

## Volume 13 No. 5 –November 2010

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## Elder Justice Community Collaborations 2010-1011

For the fourth consecutive year, the NCEA through the National Committee for the Prevention of Elder Abuse (NCPEA) has awarded ten mini-grants to support the development of new elder justice community collaborations. In July 2010, NCPEA received continuation grant funding to foster and support community-based, multidisciplinary elder abuse prevention networks. The project provides on-site training and technical assistance to Area Agencies on Aging, Title VI Grantees, and/or community organizations interested in developing new elder justice coalitions.

A request for proposals was distributed by NCPEA in August 2010 to all Area Agencies on Aging and Title VI Grantees, as well as to community organizations around the country via the NCEA Elderabuse listserv and through announcements on the NCEA and NCPEA websites. Forty-five proposals from nine of the ten U.S. Administration on Aging (AoA) regions were submitted for review by a committee comprised of NCPEA board members. Based upon the committee's evaluation, AoA approved ten organizations to receive \$10,000

each as seed money to assist in developing new local multidisciplinary elder justice coalitions.

## 2010 Elder Justice Community Collaborations Projects

The following is a summary of the 2010 Elder Justice Community Collaboration projects:

### *Central Council Tlingit Haida – Juneau, Alaska*

The Central Council Tlingit Haida foresees this project as an opportunity to develop new ways to provide outreach, advocacy, community education, and training to address the issues of elder abuse among the Alaska Native Elder population in southeast Alaska. The Council expects to develop their currently informal network of partners into a formal coalition, increase community awareness, and strengthen support and advocacy services available to Native Elders. The Council anticipates the following outcomes: an increased number of Native Elders receiving immediate access to services as a result of a quick response referral system; an increased number of Native Elders receiving access to an array of support services and culturally-based prevention programs and events; and an increased number of Native Elders receiving access to culturally appropriate specialized services, such as legal and medical services, related to specific elder abuse issues.

### *Council on Aging of Etowah County – Gadsden, Alabama*

In area, Etowah County is the smallest county in Alabama, but in terms of the annual number of adult abuse and neglect reports it is second only to Jefferson County. The Council sees low levels of public awareness, lack of formal training of professionals on detecting or handling elder abuse cases, and lack of collaboration among individuals and organizations as the primary obstacles to effectively addressing elder abuse issues in Etowah County. The Council proposes the following

outcomes: conducting a public awareness campaign that will include summit meetings, distribution of materials, and a webpage dedicated to elder abuse and neglect; and holding two speaking events, one with a regional or national speaker and one comprised of individuals within the county or from surrounding counties who have experience handling elder abuse cases.

***Siskiyou County Sheriff's Department – Yreka, California***

Siskiyou County is located in inland northern California, adjacent to the Oregon border. Siskiyou is the fifth largest county by area, comprised of 6,347 square miles, but has a population of just 45,900 people. It is a rural area with sparse and limited resources to serve elders. Proposed activities and outcomes revolve around two primary focus areas: developing a multidisciplinary team that includes, among others, members of the Sheriff's Department and Adult Protective Services to establish inter-agency policies and procedures and to review elder abuse cases; and pursuing a public awareness campaign addressing mandated reporters, crime awareness, in-home health provider training, and fraud and scam awareness for elders.

***San Juan Basin Area Agency on Aging – Pagosa Springs, Colorado***

The San Juan Basin Area Agency on Aging serves five counties in the southwestern corner of Colorado. All of the counties have large rural populations. Proposed activities and outcomes involve not only developing a strong and committed coalition of community partners, but also pursuing activities that would position the coalition to serve as a primary source of information about elder abuse for providers in the region. They will create a website with an online catalog of services available and develop strategies to improve communication between community agencies and organizations.

***Southern Crescent Area Agency on Aging – Franklin, Georgia***

Southern Crescent Area Agency on Aging serves a 10-county region in western Georgia. A division of Three Rivers Regional Commission, it is considered the "Gateway to Community Resources" and will serve as the lead agency for a new elder abuse prevention coalition. In addition to creating a strong and sustainable coalition during the grant period, they propose conducting two educational seminars, one in the eastern and one in the western parts of their region, for community partners and court-mandated reporters.

***Center for the Study of Aging, Boise State University – Boise, Idaho***

The Center for the Study of Aging made a strong case for the benefits to be gained by developing an elder justice coalition in southwestern Idaho. The Center sees the coalition as providing education and awareness, as well as an informed and unified voice for advocacy in policy development. The Center proposes launching a coalition website to serve as a communication portal for network members and a resource on elder abuse for the general public. It also plans to identify a minimum of ten best practices in sustainability that will be incorporated into the coalition's strategic plan.

