



# How to Talk About Elder Abuse

# Opening Activity

## Introductions:

- Julie Schoen, Deputy Director NCEA
- Aly Neumann, Project Coordinator, Reframing EA
- **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

# Our Committee

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

# 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.”

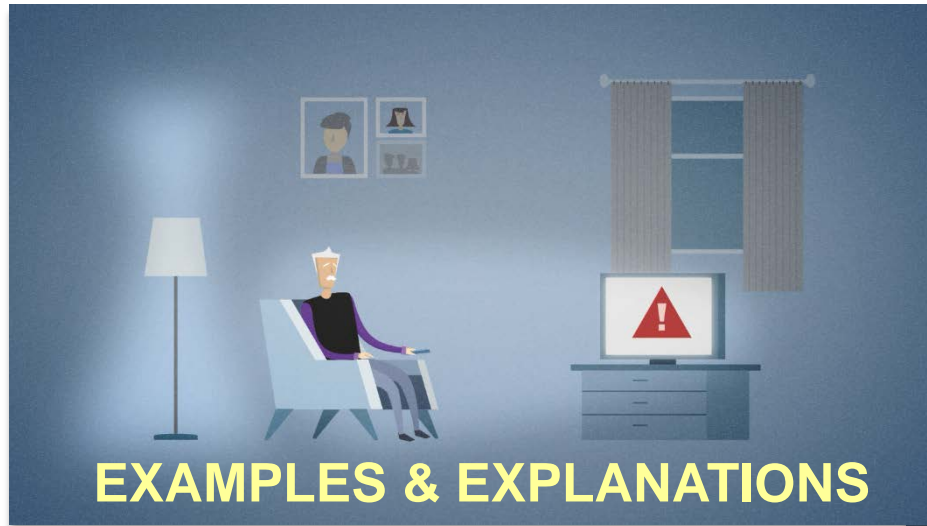
# Step 1: Why does it matter?

**JUSTICE FOR ALL**





# Step 2: What is this about?



# Step 3: What can we do?





[http://bit.ly/EA\\_long](http://bit.ly/EA_long)

Do	Don't
Appeal to justice	Appeal to sympathy
Talk about the importance of social connections	Talk about vulnerable populations
Demonstrate collective solutions	Use crisis-laden or emotional rhetoric
Explain the underlying social conditions that increase risk factors	Focus on the individual perpetrators or victims
Use the social structure metaphor	Use data and expert jargon to explain the causes and consequences of elder abuse
Provide solutions that emphasize collective responsibility and systemic/policy changes	Provide solutions that emphasize individual responsibility

# Before



2 0 1 6

**WORLD ELDER ABUSE  
AWARENESS DAY**

# After



# 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](http://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](mailto: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](http://www.trea.usc.edu)**