



How to Reframe Elder Abuse on Social Media

Housekeeping

- All attendees will enter the meeting on listen-only mode
- Submit questions into the Question Box for a Q&A session at the end of the presentation
- Workshop recording and presentation materials will be made available
- Survey will be made available at the end of the presentation

Introductions



- Aly Neumann, Project Coordinator—Reframing Elder Abuse



- Kimmy Moon, Project Coordinator—Social Media and Support and Tools for Elder Abuse Prevention (STEAP) Initiative

Webinar Objectives

During this interactive training we will:

- Learn about the NCEA's Reframing Elder Abuse Project and review a new evidence-based public communication strategy on elder abuse;
- Review how we can apply the strategy to our own social media communication practices
- Learn how to plan and organize posts about elder abuse prevention

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

How does the public think about elder abuse?

What's in the Swamp of...

Elder Abuse

Elder + Abuse

- Elder abuse is unacceptable
- Neglect doesn't qualify
- Sexual abuse doesn't compute

Deterioration

- Dependency = vulnerability
- Paternalism

Solutions

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

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

Swamp of Elder Abuse and Swamp Glossary

Structure of Justice narrative & steps

Public Service Announcement (PSA):

[bit.ly/PSA3m](https://www.youtube.com/watch?v=aO-HM2sty5A)

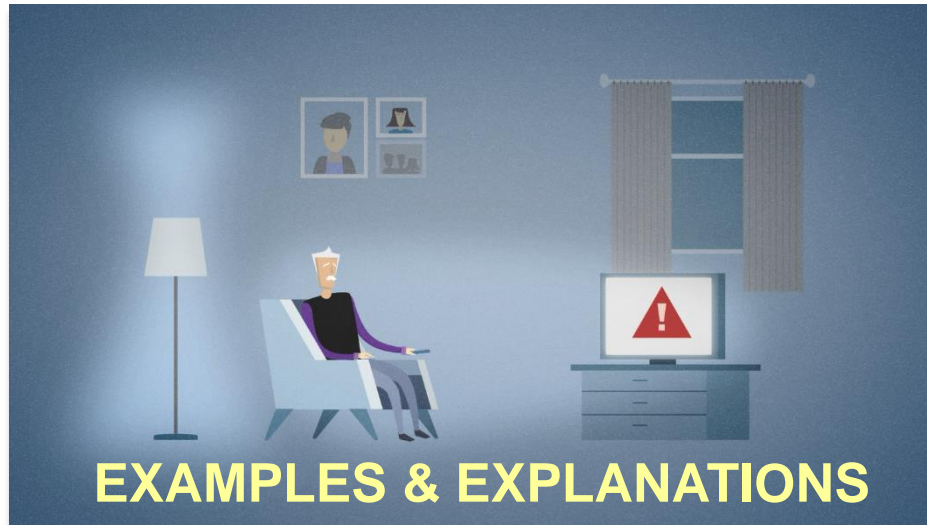
<https://www.youtube.com/watch?v=aO-HM2sty5A>

Step 1: Why does it matter?

