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Highlights of the 6th Annual World Elder Abuse Awareness Day

On June 15th, communities around the globe observed World Elder Abuse Awareness Day (WEAAD), an observance established in 2006 by the [International Network for the Prevention of Elder Abuse](#). WEAAD is a day to conduct outreach and professional training; to generate attention and support for the programs that enhance the lives and independence of older individuals; to support the advocates who work to help prevent and intervene in elder abuse; and above all, to remember elders who are abused, neglected, and exploited, as well as those who suffer from self-neglect, especially victims who suffer in silence.

In our annual WEAAD issue, we recap the highlights of many of the international, national, state and

regional events held in recognition of this special day, and we salute the efforts of advocates worldwide.

Thank You, Dr. Podnieks!

Theme songs? Balloon releases? Scam Jams? Video, art, and essay contests? Health fairs and senior expos? Public buildings bathed in purple light and festooned with lavender ribbons and balloons? When Dr. Elizabeth Podnieks conceived of World Elder Abuse Awareness Day, could she have envisioned such a vast, vibrant, creative, and eclectic global display of solidarity?

Given her enthusiasm and ability to be ahead of the curve when it comes to elder abuse and related social issues, the answer is probably “yes!”

Dr. Podnieks was a founding member of the International Network for the Prevention of Elder Abuse and founder of WEAAD. She holds a Bachelor of Science in Nursing from the University of Toronto, a Master of Environmental Science from York University, Toronto and a Doctor of Education in Sociology from the University of Toronto. She has held nursing positions throughout Canada and England and is professor emeritus at Ryerson University School of Nursing in Toronto. Dr. Podnieks has published extensively, nationally and internationally, on the topic of elder abuse and was principle investigator of the Canadian national survey on elder abuse, conducted in 1989. More recently she has collaborated on the *Worldview on Elder Abuse Environmental Scan*. She has also served on the editorial boards for many peer-reviewed journals that address gerontology and elder abuse.

In addition to research, Dr. Podnieks has long been an innovator in raising awareness of elder mistreatment by encouraging intergenerational activities, such as the [WEAAD 2010 Youth Summit](#),

to reduce ageism and sow the seeds of prevention. She has also embraced technology as a means to raise awareness by encouraging the use of video and online tools to connect concerned individuals across borders. For example, in 2009, she instituted a system of E-Blasts to enable advocates literally throughout the world to virtually participate in the international WEAAD forum held in Paris.

The field of elder abuse awareness, prevention, and response owes a debt of gratitude to Dr. Podnieks for conceiving of World Elder Abuse Awareness Day, which has become a rallying point for all who strive to enhance the lives and well-being of older individuals everywhere.

Thank you, Dr. Podnieks!

Federal WEAAD Efforts and National Initiatives

Federal entities, national organizations, and collaborators came together to launch a variety of WEAAD events in the US:

Congressional Victims' Rights Caucus Elder Abuse Forum

In observance of WEAAD, the Congressional Victims' Rights Caucus hosted an Elder Abuse Forum. Led by Texas Congressman Ted Poe, the briefing examined how the problem of elder abuse is being addressed, its substantial cost, and the steps necessary to effectively prevent and address the issue and the concerns of victimized seniors.

The public forum was held in the Capitol Visitor Center, in Washington, DC. Speakers included Kathy Greenlee, Assistant Secretary for Aging, US Department of Health and Human Services; Joye Frost, Acting Director, Office for Victims of Crime, US Department of Justice; Marie-Therese Connolly, Director, Life Long Justice, an Appleseed initiative,

and Senior Scholar of the Woodrow Wilson International Center for Scholars; Carmel Dyer, MD, Roy M. and Phyllis Gough Huffington Chair in Gerontology at the University of Texas Health Science Center at Houston Medical School; Trudy Gregorie, Senior Director and National Consultant, The Justice Solution; Latifa Ring, Founder of the National Elder Abuse and Guardianship Victims Taskforce for Change; Terri Abelar, Founder and CEO of Aging Solutions, Inc.; and Robert Blancato, National Coordinator of the Elder Justice Coalition.

Assistant Secretary Greenlee also published an entry in the Office of Public Engagement White House Blog, [Taking a Stand Against Elder Abuse](#). The commentary appeared online on June 13th and has been reposted throughout the internet.

NCPEA and Jeff Beam Release "Can't You Feel the Curve of the Earth?"

To commemorate WEAAD, the National Committee for the Prevention of Elder Abuse (NCPEA) and musician Jeff Beam released an exclusive song and music video, *Can't You Feel the Curve of the Earth?* According to NCPEA, "The song serves as a wake-up call about the widespread problem of elder abuse." To listen to or download the song, [visit NCPEA](#), where you can also [view the video](#).

Advocates Collaborate to Present BlogTalkRadio Session and Webinar

On June 15th, the National Resource Center on Domestic Violence, the National Clearinghouse on Abuse in Later Life, UC Irvine Center of Excellence on Elder Abuse and Neglect, Casa de Esperanza, the National Sexual Violence Resource Center, and Services and Advocacy for GLBT Elders jointly presented a [WEAAD Package](#). Bonnie Brandl, Director of the National Clearinghouse on Abuse in Later Life (NCALL), Mary Twomey, Co-director of the Center of Excellence on Elder Abuse and

Neglect at the University of California, Irvine, and Karla Vierthaler, Outreach Coordinator of the Pennsylvania Coalition Against Rape hosted a 30 minute interactive *BlogTalkRadio* session. Later in the day the group hosted the webinar: *Understanding the Dynamics of Abuse in Later Life in the LGBT and Latino Communities*. Along with Ms. Twomey and Ms. Brandl, speakers included Rosie Hidalgo, Director of Public Policy for Casa de Esperanza and Heidi Notario-Smull, Training Specialist for the National Resource Center on Domestic Violence (NRCDV).

NAPSA and Missouri APS Release Elder Abuse Video

In honor of WEAAD 2011, the National Adult Protective Services Association encourages everyone to view and to share the inspiring video, [Color My World Free from Elder Abuse](#).

NAPSA sincerely thanks Kathy McKlin, MSW, LCSW, Stephanie Paul, MSW, P-LCSW, and Marta Fontaine, NAPSA Secretary and APS Administrator, Missouri Department of Health and Senior Services, for creating this video and for making it available to NAPSA to share with everyone.

Spokesperson William Mapother Submits Commentary to Huffington Post

In honor of WEAAD, actor and writer William Mapother submitted an editorial to the Huffington Post that is due to appear in mid-July. Mr. Mapother has served as a spokesperson for the cause of elder abuse awareness and prevention since he created a series of [PSAs](#) in 2007 with the State of Kentucky and the NCEA. He is also featured in the NCEA Elder Abuse Awareness pre-movie trailer that has been placed in theaters throughout the US in recent years. Well known for his role as Ethan on the television hit, *Lost*, he is currently starring in the new film, *Another Earth*, which

debuted at the Sundance Film Festival in early 2011.

Many thanks to Mr. Mapother for his years of dedication and for speaking out against elder abuse.

WEAAD Reports from Coast to Coast: State by State Coverage

Across the US, groups large and small worked diligently to focus attention on elder abuse in the weeks surrounding WEAAD 2011. Here is a snapshot of the wide array of activities that were sponsored throughout the country this year. We are especially grateful to the NCEA E-News subscribers who not only organized and participated in these events, but also contributed many of the updates.

Alabama

In Alabama, Doris Ball of Adult Protective Services, Department of Human Resources (DHR) reported that WEAAD events were held at senior centers, adult day care centers, libraries, courthouses, and nutrition sites, incorporating a broad spectrum of professionals and consumers of all ages. The day was marked with special activities in the following counties: Autauga, Barbour, Bibb, Butler, Chambers, Chilton, Choctaw, Coffee, Coosa, Covington, Crenshaw, Dale, Etowah, Geneva, Henry, Houston, Lee, Limestone, Lowndes, Macon, Madison, Monroe, Pickens, Pike, Randolph, Tallapoosa, and Wilcox. Throughout the state, press releases, articles, and photos were submitted to the local newspapers.

DHR staff, social workers, home health aides, and others wore purple ribbons and attire, and distributed purple ribbons on that day. The front entrances and lobbies of various public buildings

were decorated with purple balloons and ribbons. Outreach materials were distributed at senior centers, court houses, physicians' offices, and other local businesses in some areas.

In Lee County, the press and a local TV station interviewed Theresa Davis, APS Spirit Award winner. Ms. Davis was also recognized by the Governor of Alabama during a statewide proclamation signing. Additional proclamations were made by government officials in Bibb, Butler, Coffee, Dale, Henry, Houston, Geneva, Lee, Lowndes, and Macon counties.

Public events featuring speakers who discussed elder abuse and APS services took place in Barbour, Madison, Wilcox, and Covington counties, where purple popsicles were also handed out. In Crenshaw and Monroe counties, DHR and Community Action collaborated to host special awareness days. In Monroe County, PSAs were distributed to the local radio stations and newspapers.

