

Volume 12 No. 12 – June 2010

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NCEA Observes World Elder Abuse Awareness Day

Plans are heating up to commemorate the 5th Annual World Elder Abuse Awareness Day which will be observed on June 15th. Since it was first established by the [International Network for the Prevention of Elder Abuse](#) (INPEA) in 2006, the number of events and activities sponsored by community, state, national, and international organizations has grown exponentially, and reflect great diversity and imagination. These commemorations will include a broad palette of activities, ranging from grassroots and community outreach events, to legislative proclamations, to professional conferences, to the launching of new programs and public awareness campaigns.

Here are highlights of NCEA initiatives to observe World Elder Abuse Awareness Day 2010:

Second Release of the Elder Abuse Information Piece

For the second straight year, the NCEA has placed the Elder Abuse Information Piece (EAIP) in [select movie theaters throughout the US](#). The 15-second video, which features actor William Mapother of *Lost*, will run before movie trailers on over 220 screens from May 28th through June 24th. This brief clip is the cornerstone of the NCEA’s [Join Us in the Fight Against Elder Abuse](#) campaign. The information piece debuted in theaters across the US last spring. This marked the first time a single, uniform message regarding elder abuse was released nationally. Due to the success of last year’s placement, NCEA decided to rerun the piece which features the message that everyone has a stake in elder abuse awareness and prevention. In this run, NCEA is targeting theaters in densely populated areas with high movie theater attendance by multicultural audiences.

"Progress is being made in fighting elder abuse, but the problem is still tragically underappreciated and underreported," said Mr. Mapother. "Elder abuse doesn't happen just to 'other people' – it's inflicted on millions of our own parents, relatives, and neighbors. Raising awareness is our first step toward finding a solution."

NCEA is indebted to Mr. Mapother for his generous and invaluable contribution to this and other public awareness projects. He has served as a spokesperson for the cause since 2007. NCEA also wishes to express tremendous gratitude to the State of Kentucky Cabinet for Health and Family Services. Kimberly Baker, formerly of the Cabinet, executively produced the PSA series on which the EAIP was based. The series was filmed by Bruce Johnson and his production team at Eastern Kentucky University.

Join Us in the Fight Against Elder Abuse Campaign

By running the elder abuse video at this time of year, NCEA can intensify World Day activities that hundreds of state, local, and national organizations conduct to educate the public and professionals about the significance of elder abuse. But this increased attention is accompanied by increased requests for information. Many agencies have limited time and resources to create or update public awareness materials. To help your organization better address this influx of inquiries, NCEA has updated the [Join Us outreach materials](#) that can be downloaded and distributed at various World Day and other events, posted on or linked to from your organization's web site, or electronically distributed. In addition to tip sheets highlighting suggested activities to engage the public, campaign materials include:

- [Why Should I Care About Elder Abuse](#), a general fact sheet for use in all communities
- [Why Should I Care About Elder Abuse – State Template](#), a customizable fact sheet for agencies to include state-specific information such as reporting numbers, legal codes, and logos
- [How to Answer Those Tough Questions About Elder Abuse](#), a fact sheet that provides deep background for use in addressing questions by the public and the media

The NCEA hopes that the Join Us tools will enhance your outreach arsenal and strengthen public awareness efforts in throughout your community.

NCEA Webcast June 17: Prosecution of the Astor Trial

As part of its observance of World Day, NCEA will present its next webcast, "The Brooke Astor Trial: A Case Study in Prosecution of Elder Financial Exploitation" on Thursday, June 17th. The hour-long

presentation will be hosted by the National Adult Protective Services Association (NAPSA), the NCEA grantee responsible for training initiatives.

Although the Astor trial involved an extremely high profile victim and the loss of millions of dollars, the case exemplifies aspects typical of many other elder financial exploitation cases. Because of these similarities, the Astor trial provides a valuable case study for prosecutors and other legal practitioners, APS, and various professionals involved in criminal investigation and prosecution of elder abuse.

The webcast will feature New York County Assistant District Attorney (ADA) Elizabeth Loewy who initiated the Astor investigation and served on the trial team. ADA Loewy will highlight prominent features of the case and respond to questions [submitted by participants in advance](#) relating to case preparation and prosecution. She will also discuss the function of the Office's specialized Elder Abuse Unit.

Ms. Loewy has been in the Manhattan District Attorney's Office for 25 years, and is Chief of the Elder Abuse Unit under New York County District Attorney Cyrus R. Vance, Jr. A graduate of the University of Pennsylvania and Albany Law School, she began her career in one of the Office's trial bureaus and previously served as the Attorney in Charge of the Domestic Violence Unit. Ms. Loewy has been conducted training for New York University, Pace University, the American Bar Association, the National College of District Attorneys, the Elder Financial Protection Network, and many other institutions. She is currently the Co-chairperson of the Advisory Committee of the New York State Coalition on Elder Abuse, Chairperson of the New York County Task Force on Elder Abuse, and Chair of the Elder Abuse Legislative Sub-committee of the New York State District Attorneys' Association.

Soliciting Questions Prior to the Presentation:

Ms. Loewy is requesting participants to submit questions relating to prosecution of this and other cases of elder abuse, along with questions relating to the operation of the elder abuse unit, in advance of the presentation. [Click Here](#) or email ncea-info@aoa.hhs.gov to submit questions.

Event Date and Time:

Thursday June 17, 2010, 3:00 PM Eastern

- Eastern: 3:00 PM
- Central: 2:00 PM
- Mountain: 1:00PM
- Pacific: 12:00 NOON

To register, [Click Here](#) or go to:

<https://www.telspan.com/Registration/AnonymousLandingPage.aspx?EventNo=4516>

This presentation will be archived and available through the [NCEA](#) and [NAPSA](#) websites.

