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

**Spotlight on Individuals**
- Greed and laziness
- Moral character
- Sickos
- Payback

**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

**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
Step 1: Why does it matter?
Step 2: What is this about?

EXAMPLES & EXPLANATIONS

METAPHOR
Step 3: What can we do?
Solutions

eldermistreatment.usc.edu/weaad-home/social-media
<table>
<thead>
<tr>
<th><strong>Do</strong></th>
<th><strong>Don’t</strong></th>
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<tbody>
<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 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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Red Flags of Abuse Before

NCEA

RED FLAGS OF 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 left without care
- Home cluttered, dirty, in disrepair, or having fire and safety hazards
- Home without adequate facilities (stove, refrigerator, heat, cooling, working plumbing, and electricity)
- Uncontrolled blood pressure, “bed” sore (pressure ulcer)

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

Financial Abuse/Exploitation
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Red Flags of Abuse After

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
- Fear or anxiety
- Isolated or not responsive
- Depression

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

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 (bias against or stereotypes about older people that keep them from being fully a part of their communities) 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.

NCEA Social Media Before & After
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

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

@AwareSeniorCare Very true! Persons with dementia are easily vulnerable to abuse #ElderCareChat

10:35 AM · Jun 17, 2015 · erased4838853

@AwareSeniorCare 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
"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 able-bodied, young, or healthy."

"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...
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
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.

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
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

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