California

FAST Coordinator Jean West in Santa Barbara County was a featured guest on a local radio talk show discussing the demographics of elder abuse, common perpetrators, how and to whom to report abuse, and the work of the FAST team and other community resources. She also submitted an article to local newspapers. The Santa Barbara Elder and Adult Abuse Prevention Council also sponsored their annual conference, *Safeguarding Elders and Dependent Adults Against Abuse* at the Santa Barbara City College on May 26th.

Jan Piffner of the Santa Clara County Department of Aging reported on details of the county's commemoration of WEAAD 2011. A special event was held on June 15th featuring a multidisciplinary panel of guests who spoke on various topics relating to elder mistreatment, including the need

disability and estate planning, senior scams, and local concerns: Guadalupe Friez, County of Santa Clara Adult Protective Services; Janet Berry, County of Santa Clara Office of the District Attorney; Victoria Fedor-Thurman, County of Santa Clara Public Guardians Office; Judith Watson, County of Santa Clara In-Home Supportive Services; District Three Supervisor and President of the Board, Dave Cortese; Director of Department of Aging and Adult Services, Lee Pullen; District Attorney Jeff Rosen; County Counsel Miguel Marquez; City of San José Council Member Kansen Chu. Entertainment was provided by the *Senior Chinese Dance Group from Self-Help for the Elderly*, and information booths distributed information on local resources. "Goodie bags" were distributed to 120 seniors, and the event was covered by local radio and newspaper media.

In San Francisco, Elder Financial Protection Network (EFPN) and WesPay presented *Confronting Financial Elder Abuse: Tools and Solutions for Financial Institutions*, hosted by the FDIC. The management level training designed for employees of financial institutions provided an update on the growing crime of financial elder abuse and examined the role of the financial service professional in protecting elder account holders and clients from exploitation. Speakers included Jenefer Duane, Founder and CEO of EFPN, Helen Karr, Elder Abuse Special Assistant, San Francisco District Attorney's Office, and psychologist Erika Falk, at the Institute on Aging in San Francisco.

Because California also observes Elder Abuse Awareness Month in May, some events took place earlier. For example, Margarita Towe, Social Service Supervisor with the Kern County Aging and Adult Services Department, previously reported on the 14th Annual Kern County Elder Abuse Prevention conference, Crimes Against Seniors, which featured a guest appearance by legendary entertainer, Mickey Rooney, who recently

appeared before Congress to discuss his personal experience of elder abuse. The event was held on May 12th, 2011.

Colorado

Education and Outreach Coordinator Tracy Van Zee, Silver Key Senior Services, reported on the Pikes Peak WEAAD event, June 10th, at the Colorado Springs Senior Center in conjunction with the Pikes Peak Coalition Against Abuse in Later Life. Speakers included Marco Chayet, past chairman of the Elder Law Section of the Colorado Bar Association; Catherine Seal, Public Administrator and Elder Law Attorney; and Chris Garvin, Dept. of Human Services. Silver Key also provided transportation and refreshments. Ms. Zee is also composing an article on elder abuse awareness for *CALL*, the agency's newsletter.

Helen Davis, Coordinator of the Colorado Coalition for Elder Rights and Abuse Prevention (CCERAP), selected highlights of NCEA's [Why Should I Care About Elder Abuse](#) fact sheet for an article that was published in the *50 Plus Marketplace News*, a monthly publication reaching over 115,000 readers in 7 counties.

Delaware

Margaret Bailey, Administrator for the Delaware Nursing Home Residents Quality Assurance Commission, submitted details on a series of coordinated events throughout the state. All three counties hosted events sponsored by the Delaware Senior Protection Initiative in conjunction with the Delaware Aging Network. At each location, the documentary [An Age for Justice: Confronting Elder Abuse in America](#) (WITNESS/NCOA 2009) was shown along with the [Delaware High School YouTube video contest winning entry](#). Presentations were held at the Newark Senior

Center, the Modern Maturity Center, and the CHEER Community Center.

Featured speakers included: social worker Elaine Markell (Governor Markell's mother); Attorney General Beau Biden, III along with Charles Butler, Marsha White, Patricia Dailey-Lewis of the Department of Justice; Health and Social Services Cabinet Secretary Rita Landgraf; Senator Bethany Hall-Long; and APS Supervisor Pamela Williams. Governor Markell and the 146th General Assembly prepared a proclamation and a House Concurrent Resolution, respectively.

At the Sussex event, Bernard Dennis, sophomore at Cape Henlopen High School, was recognized as the winner of the video contest entitled *Connecting Generations: Compassion in Action*.

The events concluded with a synchronized [purple balloon release](#) symbolizing the worldwide problem of elder abuse. In addition, the cupola at Legislative Hall in Dover was lit in purple during the evening of June 15th.

The following day, the Delaware Certified Nursing Assistants held their annual day of recognition in Cheswold. The event was organized by chapter leader Pat Engelhardt and featured CNA testimonials, and presentations on spirituality, laughter as the best medicine, and elder abuse awareness.

Florida

JoShonda Guerrier APS Program Manager for the Northwest Region, Circuits 1, 2, and 14, shared information on her region's initiatives. The Panama City Office of the Florida Department of Children and Families (DCF), in partnership with the Junior Service League of Panama City, hosted a local Services and Health Bazaar for Seniors in. Participating vendors included the Department of Veteran Affairs Nursing Facility, Area Agency on

Aging and Department of Elder Affairs, home care providers, hospice care providers, adult respite services, a hearing specialist, behavior modification specialists, and an eye specialist. According to Ms. Guerrier, "This second annual event was a success and we look forward to providing the community this service again June 15, 2012." Paradise Gardens I Community clubhouse in Margate was the site of another public event hosted by DCF. In addition, news coverage of WEAAD and elder abuse was carried by the local press.

Vickijo Letchworth, Elder Abuse Response Program Advocate of the Shelter for Abused Women and Children, sent news regarding a series of events held throughout the region. From June 10th through the 15th, (declared World Elder Awareness Week by the city and county) presentations featuring *An Age for Justice* were held at the Collier County Housing, Human and Veterans Services, and Nutrition Services and Seniors Luncheons sites. A Senior Expo was also held where information on elder abuse was handed out. On June 15th, a presentation featuring the documentary was also held at the local YMCA. At all events, purple ribbons were distributed.

Idaho

Sarah E. Toevs, Chair, Community and Environmental Health and Director of Center for the Study of Aging at Boise State University (BSU) and Jacquie Kennedy-Gooch of the Idaho Department of Insurance wrote about at the state's two-day *Summit on Elder Abuse and Exploitation*. The event was held on June 16-17th at BSU and featured nationally recognized consultant Lisa Nerenberg, MSW, MPH and Wendy Olson, US Attorney for Idaho. Day two featured a *Senior Scam Jam* specifically for consumers designed to prevent financial fraud and exploitation.

A highlight for both days of the Summit was the presentation of a one-act play, *Cherry Pie*, written and produced by Christine Rosensteel that depicts a scenario of elder financial exploitation. (See the following E-News article for more on *Cherry Pie*, and other dramatic pieces that illuminate issues surrounding elder abuse).

Illinois

The Chinese American Service League (CASL) in Chicago hosted a WEAAD event in conjunction with the Rush Institute on Healthy Aging. Speakers included renowned elder abuse researcher Dr. XinQi Dong, Associate Director, Rush Institute of Healthy Aging; Bernarda Wong, President, CASL; Alice Hayes, Elder Abuse Program Coordinator, Illinois Department on Aging; Joyce Gallagher, Executive Director, Senior Services Area Agency on Aging; Judge Patricia Banks, Cook County Court; Alderman Emma Mitts, 37th Ward, City of Chicago; Dr. Bechara Choucair, Commissioner, Chicago Dept of Public Health; and Sam Gabuzzi, US Administration on Aging.

A highlight of the day was the WEAAD Art and Writing Contest Awarding Ceremony for the CASL - sponsored intergenerational competition for students and seniors alike (for more, see the [March 2011 NCEA E-News](#).) *An Age for Justice* was also shown at the event.

Indiana

S-O-S of the Family Justice Center in St. Joseph County observed WEAAD with an event at the Battell Community Center. Entitled *The 3 R's: Recognize, Respond, and Reduce*, festivities included speakers, skits, door prizes, and information.

In Patriot Crossing, the Forensic Advocacy Center for Elders brought together seniors, law enforcement, and representatives of community

resources for WEAAD Community Expo, “a day of education, food, fellowship, and fun.” Free lunch was provided for the first 250 guests, and workshops were presented on topics such as dementia, caregiving, and financial exploitation (presented by the Securities Division of the Indiana Secretary of State's Office). Entertainment was provided by Laugh Matters (Laugh Yoga), the Alley Kats dance group, and the Golden Airs singing group.

Iowa

Linda Hildreth, Elder Abuse Program Director for the Iowa Department on Aging, reported that June 15th marked the launch of a series of free webinars the state is sponsoring throughout the rest of 2011.