NCEA Encourages You to Color Our World Purple on June 15th!

When the first World Elder Abuse Awareness Day was established in 2006, INPEA selected purple as its official color. NCEA is encouraging everyone to wear and display purple on June 15th as a visible demonstration of support. Suggestions include the use of:

- purple clothes, jewelry, Mardi Gras beads, commemorative ribbons
- purple flowers, display lights, and balloons
- purple ink, purple background, or purple highlights in daily emails and communications
- posting notices to encourage others to use purple on June 15th on websites, bulletin boards, Facebook, and Twitter pages

Color up! Pass it along!

Upcoming National World Day Initiatives

US Departments of Health and Human Services, Justice Sponsor First Federal World Day Event

To commemorate the 5th Annual World Elder Abuse Awareness Day, the US Administration on Aging and other partner agencies within the Department of Health and Human Services (HHS) and the Department of Justice (DOJ) are sponsoring a joint event to highlight the problem of elder abuse and neglect in the United States. Event speakers will discuss the challenges facing the public health, social service, and criminal justice communities, and what can be done to help the millions who are abused, neglected, and exploited, most often by those they trust. Brochures and tip sheets will be available that feature information on World Day and emphasizing what organizations and individuals can do to incorporate awareness and prevention of elder abuse into their daily work and lives.

All are invited to attend the commemorative event:

- Date: Tuesday, June 15, 2010, 10:00AM- 11:30 AM ET
- Location: The Great Hall of the Hubert Humphrey Building Department of Health and Human Services
200 Independence Avenue, SW
Washington, D.C.

[Please RSVP](#) by Friday, June 11th, 2010 to WEAAD-RSVP@aoa.hhs.gov. [Click Here](#) for more information.

National Center for State Courts Launches Elders and Courts Website

On June 15th, the [National Center for State Courts](#) will launch its [Center for Elders and the Courts](#)

(CEC) website. The site will provide resources for judges and court staff on aging issues, elder abuse, and guardianships. In addition, the site will feature online training tools and curricula that can be accessed at no cost. The Center for Elders and the Courts is supported by a grant from the Retirement Research Foundation of Chicago.

For more information, please [contact the Project Director, Brenda Uekert PhD, Senior Research Associate](#). Special thanks to Dr. Uekert for submitting this update.

From Classic Car Shows to Conferences, States Mount World Day Activities

From coast to coast, states are mounting rallies and conferences, classic car shows and sock hops, and other creative initiatives to observe World Day 2010. Many of you have shared news of what your community is planning to illuminate the problem of elder mistreatment and to foster civic engagement. Here is a state-by-state listing of events scheduled throughout the US:

Alabama

Debra Causey, APS Program Specialist from the East AL Regional Office in Opelika, wrote the following:

“The Alabama Department of Human Resources and the Alabama Department of Senior Services will co-host the 2nd Annual World Elder Abuse Awareness Symposium being held on June 14, 2010 at Embassy Suites in Montgomery, Alabama. The Symposium is geared towards medical, financial and legal professionals who serve Alabama’s seniors. Robert Blancato, National Coordinator for the Elder Justice Coalition in Washington, DC, will be the keynote speaker. At this event, the Alabama Spirit of Adult Protective Services Award will be

presented to an outstanding, front-line social worker with the Alabama Department of Human Resources. Prior to the symposium, Alabama’s Governor Bob Riley will be signing a proclamation acknowledging this event and honoring the seniors of Alabama. Various other community events are being held throughout Alabama in special recognition of World Elder Abuse Awareness Day.”

Arizona

Prevention of Elder Abuse Coalition Chair Ski Cahall described the upcoming Senior Safety Day that will be held on June 15th at the Adult Center of Prescott - Rowle P. Simmons Community Center. The event will feature speakers from the local Area Agency on Aging, Alzheimer’s Association, law enforcement agencies, and others:

“The Yavapai County, Arizona, Prevention of Elder Abuse Coalition (PEAC) is sponsoring a Senior Safety Day in Prescott, Arizona. We will have booths for organizations to present materials related to safety issues, speakers throughout the day presenting on topics such as ID theft, home safety, home security, fall prevention and investment scams. We will also have a shred-a-thon, a collection site for outdated/unused drugs, a vehicle VIN etching and watch your car program, and a pharmacist available to review prescriptions for drug interactions.”

California

Mary Twomey of the Center of Excellence on Elder Abuse reported on an event that will take place on June 15th from 11:00 until noon at the Anaheim Center for Family Justice:

“This is one of several events that the Office on Violence against Women (OVW) is doing throughout the year to commemorate its 15th anniversary. This particular one honors the older victims they serve. We are honored to have

Thomas Perelli, Associate Attorney General, US Department of Justice, and Judge Susan Carbon, Director, OVW as special guests. Bonnie Brandl from National Clearinghouse on Abuse in Later Life is also involved with this, as well as Carol Tryon who is a counselor for older battered women at a non-profit in Orange County called Human Options.”

Colorado

Elder Abuse Prevention Program Coordinator Cari Karn of the Colorado Springs Police Department reported that her community will host an Elder Abuse Awareness Day Community Celebration to recognize “our community accomplishments in raising awareness of elder abuse, including a wrap-up of our law enforcement training project and recognition of partners.” The event will be held at Penrose House, 1661 Mesa Avenue from 5:30-7:00 PM and will feature speaker Senator John Morse. Partner agencies and distinguished guests include: Rick Bengtsson, Director, El Paso County Department of Human Services; Connie Brachtenbach, Executive Director, TESSA; Magistrate Barbara Hughes, Fourth Judicial District Court; Bill Hybl, Chairman and CEO, El Pomar Foundation (invited); Sheriff Terry Maketa, El Paso County ; District Attorney Dan May, Fourth Judicial District; Chief Richard Myers, Colorado Springs Police Department; and David Shaffer, Executive Director, Silver Key. The event is sponsored by the Pikes Peak Coalition Against Abuse in Later Life.

