

***Awareness to Action: Preventing Elder Abuse
by Connecting Communities***

**Summary of Final Report¹ submitted to New Horizons for
Seniors, Government of Canada on May 29, 2015**

Submitted by the Seniors Resource Centre NL

¹ Note: Report format is based on questions asked by funder in reporting template.

Background:

The Seniors Resource Centre NL received three-year project funding from New Horizons for Seniors in June 2012 to develop its NL Network for the Prevention of Elder Abuse (NLNPEA). The project ended on March 31, 2015. The project's objectives were to:

1. **RECRUIT:** To increase NLNPEA's membership, including front-line service providers, to 300 over 3 years.
2. **TRAIN:** Using identified resources, develop an overview elder abuse presentation package; 2 training modules/training manuals, and 3 or more resource tools for front-line and community service workers to recognize, respond to, and report incidents of elder abuse.
3. **CONNECT:** Provide networking and knowledge-exchange opportunities, among NLNPEA's growing membership, including quarterly newsletters, webinar sessions, and a provincial Symposium.

Proposed outputs to be achieved for the project were:

- Membership increase by recruiting participants attending presentations.
- Resource guides and protocol material to help individuals identify and report abuse.
- Presentations and handout selections will be created for distribution at community presentations.
- Training sessions for Provincial Peer Advocates network participants.
- At least 60 seniors will be trained to understand the different facets of abuse, how to identify such incidents, how to be helpful respondents to their peers and to share their training.
- Information sharing through the NLNPEA Quarterly Newsletters, the SRCNL and NLNPEA websites and webinar monthly education/sharing sessions.
- Media interest will be generated in each of the 4 NLNPEA Regions to bring elder abuse issues to public attention; and raise awareness of the increase in the resources available to detect abuse; and the resources available in each region to help the Abused and remove the Abuser.
- Public information-education presentations will for front line service providers and seniors groups in each of the 4 Regions of NFLD.

Proposed outcomes to be achieved for the project were:

- Increased awareness of elder abuse by seniors.
- A number of the seniors will opt for membership in the NLNPEA.
- Front line workers, service providers and volunteers in a total of 15 communities will be familiar with the indicators of abuse.
- Increased capacity of service providers and seniors to both prevent and respond to elder abuse.

Summary of Outputs Achieved:

- *Membership increase by recruiting participants attending presentations.*
At the start of the project, the NL Network for the Prevention of Elder Abuse (NLNPEA) had approximately 34 organizational members and 130 individual members. At the end of the project, NLNPEA had 61 organizational members (**a 79% increase**) and 372 individual members (**a 186% increase**).
- *Resource guides and protocol material to help individuals identify and report abuse.*
 1. The *Looking Beyond the Hurt Guide: A Service Provider's Guide to Elder Abuse* was updated and republished in 2013. The updated version was also put on NLNPEA's website (www.nlnpea.ca/LBH). (The website of version of the guide has been accessed **404 times** since 2013.) This guide contains information on the indicators of elder abuse, legislation related to elder abuse, and where to report elder abuse (depending on circumstances, for example in a long-term care home versus in a private home) for all the health authority regions in Newfoundland and Labrador.
 2. The Seniors Resource Centre NL's elder abuse brochure, which is aimed at seniors and other members of the public, was updated several times during the project. The brochure defines the different kinds of elder abuse, describes indicators of abuse, and provides information on where to go for help. Over the course of the project, more than **5,500** brochures were distributed across Newfoundland and Labrador.
 3. An elder abuse training resource was developed for use with Peer Support Volunteers (formerly called Provincial Peer Advocates).
 4. An elder abuse training resources was developed for use with caregivers.