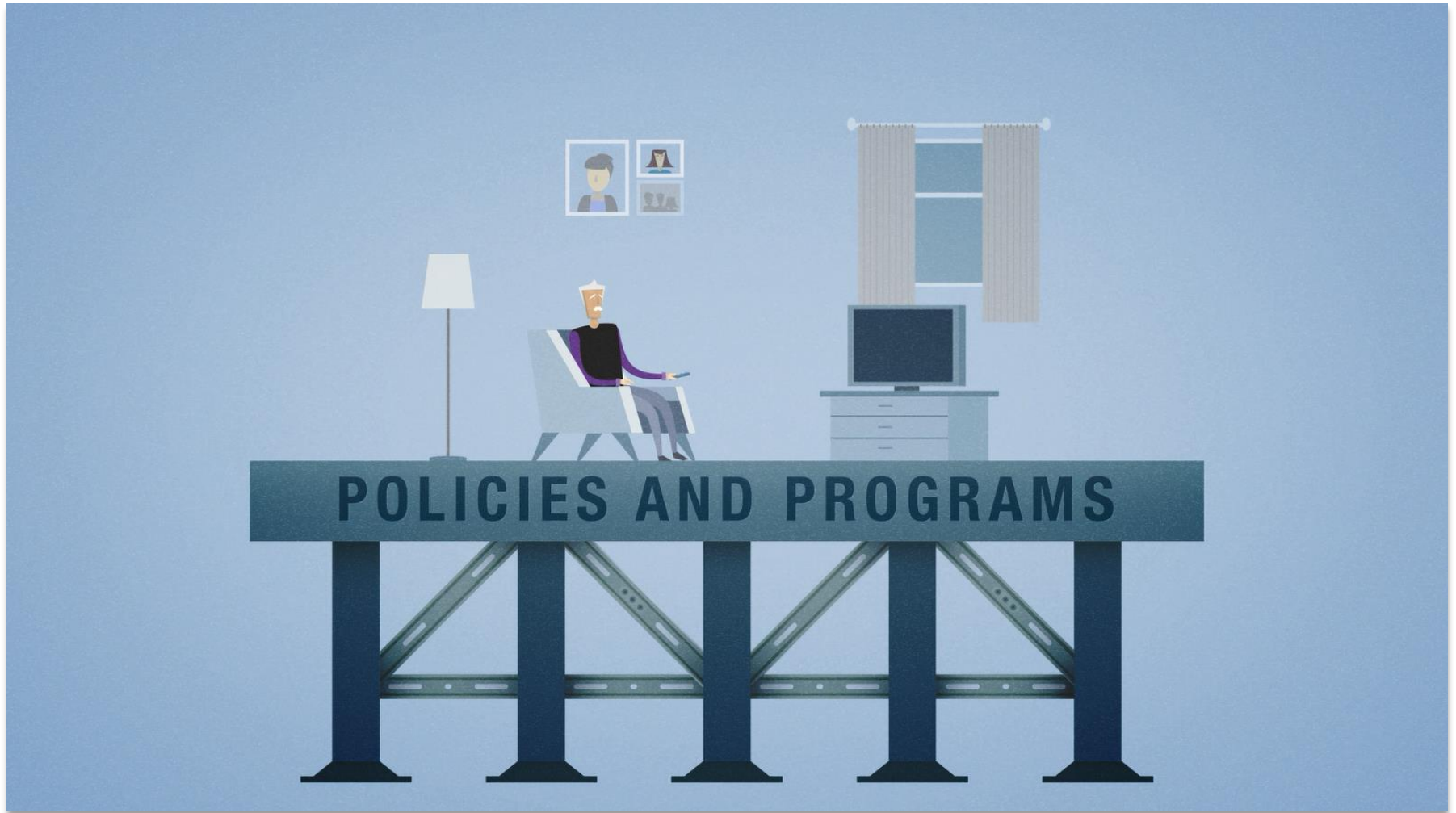
JUSTICE FOR ALL



Step 2: What is this about?



Step 3: What can we do?



Solutions



eldermistreatment.usc.edu/weaad-home/social-media



Quick Start Guide to Talking Elder Abuse





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

Red Flags of Abuse Before

NCEA RED FLAGS OF ABUSE
National Center on Elder Abuse

Does someone you know—a senior or adult with a disability—display any warning signs of mistreatment?



» Neglect

- Lack of basic hygiene, adequate food, or clean and appropriate clothing
- Lack of medical aids (glasses, walker, teeth, hearing aid, medications)
- Person with dementia left unsupervised
- Person confined to bed is left without care
- Home cluttered, filthy, in disrepair, or having fire and safety hazards
- Home without adequate facilities (stove, refrigerator, heat, cooling, working plumbing, and electricity)
- Untreated pressure "bed" sores (pressure ulcers)

» 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

» Psychological/Emotional Abuse

- Unexplained or uncharacteristic changes in behavior, such as withdrawal from normal activities, unexplained changes in alertness, other
- Caregiver isolates elder (doesn't let anyone into the home or speak to the elder)
- Caregiver is verbally aggressive or demeaning, controlling, overly concerned about spending money, or uncaring

» Physical/Sexual Abuse

- Inadequately explained fractures, bruises, welts, cuts, sores or burns
- Unexplained sexually transmitted diseases

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Red Flags of Abuse After

NATIONAL CENTER ON ELDER ABUSE

Red Flags of Abuse

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.**



Emotional & Behavioral Signs

- > Unusual changes in behavior or sleep
- > Isolated or not responsive
- > Fear or anxiety
- > Depression

Physical Signs

- > Broken bones, bruises, and welts
- > Unexplained sexually transmitted diseases
- > Cuts, sores or burns
- > Dirtiness, poor nutrition or dehydration
- > Untreated bed sores
- > Poor living conditions
- > Torn, stained or bloody underclothing
- > Lack of medical aids (glasses, walker, teeth, hearing aid, medications)
- > Sexually transmitted diseases without clear explanations

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

WHAT IS ELDER ABUSE?