***Allegan County Department of Senior Services – Allegan, Michigan***

Allegan County is a largely rural county in the southern peninsula of Michigan. The organization envisions the coalition as creating a "no wrong door" approach so that no matter where older adults present themselves, assistance and support is accessible. Proposed activities and outcomes include: development of a web-based, anonymous reporting and referral system for gatekeepers and community members to report suspected elder abuse; development of a PowerPoint presentation and outreach materials to be used and disseminated by coalition members in each of their communities; and development of a county-wide

conference with separate educational tracks for gatekeeper professionals and consumers.

***HOPE Coalition – Red Wing, Minnesota***

HOPE Coalition is an agency that addresses a number of social service issues in Goodhue County, Minnesota. They have a diverse collection of agency and community partners assembled to participate in the new coalition, including representatives from the Prairie Island Indian Community and Hispanic Outreach of Goodhue County. In addition to establishing a strong, committed coalition of individuals and organizations, HOPE proposes developing a brochure of local services for older adults related to elder abuse and distributing at least 1,000 copies throughout the county during the grant period.

***Triangle J Council of Governments’ Area Agency on Aging – Research Triangle Park, North Carolina***

Triangle J Council of Governments’ AAA plans to focus its coalition development primarily in Wake and Durham Counties. Activities to be accomplished during the grant period include development and solidification of a coalition in Wake County, and then taking the beginning steps to develop a coalition in Durham County, building on the template from the Wake County coalition. Anticipated outcomes for Wake County include development of a method of gathering better incident data; implementation of agency cross-training; development of community outreach and education plan, including a website and brochure; and development of a “one-stop” information source (such as a central “call in” line).

***Blue Ridge Legal Services – Harrisonburg, Virginia***

Blue Ridge Legal Services plans to establish an elder justice coalition to serve Augusta County, located in the rural southern Shenandoah Valley. Proposed activities and outcomes include: a day-long training for law enforcement and prosecutors; at minimum of three community education trainings; creation

and distribution of elder abuse informational materials; and contact with local media about the new coalition and elder abuse issues.

**Additional Information**

The Elder Justice Community Collaborations project is administered by NCPEA for the NCEA and is supported in part by a grant (No. 90AM3145) from the Administration on Aging, U.S. Department of Health and Human Services. Since the project was initiated in 2007, NCEA has funded 42 elder justice community networks.

Congratulations to the new grantees. Network development trainings are being scheduled for November 2010 through February 2011, and will be conducted by the Area Agency on Aging, Region One, Phoenix, Arizona.

For more information, contact Pamela Teaster, Project Director, by telephone at 859-257-1450 ext. 80196 or by [email](#).

Special thanks to Mary Lynn Kasunic, Program Coordinator for the NCPEA project, and President & CEO of the Area Agency on Aging, Region One in Phoenix for contributing this information.

**Canadian Age Strong Initiative Raps to Reduce Ageism and Abuse**

Several years ago, Sheli O'Connor was reading an article by elder abuse prevention specialist Lisa Nerenberg that encouraged intergenerational efforts and social marketing in order to confront ageism and ultimately reduce elder abuse. These concepts struck a chord and prompted Ms. O'Connor to embark on a creative collaboration involving Canadian teens and seniors. This past September, her efforts culminated as the **Age Strong** initiative was launched in Wellington

County, Ontario, and it is rapidly generating “buzz” among the public, the government, and community organizations throughout the province.

At the cornerstone of the project is an unorthodox vehicle for promoting elder abuse awareness: an [intergenerational rap video](#) featuring fifteen Canadian teens and fifteen seniors from the Wellington region.

Ms. O'Connor, the Seniors at Risk System Coordinator for the county, noted that the rap video is capturing public attention more quickly and in a way that, in her experience, more traditional outreach methods have not.

“Feedback has been incredible. I’ve been doing outreach for about ten years with more traditional approaches, presentations, brochures, and so on. Those methods are important, but the response in the first ten days after the rap video launched truly suggests that a visual, ‘feel good piece’ is tremendously effective in getting people’s attention more quickly.”

The rap video is only one part of a broader campaign that partners teens with elders to communicate about ageist stereotypes in order to break down intergenerational barriers. The project has resulted in the creation of a toolkit which includes a DVD of the video, posters, suggested activities, discussion guides, and “give-aways,” such as rubber wrist bracelets bearing the cause motto.