Florida

The state of Florida will be blanketed with activities. Marilyn Gregory, Program Specialist and Elder Abuse Prevention Coordinator of the Area Agency on Aging for Southwest Florida, Inc. sent news on “Keeping Seniors Free from Harm,” a public gathering sponsored by the Lee Elder Abuse Prevention Partnership (LEAPP). The one-hour event will take place on June 15th at the Centennial

Park near the Uncommon Friends Fountain in downtown Fort Myers. The ceremony will follow a proclamation from the Lee County Commissioners. LEAPP also recently sponsored a shred-a-thon in conjunction with Older Americans Month.

Elder Abuse Prevention Coordinator, Debra Vasquez of PSA IV, shared the following:

"ElderSource, the Area Agency on Aging for Northeast Florida, is promoting World Elder Abuse Awareness Day by distributing flyers to all of our providers, seniors, partners, and staff encouraging them to wear purple that day. ElderSource has also requested mayors of cities in the area we serve to issue proclamations declaring June 15th Elder Abuse Awareness Day. A press release has been issued to local media to promote the day and ribbons will be distributed to television stations in the area for newscasters to wear on the air on June 15th."

Deb Pierce, who is the Elder Victim Advocate Coordinator from Area Agency on Aging of Pasco-Pinellas, shared news of a free training sponsored by the Gulfport Senior Center, “Abuse, Neglect and Financial Exploitation.” According to Deb:

“We offer trainings regularly but this is the first year we have presented one on WEAAD. We hope to have around 20 elderwork professionals and twice as many retirees. As we are doing the training at a neighborhood senior center, we will also have a short ceremony to acknowledge the proclamations we are collecting from the various municipalities in our county. I have also invited some of the smaller assisted living facilities (ALF) in the area to send their workers. The ALF is a new audience I am targeting as I believe, along with senior center workers, these professionals may lead to the detection of elder abuse at the very grassroots level of direct care service delivery. Allison Bryant at the Florida Department of Elder Affairs has provided a great deal of useful

information.” The event will take place from 1:00 to 3:00PM at the Center, which is located at 5501 27th Ave. South in Gulfport.

In addition, Allison Bryant, the statewide elder abuse prevention coordinator, reported that the Florida Department of Elder Affairs is hosting five free public screenings of the short film produced by WITNESS and the National Council on Aging, [An Age for Justice: Confronting Elder Abuse in America](#). Screenings will be held from June 14th through June 21st at various locations, including the Tallahassee Senior Center, the Betty Easley Conference Center in Tallahassee, the Wakulla County Senior Center in Crawfordville, the Gadsden County Senior Center in Quincy, and the Smith-Williams Service Center in Tallahassee. For details on times and locations, [Click Here](#).

Indiana

Sharon Robison, Nursing Director of the Forensic Advocacy Center for Elders (FACE) submitted the following:

“In conjunction with World Elder Abuse Awareness Day, the Forensic Advocacy Center for Elders (FACE) is planning a Community Expo, where we will bring together community resources, law enforcement, social services, and seniors for a day of education, food, fellowship and fun! We are planning to have the Mayor announce a Proclamation, followed by 30 minute presentations on prevention strategies, financial exploitation, understanding dementia, and more. Entertainment will be provided by local seniors!”

Kansas

April Maddox, Case Management Program Manager of the Jayhawk Area Agency on Aging sent in an update on happenings in the Topeka area:

“The Topeka Coalition on Adult Abuse will be kicking off our new initiative of ‘Be a Savvy Senior’ in honor of [World Elder Abuse Awareness Day on June 15, 2010](#). We will host a community event for seniors in order to share information on the community agencies that work together to educate and prevent elder abuse. Members of Adult Protective Services, the Kansas Attorney General’s office, the Capital Federal Fraud Department, and others will serve on the panel and will provide information on their programs and services. We will also distribute our first ‘Be a Savvy Senior’ brochure which is focused on choosing a power of attorney.”

Kentucky

Kentucky Domestic Violence and Elder Abuse Consultant Stacy Carey reported on a host of activities that the state’s Local Coordinating Councils on Elder Abuse network conducted in honor of Elder Abuse Awareness Month, observed in Kentucky annually in May, as well as initiatives planned for World Day. Among the highlights:

- Many communities hosted ceremonies with local dignitaries issuing proclamations in honor of Elder Abuse Awareness Month.
- Silver Ribbon Restaurant Day was held on May 22nd. The Barren River council developed the slogan, “Be Aware, Be There,” and encouraged citizens to take older individuals to participating restaurants which offered discounts to seniors and featured special placemats provided by the Council with elder abuse reporting information.
- Several councils have hosted or will be hosting health fairs and distributing outreach materials, silver ribbons, and placing announcements on local radio stations and in newspapers and have encouraged community members to wear purple on June 15th.
- Pennyriple Council will place memorial benches with plaques honoring elder abuse victims in county parks in its region.

- The Big Sandy Council partnered with community organizations and local hospitals to host a free Elder Abuse Conference featuring nationally recognized speakers in April.
- Madison County Council on Elder Abuse created light pole banners with the message “Stop Elder Abuse Report It!” In May, the banners lined Main Street in Richmond, Kentucky. The Council also hosted a community educational program for the public.

