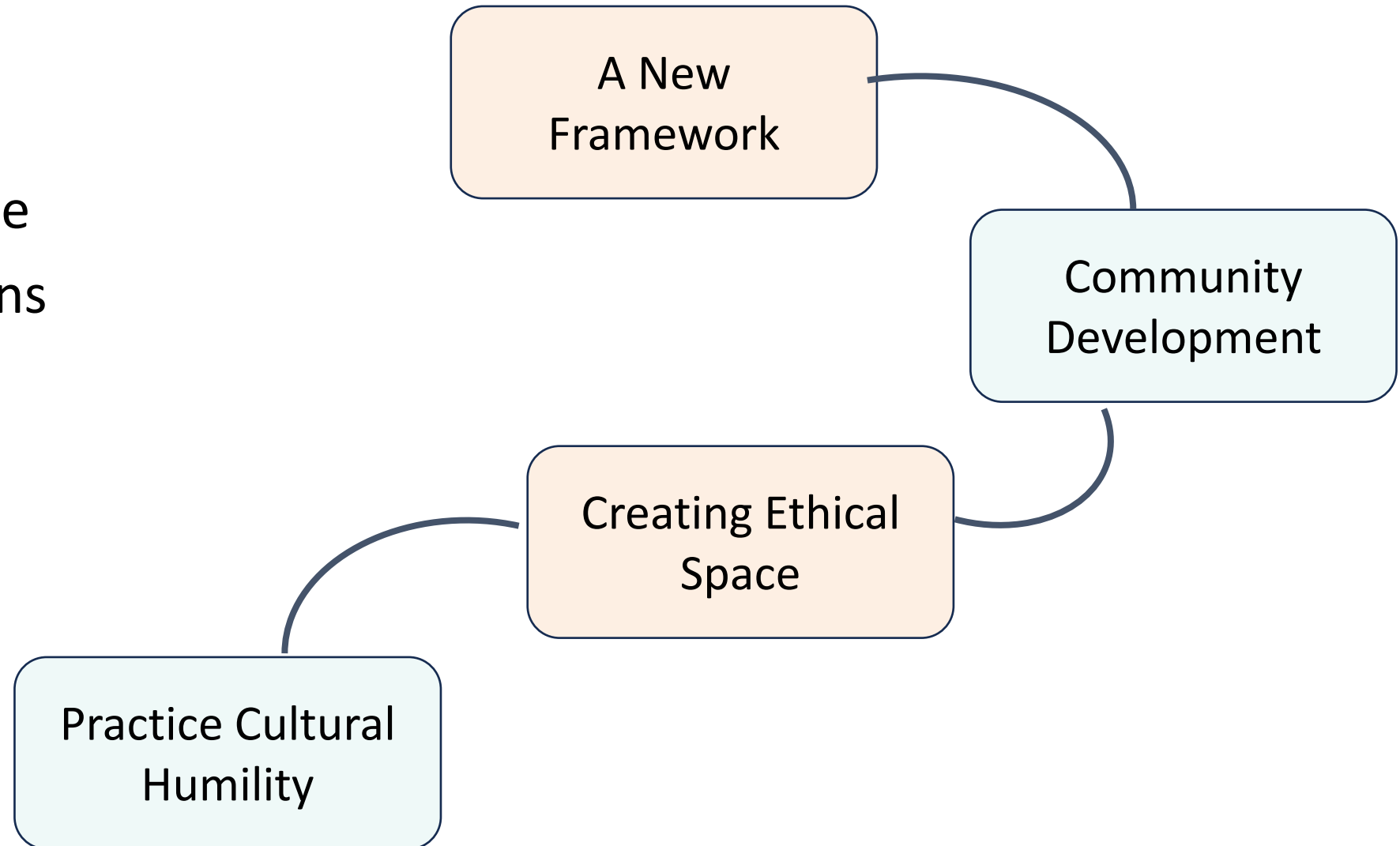


# 1. REFLECTION

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BE THE CHANGE | WALK THE TALK

- The big picture
- Theory of Change
- Guiding Questions



# Prevention Orientation



**Community development** as a discipline provides a well-established foundation

Applying a new framework that **prioritizes relationships and the voices of survivor-victims** has been called for as a step toward Truth and Reconciliation

Promoting the **collective care** of members to ensure mutuality of care rather than one-way relationships based on power imbalances, sacrifice and charity

Working together to create **ethical space** in every meeting and encounter

Using **trauma -and violence- informed** principles to develop *cultural humility* as members and as a network

## 2. ACTION

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- Seniors Leading Change
- Starting a Network
- Purpose and Practice
- Develop a Shared Understanding



# Develop A Shared Understanding

Don't assume that everyone understands the issues in the same way.