The long and winding road to the **Age Strong** launch began when Ms. O’Connor, after reading Ms. Nerenberg’s article, went to Conestoga College to conduct preliminary research on elder abuse awareness. Findings indicated that a broader communications social marketing campaign was necessary to engage the public on the challenging topics of ageism and elder abuse.

She then approached marketing students at the [University of Guelph](#) (UG) to create a social

marketing project. The students researched the viability of engaging high school students in such a communications campaign and found that teens wanted to be agents of change and were ripe for this type of commitment.

Relying on these findings, [Trellis Mental Health and Developmental Services](#) (Ms. O’Connor’s parent organization) collaborated with the [UG Centre for Families and Well-Being](#) to solicit funding for the project. In January, they were awarded funding through the Canadian government’s New Horizons for Seniors program. The initiative was designed to bring seniors and teens together in a working group to communicate about ageism, stereotypes, and other barriers to healthy, intergenerational relationships while working collaboratively to create a campaign strategy and components.

The working group is comprised of local volunteers from high school and seniors groups in the Wellington region. In April 2010, the volunteers met for the first time at UG and got to know each other, discussed ageist stereotypes that both youths and elders had experience, and generated ideas for the project and toolkit. They were also treated to a lesson in social marketing by UG faculty. By the end of the day, they had voted to create a rap video.

St. James High School student and rapper Trey Russell wrote and performed the lyrics and the music was composed by Centre Wellington High School student Michael Gora. Dawn Grimmer of Sophie’s Production and Sheldon Osmond of Clear Directions volunteered to produce, film, and edit the piece.

“We did some focus groups with elders, and what bothered them the most was the disrespect. We do a great deal of work around reporting abuse and other things, but I think we are missing the first step. We’re not thinking about what it is to be

aging, and what it is to be devalued, and we need to approach the problem at this end.”

The rap echoes the theme “Age Strong, know that we all belong” and stresses the uniqueness of all individuals, the need for dignity at all ages, and the need to confront prejudices based on age:

“...Know that every human created on this earth  
Has something to give, or a story to share  
Most willing to tell, if you're willing to care...”

In addition to the music, the video is interspersed with vignettes illustrating both respectful and disrespectful interactions.

## Future Directions

According to Ms. O’Connor, the video launch is just the beginning. “Once the video was unveiled, I thought the ‘fun part’ of the project was considered to be over by the students. But that’s not the case.”

The students have taken the video into their schools and are launching additional, ongoing efforts. They have sponsored peer presentations and one school brought in a local theatre troupe to host interactive role-playing exercises and discussions. Seniors involved in the project have also shared their experiences within senior centers and other groups.

In addition to YouTube, plans are underway to post the video on the [i2i Intergenerational Society](#) website and on a Senior Secretariat of Ontario provincial website. The students always envisioned the video “going viral” and encourage everyone involved in elder abuse prevention to post links on their organizational websites and well as Facebook, Twitter, and other social networking sites.

According to Ms. O’Connor, there is a groundswell in Canada around intergenerational approaches to address elder abuse, including those pioneered by Dr. Elizabeth Podnieks (highlighted in the [March NCEA E-News](#)). Ms. O’Connor continues to receive inquiries about the video and toolkit (currently under production and due to be available in December) by provincial, national, and international organizations.

Ms. O’Connor wishes to acknowledge the many people and organizations that contributed to the **Age Strong** project, notably: the seniors and students who developed the concept, performed the video, and introduced it into their communities; Mr. Russell and Mr. Gora for their inspirational song; Ms. Grimmer and Mr. Sheldon for producing the video; Gillian Joseph and the staff of the UG Centre for Families and Well-Being, as well as the UG marketing students and faculty; Master of Social Work student, Tania Grimmer, for her personal assistance throughout the project; and the support provided by the Trellis Mental Health and Developmental Services.

“It’s difficult to get people out to presentations on elder abuse; it is a difficult subject to talk about and to generate action as a result of the presentation. People love the feeling they get from watching the video. It’s a starting point, a jumping off point, not an end point.”

For more information on the Canadian Age Strong initiative, [email Ms. O’Connor](#). To view the rap video, visit [YouTube](#).

Ms. O’Connor holds a Master of Social Work degree in Community Development and has worked for the last 23 years to provide services and programs for older adults living in the community, first in the Ottawa area and the last ten years in Guelph/Wellington. She has held the position of Seniors at Risk System Coordinator in Wellington County since 2003.