- *Presentations and handout selections will be created for distribution at community presentations.*

During the course of the project, **82** public presentations/educational sessions and/or webinars were completed on topics related to elder abuse. At these presentations, elder abuse and other brochures were distributed (both our materials and those from partner organizations). In addition, all monthly public meeting presentations are available on our website at:

http://www.nlnpea.ca/NLNPEA_presentations and
http://www.nlnpea.ca/webinar_training

- *Training sessions for Provincial Peer Advocates network participants.*
Seven training sessions for Peer Support Volunteers were held in 4 regions (**79 participants** in total)
- *At least 60 seniors will be trained to understand the different facets of abuse, how to identify such incidents, how to be helpful respondents to their peers and to share their training.*

In addition to the 79 participants (seniors) who received training as Peer Support Volunteers, **1374 seniors** received training (that was at least one hour in length) about elder abuse at information sessions, training sessions, and the elder abuse conference held in October 2014. From these approximately **179 seniors** participated in an indepth training session that lasted **3 hours or longer in length.**

- *Information sharing through the NLNPEA Quarterly Newsletters, the SRCNL and NLNPEA websites and webinar monthly education/sharing sessions.*
 1. In addition to regular information sharing through the Network email listserve and mail-outs, **9 newsletters** were produced.
 2. There were **26 monthly public meetings and webinars** with **904 participants.**
 3. Between August 7, 2013 and March 31, 2015² the NLNPEA website had **8,128 page views.** These occurred in **3,487 different sessions** by **2,571 unique users.** Of these users, 27% were return visitors.
 4. Between June 15, 2012 and March 31, 2015, the Seniors Resource Centre NL website (www.seniorsresource.ca) had **63,805 page views.** These occurred in **22,110 sessions** by **16,287 users.** Of these users, 27% were return visitors.

² These are the dates for which Google Analytics information is available. Note this does not account for the initial 14 months of the project.

- *Media interest will be generated in each of the 4 NLNPEA Regions to bring elder abuse issues to public attention; and raise awareness of the increase in the resources available to detect abuse; and the resources available in each region to help the Abused and remove the Abuser.*

There was significant media coverage of our events and issues related to elder abuse during the three-year period. For instance, see the NTV news video at: <http://ntv.ca/new-initiative-aims-to-fight-elder-abuse/> and the *Western Star* article at: <http://www.thewesternstar.com/News/Local/2014-05-28/article-3740654/Support-key-in-helping-elder-abuse-victim%3A%20MacPherson/1> Additional news clippings are included with accompanying materials.

- *Public information-education presentations will be held for front line service providers and seniors groups in each of the 4 Regions of NFLD.*

During the course of the project, **82** public presentations/educational sessions and/or webinars, plus one provincial conference were held. A total of **2,760** seniors and service providers participated in these. (Of these, 327 people participated via webinar and 2,433 participated in person.) Regionally, the events were distributed as follows:

- 54 in the Eastern region (43 in St. John's, plus 11 in communities on the Avalon Peninsula)
- 7 in the Central region
- 6 in the Western region
- 9 in the Labrador region
- Plus 6 provincial webinars

Summary of Outcomes Achieved:

- *Increased awareness of elder abuse by seniors.*

There are several indicators that we have increased the awareness of elder abuse by seniors. These include:

1. Several seniors' organizations have decided to become members of the network. This indicates that these organizations have recognized that elder abuse is an issue and have a willingness to help address it. These organizations include: CARP – NL, Encouragement Club - 50+ (Middle Arm), MGA 50+ Club (Holyrood), Seniors Bridging Cultures Club (SRCNL), Twilight

50+ Club - Port au Port East, and the Newfoundland and Labrador 50+ Federation (which consists of over 130 50+ clubs)

- At a majority of our seniors' events and public meetings, we asked participants to fill out evaluation forms. (These completed forms are available to view upon request.) Overall, these have indicated that we have raised awareness about the elder abuse topic being covered. For instance during our September 24, 2013 public meeting, we collected 17 evaluation forms from 23 participants. Of these **100% agreed or strongly agreed** that the meeting has improved their understanding of the (elder abuse) topic covered. Similar results can be found from our training sessions. For instance at a seniors' training event in Spaniard's Bay in Feb. 2013 we asked 24 participants to rate their pre- and post-level knowledge about elder abuse on a scale of 1 to 5. Here are the results:

Spaniard's Bay, Feb. 7, 2013: Average of Responses

(24 responses from 38 participants – 34 of which were seniors)

Question: Rate your level of knowledge on the following from 1 (low) to 5 (high)	Pre-survey	Post-survey	Change in knowledge level
The definition of Elder Abuse	3.5	4.7	1.2
Indicators of elder abuse (how to recognize someone who is being abused)	3.0	4.5	1.5
How to support a senior who is being abused	2.8	4.5	1.7
What services exist to support a senior who is being abused	2.2	4.3	1.9

- In a survey of Network members (about 50% of which are seniors), we asked if they felt NLNPEA has increased their awareness of elder abuse. (Further details of this survey can be found in accompanying evaluation report.) 85% of respondents either “agreed” or “strongly agreed” that the network has increased their awareness of elder abuse.

- *A number of the seniors will opt for membership in the NLNPEA.*

As indicated previously, the Network has increased its membership from 130 to 372 individual members **(a 186% increase)**. Approximately 50% of these members are seniors

- *Front line workers, service providers and volunteers in a total of 15 communities will be familiar with the indicators of abuse.*

This again is indicated through the results of the surveys given to Network members and through evaluations from presentations and training. For instance, at an April 22, 2014 training session about elder abuse to 16 Eastern Health service providers, 10 service providers (63%) indicated that were “very confident” or “extremely confident” that they could assist an abused senior. The remaining 6 service providers (37%) indicated that they were “somewhat confident” in their ability to assist a senior in need.

Likewise at a training event in St. John’s in Feb. 2013 that was primarily for service providers, we asked 24 participants to rate their pre- and post-level knowledge about elder abuse on a scale of 1 to 5. Here are the results:

St. John’s, Feb. 8, 2013: Average of Responses

(47 responses from 61 participants)

Question: Rate your level of knowledge on the following from 1 (low) to 5 (high)	Pre-survey	Post-survey	Change in knowledge level
The definition of Elder Abuse	3.7	4.7	1.0
Indicators of elder abuse (how to recognize someone who is being abused)	3.3	4.4	1.1
How to support a senior who is being abused	2.9	4.3	1.4
What services exist to support a senior who is being abused	2.7	4.3	1.7

- *Increased capacity of service providers and seniors to both prevent and respond to elder abuse.*

This has been achieved through our education sessions, resources, and training. This is captured quantitatively in the survey given to network members, which indicated: Three-quarters of respondents (74%, n=53) strongly agreed or agreed that the network has prepared them to take action on elder abuse. Likewise: Most respondents (83%, n=59) strongly agreed or agreed that the network has helped them make useful connections with others involved in elder abuse prevention/support services.

Partnerships and Collaborations Created or Strengthened During the Project:

Each of our 61 organization members can be considered a partner and we support each other by sharing information and promoting each other's events, resources, and work. Examples of ways we have worked even more closely with partners, include:

- Tiffany Village and Kenny's Pond Retirement Community (private businesses have donated space for many of our public meetings)
- Each of the four health authorities have provided speakers at meetings and coordination help with regional events
- The Network participated in and contributed to the advisory committee that designed the provincial government's elder abuse training program known as Respect Aging. (www.respectaging.ca). The Network has also helped to promote this training program and is preparing to work with the Violence Prevention Initiative of the Government of NL to offer the training through webinars.
- In June 2014, the provincial government enacted the Adult Protection Act. The Network has helped to make service providers and the public aware of this in a variety of ways, including distributing the government's brochures, mentioning it at presentations, doing a public presentation and a webinar on it, and highlighting it at our conference (October 2014).
- NAWN (Newfoundland Aboriginal Women's Network) has helped organize two "road trips" in Western (September 2012 and May 2014) by finding us meeting space, promoting our events, etc.
- Labrador West Status of Women Council helped coordinate a training workshop in Feb. 2013, and a World Elder Abuse Awareness Day event in June 2013