Louisiana

Chairman Ralph O’Neal of the [St. Tammany’s SALT Council](#) emailed details on events taking place in southeast Louisiana during the week of June 14th, including the area’s annual professional seminar which will focus on financial abuse and exploitation this year:

“We have developed a seminar track that includes a general session in the morning and then the afternoon will feature specific seminars for home or medical care workers and social workers, financial services workers, and attorneys. There is a specific interest in attracting people who work in any type of financial institution, including banks, loan or mortgage companies, investment organizations, or any other source of potential financial exploitation.” Regional events include:

- [Tuesday, June 15th - World Elder Abuse Awareness Day Professional Seminar](#)
Northshore Harbor Center
Slidell, LA
- Thursday June 17th Elder Abuse Public Forum
6:30 PM– 8:00 PM
St. Tammany Parish Council Chambers
Mandeville, LA
- Friday, June 18th Elder Abuse Public Forum
10:00 AM – 11:30 AM
John Slidell Park
Slidell, LA

Massachusetts

Anna Viadero, Publications Specialist of the [Franklin County Home Care Corporation/Area Agency on Aging](#) (FCHCC) in rural western Massachusetts detailed a number of activities ongoing in her region:

- The Protective Services Director is appearing at community senior centers, and on local TV and radio stations to promote elder abuse awareness and to discuss WEAAD.
- The agency is developing new outreach tools, including posters, an elder abuse awareness quiz, and a bookmark featuring the reporting and hotline numbers which will be distributed through community libraries. On June 15th, FCHCC will set up display tables on site to distribute materials and administer the quiz. WEAAD is also highlighted on the FCHCC online calendar and related websites, and will be featured in the network’s monthly emailings.
- Specifically, the agency is targeting outreach to all employees of the area’s three hospitals to promote awareness of WEAAD, elder abuse, and of the agency’s services.

Maryland

Lynn McCamie, Ombudsman Program Manager and member of the Baltimore County Restoring Elder Safety Today (BC-REST) coalition reported that team will host a World Elder Abuse Awareness Day Rally on June 15th. The event is entitled “Elder Abuse is a Crying Shame,” and will take place from noon until 2PM at the Courthouse Patriot Plaza, 400 Washington Avenue in Towson. BC-REST is a coalition working to educate and empower the community to identify, treat, and prevent elder abuse, neglect and exploitation through the development of strategic alliances, advocacy, and resource development. In 2009, the Baltimore County Department of Aging received one of the [NCEA Elder Justice Local Network Development](#)

mini-grants to launch the multidisciplinary coalition.

Michigan

Executive Director Karla Fales of the Region 3B Area Agency on Aging shared news of a student arts competition co-sponsored by the Calhoun County Elder Abuse Prevention Coalition and Comerica Bank. The goal of the competition, open to area high school students, is to raise awareness among young people and throughout the community about how to identify and report elder abuse. Original watercolor, printing, dry brush, painting, or hand-drawn art posters that communicate the message, "There is no excuse for elder abuse" are being solicited. The contest will culminate in a Community Art Exhibit and Day of Awareness on June 18th at Burnham Brook Community Center with State Representative Kate Segal serving as the keynote speaker. In addition, Comerica Bank will award the top three artists savings bond in the amounts of \$250, \$150, or \$100 respectively. The winning student's poster will be featured in the Elder Abuse Prevention Coalition's outreach materials.

Elsewhere, Family Violence Prevention Coordinator Julie Boggs reported that the Wayne County Elder Abuse Advisory Council is hosting a free multidisciplinary summit addressing current issues involving elder financial abuse and exploitation. The [Southeastern Michigan Elder Abuse Summit](#), June 16th, 2010, will feature San Diego District Attorney Paul R. Greenwood as the keynote speaker along with Wayne County Prosecutor Kym Worthy, County Executive Robert Ficano, and representatives from APS and law enforcement. The Summit will take place at Schoolcraft College, VisTaTech Center, 18600 Haggerty Road in Livonia.

New Jersey

Pamela Daniels, Coordinator of the Consumer Fraud & Identity Theft (CFIT) Protection Program in Newark reported on the Unified Vailsburg Services Organization (UVSO) Elder Fraud Voice-Out and picnic, which was held on May 27th in Ivy Hill Park. The event, for seniors 55 and older, was sponsored by the UVSO, the City of Newark Office on Aging, and Newark Screens, (which provided attending seniors with a courtesy admission to any matinee or evening show at the theatre):

"The Consumer Fraud & Identity Theft (CFIT) Protection Program is the latest addition to the UVSO Senior Center. Launched in January 2010, CFIT Protection is designed to provide fraud prevention information to senior citizens of Vailsburg in addition to reconciliation assistance for victims. We're celebrating elder month with more service! Foreclosure scams, home repair cons, and identity theft are just some of the rising fraud occurrences in Vailsburg. The Voice Out! Picnic will serve as a platform for sharing preventative information, while recording fraud stories from the city's elders."

New York

Mara Schechter of the [Jewish Association for Services for the Aged \(JASA\)](#) submitted information on the 5th Annual New York City Elder Abuse Conference: ["Don't Walk Alone: Interdisciplinary Collaborations to Improve the Impact of Interventions in Elder Abuse"](#). The event was held on June 2nd at the New School Institute for Retired Professionals in New York City. Featured speakers included Aileen Gitelson of JASA, Daniel Reingold of the Hebrew Home at Riverdale, Michael Markowitz of the New School Institute, Jane Fiffer, Deputy Assistant Commissioner of the City's Department for the Aging, Joy Solomon, Director and Managing Attorney of The Harry & Jeanette Weinberg Center

for Elder Abuse Prevention, Geoff Rogers, Director of Training, of the Brookdale Center for Healthy Aging & Longevity, Kelly Matheson, Program Manager for the Americas of WITNESS, Rebecca Hoffman, Elder Abuse Social Worker, from The Carter Burden Center for the Aging and One Stop Senior Services, and Peg Horan, LMSW, Coordinator, Elder Abuse Unit of the Kings County District Attorney's Office. Sessions featured advocacy efforts, prosecution strategies and the successful navigation through the court system, financial exploitation and predatory lending, and sexual intimacy versus sexual assault.