To commemorate WEAAD, Ms. Hildreth was joined by panelists Mike Hensch, Johnson County Medical Examiner and Jeff Clark, Assistant Linn County Attorney to present *Elder Abuse: What is It and What Can I Do?* The session provided a brief overview of Iowa’s adult abuse response system; the role of the Medical Examiner in investigating the deaths of elders which may have resulted from abuse and neglect; and an overview of both the criminal and civil remedies found in the Iowa Code Chapter 235B, Dependent Adult Abuse Law.

Addition presentations will include the following:

- August 16th
Obsessive Compulsive Disorders and Hoarding “Buried Alive” featuring Daniel S. Downing, M.S., Founder and Executive Director, New Horizons Family Enhancement Center
- October 27th
Financial Crimes Against Older Iowans & Dependent Adults featuring Celene Gogerty, J.D., Assistant Polk County Attorney, Polk County Attorney’s Office

- December 8th
Prosecuting Dependent Adult & Elder Abuse, also featuring Ms. Gogerty.

For more information or to download the [registration form](#), visit the [Iowa Department on Aging](#) website.

Kansas

Johnson County District Attorney Steve Howe and Kansas Attorney General Derek Schmidt spoke at the Johnson County Administration building in Olathe on June 15th. It is estimated that one in ten seniors in Johnson County are victims of some form of mistreatment. Participants were educated regarding the potential indicators of abuse and were encouraged to report suspected mistreatment.

On June 28th, Larry Hatteberg of KAKE Channel 10 hosted an event at Botanica featuring a senior fair, a balloon launch, and a talk by Sedgwick County District Attorney Nola Foulston. People were asked show support for the cause by wearing purple. The event was sponsored by the Mental Health Association of South Central Kansas, the TRIAD Council of South Central Kansas and the Mid-Kansas Senior Outreach Project.

Kentucky

Stacy Carey, Domestic Violence and Elder Abuse Consultant, Kentucky Cabinet for Health and Family Services, wrote with information on the Local Coordination Councils on Elder Abuse. These coalitions sponsored a broad spectrum of events and related activities to raise awareness of elder abuse this year.

Receptions were recently held in Barren River at the historic Rail Park Museum and at the Boxwood, featuring Mayor Dennings and First Lady Jane

Beshears. The *Silver Ribbon Campaign* and *Take a Senior to Lunch* were also very well received.

The Big Sandy Elder Abuse Council is presently involved in an elder abuse needs survey. In-service trainings were held at care facilities and speaking engagements were held throughout the area at senior centers, schools, groups, and clubs to raise awareness. Educational materials were distributed at health fairs and at a Gospel Sing in Pike County. The group launched *Faith in Action*, and outreach initiative to engage faith-based communities in raising elder abuse awareness. The Council is also planning a training event for the fall, and has created a Facebook page to publicize the group's upcoming events.

The Clark County Council held its fourth annual *Empowering Mindfulness Conference* on June 16th to promote elder abuse awareness. In May, the Council displayed banners throughout Main Street in Winchester, and also sponsored a billboard in December 2010.

During the week of June 15th the Fayette and Jessamine Coordinating Council showed the *Age for Justice* in all sixteen counties in the bluegrass region, and participants wore purple. Mary Crowley Schmidt, Assistant Director, Bluegrass Area Agency on Aging and Independent Living and Troy Johnson from the Ombudsman's Agency of the Bluegrass appeared on Channel 18 to promote the WEAAD event. The Council was also featured on the Jack Pattie show on June 13th. The Council held its 1st annual commemoration of WEAAD at the senior center in Lexington, featuring key note speakers from the Nursing Home Ombudsman, internationally acclaimed elder abuse researcher and professor, Dr. Pamela Teaster, and Mayor Jim Newberry. Bernie Vonderhide (Kentuckians for Nursing Home Reform) was MC and musical comedic entertainment was provided by *Young at Heart*.

The Fivco Elder Abuse Council created pamphlets to distribute throughout the community and provided staff in-service training.

Kentucky River Council against Maltreatment of Elders hosted its annual *Elder Abuse Awareness Conference for Professionals* on March 31st. One-hundred and forty participants attended and two social work elder abuse awareness awards were given out along with two volunteer awards. Council members promoted awareness with proclamations, silver ribbons, radio advertisements, and honored all 100 year old individuals. The Council partnered with all regional soil conservation districts to plant trees in commemoration of Elder Abuse Awareness Month. Kentucky River Area Development District also coordinated a balloon release at senior centers throughout the area.

The Lincoln Trail Council created and distributed place mats at local restaurants to promote elder abuse awareness and education.

Due to scheduling conflicts, Louisville Metro Council is planning its world elder abuse awareness event for this September. The Council is creating training for circuit court judges about how financial crime can be much more traumatic for these older victims and how cases should be handled more aggressively. Council members have worked with local legislators on various initiatives, and also with *Courier Journal* reporter Deborah Yetter to promote news coverage.

Pennyriple Council also created PSAs entitled *Did You Know?* Radio and print ads were posted weekly during May focusing on elder abuse awareness and prevention to celebrate Older Americans Month.

Pulaski County Elder Abuse Council disseminated information at local health fairs, and participated in the *Safe Kids/Safe Seniors Fair* on May 14th. Council members discussed elder abuse on local radio.

The Russell County Council aired PSAs to promote awareness and prevention for two months. Members spoke to community groups regarding elder abuse throughout the year and participated in health fairs, distributing outreach materials. The Council held its 3rd Annual Elder Abuse Day at the Russell Senior Center on June 15th.

Dr. Jack Rudnick, Jr., researcher and educator, authored an article that was published in *The Messenger*, the newspaper of the Catholic Diocese of Covington with a circulation of 30,000 families in the Northern Kentucky area. The purpose of the article was to heighten awareness and outline strategies to engage faith communities to help ameliorate elder abuse and neglect in their parishes and spheres of influence.

Louisiana

St. Tammany SALT Council Chairman Ralph O'Neal submitted an update on their 5th annual professional seminar, held on June 14th at Northshore Harbor Center in Slidell. The one-day seminar, which offered continued education credits for various disciplines, featured three elder abuse experts who provided specific training tracks: *Financial Exploitation*, *Preliminary Indicators of Abuse*, and *Sexual Abuse of Elders*. The multidisciplinary training was intended for social workers, professional counselors, financial professionals, legal professionals, and others, and included lunch and a vendor room.

Maine

Spectrum Generations Coastal Community Center Coordinator Marianne Pinkham wrote to NCEA regarding the Center's Lunch and Learn in Damariscotta in honor of WEAAD. Following lunch, Rick Moores, Board Chair the Elder Abuse Institute of Maine and Program Administrator for Protective Services Region III, Office of Elder Services

discussed the demographics and incidence of elder abuse in Maine. Legislative initiatives, agency roles, mandatory reporting, and the need for vigilance regarding these issues were also discussed. All participants and staff were encouraged to wear purple in honor of the day.

On June 14th, Safe Voices sponsored a panel discussion on the topic at the Franklin Memorial Hospital in Farmington. Representatives from Farmington Police Department, Safe Voices Domestic Violence Agency, and APS discussed ways community members can become better prepared to identify mistreatment and assist those who are experiencing elder abuse.

Maryland

Valarie Colmore, Program Specialist with the Maryland Department of Human Resources compiled highlights regarding initiatives hosted in partnership with the Maryland Department on Aging. Activities included a Governor's Proclamation; lobby area display tables; press releases; wearing WEAAD name badges and purple attire; the development and distribution of the Multi-State and Private Agency Public Awareness Fact Sheet; and a video by Maryland's Lt. Governor, Anthony G. Brown, posted on both departments' websites. The Department of Human Resources hosted a *Brown Bag Lunch Question and Answer Session on Elder Abuse* with staff from the Office of Victim Services on June 15th. On Friday, June 17th, the Office of Constituent Services held an *Elder Abuse DVD/Video and Popcorn* event for state employees. Regional events included the following:

The Anne Arundel County Department of Social Services distributed fact sheets to all Services Supervisors for posting in the four local offices, and sent an all staff e-mail including countywide elder abuse data and links to the WEADD website. Social Services partnered with the County's Department of Aging and Disabilities Ombudsman to sponsor an

information booth on June 15th in the county office complex in Annapolis, Maryland.

Baltimore County Restoring Elder Safety Today (BC-REST), an elder abuse prevention coalition, hosted a successful rally in the Towson Library on WEAAD. Sponsored by AARP, the event featured keynote speaker Robert Blancato, national coordinator of the Elder Justice Coalition, and presentations by the County Executive's Special Assistant, the Police Chief, Health Officer, State's Attorney, and representatives from APS, the Fire Department, AARP, and the Maryland Department of Aging Ombudsman. Over 100 people participated.

Calvert County Department of Social Services posted elder abuse posters in the office lobby and in Adult Services Unit area, and distributed WEAAD name badges to clients and employees.