- There were a multitude of partner who contributed by providing speakers at our 2014 conference (See program for full details at: http://nlnepea.ca/sites/default/files/documents/FINAL_conference_program.pdf)
- Our World Elder Abuse Awareness Day event 2014 was held in partnership with the RCMP and the RNC; plus 17 community and government organizations had a booth at the event
- We collaborated with the Multicultural Women's Organization of NL to hold a Multicultural Seniors Day in May 2014
- We are launching the File for Life (similar to Vial of Life) with Citizens Crime Prevention Association of NL, the RCMP, and the Paramedics Association of NL
- We printed our last batch of elder abuse brochures in partnership with the St. John's Citizen's Crime Prevention Committee
- We worked with the French Health Network do our elder abuse brochure in French (they are in the process of having them printed)
- Our road show in Labrador (October 2014) was held in partnership with: Violence Prevention Labrador, Service Canada, NL Housing and Homelessness Network, and the Public Legal Information Association of NL (PLIAN)
- PLIAN has been a major supporter by providing speakers at many of our events
- The Neighbours, Friends, and Families program (<http://itsnotright.ca/>) partnered with us to bring their training to Western NL in May 2014 and at our conference
- The Network is presently partnering with a student from the MUN medical school and the College of Family Physicians (NL branch) to do research (a survey of family physicians about their knowledge of elder abuse)
- NL Sexual Assault and Crisis Prevention Centre: We partnered to support Sexual Violence Awareness Week in 2013 and 2014. This included two joint webinars and participating in a forum.
- We partnered with the Canadian Network for the Prevention of Elder Abuse (CNPEA) to promote each other's work and events. This included us hosting a webinar in the Atlantic region so that interested parties could provide input on CNPEA's new website.

In addition, the following organizations have partnered with us in events by providing a speaker, coordination support, free space and/or refreshments, etc³: Office for Aging and Seniors (Government of NL), Atlantic Credit Counselling Association, Office of the Citizen's Representative, Quality Living Alliance for Seniors, Life Unlimited for Seniors (Springdale 50+ Club), Town of Gander, Nunatsiavut Department of Health, Froude Avenue Community Centre, Fire and Emergency Services-NL, Alzheimer Association of NL, Royal Bank of Canada

Successes and Challenges in Partnership Development:

Fortunately we found partnership development to occur fairly naturally in our work as there are many organizations (government and non-profit) that have elder abuse as a piece of their overall mandate. This made them eager to join our network and benefit from our resources, training and events, and networking opportunities. Regular contact is maintained with our partners through our email listserve and quarterly newsletter. Our support may also include help to:

- Create opportunities so that partners can reach seniors, other members of the public, and service providers that they would not otherwise reach. This new "audience" may or may not consist of network members, but happens because the Network has initiated an event;
- Connect two or more service providers so they may collaborate, share resources, or keep in touch for future support;
- Facilitate a conversation, discussion, or training exercise about elder abuse that may not have otherwise occurred within an organization or a community;
- Make partners and the public aware of provincial and federal resources of which they were previously unaware (i.e., creating connections from a regional level out to a provincial or federal level);
- Provide resources, such as brochures, or a speaker so that a partner, member, or individual service provider can continue their own elder abuse awareness work and connect more closely with their existing (or new) contacts in the community.

³ Does NOT include organizations for which we provided a presentation at one of their own events.

We also found our partners very willing to support our work in many ways, including providing meeting space and speakers for our events. In addition, we found that partners in areas outside of St. John's were often willing to provide time and other resources to coordinate and promote events that would bring us in to their region.