Guiding Questions:

Suggestion: Compile a single page worth of information that highlights what the members want the public to know about elder abuse and ageism

***See: Seniors Leading Change Infographic***

# Seniors Leading Change

## Elder Abuse Prevention in Canada

### AGING IN CANADA

**1 in 5 Canadians**  
was 65+ in 2022



That's over 7 million people  
(18.8% of the population)

In 2037, the 65+ population is  
expected to reach



**10.4 million**

with the 75+ demographic  
growing at a faster pace.

### PREVALENCE OF ELDER ABUSE

The World Health Organization defines elder abuse as:

*“a single, or repeated act, or lack of appropriate action, occurring within any relationship where there is an expectation of trust, which causes harm or distress to an older person.”*



**1 in 10** older Canadians  
experience some form of  
mistreatment each year.



Elder abuse is often **under-reported** due to stigma, shame and fear. Rates of elder abuse are likely higher.



According to the first Global Report on Ageism, **1 in 2** people globally are ageist against older people.



In **81%** of cases, it was a spouse, family member, friend, neighbour, or acquaintance causing the harm.



Financial abuse is the most well-known form, but mistreatment can also be physical, emotional, sexual, or neglect.



There are only **13** emergency and transitioning shelters for older adults across Canada.



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**ELDER ABUSE IS PREVENTABLE.  
TOGETHER WE CAN MAKE A  
DIFFERENCE.**



[www.cnpea.ca](http://www.cnpea.ca)

## ELDER ABUSE PREVENTION NETWORKS IN CANADA

EAPNs provide critical infrastructure to support prevention work and to build toward a pan-Canadian response of educated and engaged citizens.



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

**Goal 2: Establish and support elder abuse prevention networks at local, regional, and national levels.**

### WE NEED A PAN-CANADIAN APPROACH TO ENSURE EQUITY ACROSS PROVINCES AND TERRITORIES

As of 2024:

-  **8 Provinces/Territories** have an Elder Abuse Strategy
-  **6 Provinces/Territories** have a network
-  **4 networks** have annualized funding



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For up to date information about elder abuse and neglect law, consult the Canadian Centre for Elder Law's Practical Guide to Elder Abuse and Neglect Law in Canada at [ccelderlaw.ca](http://ccelderlaw.ca).

For more information about elder abuse prevention across Canada, visit [cnpea.ca](http://cnpea.ca). Discover our national strategy *Future us* at [futureus.cnpea.ca](http://futureus.cnpea.ca).



Who wants to start a network?



**The Purpose:**  
A network for the prevention of elder abuse and ageism

**The Practice:**

- ✓ outer work that is done to educate and engage the community
- ✓ the internal work of how the network attracts and keeps members, grows, and develops.



**Process**  
Create practices to:

- ✓ Prioritize relationships
- ✓ Create ethical space
- ✓ Provide collective care
- ✓ Develop cultural humility
- ✓ Community development



**Find a Balance**

**Actions**

- ✓ Meet regularly
- ✓ Develop your 'pitch'
- ✓ Meet with elected officials
- ✓ Develop trainers
- ✓ Advocate for funding
- ✓ Join CNPEA