In Caroline County, staff placed posters in both DSS buildings, the District Court Building, and in the Market Street area. In an effort to engage more stakeholders in future WEAAD events, Social Services staff also distributed APS bookmarks and other outreach materials to the local Health Department, Developmental Disabilities Administration, Mental Health and Domestic Violence.

Cecil County Department of Social Services also distributed outreach materials, and Adult Services Unit staff visited Meadow Wood Behavioral Health Hospital for a tour and lunch, which has a geriatric psychiatric unit and dual diagnosis unit. Although located in Delaware, the facility admits Maryland residents and is a vital resource for seniors in need.

In Frederick County, Social Services staff participated with the local Area on Aging Office and the Victims Services Unit of the Police Department in a televised reading of the WEAAD proclamation by County Commissioners. Agency representatives spoke on their respective roles and interagency

collaboration in preventing and addressing elder abuse. APS provided interviews as well.

A successful WEAAD event was held at Asbury Methodist Village on June 15th, in Montgomery County, attended by over 100 persons. An *Awareness Walk* was led by County Councilman Phil Andrews, HHS Director Uma Ahluwalia, Chief John Kenney, Aging and Disability Services, Police Chief Manger, Sheriff Darren Popkin, and John McCarthy, Montgomery County State's Attorney. Gubernatorial and Council proclamations were read and over 20 organizations were represented. The event was sponsored by the Montgomery County Elder/Vulnerable Adult Abuse Task Force.

A Prince George's County public event featured state Senator Joanne Benson, who read the Governor's proclamation and addressed the group. The presentation was well attended by seniors who also enjoyed the Bingo game that followed. Health screenings, fingerprinting, games, and door prizes were part of the festivities.

In Talbot County, many staff members wore Elder Abuse Awareness pins and purple attire while distributing APS bookmarks. A presentation on the community response to elder abuse and exploitation was held on June 16th at the Talbot County Senior Center, and a beautiful bouquet of Purple Hydrangeas was displayed in recognition.

(The following regional contacts contributed information on these events: Terry McLean; Janis Pressley; Doreen Patrick; Trish Dana; Ray Brown; Mario Wawrzusin; Glynda Walker; Debbe FairBank; Kimberly Gunishaw; and Barbara Korenblit.)

Massachusetts

Anna Marie Meola of the Suffolk County Elder Protection Roundtable reported that the coalition conducted its third mandated reporter's

conference on June 14th, *Hoarding, Mental Capacity and the Role of Protective Services: A Community Response*. The multidisciplinary conference, held at the Federal Reserve Bank in Boston, included 125 new attendees. Dr. Gail Steketee, Dean and Professor at the Boston University School of Social Work, presented *Hoarding: A Guide for Human Services Professionals*, and Dr. Stephen Pinals, MD, Director of Geriatric Psychiatry Fellowship at the Cambridge Health Alliance presented *The Struggle to Adequately Assess Mental Capacity*. An update on efforts to institute a special commission on elder protective services was provided by State Representatives Katherine Clark and Paul Brodeur. The Roundtable is a coalition of professionals from agencies including ETHOS, Chelsea, Revere, Winthrop Elder Service, Greater Boston Legal Service, Executive Office of Elder Affairs, Suffolk County District Attorney's Office, Attorney General's Office, Alzheimer's Association, Boston University's Geriatric Program, S.A.G.E. - Boston, and the Boston Commission of Elder Affairs.

Rosemarie Kennedy of Old Colony Elder Services reported that the Brockton-based organization hosted a screening of *An Age for Justice* at its WEAAD event. Psychologist and elder abuse expert Holly Ramsey Klawnik and Pat Foley, Protective Service Intake and Outreach Specialist at Old Colony Elder Services, spoke to community members about the importance of recognizing elder abuse and where and how to report it.

Anna Viadero of the Franklin County Home Care Corporation sent details of efforts in Turners Falls. The organization taped a 30-minute cable show on elder abuse and distributed it to all stations in the area and the protective services director wrote an editorial for local news outlets. The Corporation hosted its second annual luncheon featuring purple foods (grapes, grape juice, plums, jelly beans, cake) and invited the media; at last year's events

participants were interviewed for syndicated television.

Five thousand elder abuse awareness bookmarks were distributed to all libraries and bookstores in the Franklin Home service area. Refrigerator magnets including elder abuse hotline numbers and other outreach materials were distributed at local farmers' markets.

In Rockport, the Police Department and Council on Aging co-sponsored the *Show You Care* demonstration at Five Corners on the morning of June 15th. In a visible demonstration of solidarity, participants stood near the high-traffic area to show support for efforts to end elder mistreatment. Some seniors carried signs and were on hand to discuss this problem.

Michigan

On June 21st, St. Joseph County held its first *Elder Rights Awareness Training Day* at the County Courthouse. Topics addressed included: court interventions and strategies to keep elders safe, such as guardianships and conservatorships; the *St. Joseph County Vulnerable Adult Protocol*; the role of the Adult Services Division; an update on the *Estate Recovery Act* implementation; law enforcement intervention; domestic and sexual abuse services and personal protection orders. Sheldon Norton, a senior citizen from Three Rivers who had been seeking resources and information on elder rights, inspired local advocates to create the inaugural event.

Minnesota

Kevin Hansen, Ombudsman specialist formerly with the state of Minnesota, provided information on the third annual WEAAD event hosted by William Mitchell College of Law, *Critical Relationships for a Multidisciplinary Toolbox*. The conference featured a broad spectrum of sessions: *Lottery*,

Sweepstakes, and Prize Scams; Home and Community Care Programs for Veterans; Prevention of Sexual Violence in Facility-Based Settings; Communication Strategies for Clients with Dementia; Effective Partnering Between Law Enforcement and Adult Protective Services; Chemical Dependency Treatment for the Boomer Generation; Promising Practices to Combat Financial Exploitation; Characteristics of Animal Hoarding: Behavior and Solutions; Ethics in Adult Protection: Risk vs. Self-Determination; The Minnesota Civil Commitment Process; Protecting Native American Vulnerable Adults (Panel Presentation); End of Life Care and the Problem of Medical Futility; The Challenge of Self-Neglect; Prescription Medication Abuse; Top Ten Estate Planning Strategies to Avoid Exploitation; Papers and Books and Feces: Oh My! (Garbage Houses); The Art of the Possible in Impossible Times (Legislative Update).

Missouri

Mary Baldwin, Administer of the St. Clair Senior Center, shared how the staff and seniors became involved this year. Signs announcing WEAAD were posted throughout the Center, which provoked a great deal of discussion among members who were previously unaware of the day and the issue. Staff members created special pins using two colors of purple ribbon and small white flowers and handed them out to all Center participants. Ms. Baldwin commented, "This was a big hit. Some of the seniors took ribbon pins for relatives and friends. Several seniors wore purple flowers in their hair. We also talked about ways to stay safe and to not be afraid to report abuse. This topic became very important to our seniors."

As previously highlighted in this issue, Missouri APS created the YouTube video, [Color My World Free from Elder Abuse](#), to raise awareness regarding the needs of the burgeoning older population.

New Hampshire

In conjunction with WEAAD 2011, the New Hampshire Partnership for the Protection of Older Adults held a press conference at the Merrimack County Nursing Home to formally introduce the Merrimack County Elder Abuse Coordinated Community Response Team. Speakers included Chris Emerson, ServiceLink NH; Assistant Attorney General Tracy Culberson, Attorney General's Elder Abuse and Financial Exploitation Unit; and Lori Brown, Director of the Merrimack County Nursing Home.

The Partnership is a collaboration among the state's offices of the Attorney General, Department of Health and Human Services, Department of Safety, the New Hampshire Coalition Against Domestic and Sexual Violence, the New Hampshire Council on Churches, and other organizations that serve the needs of elders throughout the state. The coalition is grant-funded through the Office on Violence Against Women, US Department of Justice.

New York

Trainings, media alerts, public events, and other initiatives were held throughout New York state to commemorate WEAAD 2011.

In the New York City area, each office providing adult protective services developed their own in-service, including case presentations and discussions, videos, and reviews of best practices for identification and interviewing. Special focus was given to APS's role as New York State's only mandated reporter of elder abuse to law enforcement. Staff uniformly expressed the sentiment that WEAAD and the accompanying in-services were extremely valuable in raising awareness of abuse and in supporting their efforts to fight it. In Manhattan North, APS caseworkers

and supervisors gave presentations on elder abuse and the unique responsibilities of different agencies involved. There was also discussion of current reports of elder abuse in the media. Manhattan South APS staff members watched *An Age for Justice* and held an open discussion about the film. The office also arranged and delivered gift baskets to five individual clients who are confirmed victims of abuse.

Bronx APS staff handed out flyers on elder abuse and financial exploitation to local banks and are working with some banks to develop plans for teller training. The Staten Island staff observed WEAAD by conferencing specific open cases and reviewing investigative procedures and mandatory reporting requirements to law enforcement. Staff also viewed *An Age for Justice* and shared concerns relating to case disposition, and the sense that abuse is finally receiving the national attention that it deserves. Bowery Residents' Committee, Inc. started the day with a breakfast and presentation of the mission statement of World Elder Abuse Awareness Day, and held a panel discussion of case studies on different aspects of elder abuse. Queens APS hosted two sessions with guest speakers and also screened *An Age for Justice*, with discussion following.