## American Bar Association Commission on Law and Aging to Produce Elder Abuse Legal Issues Pocket Guide

Sparked by a technical assistance question from Ohio law enforcement officer Dale Gillette, the [American Bar Association Commission on Law and Aging](#) (ABA COLA) has received a 27-month grant from the U.S. Department of Justice’s Bureau of Justice Assistance to: develop and nationally disseminate a “Pocket Guide on Legal Issues Related to Elder Abuse” to state and local justice system professionals and policymakers (APS and others too); provide funding and technical assistance to six demonstration projects that will adapt the pocket guide to reflect their state’s laws and resources; and develop and nationally disseminate “Replicating the ‘Pocket Guide on Legal Issues Related to Elder Abuse’ in Your State” to share lessons from the demonstration projects with other states or communities.

The pocket guide will address laws and legal principles generally applicable in all states and also serve as a template for developing a state-specific guide. It will cover what elder abuse is and where it occurs in (for example, in the community versus long-term care facilities); list key risk factors and indicators; and summarize the roles of systems that protect and respond to victims. It will include relevant national and state resources, and tips for communicating with older people who have impairments. The bulk of the pocket guide will be devoted to brief, simple explanations of:

- laws, regulations, programs, policies, legal concepts and tools, and why they are relevant to elder abuse victims (for example, how they may be used to commit or redress elder abuse);
- issues that justice system professionals and other service providers should consider; and

- actions that justice system professionals and other service providers should consider taking.

Topics will, at a minimum, include: powers of attorney and other legal documents (such as wills, trusts, deeds, and health care advance directives) that may be misused and exploited; exploitation that may occur under the guise of Medicaid planning for long-term care; legal responsibilities of long-term care facilities (including nursing homes, assisted living, board and care homes) to prevent elder abuse; legal responsibilities of fiduciaries (including guardians/conservators, agents, trustees, and representative payees); and the relevance of capacity, consent, and undue influence.

The project timeline calls for the Guide to be disseminated at no cost (in print and online) in August 2011. The ABA COLA will issue the request for demonstration project proposals (RFP) at the same time or shortly thereafter so that interested organizations can see the Guide before deciding whether to submit a proposal. The RFP will specify the funding amount, applicant criteria, and obligations of the ABA and the subgrant recipients. The availability of the pocket guide and the RFP will be announced on the NCEA listserve and in the NCEA E-News.

Special thanks to Lori Stiegel, Senior Attorney of the American Bar Association Commission on Law and Aging, for contributing this article.

## Call for Presentations

### 2011 NAELA Elder and Special Needs Law Annual Meeting

The National [Academy of Elder Law Attorneys](#) will be hosting its annual meeting in Las Vegas, Nevada, May 19<sup>th</sup> - 21<sup>st</sup> with an introductory workshop on

May 18<sup>th</sup>. Conference organizers are currently soliciting proposals for presentations on the Fundamentals of Elder and Special Needs Law that answer one of the following questions:

- What are you doing in your practice that works and how is it unique?
- What traditional methods are you using in a non-traditional way?

Proposals under consideration must “provide substantive information with practical application that attendees can take away from the conference. Materials in addition to any Power Point Presentation will be mandatory for every session.”

For more information or to download a proposal form, visit the [NAELA Calendar of Events online](#).

**Proposal deadline: November 15th, 2010.**

## Funding Opportunity

### U.S. Administration on Aging

#### *Grants for Native Americans and Native American Caregiver Support Program*

As quoted from the program announcement: “...The goal of these programs is to increase home and community based services to older Indians, Alaska Natives and native Hawaiians, that respond to local needs and are consistent with evidence-based practices....This program assists families in caring for an older relative with a chronic illness or disability. The program helps tribes provide multifaceted systems of support services for family caregivers of elders and for grandparents caring for grandchildren....”

Application kits are available by writing to:

U.S. Department of Health and Human Services,  
Administration on Aging,

Office for American Indian, Alaskan Native, and Native Hawaiian Programs,  
Washington, D.C. 20201

or by calling Cecelia Aldridge, telephone: (202) 357-3422.

A [detailed description of the funding opportunity](#) is also available online.

**Application deadline: November 30, 2010**

## Federal Legislative Update – A Look at Legislation that May Impact the Lives of Older Americans

[H.RES.1342 Seniors Bill of Rights](#) introduced in the House of Representatives on May 6<sup>th</sup>, 2010 by Representative Janice D. Schakowsky (IL-9), resolves “that the Congress should unwaveringly uphold the dignity and independence of older Americans by supporting efforts that guarantee for them” financial security; quality and affordable health and long-term care; protection from abuse, scams, and exploitation; a strong economy; and safe and livable communities with adequate housing and transportation options. The resolution was referred to the House Committee on Education and Labor on May 6<sup>th</sup>, and. on May 27<sup>th</sup> was referred to the Subcommittee on Health, Employment, Labor, and Pensions and currently has 58 co-sponsors.