The following is one example of this:

LABRADOR REGION EXAMPLE

In October 2013, NLNPEA coordinated a series of seniors' events and a public meeting in Southern Labrador/Happy Valley-Goose Bay. This was done in close partnership with several Network organizational members: Violence Prevention Labrador, Service Canada, the Labrador rep of the NL Housing and Homelessness Network, and the Public Legal Information Association of NL. NLNPEA paid for air travel for their own staff and for PLIAN, as well as for the cost of the van rental and gas so that the Labrador reps would have their road travel paid for. (Other travel costs such as hotels and per diems were paid for by the partner organizations.) In addition, the actual costs (facility rental/refreshments) for events were paid for by NLNPEA.

This Southern Labrador "road show" consisted of the following events: Seniors' Information Days in Forteau, Port Hope Simpson, Cartwright, and Happy Valley-Goose Bay, as well as a public meeting in Happy Valley-Goose Bay.

Most of the event coordination and promotion in Labrador was managed by the Executive Director of Violence Prevention Labrador. She also arranged the van rental, did all the driving, and acted as a MC at the events. This was a significant contribution of her time and was a large reason for our success as she has such an extensive contact network in Southern Labrador. Our other partners contributed to the events by doing a presentation and sharing their information. This enabled us to provide an information day that dealt holistically with the different kinds of issues related to elder abuse and that was more appealing overall to our audience.

For our public meeting in Happy Valley-Goose Bay, we also partnered with the Nunatsiavut Department of Health, who provided us with two speakers –Heather Bursey and Tina Buckle, who spoke on "Working to Build a Better Home Support System for Seniors: Exploring the Nunatsiavut Home Support Worker Training Program as a Model". As with all our public meetings, this was accessible by teleconference and webinar, and one of the contacts tuning in from Western Health asked for and received from us information on how to contact the speakers to learn

more about the program with the view of possibly doing something similar in her region. This is a good example of how the Network can help share best practices among regions.

Our two Labrador partners both commented on how they had limited travel budgets and this opportunity allowed them to get to communities they probably would not have been able to in the near future. Our other partners – PLIAN and Service Canada commented that they would not likely had the opportunity to meet with people in these communities ever – especially as we got seniors out to our events who might not typically attend other kinds of information sessions.

Working together also enabled all of us to become more familiar with each other's resources, and today, we all still give out and refer people to these publications. For example, after the Labrador trip the Network Coordinator received a group email from the Executive Director at VP Labrador, indicating that she had run out of everyone's publications and asking all the trip partners to send her more as well as some to one of her contacts in Southern Labrador who was holding an event and wanted these materials to distribute. In addition, we continue to refer people to each other's organizations and to work together on other projects. The biggest lesson from this experience is the importance of piggybacking on each other's resources and expertise to increase our available opportunities to raise awareness about elder abuse.

The one area where partnership development was more of a challenge was when we tried to connect with the banking industry to talk about financial abuse. While there is an obvious reason for many government and non-profit organizations to join the Network, we found we had to make a case to financial organizations about why it would be beneficial for us to work together. To overcome this hurdle, we used the expertise of a Peer Support Volunteer, who is a retired banker. He helped us to understand how to approach banks and "speak their language". He also facilitated many of our official connections with bankers. This approach was successful and we ended up meeting with and doing presentation on financial abuse for the staff of the Eastern Edge Credit Union, the Royal Bank of Canada (regional managers), Scotia Bank, and CIBC (regional managers). In turn they have all supplied us with speakers at our events for seniors and at our conference.

Sustainability After Project Funding Ends:

The Seniors Resource Centre NL is committed to continuing its work to address elder abuse through the NL Network for the Prevention of Elder Abuse. The full-time coordinator has been retained until July 31 thanks to some funding that was received for a short-time project. Additional proposals for project funding have been submitted to a variety of sources. If no funding is received, the Network will continue to exist as part of the Seniors Resource Centre NL (SRCNL) and work with all partners will continue, albeit at a much reduced capacity as there will no longer be a coordinator and all elder abuse work will have to be carried out by existing SRCNL staff.