JASA APS hosted a Quad Borough meeting of all JASA APS staff and JASA's Community Guardian staff of social workers. Following breakfast, participants viewed *An Age for Justice*. Discussants included Elizabeth Loewy, Attorney in Charge of Elder Abuse at the Manhattan District Attorney's Office Elder Abuse Unit; Laurie Woods, Director Of Queens District Attorney's Office Project Elder Abuse; Howard Angione, Attorney in private practice who participated in the writing of New York State elder law; Cecille Hershkovitz, Director of JASA's Community Guardian and Adult Protective Services programs.

A special in-service was presented to Brooklyn APS featuring Barry Simmons, Brenda Perry, and Sherrie Dampier, (all Supervisors III); nurse Patricia Butka; and caseworker Mario Harper. During the morning session, Nurse Butka presented an actual case study where issues of medical neglect were discovered. Animal abuse was also discussed as a marker for potential elder abuse. Brooklyn APS Director Eileen Anderson, APS Director of Client Services Deborah Holt-Knight, and Brooklyn APS Deputy Director Elvis Liburd participated. (Brooklyn APS routinely conducts Multi-Disciplinary Team meetings to address complex elder abuse cases.)

Several other regional events were held in the New York City area. The New York City Elder Abuse Network (NYCEAN) held a press conference at the Carter Burden Center for the Aging in commemoration of WEAAD 2011. The winner of *What Elder Abuse Means to You* art competition was announced, Robert Scott, a 77 year old art instructor from Brooklyn. "My participation in this art contest showed me that elder abuse is not only physical, but includes financial and mental abuse," said Mr. Scott. "It is my hope that my artwork brings attention to this growing epidemic." The award winning entry was on display at the event which was organized by NYCEAN co-chair, Deirdre Lok, Counsel for the Weinberg Center for Elder Abuse at the Hebrew Home in Riverdale. The [NYCEAN website](#) was also launched featuring a resource guide, information for immigrant communities, and the 14 art contest submissions.

Rounding out the city's events, *The 6th Annual New York City Elder Abuse Conference* was held on June 22nd at The New School Institute for Retired Professionals. The theme, *Is This Elder Abuse? When Elder Abuse is Not the Presenting Problem*, focused on identification, prevention, and intervention strategies when elder abuse is the "hidden" issue revealed through exploration of other concerns. Breakout sessions included many topics such as prosecution strategies, successful

clinical interventions, mediation, the role of home care providers, and hospital safety.

In Westchester County, an event was held at Eastchester Senior Nutrition Center. There was a screening of *An Age for Justice* followed by a presentation from the Assistant District Attorney's special prosecutor for elder abuse cases. The event was sponsored by the County's Department of Senior Programs and Services.

The Council on Elder Abuse in Erie County provided outreach packets at 12 regional senior centers including brochures on elder abuse, purple ribbons, and information on victim's rights. Approximately 2,000 brochures on elder abuse were distributed to seniors who participate in the Meals on Wheels of Erie County program. The Council also encouraged local community organizations to wear purple on June 15th, and many participated. An article on elder abuse was published in local news magazines.

The Syracuse Area Domestic and Sexual Violence Coalition's Elder Abuse Committee sponsored a successful World Elder Abuse Awareness Day event at the Jewish Community Center in Syracuse. The agenda included a community overview; a local proclamation; a presentation from Alan Lawitz, the Director of the NYS Bureau of Adult Services of the Office of Child and Family Services; and information about the recently released NYS Prevalence Study. A letter of support from US Senator Schumer and a proclamation by US Congresswoman Ann Marie Buerkle were read, in addition to state resolutions. To close the event, a citizen provided testimony about her experience as a caregiver for her mother who had been a survivor of elder abuse. The event was dedicated to the memory her mother. Students from Syracuse University attended and [videotaped](#) the testimony. Media coverage included an editorial published in the local paper, and an appearance on [Bridge Street](#), a local news program on WSYR. Two local businesses offered free coverage of the event on their billboards. In

Albany, a public event was also coordinated by the County District Attorney's Office and the SALT Council.

The Finger Lakes Elder Abuse Coalition (comprised of not-for-profit agencies, APS, and offices on Aging, law enforcement, and advocates from six counties in the region) observed WEAAD with county proclamations. The Coalition focused on media related activities and members spoke on WGVA, a radio station heard across the area, and submitted *Letters to the Editor* to all area news papers.

Lifespan of Greater Rochester Inc., focused on media outreach and placed a guest commentary and large color advertisement in the regional newspaper. The article highlighted important issues related to elder mistreatment, the need for increased public awareness, and contact information for assistance. Paul Caccamise, Lifespan's Vice President for Program and Art Mason, Director of Lifespan's Elder Abuse Prevention Program were also guests on a regional public radio program with a call-in segment. The interview featured findings from the recent NYS Elder Abuse Prevalence Study and recommendations from the 2010 NYS Elder Abuse Summit along with general information on elder mistreatment.

The *3Rs of Elder Abuse: Risks, Remedies and Resources* was attended by more than a hundred participants in Poughkeepsie. The forum was sponsored by the Coalition on Elder Abuse in Dutchess County. Speakers included Marjorie Smith, Bureau Chief of the Special Victims Bureau of the Dutchess County District Attorney's Office; Rochelle McDonough, Crime Victim Specialist for the New York State Police; and Ann Marie Levine, first director of the Harry and Jeanette Weinberg Center for Elder Abuse Prevention and current associate administrator at the Hebrew Home for the Aged in Riverdale. The *Champion for Elder*

Rights and Safety Award was presented to Alice O. Mann, coalition coordinator. Local, state, and federal representatives also participated: US Congressman Maurice Hinchey honored the Coalition with a special certificate of Congressional recognition, and state, county, and city proclamations were read. In a dramatic and colorful observance of WEAAD, Mayor John C. Tkazyik arranged to have the Mid-Hudson Bridge over the Hudson River lit purple that evening.

(The following regional advocates contributed to this update: Denise Shukoff, Lin Saberski, Alice Mann, Kristine Hawlk, Anne Smith, Jenny Hicks, Alan Lawitz, Donna Dougherty, Janet Lessem, Christina Potempa, and Jeanne S Pici.)

North Carolina

Ellen Banks, APS Madison County, submitted highlights of the county's WEAAD events intended not only to mark the observance but to generate long-term collaborations. APS made display boards which were placed on information tables in all of the medical clinics in the area, at the Health Department, and at public libraries. The information tables also contained purple ribbons, a flower arrangement, and brochures on APS services available throughout the state. More specific materials were provided to the staff at the medical clinics as to when and how to make a report along with contact numbers for the surrounding counties. Each person on the Department of Social Services staff was given a "goodie bag" with detailed information on abuse/neglect/exploitation of vulnerable adults plus ribbons and an awareness bracelet to wear on June 15th. The Madison County DSS Board of Directors and the County Commissioners each made a proclamation declaring May 8th - June 20th as Elder Abuse Awareness Month. Invitations were delivered to area professionals, community leaders, churches and groups which serve vulnerable adults to invite them to participate in a

forum to address strength and needs for this population. Participants were given information packets and a department social worker presented statistical information related to the county. A discussion was started on establishing a multi-disciplinary team to continue this dialogue and more effectively address the needs of vulnerable adults in this rural community.

Davidson County Senior Services also distributed purple ribbons and asked community members to wear them on June 15th. Bookmarks were delivered at congregate meal sites.

Advocate Sara Bergdolt-Munzer described the Pitt County Senior Center event and Elder Abuse Quilt Show. A highlight of the festivities was a visit by Little Horatio, a Catahoula Leopard dog who was rescued from an abusive home in Florida by victim advocate Kathy Cornwell. The dog owner's son beat the 81 year-old mother and Little Horatio, who always tried to protect his owner by covering her body with his. He is known as Pasco County, Florida's "four-legged victim's advocate."

Pennsylvania

Kathy Bennett, Assistant Director of the Bucks County Network of Victims Assistance reported that the Bucks County Crimes Against Older Adults Task Force created a special email recognizing WEAAD. The network embarked on a viral campaign to distribute it widely through professional and personal contacts. The email included information on elder abuse and where to find help in the region. The message was also posted on NOVA's Facebook and website pages. A *Woman's Place* Domestic Violence Shelter posted excerpts of the NCEA's *Why Should I Care About Elder Abuse?* fact sheet in its blog in observance of WEAAD. Purple ribbons were distributed to community members in the Pittsburgh area, where a public forum was held at the county court house.