Tennessee

Janet Lamb, Staff Attorney for the Commission on Aging and Disability in Nashville, reported on a broad spectrum of events across the state to observe World Day 2010:

"Tennessee has distributed 268 World Elder Abuse Awareness Day banners, throughout the state, to encourage people to wear purple on June 15 to show their support and awareness. The governor will also issue a proclamation."

Several counties have adopted the theme "Seniors are Classics" and are sponsoring classic car shows and related events. On June 12th, there will be a car show at the Foodland Plus in McMinnville to raise money for the Warren County Senior Center. The event will feature awards in various categories, including a "people's choice" award, music, food, spot prizes for participants wearing purple, and a comic book costume contest for the kids. Davidson County will host a classic car show along with an ice cream social and sock hop on June 19th at the Donelson Senior Center in Nashville. Gallatin County will sponsor a classic car display and block party from on the 19th at the Gallatin Senior Center, featuring classic cars, food, music and fun. The Cannon County Senior Center in Woodbury will host a classic car drive-in for their members on

June 15th. There will also be a World Elder Abuse Awareness Day booth at the Harriman Car Show in Roane County on June 12th.

Ms. Lamb also compiled a list of regional events, many in which members of the Northeast Tennessee Vulnerable Adult Coalition will participate. (For an updated list of events, or for additional details and times, visit the [Tennessee Vulnerable Adult Coalition](#) online.)

- On June 15th, the Elizabethton Senior Center & Carter County/Elizabethton SALT Council will offer an educational program on Preventing Elder Abuse at the Elizabethton Senior Center, including a viewing of "Preventing Elder Abuse with Betty White."
- The Greene County/Greeneville Senior Resource Network will set up elder abuse education and awareness information tables outside several local businesses.
- The Jonesborough Senior Center will offer a lecture and question and answer with law enforcement and APS at the Senior Center.
- On June 15th, Johnson City Senior Center will show the video "An Age for Justice: Confronting Elder Abuse in America." APS counselors and law enforcement officers will be available for questions and answers.
- There will be a World Elder Abuse Awareness Day event at the Tennessee Technology Center in Ripley, Lauderdale County.
- On June 17th, the Everett Senior Center in Maryville will host an event featuring presentations by the Maryville Fire Department, Family Promise, and the Alcoa Police Department.
- On June 15th, there will be a World Elder Abuse Awareness Day conference at Lindenwood Christian Church in Memphis, Shelby County. Guest speakers include Mayor A.C. Wharton, Mayor Joe Ford, and District Attorney General William Gibbons. Elder financial exploitation,

prevention, and investigation are among the featured topics.

- In Union City, “Elder Rights and Efforts to Combat Abuse” will be presented on June 24th at the Obion County Office on Aging featuring Pam Wright, Certified Elder Law Attorney.

Ms. Lamb has also launched a [Facebook campaign to Light the White House Purple for World Elder Abuse Awareness Day](#) and encourages everyone to visit the site and “click” in support!

Vermont

Lynn Goulding, Co-Chair Northeast Kingdom Vulnerable Adult Action Coalition (NEK VAAC) submitted information on the team’s World Day activities. The coalition was launched in 2007 when the Agency on Aging for Northeastern Vermont received an NCEA Elder Justice Coalition mini-grant. (The work of the coalition was highlighted last year in the NCEA Webcast: ["Elder Justice: Community Collaborations."](#)) Ms. Goulding writes of this year’s activities:

“The Northeast Kingdom Vulnerable Adult Action Coalition (NEK VAAC) is hosting a celebration in our community to view artwork and stories created by community members sharing the theme of respect, caring and dignity throughout the lifespan. Workshops are being facilitated prior to the event by coalition members to obtain the varied art forms that will be displayed at the event. Art supplies will also be available at the event for anyone wishing to participate that day. The Celebration will be held at two locations on June 15th from 10:30-11:30 AM at the Good Living Senior Center in St. Johnsbury, Vermont, and the Lyndon Area Senior Meal Site at The Darling Inn in Lyndonville, Vermont. Coalition members will be on hand to host the event at the two locations, with displays of the artwork and stories as well as with handouts on elder abuse awareness. Participants in the Celebration will take away a purple flower to commemorate the day.”

Texas

Virginia R. Valenzuela, Director of the Georgie Briscoe Resource Center in Uvalde wrote the following about their Purple Ribbon campaign:

“We are excited about joining the National Campaign on Elder Abuse Prevention and will be screening the documentary “An Age for Justice” on June 15. Uvalde, Texas is a small rural community of about 16,000 and our center, which focuses on education and training for older adults and their caregivers, has been part of this community for a little over a year. We have received tremendous support in our efforts to promote this particular event including having the mayor sign a decree at the city council meeting proclaiming June 15th as Elder Abuse Prevention day. The Uvalde Leader News gives us great coverage as well as the local radio station. Our Administrative Assistant, Cyndy Marsh, who is extremely creative, made purple ribbons and placed them in baskets that are now at many different places throughout town. This small Texas town will definitely make a showing and hopefully make a difference in people’s lives.”

Washington

Cathy VonWald, Community Services Supervisor for Aging Services in the city of Bellevue, reported that on June 7th Mayor Don Davidson will issue a proclamation at the start of the City Council meeting declaring June 15th as World Elder Abuse Awareness Day and urging all citizens “to commit to building safer communities for our aging citizens.”