Networks help create social change | Membership is a protective factor



# Everyone contributes to shaping the “future us”

START a COMMUNITY CONVERSATION



Host a public meeting

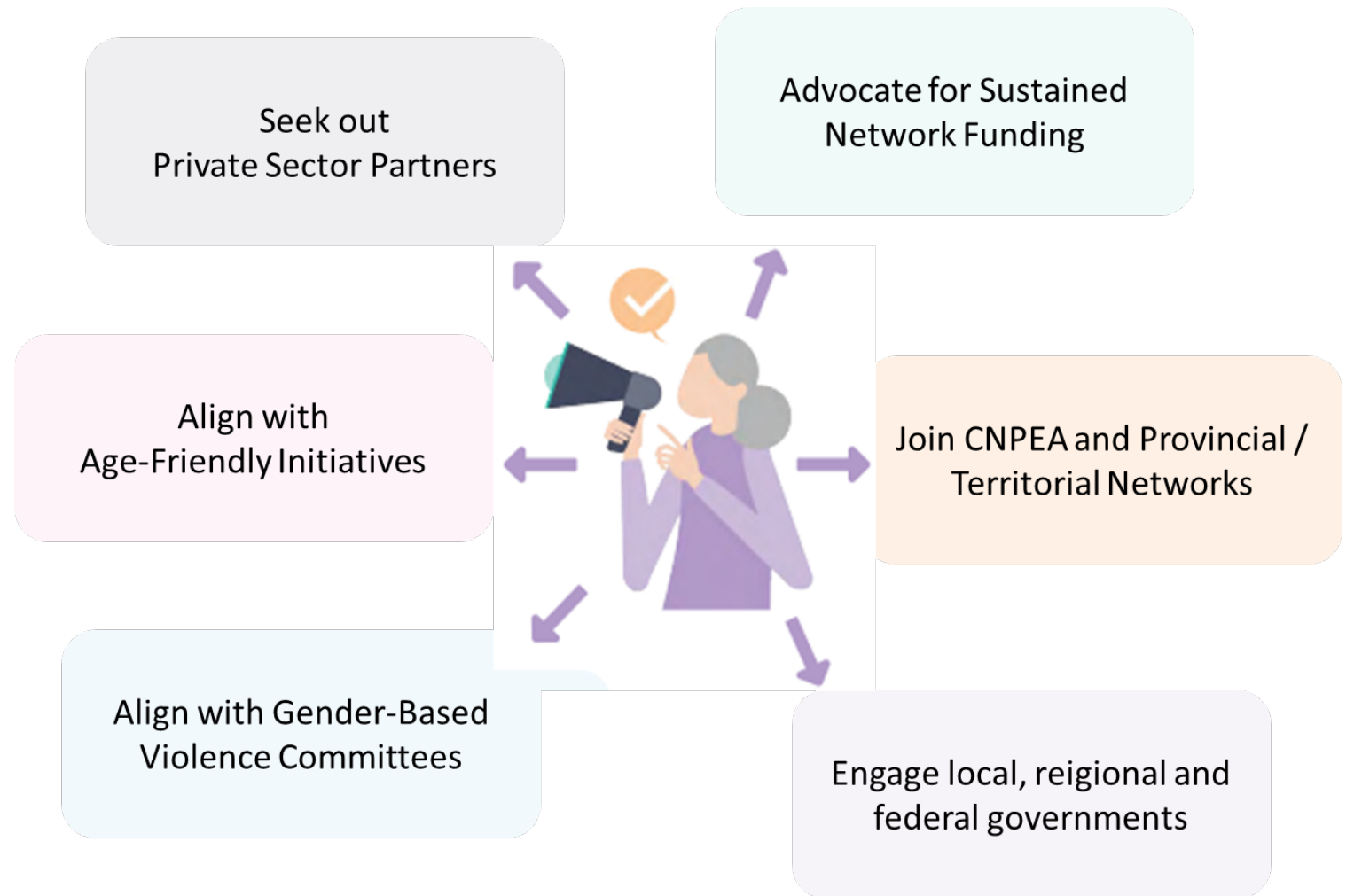
Host organizations that work with seniors

# 3. GROWTH

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➤ Advocacy


➤ Strategies to Grow



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



EAPN toolkit: How to Grow an EA Prevention Network

- Action toolkit 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 – social media
- Tell us about your activities, ideas, updates
- We will keep monitoring progress over the years



# 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.**



Thank you  
Merci



Funded by the  
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New Horizons for Seniors Program

Canada 



A conversation with Sherry Baker



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maltraitance envers  
les aînés Ontario

## ● WEBINAIRE

**Les aînés mènent le changement:  
Comment développer un réseau  
de prévention de la maltraitance  
envers les aînés**

**Mercredi, 17 avril**

13H00 - 14H00 (EST) 

Financé par le gouvernement du  
Canada par le biais du programme  
Nouveaux Horizons pour les aînés

**Canada**

**Inscription:**

[https://eapon.ca/Webinaire\\_FuturNous\\_17avril](https://eapon.ca/Webinaire_FuturNous_17avril)

# National Virtual Event

## WORLD ELDER ABUSE AWARENESS DAY



June 12, 2024

12:30 PM - 2:00 PM EST

[Register Now](#)

Details coming soon!

Register [https://us02web.zoom.us/webinar/register/WN\\_9w9V52BNRgSH7NDDS0irSw](https://us02web.zoom.us/webinar/register/WN_9w9V52BNRgSH7NDDS0irSw)

# National Online Event!



## WORLD ELDER ABUSE AWARENESS DAY

June 12, 2024





Your Feedback is important  
to us!

WE WOULD APPRECIATE  
HEARING FROM YOU.

- Please take a few
- minutes to complete





**Bénédicte Schoepflin**  
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604.715.1007

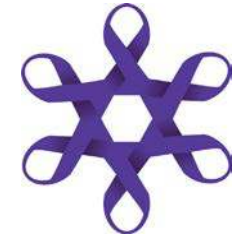
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[www.cnpea.ca](http://www.cnpea.ca)

@cnpea

# Contact Us

Comments? Questions?  
Keep in Touch



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