Tennessee

In addition to spearheading the *Light the White House Purple for World Elder Abuse Awareness Day* campaign, Janet Lamb also used her [Straight Talk About Aging](#) blog to focus attention on elder abuse and WEAAD 2011. In the weeks preceding June 15th, the elder rights supervisor for the state featured a *Countdown to WEAAD* series which provided reasons why people should become involved in elder abuse prevention. According to Ms. Lamb, the blog currently averages 1200 hits a day with visitors from 16 different countries. "The goal is to educate the public about aging issues and why they matter. I take the issue of the day, and break it down for people to understand why this is important to them and what actions they can take." She has recently added a chat line, so people can post questions or discuss aging and caregiving.

Once again, the Tennessee State Capitol was lit purple in observance of WEAAD. However, this year the Capitol was also lit purple for the entire week in conjunction with Nashville's Country Music Festival, providing a week of maximum exposure.

Virginia

Elderly Services Paralegal Anne See reported on Virginia's statewide training, *The Virginia Coalition for the Prevention of Elder Abuse 17th Annual Conference*, held in early June in Virginia Beach. Candace Heisler, JD, retired San Francisco Prosecutor and nationally known expert on elder abuse was keynote speaker and Kathleen Quinn, Executive Director of the National Adult Protective Services Association also presented.

Daniel Sullivan of The Greater Augusta Coalition Against Adult Abuse wrote that the Coalition sponsored a law enforcement training. The event took place on June 6th at the Blue Ridge Community College in Weyers. Entitled *Successful Investigation and Prosecution of Elder Abuse*, the event featured

nationally known expert and prosecutor, Deputy District Attorney Paul Greenwood of San Diego County. On June 15th, the Coalition sponsored the *Learn More, Do More Mini-conference for Elder Justice* at Staunton Senior Center featuring *An Age for Justice*.

Wyoming

Dorothy Thomas, Family Services Elder Abuse Spokesperson wrote that in Cheyenne, a candlelight vigil was held to honor elders and recognize those who have died as a result of domestic violence. Posters and fliers were distributed with a photo of the woman and the statement *Sometimes the only things visible are the tears*. Elders from the Highlands Presbyterian Church, where the event took place, read from the Silent Witness book. The vigil was sponsored by Wyoming Victim Services, Wyoming Kinship Advocacy, the Dept. of Family Services, Laramie County Senior Services, Safehouse Services, Highlands Presbyterian Church, the Dept. of Health, Aging Division, and the Wyoming Guardianship Program.

Thank You to Our Contributors!

In addition to these highlighted activities, editorials, news articles, *Letters to the Editor*, blog entries, PSAs, websites, Facebook, Twitter, and other social networking sites carried coverage of WEAAD, encouraged citizens to wear purple in observance, and urged people of all ages to take a stand against elder abuse.

NCEA would like to thank all of the contributors who graciously shared highlights of initiatives they and their colleagues organized and attended throughout the US. We hear from advocates year round who have been inspired by news of what other communities are doing, not only for WEAAD, but for all aspects of elder abuse prevention and

response. We appreciate your time and generosity of spirit.

Together, we have the power to prevent elder abuse.

International WEAAD Happenings

Canada: International Forum on Sexual Safety of Older Women: A Human Rights Approach

Dr. Elizabeth Podnieks of Canada reported on this international forum:

Hosted by the International Federation on Ageing (IFA) and Ryerson University with funding by the Ontario Government, this was a bittersweet day with wonderful knowledge transfer and networking opportunities. But it was also marked by the profound sadness and haunting realization of the harm that is taking place in the private lives of older women and with much greater frequency than ever imagined. The caliber of the speakers was outstanding and inspirational. Some discomfort of the audience was noted as the often graphic and always chilling content unfolded. One thing was clear: elder sexual abuse is a crime of power and control, of violence and anger. Its consequences are devastating and it occurs worldwide. The challenge is to ensure that the information from this forum will be carried forward, acted on, and put into practice. The knowledge shared is far too crucial to sit on a shelf. The event featured the following speakers:

- Dr. Laura Mosque, University of California, Irvine
- Ms. Ferdous Ara Begum, Bangladesh, United Nations Committee on the Elimination of Discrimination against Women
- Dr. Helen James, Manchester University, UK.

- Dr. Lisa Manuel, Family Services, Toronto
- Dr. Holly Ramsey-Klawnsnik, Consultant, Massachusetts
- Dr. Pamela Teaster, University of Kentucky
- Dr. Toni Antonucci, University of Michigan
- Mr. Jamie Howie, Adult Protective consultant, Government of New Brunswick
- Ms. Judith Wahl, Advocacy Centre for the Elderly, Toronto.
- Dr. Dominique Pedali, journalist and author, France
- Ashley Carson-Cottingham, Senior Policy Counsel, US Senate Special Committee on Aging

The entire forum was videotaped and will be posted on the [IFA website](#) shortly. Please visit and use this treasure trove of information.

Special thanks to Dr. Elizabeth Podnieks, University of Toronto, for contributing this article.

India: Silver Innings Foundation WEAAD 2011 Activities

Sailesh Mishra, founder of Silver Innings Foundation (SIF) in India, provided the following update on events that took place in May and June to commemorate WEAAD 2011:

In collaboration with many community and national partners, SIF, through its networking and social media initiated a host of events throughout India to create awareness and sensitize the government and public regarding elder abuse.

SIF once again hosted its [annual essay competition](#) with categories and themes for all age groups. Participants were asked to provide 2000 words on topics such as: *Can Elder Abuse be Prevented, if Not Eliminated?; Grandparents are the Best Friends; Youth are Important Links Towards an Elderly Friendly Society.*

SIF also sponsored the [Online Elder Abuse Survey 2011: Elder Abuse, Magnitude & Intervention](#).

A *Women Empowerment* talk was presented by Adv Nausheen of Majlis at the Ladies Club annual get together at Sangeeta Complex, Bhayandar West (near Mumbai). An *Elder Abuse Sensitization* talk took place at the FESCOM Senior Citizens State Federation at the Harmony Center in Mumbai. A talk entitled *Dementia Alzheimer's and Abuse* was held at the Senior Citizens Association of Shri Krishna Nagar, Borivali East, in Mumbai. Elder abuse awareness discussions with senior groups were held throughout the month.

SFI also launched the pilot project [Foot D Ball to Stop Elder Abuse](#). This intergenerational activity uses friendly football matches to bridge different age groups and create awareness about elder abuse. A match was held among youth, staff, and elder residents of Rajpuria Vaprashtashram near Mumbai. Additional matches will be held at schools and other settings in the future.

An intergenerational program was also held in association with Apne Aap Women's Collective (a nongovernmental organization working with children of marginalized mothers) and Harmony for Silvers Foundation at Harmony Day Center.

Special thanks to Sailesh Mishra, Founder and President of [Silver Innings Foundation](#), for submitting this information.

WEAAD Around the World!

Global highlights of WEAAD 2011, including the [6th Annual INPEA International Commemoration of World Elder Abuse Awareness Day](#), (London, United Kingdom), are included on the [International Network for the Prevention of Elder Abuse website](#).

Drama and Musical Theater Used to Captivate, Educate about Elder Mistreatment

NCEA recently received a request from a senior theater troupe in Wyoming approached by a local senior center to present a play or vignettes depicting elder abuse. Through the [CANE](#) online database of elder abuse literature and with help from members of the NCEA Elderabuse Listserve, we identified a number of dramatic resources available for use and/or adaptation. It appears that since the 1980's advocates for older individuals have employed drama for outreach and education regarding elder mistreatment. By all accounts, these creative efforts are well-received; dramatic vehicles draw in audience members in subtle and entertaining ways while educating and stimulating introspection, on the part of elders as well as caregivers and other concerned individuals. Here are several of the resources that we discovered:

- In 1982, Charlee Lambert wrote the play, *The Last Candle*, which illustrates one family's experiences with elder abuse. The present day storyline is interwoven with flashbacks to illustrate many relevant themes: ageism and fear of aging; financial exploitation, greed, and entitlement; power and control; intergenerational conflict; caregiver stress; etc. For more information about *The Last Candle* contact [NCEA](#).

- Many NCEA E-News readers may already be familiar with the works of Christine Rosensteel, Los Angeles County Adult Protective Services, Human Services Administrator in Program Planning. Ms. Rosensteel wrote *Cherry Pie*, a one-act play depicting an older, confused and forgetful woman who is being conned into a quick marriage by a younger man seeking to exploit her. *Cherry Pie* was recently read at the 2010 NAPSA Conference in San Diego, California, and at Idaho's 2011 WEAAD Summit. Ms. Rosensteel has also written a full-length play, *Heart's Desire*, that was read by actor

Ed Asner at a benefit for the Los Angeles Forensic Center. Anyone interested in learning more may [email Ms. Rosensteel](#).

- Jenny Hicks, development director and elder abuse coordinator at Vera House, Inc. in Syracuse, New York reports that they have created several role playing scenarios and discussion questions for use during the region's annual elder abuse conference. The improvisational scenarios illustrate vulnerabilities that raise the risk for elder financial exploitation. The vignettes are intended to prompt discussion of similar situations that audience participants may have also encountered. For additional information, [email Ms. Hicks](#).