In addition, the elder abuse training that Peer Support Volunteers and members of the Caregivers Networks received will continue to be utilized and expanded upon.

The Network steering committee met in January 2015 to hold a strategic planning session to address sustainability and future goals as summarized below. The following is a summary of the key points for moving the Network forward.

Key Points from Strategic Planning Session for the Network to Move Forward with Little/No Resources

Promotion and awareness-raising activities

- *The listserv:* Continue the listserv and identify partners who can convey information through their channels (e.g., seniors' clubs, churches, women's groups) to improve the timeliness of and access to information.
- *Webinars:* Continue with webinars. Identify partners who could be webinar host sites.
- *The website:* Suggested improvements should increase its usefulness, eg., listing organizational/governmental members' overall mandates/roles in addressing elder abuse and contact information. Also consider developing a "members-only" section on the website which could further support networking and information sharing among members.
- *Capitalize on existing events.*

Building capacity/connecting members and partners

- *Conduct an inventory of Network members/partners:* Identify to partners what the Network can provide to them and ask what the partners can provide to/do for

the Network. Develop a list to demonstrate the range of support needed – e.g., from photocopying to funding.

- *Actively facilitate connections among Network members whose mandates (as identified via the inventory) are similar/the same, especially those in the same locations/regions.*
- *Training:* Continue to facilitate training (especially a train-the-trainer model) for a range of stakeholders, including PSVs.
 - Develop “ready-made” presentations for others to deliver.
 - Continue to offer *Neighbours, Friends and Family* training
 - Follow-up with those who have been trained to provide support
 - Support/complement the training efforts of the provincial government and other organizations with regards to elder abuse and related issues.
 - Identify organizations willing to provide financial support for Network members to present to/train their members/staff.
- *Mechanisms for connecting:* Ensure a significant focus on enabling mechanisms for connecting and building capacity of Network members.

Project Management:

This project was governed by the Network’s steering committee, although all final decisions related to funding spending were decided by the Executive Director of the SRCNL in consultation with the Chair of the Board of the SRCNL (who also chairs the Network’s steering committee). The steering committee is made up of 14 members, many of who represent key partners (for example, the RCMP, the Royal Newfoundland Constabulary, the four health authorities, etc.). There are also several seniors on our steering committee. Terms of reference for the steering committee can be found at: http://nlnpca.ca/sites/default/files/documents/Steering_cmte_terms_Jan2013.pdf

Success Stories and Lessons Learned:

The three years of project funding have enabled tremendous growth for the Network. At the start of the project, the NL Network for the Prevention of Elder Abuse (NLNPEA) had approximately 34 organizational members and 130 individual members. At the end of the project, NLNPEA had 372 individual members (**a 186% increase**) and 61

organizational members (**a 79% increase**). Working with these members and other partners to reach seniors and service providers has most definitely been the key to our success. Based on our experiences, here are some of our lessons learned during the last three years:

1. **Partners are key!** It is important to use partners' experience, knowledge of their clientele and region, and expertise to in all aspects of service delivery. This is especially important, when travelling to other regions, but is also true locally and on a province-wide basis. The following is an example of how the Network worked with an organizational member (NL Sexual Assault Crisis and Prevention Centre) to develop and deliver new material and help raise awareness about an aspect of elder abuse that is often not discussed – sexual abuse of older adults. This partnership involved the Network participating in one of their events and co-coordinating two other events.