Representative John J. Duncan (TN-2) introduced [H.R.5305 CPI for Seniors Act of 2010](#) on May 13<sup>th</sup>, 2010. Through this bill, the Bureau of Labor Statistics would create and publish a monthly Consumer Price Index for seniors. This index would indicate the changes in expenditures that are typical purchases for seniors of age 62 or older. On June 29<sup>th</sup>, the bill was referred to the

Subcommittee on Health, Employment, Labor, and Pensions.

Representative Edward J. Markey (MA-7) introduced [H.R. 5926 HOPE for Alzheimer's: Health Outcomes, Planning, and Education Act](#) on July 29<sup>th</sup>, 2010. This act amends Medicare to cover more comprehensive care for Alzheimer's and dementia patients. It would also require the Federal Coordinated Health Care Office to do a study of barriers related to Alzheimer's and dementia care. The bill, which has eight co-sponsors, was referred to the House Energy and Commerce Committee as well as the House Ways and Means Committee on that same date. Also on July 29<sup>th</sup>, the bill was introduced as [S.3674](#) by Senator Debbie Stabenow (MI) and was referred to the Senate Committee on Finance.

Representative Tammy Baldwin (WI-2) introduced [H.R.3040 Senior Financial Empowerment Act of 2010](#) originally on June 25<sup>th</sup>, 2009 which would require the Federal Trade Commission to: share information on scams with seniors; fulfill their requests for information about publicly documented scams; and maintain an informational website. The Act would also designate a week in May as National Senior Fraud Awareness Week. The bill was passed in the House on July 29<sup>th</sup>, 2010 and was sent to the Senate, where it was read and sent to the Committee on the Judiciary on August 5<sup>th</sup>, 2010.

[H.R.5603 to amend the Older Americans Act of 1965](#) was introduced by Representative Gregorio Kilili Camacho Sablan (Northern Mariana Islands) on June 24<sup>th</sup>, 2010. The bill would make more funding available to Guam, American Samoa, the Virgin Islands, and the Commonwealth of the Northern Mariana Islands for people over the age of 55. On that date, the bill was referred to the House Committee on Education and Labor, and on September 13<sup>th</sup>, 2010, it was referred to the

subcommittee on Healthy Families and Communities.

Special thanks to Ann Horner and Sara Wilson of the University of Delaware Center for Community Research and Service for compiling this update.

### Editorial Note

The NCEA E-News features the following columns on a rotating basis: Federal Legislative Updates, Research Highlights, and State News. The December NCEA E-News will include Research Highlights.

### Calendar of Events

#### **November 1-30, 2010**

##### [National Family Caregivers Month](#)

National observance

#### **November 4-6, 2010**

##### [National Academy of Elder Law Attorneys Fall Institute](#)

Sheraton San Diego  
San Diego, CA

#### **November 6-10, 2010**

##### [American Public Health Association 138th Annual Meeting and Expo](#)

Colorado Convention Center and the Hyatt Regency  
Denver  
Denver, CO

#### **November 8-10, 2010**

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

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



**November 9-10, 2010**

Office of Victims of Crime Training  
[Compassion Fatigue/Vicarious Trauma](#)  
Albuquerque Marriott  
Albuquerque, NM

**November 19-23, 2010**

[Gerontological Society of America 63 Annual Scientific Meeting](#)  
Hilton, New Orleans Riverside  
New Orleans, LA

**December 7-10, 2010**

[California District Attorneys Association Elder Abuse Symposium](#)  
Marriot Napa valley Hotel and Spa  
Napa, CA

**December 9-11, 2010**

[2010 National Aging and Law Conference: The Changing Face of Aging](#)  
Westin Hotel  
Alexandria, VA

**December 9-11, 2010**

[National Indian Nations Conference: Justice for Victims](#)  
Renaissance Palm Springs Hotel  
Palm Springs, CA

**February 15, 2011**

[Safeguarding Vulnerable Adults: 15th National Conference](#)  
Manchester Conference Centre  
Manchester, England

**February 16-18, 2011**

[17th International Conference of the Nursing Network on Violence Against Women](#)  
Heritage Hotel  
Auckland, New Zealand

**April 26-30, 2011**

[Aging in America](#)

American Society on Aging - National Council on Aging  
Hilton San Francisco Union Square  
San Francisco, CA

## Credits and Contact Information

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To **subscribe** to the NCEA E-News, go to:

[www.ncea.aoa.gov](http://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)

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