Linda Norris, Outreach and Education Unit Manager of Rural Resources Community Action, which serves Stevens County, shared this message:

“We determined that we cannot cover enough people in just one day so we have scheduled

events on several days in June. Our county is quite large, geographically-very spread out, but only has a population of 42,000. We are visiting every Senior Center for their 'Senior Potlucks', and providing education and awareness about crimes that are currently targeted towards seniors. We are engaging participants in conversation, encouraging questions and comments and then playing a 'Bingo' game that has them answer questions about Elder Abuse and interesting facts from their era. We provide senior-appropriate prizes and information. We are finding that about 25 to 30 seniors show up for each potlucks, and we are getting great input from the seniors."

West Virginia

Melissa Wright, Esq. and Associate Director of the Regional Long-Term Care Ombudsman Program and Susie Layne with the West Virginia Bureau for Children and Families reported on the state's first observance of World Day:

"West Virginia is recognizing their first World Elder Abuse Awareness Day with a rally planned at the State Capitol on June 15th from 1 – 3PM. Invitations with a letter signed by WV-DHHR Secretary Patsy Hardy has been sent to our wonderful service providers, State Commissioners, Government Department heads and of course each city mayor in WV inviting them to participate on this day. There is a proclamation the Governor has signed that will be read and several dignitaries who have been invited to speak. In addition to refreshments, attendees of the event will be able to view resources that each of our sponsors will have on display. The WV Health Care Association has graciously agreed to display their framed posters titled 'Remember Me' that shows a young and older picture of an adult that depicts a story of their life. It is truly a wonderful display!

"WV also went with the slogan and had a banner made that says 'Life, Well Being and Dignity for

Older Adults.' However we did depart from the traditional purple ribbon that signifies domestic violence. We adopted silver and gray to represent this special population. In WV we have the Silver Haired Legislators and last year passed the Silver Alert (similar to the Amber Alert) which is why we went with these colors. Gray ribbons will be given to each attendee at the Capitol.

"We also made proclamations that were sent to each Adult Protective Service Supervisor across the state to have their city mayor sign so it would truly be a statewide recognition! In addition to the festivities planned at the Capitol, we have sent posters to all 54 DHHR county offices. Some of our counties will be doing individual activities to commemorate this day."

Wyoming

State APS Consultant Dorothy Thomas reported on plans in Wyoming that built upon the community partnerships established last year among senior center staff, victim services, Safehouse, Protective Services, Community Action, and Wyoming Kinship Advocacy. This year the team will be hosting a Resource Fair at the public library in Cheyenne on June 15th. All of the partners will distribute outreach materials. In addition there will be yoga demonstrations, chair massages, healthy foods, door prizes donated by local businesses, etc. The team is hopeful that the Governor will once again sign a proclamation at the World Day event. According to Ms. Thomas, additional activities will be taking place throughout the state.

NCEA wishes to thank all of you for sharing information on World Elder Abuse Awareness Day Events. Your ideas may inspire other communities to take action!

Do you have late breaking news or reports on World Day Activities?

[Click Here](#) to share details.

NCEA will continue to publish reports on World Day 2010 events in the upcoming E-News.

[Join Us.](#)

Together, we have the power to prevent elder abuse.

Global Events to Commemorate World Day: Reports from Australia and India

Australia

This year the [Alliance for the Prevention of Elder Abuse, Western Australia](#) and Advocare Inc. made a decisive break with the traditional ways of raising awareness of WEAAD. In place of the usual seminar/workshop day, the following diverse events have been planned with a view to increasing the penetration of the message through the community

- The Office of the Public Advocate has arranged two information sessions – one for the general community and one for service providers. These will be held on June 15th at the Blind Institute, 61 Kitchener Ave. Victoria Park, 6100. [Click Here](#) for details.
- The Public Trustee will present a Financial Abuse workshop from 9.30 AM-12 noon, June 17th at Theatrette, Level 2, QV1Building, 250 St. Georges' Terrace in Perth. This fully booked event will feature topics will including detecting financial abuse and forensic examination of Trust documents.
- The Department for Communities, Western Australia and the Older Person's Rights Service,

(OPRS) will launch a new publication, a Topic Sheet about Family Agreements.

- The City of Perth will illuminate the Council House (and other venues in the city) in purple livery to mark WEAAD 2010.
- Local governments across Western Australia have been contacted with information about WEAAD and offered WEAAD resources to raise awareness on a local level.
- An elder abuse workshop is planned for June 18th at Advocare, Unit 1/190 Abernethy Rd, in Belmont, Western Australia.
- Advocare has developed community announcements to raise awareness of elder abuse, which will be aired on various radio stations in the lead up to WEAAD 2010. A poster with the slogan, "Are you being abused, neglected or financially exploited," suitable for display in a variety of venues, will be released a little later in the year.
- Global emails raising awareness of WEAAD 2010 have been disseminated throughout the Home and Community Care network.
- A workshop for Cockburn Seniors will be presented by Advocare on June 15th. The topic will be "How can you help those around you: knowledge can make a difference."

Special thanks to Mary Kepert of Advocare for submitting this article.

India

On the occasion of World Elder Abuse Awareness Day 2010, [Silver Inning Foundation](#), a not-for-profit organization dedicated to senior citizens and their family members, will be commemorating Elder Abuse Day on 15th June'2010 by sponsoring an essay contest. Themes for the contest are as follows:

- For all age groups: Elders Abuse – "The Change Has to Start at Our Home"

- For School Students - Class 5th to Class 10th: "My Grandparents - Our Golden Treasures"
- For Students - 1st year college to post graduation: "No Excuse for Elder Abuse - Signs and Solutions"

The first place entry in each category will be awarded cash prizes. The three best essays in each category will be published on the [Silver Inning website](#) and blog. The top ten entries submitted in each category with India postal addresses will be given a Participation Certificate.