- The Center for Family Violence Prevention (CFVP) and the Violence in Aging Council (VIAC) created the *Surviving Abuse in the Senior Years* (SASY) program which was featured in the [October 2010 NCEA E-News](#). The curriculum was designed for use with groups of seniors, and among the activities included is a vignette of an older woman who is being victimized which she reluctantly reveals to her friend. For questions, contact program coordinator, [Sarah Bergdolt-Munzer](#).

- A one-woman play by Elliot Engel, *The Best is Yet to Be*, was recently performed in Bristol, Virginia. The event was supported by the Virginia Coalition for the Prevention of Elder Abuse, Virginia Intermont College, and the Virginia Department of Social Services. According to the event flyer: "Set in a nursing home, the five characters in this play remind us that growing older is a complicated affair, full of unexpected blessings and setbacks. Comfort and hope must not be taken for granted; the best of life requires love, loyalty, and sometimes, hardheaded, no-hold-barred passion."

- Breaking the Silence: Voices of Hope* is a play that was written last year by Elder Protective Services Worker, Kelsey McCabe, of Greater Lynn Senior Services (GLSS) as she was completing her

social work degree. *Breaking the Silence* presents inspiring stories based on real victims of elder abuse and neglect. The Peabody Council on Aging, in conjunction with the Elder Justice Network of the Greater North Shore, has presented the play at several community venues this spring. It debuted last year at the Beverly Senior Center with senior center members performing and directing. According to Katie Galenius, co-chair of the Elder Justice Network and program director at GLSS, "This is not an easy topic for most people to talk about, so we wanted to find a creative way to raise awareness about the problem but in a forum that will give hope to victims." [Contact the Greater Lynn Senior Services](#) for more information on this project.

A Musical Approach to Elder Abuse and Nursing Home Reform: Shady Manor

By conducting public outreach and professional education on elder abuse, financial exploitation, and the need for nursing home reform for 16 years, Prescott Cole learned first-hand the effectiveness of using role-playing and theater to make a longstanding impact.

For example, the senior staff attorney for the [California Advocates for Nursing Home Reform](#) (CANHR) and his colleague, Neil Granger, created the *Scary Potter* presentation to illustrate the dangers of popular but unscrupulous tactics used to ensnare unsuspecting seniors into investment fraud and poor decision-making. The presenters take on the roles of investor scam artists to illustrate how easy it is for even knowledgeable and competent professionals to be bamboozled. Although the participants are thoroughly debriefed, Mr. Cole is often amazed when many participants have difficulty dispelling the scam scenario, which is a testament to how powerful these tactics can be.

“Dramatic presentations are more effective at getting people engaged, keeping them engaged. People are more sophisticated and if you can give them a different way to hear the message you have a much greater chance at success,” commented Mr. Cole.

This understanding prompted him to write the musical, *Shady Manor*, to illustrate the complexities and themes surrounding elder abuse, neglect, and exploitation that can occur in nursing homes. The musical is described as follows:

“*Shady Manor* is play about a nursing home that is on the verge of collapse...run by an ambitious and corrupt administrator who is trying to make the facility show a profit so he can make an impression on his corporate higher-ups and get promoted. In order to make a profit, he cuts corners on supplies and under staffs the facility, which causes misery for the residents.... The action is followed through the eyes of an undercover state police officer who is a newly hired nurse’s aide.... Using a new hire is a convenient vehicle for having dialogue with the staff members about their attitudes on the type of work they do and the residents they care for.... In short, this is the story of an unhappy and badly run nursing home on a trajectory that leads inexorably to tragedy.”

Characters and plotlines are composites of scenarios that Mr. Cole has encountered in his work with CANHR. He believes that the core of the problems at fictional *Shady Manor* is the primary source of problems in real life facilities: staffing issues. Under staffing, inappropriate staffing, poor screening, and inadequate training lead to problems ranging from the incidental to the catastrophic: from serving cold food, to inattentiveness to care needs, to intentional abuse, neglect, and exploitation.

The themes illustrated in *Shady Manor* are similar to many previously noted in the dramatic and

interactive plays and vignettes listed above, such as: ageism; indignity and loss of humanity; ethical dilemmas; greed; and power and control. Exploitation, abuse, and neglect by family members as well as paid caregivers and facility administrators are depicted. The play also highlights a preventative strategy, the presence of residents and family councils.

Mr. Cole believes that the musical conventions allow him to provide greater insights about the characters, particularly the residents no longer able to speak due to dementia and other disabilities.

The script and libretto have been under development for more than 5 years. But Mr. Cole is happy to report that he is currently working with a handful of advocates in the San Francisco area to mount a performance for family, friends, and colleagues. He is continuing to edit the script. *Shady Manor* is scheduled to debut on September 15th, and he hopes to be able to upload a video of the performance on YouTube.

For anyone interested in learning more about the project or potential replication, [email Mr. Cole](#).

Engaging Health care Professionals: Elder Investment Fraud and Financial Exploitation Prevention Program

The [Elder Investment Fraud and Financial Exploitation Prevention Program \(EIFFE\)](#), a national initiative to engage physicians in the fight against elder financial exploitation, was announced in November 2010. The initiative was launched in response to the [Investor Protection Institute Elder Financial Fraud Survey](#), released last year, which indicated one in five US seniors was the victim of a financial swindle. The Investor Protection Trust (IPT) funded Baylor College of Medicine (BCM) to develop educational materials and lead a coalition

among states in order to promote education of elder financial exploitation to increase routine clinical screening for these issues. Dementia is significant risk factor for elder abuse of all types, including financial exploitation. Recent research suggests that in addition to more advanced degrees of cognitive impairment, many elders experience mild cognitive impairment, which may increase risk taking behavior and therefore vulnerability to scams and financial exploitation (Widera et al., 2011). Therefore, family practitioners and other health care professionals are ideally positioned to identify risk factors, educate patients and family members, refer patients for additional screening if necessary, and report suspected mistreatment to APS and/or law enforcement.

Since January 2011, more than 24 states and jurisdictions have signed on to participate in EIFEE and become part of this national outreach coalition. The [Investor Protection Trust](#) (IPT) is collaborating with the North American Securities Administrators Association (NASAA) and the National Adult Protective Services Association (NAPSA) as well as leading US medical associations and educational institutions to carry out this project. NCEA recently spoke with Don Blandin, President and CEO of IPT, regarding the early success of the project, and the plans for its expansion.

NCEA: EIFEE has been in full bloom since January 2011 and there are already 24 states on board. How do you reach individual practitioners in a given state?

Mr. Blandin: We reach out via personal contacts with directors of the national networks of federally funded Geriatric Education Centers and Area Health Education Centers. Presentations are made in individual states as to the need for continuing medical education (CME) for health care providers in various clinical settings to screen their older

patients for those known risk factors for vulnerability to financial exploitation. Then requests are made for the IPT/BCM team to plan, conduct, and evaluate (along with the state's investor education professionals) that state's CME programs. To date, Baylor staff have arranged for Category I Medical Ethics CME to be offered to physicians, physician's assistants, social workers, registered nurses, and long term care administrators in over 50 programs throughout the country during 2011 and 2012. While the principal target population is primary care physicians, other health care providers, including dentists, who can screen and refer patients deemed vulnerable to exploitation are also welcome.

NCEA: If there are practitioners from other states who want to participate, can they enroll in the CME?

Mr. Blandin: Yes, any practitioner who sees older patients may attend another CME course. However, medical practitioners should first check with their respective state securities regulator to see if that office is participating in the EIFEE Prevention Program since the CME courses include state-specific referral and investor protection assistance for doctors and patients living in that state.

NCEA: Traditionally, physicians have appeared unlikely to report suspected elder abuse. Has there been any resistance to the program, either from individual practitioners or from institutions?

Mr. Blandin: Once physicians are reminded of their fiduciary responsibility to report elder abuse, in this case financial abuse, and that they are immune from any civil or criminal liability for doing so, we believe they will participate if the referral routes are easy to access (for example, if their 1-800 numbers with no wait and/or online reporting is available).

NCEA: Available research indicates that, in general, most elder abuse is perpetrated by known and trusted others, including family members and caregivers. Does the EIFFE curricula address that dynamic, and the possibility that unscrupulous family members could be acting on their own agendas when speaking with the doctor?

Mr. Blandin: We educate the practitioner on how to handle a person who brings an elder to the appointment and acts in a suspicious manner, including interviewing the elder separately.

NCEA: Is there movement towards getting the curricula incorporated into medical schools?

