The National Center on Elder Abuse (NCEA) serves as a national resource center dedicated to engaging and empowering older people so that they may be an advocate for themselves and their communities. We recognize that it is up to all of us, as a community to ensure the right social structures are in place so people can remain connected to their communities and to society as a whole, reducing the likelihood of abuse.

First established by the U.S. Administration on Aging (AoA) in 1988 as a national elder abuse resource center, the NCEA was granted a permanent home at AoA in the 1992 amendments made to Title II of the Older Americans Act.
Reframing Elder Abuse Project
Overview

Short-term Goal:
1. Understand
2. Devise and disseminate

Long-term goal:
To build a society that makes informed choices on policies and practices that address elder abuse based on valid and reliable information
<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
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<tr>
<td>Appeal to justice</td>
<td>Appeal to sympathy</td>
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<tr>
<td>Talk about the importance of social connections</td>
<td>Talk about vulnerable populations</td>
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<tr>
<td>Demonstrate the collective costs and solutions to elder abuse using the social structure metaphor</td>
<td>Use crisis-laden, emotional rhetoric or data and expert jargon</td>
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<tr>
<td>Explain the underlying social conditions that increase risk factors</td>
<td>Focus on the individual perpetrators or victims and individualized solutions</td>
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<tr>
<td>Provide solutions that emphasize collective responsibility and systemic/policy change</td>
<td>Provide solutions that emphasize individual responsibility</td>
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**Quick Start Guide to Talking Elder Abuse**
Before

After

2016 WORLD ELDER ABUSE AWARENESS DAY

Building Strong Support for Elders

Keck School of Medicine of USC

NCEA National Center on Elder Abuse
Fake handyman charged an elderly Dallas woman $39,000 for a $100 duct tape job. Beware of these scams!

Supportive communities and resources are essential to engaging older people and preventing #elderabuse! Check out what San Jose is doing to encourage aging in community:
Red Flags of Abuse Before

Financial Abuse/Exploitation

- Lack of amenities victim could afford
- Vulnerable elder/adult “voluntarily” giving uncharacteristically excessive financial reimbursement/gifts for needed care and companionship
- Caregiver has control of elder’s money but is failing to provide for elder’s needs
- Vulnerable elder/adult has signed property transfers (Power of Attorney, new will, etc.) but is unable to comprehend the transaction or what it means

Physical/Sexual Abuse

- Inadequately explained fractures, bruises, welts, cuts, sores or burns
- Unexplained sexually transmitted diseases
Red Flags of Abuse After

Our communities are like structures that support people’s safety and wellbeing. One of the most important ways we can all contribute to this ongoing construction project is by looking out for warning signs of maltreatment. Does someone you know display any of these signs of abuse? If so, **TAKE ACTION IMMEDIATELY**. Everyone, at every age, deserves justice. **Report suspected abuse as soon as possible.**

**Financial Signs**

- Unusual changes in bank account or money management
- Unusual or sudden changes in a will or other financial documents
- Fraudulent signatures on financial documents
- Unpaid bills
Preventing Elder Abuse and Neglect in Older Adults:

Advice from the American Geriatrics Society's Foundation for Health in Aging

As adults grow older they may become more physically frail, may not see or hear as well as they used to, and may develop cognitive problems such as dementia. As a result, they become increasingly vulnerable to abuse and neglect.

In a troubling situation but it is reluctant to answer questions about it. If he or she appears hungry, confused, frightened, or loses his or her appetite, is frequently bruised, ill-nourished, or often confused, this may indicate abuse. Changes in personality—such as a lack of interest in activities that he or she used to enjoy, or unusual nervousness—may also be signs of a problem such as abuse. If you can't get more information, trust your gut; if something doesn't feel right, it probably isn't.

May be a warning sign of abuse. If the caregiver is verbally or physically abusive to the older person, to you or anyone around you, if there is evidence of substance abuse or mental health problems in the caregiver, or if the caregiver is financially dependent on the older adult and expresses continual concern about money, this is cause for concern.

Signs that something is wrong in and around the home include an accumulation of newspapers and mail; a lack of attention to the home or a home that is in a state of disrepair; large numbers of people using the home; and odd noises or bad odors coming from the home.
No matter how old we are, we are all entitled to be treated as full members of our communities. Yet elder abuse is a significant challenge to our nation’s belief in justice for all. Elder abuse is widespread and impacts everyone in our society. It takes away from our public health, civic participation, and economic resources. The mistreatment of older people can take many forms, including physical,

What We Can Do

We can reduce the risk of elder abuse by putting systems in place that can prevent abuse from the start. For example, we can create community supports and services for caregivers and older people that can reduce risk factors tied to elder abuse (such as social isolation). We can increase funding to provide training for people who work in aging-related care on the prevention and detection of elder abuse. We can identify ways to empower older people through senior centers and senior service programs.
Question: What's more uncomfortable than when your parents talked to you about the birds and the bees?

Answer: You talking to your older parents about their money and financial matters.

Have “the talk” with Mom and Dad.

Protect Your Loved Ones From Being Scammed

A vulnerability to scams is an unfortunate part of aging. Learn how to fraud-proof your family.

Visit: DeliveringTrust.com

Have “the talk” with Mom and Dad.

Visit: DeliveringTrust.com

Everyone should have a fraud safety net in place by age 70. Make it a part of your retirement plan by adding a few simple steps to your checklist.
Our society currently does not keep people connected to their communities at all stages of life. That leaves older people at greater risk of being abused, especially by fraud and other forms of financial exploitation. To correct this, we need to ensure our communities are set up to reduce social isolation, which will help us prevent—and immediately address—elder fraud and financial exploitation whenever it occurs.
Law Enforcement - the EAGLE has landed!

Visit Today at http://eagle.trea.usc.edu
Measuring Impact & Next Steps

- Long-term commitment
- Collaborations
- Pre and post presentation evaluation surveys
- WEAAD campaign
- Incorporate messaging into existing trainings
- Master Trainers
- Reframing technical assistance
Resources

Reframing Elder Abuse

- Talking Elder Abuse Toolkit
- Video Lecture Series (Coupon code: WEAAD2018)
- NCEA PSA videos - long, short and super short!
- Reframing Aging - Project and Gaining Momentum Toolkit

National Center on Elder Abuse
1-855-500-3537 (ELDR)
ncea-info@aoa.hhs.gov
USC Center on Elder Mistreatment website

Step 1: Go to bit.ly/ElderAbuseFWA