Deadline for submission: June 10th 2010.

The winners will be announced online and by email after June 25th 2010. All the essays will become the property of the Silver Inning Foundation for use in outreach materials.

For more details on the essay competition, [Click Here](#).

Special thanks to Sailesh Mishra, Founder and President of the Silver Inning Foundation for submitting this article. Silver Inning Foundation consists of a dedicated team of professionals contributing to the cause of the elderly. The Foundation conducts seminars, camps, lectures, awareness modules, advocacy, networking, dementia management services and also has support groups for home based advice.

In Memoriam: Dr. Patricia "Pat" Stanis

On May 9, 2010, the elder abuse prevention and response network lost a longstanding advocate, practitioner, and researcher, Dr. Patricia "Pat" Stanis of Colorado. Dr. Stanis worked for Colorado APS since 1998, and was an active member of the National Adult Protective Services Association (NAPSA).

"In her work in APS for the state of Colorado, she was a passionate victim advocate, patiently helping at-risk individuals, training APS workers, supporting APS supervisors and working in collaboration with a wide range of community agencies to improve services. She was a devoted NAPSA member, providing wisdom and leadership as Co-chair of the Education Committee. She also served as a dedicated and compassionate legal guardian of three disabled adults, making sure that they were safe and well cared for, that their rights were respected and giving them her full attention, affection and concern," noted friend and longtime colleague, Joanne Marlatt Otto, formerly executive director of NAPSA.

Dr. Stanis, and her generous contributions to the field, will be missed by all.

"Senior Crime Busters" Initiative Marks Second Anniversary: Program Helps Seniors Stay Safe, Avoid Scams

In July 2008, NCEA E-News featured an [article on a new crime prevention initiative](#) in Westchester County, New York, Senior Crime Busters. Jeanne Pici, Program Administrator for the Westchester County Department of Senior Programs and Services provided this report on the project's success in the region:

Seniors are often targeted for identity theft, telemarketing, sweepstakes fraud, and home improvement rip-offs. And with so many seniors using the Internet, online scams are an increasing concern. That's why Westchester County launched Senior Crime Busters in June 2008, a proactive elder fraud and crime prevention program that teaches seniors how to recognize potential scams before they happen, and how to avoid becoming a victim in the first place. It is now celebrating its second anniversary. Since Senior Crime Busters began, instructors have made 90 presentations to more than 4,000 seniors throughout Westchester.

In 2009, the program was honored with an Achievement Award from the National Association of Counties.

The effort brings together officials from law enforcement, social service agencies, and non-profit organizations in Westchester to pool their resources and expertise when speaking to senior groups. Instructors visit senior centers, assisted living facilities, libraries, houses of worship, senior clubs and other locations to teach seniors about the most common scams, the techniques perpetrators commonly use, and who to alert if they identify a scam or are victimized. Seniors also learn how to protect their physical safety in situations such as shopping at the mall or walking in a neighborhood park. Through such education, the county hopes seniors will learn how to avoid crimes before they occur.

"We're empowering seniors by providing them with information they can use to protect themselves in their daily lives," said Gary Brown, director of communications and policy research at the New York State Consumer Protection Board and co-chair of the Westchester Elder Abuse Coalition. "Smart seniors are safe seniors."

Senior Crime Busters is a project of the Westchester Elder Abuse Coalition of the Department of Senior Programs and Services, and includes the county departments of Consumer Protection, Social Services (DSS) and Public Safety, the Office for Women, the Westchester County District Attorney's Office, the New York State Attorney General's Office, the Pace Women's Justice Center and numerous other not-for-profit agencies. Speakers for a Senior Crime Busters presentation go into the community in teams of two to present one-hour programs. One speaker talks about consumer and financial issues; the other discusses public safety issues. Often a local law enforcement officer will join the presentation to talk about what to watch for in their community.

"Promoting senior safety through education is a top priority of my office," said District Attorney Janet DiFiore. "Senior Crime Busters does just that, and we are proud to be partners in this very important program."

Commissioner Mae Carpenter of Senior Programs and Services noted that Senior Crime Busters is an important part of the Livable Community Connection (LCC) program, which is a network of nine sites throughout Westchester. Each site is headed by a coordinator who works with an advisory council and local task forces to develop senior friendly communities. "Safety is a critical component of livable communities," said Carpenter. "And Senior Crime Busters is helping seniors stay safe. It's a terrific and popular initiative."

"The program provides relevant information in an understandable and user-friendly format," said Linda Schulz, LCC coordinator for the Town of Greenburgh. "The audiences are benefiting greatly from these presentations."

The program is ongoing, and presentations are being offered through senior clubs, nutrition centers, senior centers, assisted living facilities, houses of worship, libraries and LCC sites.

For more information or to arrange for a program call 914-995-2190.

Special thanks to Ms. Pici for submitting this article.

NCEA Website Recognized by The Health Hawk

In May, the [NCEA website](#) was listed as one of the [50 Government Blogs or Web Resources Good for Your Health](#) by [The Health Hawk](#), a blog that features news on public health online resources.

Online Resources

GAO Report on Nursing Home Deficiencies

A recent report by the US Government Accountability Office (GAO) highlights the latest figures on the underreporting of serious deficiencies in nursing homes. This updates a 2008 report on this issue, and finds that federal surveyors continue to identify more deficiencies in care when re-inspecting a sample of homes inspected by state surveyors. Findings suggest that there has been some decrease in these discrepancies. To read the recent report, [Click Here](#).

