How to Talk About Elder Abuse
Opening Activity

Introductions:
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• How would you solve the problem of elder abuse?
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
To ensure the nationwide implementation and impact of the new communication strategy on elder abuse, the NCEA facilitates a reframing elder abuse committee.
How do you think the public conceptualizes elder abuse?
How does the public think about elder abuse?

**Elder + Abuse**
- Elder abuse is unacceptable
- Neglect doesn’t qualify
- Sexual abuse doesn’t compute

**Deterioration**
- Dependency = vulnerability
- Paternalism

**Modern Life Is the Problem**
- Caregivers pushed to limit
- Cultural devaluation of older people
- Nursing homes as unfortunate necessity

**Spotlight on Individuals**
- Greed and laziness
- Moral character
- Sickos
- Payback
- Older people are difficult
- Everyone’s responsible/no one’s responsible

**Solutions**
- Nothing can be done
- Surveillance and prosecution
- Awareness and education
- Support for caregivers

Keck School of Medicine of USC

National Center on Elder Abuse
How do we reframe how the public thinks about elder abuse?

Structure of Justice narrative:

“Our society is like a building: It needs strong supports and secure beams to remain strong. We need solid “social” beams in our society so that we can all participate fully in our communities as we age and live free from abuse.”
Step 1: Why does it matter?
Step 2: What is this about?

EXAMPLES & EXPLANATIONS

METAPHOR
Step 3: What can we do?
COMMUNITY CENTERS

EDUCATIONAL PROGRAMS

PUBLIC SERVICES

<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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<td>Talk about the importance of social connections</td>
<td>Talk about vulnerable populations</td>
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<td>Demonstrate collective solutions</td>
<td>Use crisis-laden or emotional rhetoric</td>
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<td>Explain the underlying social conditions that increase risk factors</td>
<td>Focus on the individual perpetrators or victims</td>
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<td>Use the social structure metaphor</td>
<td>Use data and expert jargon to explain the causes and consequences of elder abuse</td>
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<td>Provide solutions that emphasize collective responsibility and systemic/policy changes</td>
<td>Provide solutions that emphasize individual responsibility</td>
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Technical Assistance Before

• While we are not an investigatory agency, we would like to provide some resources that may be helpful to address the issues with your contractor.

• Seniors are a vulnerable audience, often preyed upon by unlicensed or unscrupulous contractors.

• We hope you find these resources useful. Please let us know if more information is needed.
Technical Assistance After

• This should not happen to anyone. Our society values justice and justice means being treated equally regardless of our age.

• The NCEA and everyone can do their part to ensure that our communities have the strong set of support beams that are needed to protect or communities from financial abuse/scams.

• Just as we can construct a stable building that keeps the people inside safe, we as a society can build and remodel systems that prevent elder abuse.

• For example, we can support, maintain and improve organizations like consumer protection agencies that make sure companies, banks and lenders treat us fairly. You did the right thing by reaching out to us and together, we can all address and prevent elder abuse.
Let’s Reframe!

• Are there communication traps?
• How can we reframe?
What can **you** do to promote this strategy the public?

- Cultivate thinking about older people as agents of their own lives, not objects of care
- Connect the role of social structures and systems to the causes and solutions of elder abuse
- Use the *Talking Elder Abuse* toolkit
- Practice, practice, practice!
- Share our reframed trainings, materials and campaigns from the NCEA, FrameWorks Institute and the reframing elder abuse committee
Educational Resources

Reframing Elder Abuse Resources

- **Talking Elder Abuse Toolkit**
  - Swamp of Elder Abuse and Swamp Glossary
  - Quick Start Guide to Talking Elder Abuse
- **Video Lecture Series**
  - (Coupon code: WEAAD2018)

Elder Abuse Awareness

- Strengthening the Structure of Justice to Prevent Elder Abuse
- PSA Videos Short and Long
- Red Flags of Abuse
- Facts About Elder Abuse
- 12 Things Everyone Can Do to Prevent Elder Abuse
- eldermistreatment.usc.edu
How can you utilize this communication strategy in your workplace?
Survey

Tell us what you think!
Any questions?
Thank you!

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

NCEA, USC Center on Elder Mistreatment Website:
http://eldermistreatment.usc.edu/national-center-on-elder-abuse-ncea-usc/

Training Resources on Elder Abuse:
www.trea.usc.edu