The Network participated on a panel in a forum for Sexual Violence Awareness Week in September 2013 with the NL Sexual Assault Crisis and Prevention Centre (NLSACPC). In doing this, the Network was able to raise awareness that older adults can also be victims of sexual violence, and at the same time, support and broaden the work being done by NLSACPC. The Network also partnered with NLSACPC to offer a webinar (also in September 2013) entitled "It's Never too Late to Heal: Supporting Older Adults who have Experienced Sexual Violence." Twenty-one people participated in the webinar, which raised awareness both about elder abuse and the services available from the NLSACPC. In doing this, we were able to raise regional awareness about a provincial resource. The webinar proved to be so popular that we repeated it the following September during Sexual Violence Awareness Week. This time 32 participants joined us from around the province.

Having a diverse membership is also important. Our network membership has seniors, private business, care homes, government departments, 50+ clubs, community groups, and so on. This kind of diversity provides access to a lot of different kinds expertise. For instance, we have a number of bankers on our membership list who bring an expertise around financial abuse that has been tremendously helpful.

2. **Make national, provincial, and regional linkages.** An important part of what the Network has been able to do is to make connections on the national scene (for instance with the Canadian Network for the Prevention of Elder Abuse and

other New Horizons-funded projects such as “It’s Not Right – Neighbours, Friends, and Families for Older Adults” and the CAOT’s “Strategies for inter-professional health care providers to address elder abuse”). These connections work two-ways: First we are able to bring provincial information to national initiatives to help inform the work. Secondly, we are able to bring national news and resources back to all regions of the province so that others can benefit from them. For example, within this project we were able to offer training sessions based on two other national initiatives because of our connections with them.

3. **Use technology.** The use of webinar and teleconference technology has been invaluable over the course of the project. Although project funding has enabled us to do significant travel to make face-to-face connections (which is also very important), it important to find ways to connect with network members and other seniors and service providers in between trips. To do this, we have ensured all our monthly meetings are accessible by webinar and teleconference from anywhere in the province. More and more members seem to be taking advantage of this technology. For instance, we had **46 people join us online** for our February 2014 meeting in addition to the **35 people who attended in person**. This provincial scope also adds an important level of interaction and networking to our meetings. For instance at our November 2013 meeting, someone online asked a question about what services the Public Legal Information Association of NL (PLIAN) offered. Fortunately, a rep from PLIAN was online as well and was able to answer the question directly. At the same meeting, there was a question online about pensions, and a rep from Service Canada, who was at the meeting in person, was able to respond.
4. **Take a holistic approach when raising awareness about elder abuse.** To address elder abuse we need to consider many things, including the different kinds of abuse, the different causes, the services available to those affected by abuse, gaps in services, etc. Therefore, it is important to take these different aspects into account when delivering training and presentations to seniors and service providers. For example, talking about wills and estates may not immediately seem to link to elder abuse – however, by learning about these and other financial matters, seniors become aware of how to protect themselves from potential financial abuse. Presentations on these kinds of issues also attract a wider audience base than one narrowly focused on “abuse” and, inevitably, once the presentations begin people start to ask questions related to elder abuse and/or learn about resources that can assist an abused senior, so awareness is raised organically.

5. **Use a variety of different ways to reach a variety of audiences.** There are many different audiences that need to learn about elder abuse, including seniors, family members, service providers, businesses, etc, so we have found it helpful to offer a cross-section of activities and approaches to attract a wider variety of people. What might interest a senior could be very different from what would appeal to a service provider. Therefore, we try to keep this in mind and offer different kinds of topics at our monthly meetings in order to appeal to various audiences. We have also found it important to include a social component in all senior activities. For example, our seniors' information days have proven to be very popular. These are typically four to five hours in length and include presentations, information booths, a lunch and refreshments, and sometimes even entertainment (such a local musician playing over the lunch hour).

Considering different formats and mediums is also important when trying to reach a wide audience. For instance, there is still a significant portion of the senior population that do not use computers. Therefore it is essential to always be able to offer paper copies of resources and not assume that something is going to be accessed on the Internet.

For more information on this report or the NL Network for the Prevention of Elder Abuse, please contact:

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