YouTube Elder Abuse Message Available for Raising Awareness

Suzzan lao, a college student enrolled at San Francisco State University interested in studying gerontology, recently created a very compelling elder abuse awareness video for her "Community Organizing and Community Building for Health" class. She contacted NCEA to share information about the video:

"The assignment was an action project that aims towards active contribution for the community, such as volunteering and acknowledging issues," said Ms. lao. "I hope that this video can serve its purpose and spread its message."

Visit YouTube to view and access the [Stop Elder Abuse](#) video clip.

Funding Opportunities

The following are recently published funding opportunities:

US Department of Agriculture

Supplemental Nutrition Assistance Program (SNAP) - Increasing SNAP Participation among Medicare's Extra Help Population

USDA's Food and Nutrition Service is soliciting applications for pilot projects to encourage eligible elders to participate in SNAP:

"SNAP helps low-income families purchase healthy foods and maintain nutritious diets. Even though the number of people receiving SNAP has increased dramatically in recent years, the percentage of eligible elderly individuals who participate in SNAP remains low....Although 7 million elderly individuals are eligible for SNAP, only 2.2 million participated in SNAP...."

- Deadline for applications: June 30, 2010
- For more information: [Click Here](#).

US Department of Justice

FY 2010 Identity Theft Victim Assistance Networks Program

"The Identity Theft Victim Assistance Networks Program will award one cooperative agreement for \$650,000 to a national nonprofit organization to support the planning activities of regional, statewide, or community-based organizations in serving identity theft victims. Based on successful completion of year one activities, year two sub awards will be granted to improve assistance to identity theft victims...." (Office of Victims of Crime)

- Deadline for applications: June 15, 2010
- For more information: [Click Here](#).

Editorial Note:

Due to extensive coverage of World Elder Abuse Awareness Day, the NCEA E-News quarterly rotation of state news, research, and legislative updates has been temporarily suspended. We will resume routine coverage of these features later this summer.

Calendar of Events

Note: Additional information on events in observance of World Elder Abuse Awareness Day, such as public rallies and forums, is featured throughout the World Day articles appearing in this and [previous E-News issues](#).

June 14 – June 16, 2010

[National Institute of Justice Conference 2010](#)

Crystal Gateway Marriott
Arlington, VA

June 15, 2010

[World Elder Abuse Awareness Day Professional Seminar](#)

Northshore Harbor Center
Slidell, LA

June 15, 2010

[2nd Annual World Elder Abuse Awareness Conference](#)

William Mitchell College of Law
St. Paul, MN

June 15, 2010

World Elder Abuse Awareness Day Event and Intergenerational Art Project
Salina Civic Center
2826 LeMoyné Ave
Syracuse, NY

June 15, 2010

US Departments of Health and Human Services and Justice

[World Elder Abuse Awareness Day Event RSVP by June 11th, 2010](#)

Great Hall of the Hubert Humphrey Building
Department of Health and Human Services
Washington, DC

June 16, 2010

[Southeastern Michigan Elder Abuse Summit](#)

Schoolcraft College, VisTaTech Center
Livonia, MI

June 18, 2010

[Legal Assistance for Seniors presents The 5th Annual Elder Abuse Conference](#)

Oakland City Hall at Frank H. Ogawa Plaza
Oakland, CA

July 14 – 16, 2010

[Illinois Department on Aging 24th Annual Elder Rights Conference/14th Annual Illinois State Triad Conference: Charting the Future: Working Together for Older Adults](#)

Schaumburg Marriott
Schaumburg, IL

July 17 – 21, 2010

[N4a 35th Annual Conference and Trade Show](#)

Hyatt Regency St. Louis at The Arch
St. Louis, MO

August 16-18, 2010

[2010 Florida Conference on Aging: Better Together: Life After 55](#)

Caribe Royale Hotel
Orlando, FL

September 14-16, 2010

[National Center for Victims of Crime – 2010 National Conference](#)

Hilton Riverside New Orleans Hotel
New Orleans, LA

October 19-22, 2010

[35th NCCNHR Annual Meeting and Conference](#)

Caribe Royale All-Suite Resort & Convention Center
Orlando, FL

October 26 - 29, 2010

[27th Annual Texas Adult Protective Services
Conference: Empowering, Enriching, Protecting
Lives](#)

Holiday Inn Select San Antonio International
Airport
San Antonio, TX

October 28 - 29, 2010

[Washington State's 7th Annual Vulnerable Adult
Abuse Conference: Overcoming Barriers](#)

Washington State Criminal Justice
Training Commission
19010 First Ave South
Burien, WA

November 8-10, 2010

["Healing the Culture of Abuse"](#)

21st Annual NAPSA Conference in partnership with
the University of California, Irvine
San Diego, CA

Credits and Contact Information

The National Center on Elder Abuse E-News is published monthly by the Clearinghouse on Abuse and Neglect of the Elderly (CANE) of the University of Delaware, and edited by Sharon Merriman-Nai.

To **subscribe** to the NCEA E-News, go to:
www.ncea.aoa.gov.

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National Center on Elder Abuse Grantees:

- National Adult Protective Services Association
- National Committee for the Prevention of Elder Abuse
- Clearinghouse on Abuse and Neglect of the Elderly, University of Delaware (CANE-UD)

The National Center on Elder Abuse newsletter is supported in part by a grant (Number 90AM3146) from the Administration on Aging, U.S. Department of Health and Human Services (DHHS). Grantees undertaking projects under government sponsorship are encouraged to express freely their findings and conclusions. Therefore, points of view or opinions do not necessarily represent official Administration on Aging or DHHS policy.