Elder abuse is the mistreatment or harming of an older person. It can include physical, emotional, or sexual abuse, along with neglect and financial exploitation. Many social factors—for example, a lack of support services and community resources—can make conditions ripe for elder abuse. Ageism (biases against or stereotypes about older people that keep them from being fully a part of their community) also play a role in enabling elder abuse. By changing these contributing factors, we can prevent elder abuse and make sure everyone has the opportunity to thrive as we age.



Red Flags of Abuse

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<https://ncea.acl.gov/NCEA/media/docs/Red-Flags-of-Elder-Abuse-English.pdf>

NCEA Social Media Before & After

Before



National Center on Elder Abuse

July 11, 2016 · 🌐

...

Elder abuse cases in southern Utah are increasing. In many of these cases, the perpetrators are family members. We are seeing this trend in many other states as well. Elder abuse is truly a crisis that needs our attention!



Southern Utah's elder abuse cases increasing

Iron and Washington counties saw a rise in abuse cases between 2014 and 2015.

THESPECTRUM.COM

After



National Center on Elder Abuse shared **American Bankers Association's post**

Page · 8.4K like this · Government Organization

Nov 6, 2019 · 🌐 · #ElderAbuse happens more often than we think. It is up to all of us to create a sturdy structure of support to notice, report, and prevent abuse.



Before



National Center on Elder Abuse
@NCEAatUSC



Replying to [@AwareSeniorCare](#)

[@AwareSeniorCare](#) Very true! Persons with dementia are easily vulnerable to abuse [#ElderCareChat](#)

10:35 AM · Jun 17, 2015 · [erased4838853](#)



National Center on Elder Abuse
@NCEAatUSC



A3: Loneliness makes them vulnerable to those that cultivate a relationship only to perpetrate a fraud against them [#WEAADweekly](#)

10:25 AM · Apr 10, 2015 · [Twubs](#)

After



National Center on Elder Abuse
@NCEAatUSC

"If we want everyone to participate in public life, we must design and build an inclusive public realm that is accessible to all. Public life can't just be available to the abled, young, or healthy."



American Society of Landscape Architects @NationalASLA · Sep 10, 2019

"Designing with people with disabilities and older adults, landscape architects and designers can create spaces that are inclusive and welcoming for all."
#ASLAUniversalDesign asla.org/universalparks...



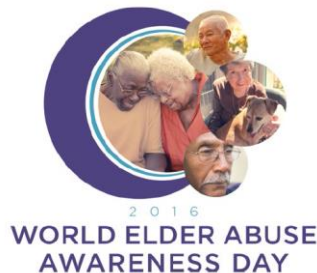
8:08 AM · Sep 10, 2019 · [Twitter Web App](#)

Before - WEAAD



Every year 5 million elders are abused in the US alone. It doesn't have to be this way. There are many ways to make a difference. Check on the older adults in your family or community. Call your county Adult Protective Services if you suspect abuse, or neglect. Give a caregiver a couple of hours off. Talk to your friends about elder abuse. One person can make a difference. One person can save a life. Learn more: <http://www.acl.gov/weaad>

USING SOCIAL
MEDIA TO PROMOTE
WEAAD 2016



Protecting our elders begins at home.
Check on the older adults in your life
today! #WEAAD2016
<http://www.acl.gov/weaad>

After - WEAAD



World Elder Abuse Awareness Day (**#WEAAD**) is June 15th.

Educating our communities on how to prevent abuse helps us support each other as we age.

Access WEAAD 2018 Campaign Tools& Tips today! bit.ly/WEAAD2018



Planning Posts!

STEAP Initiative Outreach Calendar 2020

Generate awareness and foster action to end elder abuse!



January

MONTH-LONG OBSERVANCE

■ **National Stalking Awareness Month**

RECOGNITION DAY

■ January 9: **Law Enforcement Appreciation Day (LEAD)**

February

MONTH-LONG OBSERVANCE

■ **Black History Month**

RECOGNITION DAY

■ February 20: **World Day of Social Justice**

■ February 21: **National Caregivers Day**

March

MONTH-LONG OBSERVANCES

■ **National Nutrition Month**

■ **Social Work Month**

■ **Women's History Month**

RECOGNITION DAY

■ March 8: **International Women's Day**

April

MONTH-LONG OBSERVANCES

■ **Financial Literacy Month**

■ **National Volunteer Month**

■ **Sexual Assault Awareness Month**

■ **Social Security Month**

WEEK-LONG OBSERVANCES

■ April 6-12: **National Public Health Week**

■ April 19-25: **National Crime Victims' Rights Week**

■ April 19-25: **National Volunteer Week**

RECOGNITION DAYS

■ April 7: **Sexual Assault Awareness Day of Action**

■ April 7: **World Health Day**

Here are some ideas:

- ☐ Organize a "Letter to the Editor" campaign to raise awareness not only of elder abuse, but also of the local resources that are available through your agency/organization or community partners.
- ☐ Make an effort to reach isolated older adults through direct mailing, ads in local newspapers, and radio interviews. Include elder abuse prevention information in community and neighborhood association newsletters or e-Newsletters.
- ☐ Download STEAP Toolkit materials and distribute at community events or offices of local partner agencies.
- ☐ Host a "Lunch and Learn." Presentation materials are available for you to [download](#) and customize to meet your needs.
- ☐ Partner with local organizations, schools, and agencies and organize food, personal care, or cleaning supply collection drives. Assemble packages and include copies of this [brochure](#).
- ☐ Host a shred-a-thon. Organize a shredding event for your community to safely destroy and dispose of sensitive documents.
- ☐ Offer or share information about volunteer service opportunities.

Additionally:



Reach out to community partners to see if there are opportunities to work together to raise awareness about elder abuse.



Publicize your planned activities. Others may be able to help you with the event/activity and avoid duplicating your efforts!

*Everyone can get involved to **raise awareness** about **elder abuse prevention**.*

<https://ncea.acl.gov/Resources/STEAP.aspx>

April- National Public Health Week



National Center on Elder Abuse @NCEAatUSC · Apr 3, 2019

A7: [#ElderAbuse](#) is a hidden, global public health and human rights problem with workable solutions. We [#SpeakForHealth](#) because we are committed to creating a society free from abuse and neglect! [#NPHWChat](#)



NPHW 2020 is coming! @NPHW · Apr 3, 2019

Q7 APHA members are stepping up to [#SpeakForHealth](#) and advocate for better public health. Why do you [#SpeakForHealth](#)? [#NPHWChat](#)

#NPHWChat

Q7: APHA members are stepping up to [#SpeakForHealth](#) and advocate for better public health. Why do you [#SpeakForHealth](#)?

September – National Senior Center Month



National Center on Elder Abuse

@NCEAatUSC



Growing, learning, connecting, giving. These are just some of the keys to aging well. These are also some of the keys to preventing and detecting [#ElderAbuse](#). Senior centers are a key part of making this a reality for our communities.

[#NationalSeniorCenterMonth](#)



September – National Falls Prevention Awareness Day



National Center on Elder Abuse
@NCEAatUSC



Today is National Falls Prevention Awareness Day!

Falls can cause an injury, limit a person's mobility and independence, and increase social isolation (a known risk factor of [#ElderAbuse](#))!

Preventing falls is a key part of staying healthy as we all age.

October – Domestic Violence Awareness Month



National Center on Elder Abuse

Published by Elder Justice [?] · October 3, 2019 ·



Conversations about domestic violence too often exclude older adults.

#1Thing we must do is to include survivors of ALL AGES in research, outreach & education, policy advocacy, and victim services. #DVAM2019



Reframing Tips

- Use “we”, “us”, “all”, “everyone” when discussing aging and solutions.
 - Examples: “We can prevent elder abuse by...”, “...as we age.”
- Avoid triggering images and the using the word “vulnerable” to describe older adults.
- Use person-first language to avoid “otherizing” or “vulnerability” stereotypes.
 - Examples: “people with disabilities” or “person experiencing abuse” instead of “victim” or “disabled person”.
- When you mention collective solutions to elder abuse, make sure you are highlighting how multiple solutions are needed.
- Retweet/share NCEA posts and feel free to use our posts to inform yours.

Reframing Elder Abuse Resources

- [Talking Elder Abuse Toolkit](#)
 - [Swamp of Elder Abuse](#) and [Swamp Glossary](#)
 - [Quick Start Guide to Talking Elder Abuse](#)
 - [Social Media Guide](#)
 - [Video Lecture Series](#) (*Coupon code: WEAAD2020*)
 - [reframingaging.org](#)
- **Reframed NCEA materials**
 - Strengthening the Structure of Justice to Prevent Elder Abuse PSA Videos [Short](#) and [Long](#) and [Super short](#)
 - [Red Flags of Abuse](#), [Facts About Elder Abuse](#), [12 Things](#)
- **Support and Tools for Elder Abuse Prevention (STEAP):**
 - Customizable Outreach [Toolkit](#)
 - [Outreach Calendar & Activity Ideas](#)
 - Social Media Guide – [Social Media Tips](#) & [Social Media Policy Template](#)

Thank you and Q&A

<https://ncea.acl.gov/Resources/Reframing.aspx>

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