Mr. Blandin: There is a growing movement among a few top medical schools: University of California Irvine, University of California Los Angeles, Cornell, Baylor College of Medicine, University of Texas Health Science San Antonio, New York University, and many others affiliated with the National Association of Geriatric Education Centers to influence residency programs in family medicine and geriatrics fellowship programs. One such leading medical school that has recently joined in the coalition is George Washington University, which will be emphasizing EIFFE at Grand Rounds attended by clinical faculty who treat older people and who teach the next generation of practitioners. Geriatrician Mark Lachs from the Weill Cornell Medical College recently presented Grand Rounds on elder abuse at The Methodist Hospital in Houston where Baylor College of Medicine's George Taffet, M.D. is Chief of Geriatrics. In the audience were nearly all of Baylor's clinical geriatrics faculty and six Geriatrics Fellows. Furthermore, professional associations like the American Academy of Family Physicians and the American Geriatric Society have endorsed the need for our program. A recent paper in the February 16, 2011 issue of the *Journal of the American Medical Association* by Widera et al. calls for elder financial exploitation to be considered a

clinical issue. The IPT grant will result in more influential papers like this one that will drive the inclusion of questions on licensing exams that then drive curricula.

NCEA: Have you collected data on the program in terms of increased identification of elders at risk, etc.?

Mr. Blandin: Follow-up with physicians from the pilot program indicated increased identification of patients at risk, and there are plans for evaluation with program participants. Six months after each CME program, Baylor College of Medicine and IPT will follow-up with participants to:

- determine utilization of the Clinician's Pocket Guide for screening;
- determine the case-finding rate of older persons found vulnerable to elder financial fraud and exploitation and referred for further testing and/or assistance by professional geriatric care managers, and;
- ask if suspected cases of fraud were reported to APS, law enforcement agencies and/or to State Securities Regulators

NCEA: Are there plans to expand EIFFE?

Mr. Blandin: By the end of this initial phase we are on target to have trained 200 practitioners in 25 jurisdictions, for a total of 5,000. By the end of 2 years, we will have this training online. With the online component, we can double or triple the number of practitioners trained to 15,000.

NCEA: Are there any other thoughts you would like to share about EIFFE?

It is very rewarding to work with this program. Coalition building is of the utmost importance to this project and other initiatives. We need to think big, but always think of the role of individual networks and players that are consistent with what

they do, practically and ethically. For the next 19 years, 10,000 people every day will be turning 65. Living alone is a big issue. Public education awareness is essential, and adult children need to talk with their parents in a non-threatening about the potential for exploitation. World Elder Abuse Awareness Day should not just be a one day event but an annual renewal of this commitment to raise awareness.

Visit the [EIFFE Prevention Program](#) online for more information and resources, including an introductory video, Clinician's Pocket Guide, and patient brochure.

Don Blandin was appointed president and CEO of the [Investor Protection Trust \(IPT\)](#), a nonprofit organization devoted to investor education, in 2004. He was recently awarded the 2011 Better Business Bureau International Torch Award for Consumer Leadership and the 2010 Heart of Financial Planning Award from the Financial Planning Association. Founded in 1993, Investor Protection Trust works both nationwide and on a grassroots level to provide independent objective investor education needed by all Americans to make informed investment decisions.

Reference

Widera, E., et al. (2011). *Finances in the Older Patient with Cognitive Impairment – “He Didn't Want Me to Take Over.”* JAMA – Journal of the American Medical Association, 305 (7).

One Girl Scout's Intergenerational Project: The Senior Interview

Throughout the years, a number of elder abuse initiatives have focused on bridging the generations as a means to prevent ageism and mistreatment. As previously reported in the NCEA E-News, the Delaware Senior Protection Initiative

chose this as a theme for its recent video competition; the Chinese American Service League in Chicago conducted an intergenerational arts competition; teens and seniors in Guelph, Canada created a rap music video that has been widely disseminated; Silver Innings in India has used similar themes to conduct WEAAD essay competitions for several years; and the Administration on Aging held a video competition to celebrate intergenerational connections as part of the 2011 Older Americans Month observance.

NCEA was recently contacted by a Carlsbad California teenager, Erica D., who wrote about an intergenerational project that she created and carried out at a local senior home. As her Girl Scout Gold Award Project, she developed *The Senior Interview*, a fifty-item questionnaire. She conducted interviews with residents, took their photos, and wrote a two-page biographical sketch for each person. The interview began by asking specific, concrete questions, such as, *Where were you born?* and *What was your family like?* but it evolved to incorporate many thought-provoking questions such as:

- *What are some moments or times in your life that you would want to relive?*
- *Who in your life do you admire? Why?*
- *Do you have regrets about your life so far? What would you do differently?*
- *What do you know now that you wish you had known before?*
- *What are some things you miss?*
- *What are some of your happiest moments in your life?*
- *Do you have any quotes or ideals that you have lived by?*
- *Over time, how have you changed the way you look at life/people?*
- *What's your best piece of advice for living a happy life?*

After interviewing and writing the stories, which took about eight months, Erica shared them with the residents who were delighted. As a final step of the process, she wants to share the idea with others so that it can be carried out in other communities. She reports the following:

“It is a really simple but incredible project to do! A lot of the seniors got really into it and would ask me whenever they saw me when their article would be done, and one man even wanted to edit a copy of his. Not only did I get a ton of great stories, advice, and insight, but the elderly were extremely appreciative of all of the work that I did for them. They loved the articles; when I passed them back, everyone was trading them around, reading each others, and showing them to workers at the senior home! A lot of them told me that they were going to get copies made for their friends, and some planned on passing the articles down to their grandchildren so they will always have their story.

“The seniors told me that they felt really good and cared about when they were selected to be interviewed by me and it was very worthwhile to them.

“I encourage everyone to do a project like this with the elderly in their community because you would make people very happy and you will learn a lot from the experience.”

Special thanks to Erica for creating *The Senior Interview* and for sharing this idea with NCEA.

CANE Turns 25!

The [Clearinghouse on Abuse and Neglect of the Elderly \(CANE\)](#) at the University of Delaware Center for Community Research and Service is celebrating its 25th anniversary this year. CANE was established in 1986 as a centralized index of elder abuse research annotations. It was originally maintained

as a desktop database. The demonstration project, supported in part by the US Administration on Aging, was intended to advance elder abuse research by allowing those interested to identify relevant peer-reviewed literature on which to build.

Since 2002, CANE has been available online for researchers, practitioners, students, policy analysts, and the general public to identify relevant peer-reviewed literature, online resources, and public awareness materials. To date, there are over 7700 entries indexed in CANE, with new entries added weekly.

Follow CANE on Twitter @ElderAbuseCANE.

Federal Legislative Activity

CMS Releases New Guidelines from Elder Justice Act: Reporting Reasonable Suspicion of a Crime in a Long-Term Care Facility

The Centers for Medicare and Medicaid Services recently released a [memorandum](#) explaining the guidelines outlined in Section 1150B of the Elder Justice Act for reporting suspected criminal acts occurring in the following settings: nursing facilities; skilled nursing facilities; hospices providing services in long-term care facilities; and intermediate care facilities for the mentally retarded.

The provision requires specific employees and owners of facilities receiving federal funding to report to local law enforcement and other entities any reasonable suspicion of a crime occurring in these settings. The guidelines are posted on the [CMS website](#).

Silver Alert Act Reintroduced

In other legislative news, on June 23rd, Senator Herb Kohl (D-WI), Chairman of the Senate Special Committee on Aging, and Senator Joe Manchin (D-WV) reintroduced the [Silver Alert Act, S.1263](#). This legislation would create a national network for locating missing adults and seniors. First introduced in 2008, this Act would create a program modeled after the AMBER Alert system in place to help to find missing children. A similar bill was introduced in Congress ([H.R. 112](#)) by Representative Lloyd Doggett (TX-25) on January 4th, 2011, which now has 15 co-sponsors and has been referred to the House Subcommittee on Crime, Terrorism, and Homeland Security.

The End of An NCEA Chapter: Editor's Note

As the current grant period of the National Center on Elder Abuse concludes, we would like to thank you for the opportunity to serve as editor of the NCEA E-News during the past four years. The experience has been professionally enriching and personally rewarding, an honor and a pleasure.

With sincerest best wishes to all NCEA E-News readers in the coming years,

Sharon Merriman-Nai
Karen Stein

University of Delaware Center for Community Research and Service and the Clearinghouse on Abuse and Neglect of the Elderly

Calendar of Events

July 6-8, 2011

[2011 Elder Rights Conference](#)

Westin River North Downtown Chicago
Chicago, IL

August 22-24, 2011

[Florida Conference on Aging: Aging Through a New Lens](#)

TradeWinds Hotel
St. Pete Beach, FL

September 20-23, 2011

[The 22nd Annual National Adult Protective Services Association Conference and the 18th Annual New York State Adult Abuse Training Institute: Stemming the Tide of Adult Abuse: National Perspectives](#)

Hyatt Regency Hotel and Conference Center
Buffalo, NY

October 25-28, 2011

[Consumer Voice 36th Annual Meeting and Conference](#)

Amway Grand Plaza Hotel
Grand Rapids, MI

December 13-15, 2011

[National Training Conference on Responding to Crime Victims with Disabilities](#)

JW Marriott Orlando Grand Lakes
Orlando, FL

Credits and Contact Information

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

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