



INPEA BULLETIN



INTERNATIONAL NETWORK FOR THE PREVENTION OF ELDER ABUSE
JANUARY 2007

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EDITORIAL

Leading the way

We are all people. We all
Experience joy and suffering.
We all love and lose. We all
Bleed. And we are all here with
The same purpose in mind. The
Prevention of family violence
Is an issue that affects all of us
Because we all have the ability
To experience the emotional and
Physical effects of it. It has the
Power to affect all of us in the
Same way and that brings us
Together, that unifies us, that
Makes us empathetic and able to
Understand it; and that makes
Us capable of love

-Youth Spokesperson

Poignant and poetic, these are the words of a young delegate to the World Conference on Family Violence (2005): they resonate with the hope and passion of youth while serving to inspire us that intergenerational collaboration can and must lead to universal peace. As we proceed with planning World Day in June, these words will motivate and encourage us – they hold the promise of a better world – one in which all ages participate and flourish, one which is abuse-free, one where everyone is safe, secure and loved.

This issue of the Bulletin highlights portions of the WEAAD Survey Summary which appears on the website. We congratulate Christen Erlingsson in persevering with this project, which has provided such rich information. This year we will build evaluation into all the materials in order that data can be recorded as close to the event as possible.

Please write and tell us about activities in your area or organization. We are grateful for and heartened by your news and ideas. Hardly a month goes by that something from HOPE AFRICA (Francis John) or Albania (Mira Pirdeni) doesn't arrive in our email – we love it. Upon these links we build and strengthen.

Elizabeth Podnieks

UPCOMING EVENTS

Come to Geneva! June 15, 2007

To all INPEA representatives, members and friends, we want you to come to Geneva in June!

We are planning an Educational Day on June 14th. We need you there to present your work, to share experiences, to learn what others are doing across the world, to promote your research and the activities of your organization. Please send a brief description of a paper or poster presentation and tell us what you would like to do and how you want to do it, i.e. on a panel, in a small group discussion, at a roundtable or workshop.

We need to hear from you in order to plan!
So please respond by February 20, 2007 to
elizabeth.podnieks@utoronto.ca

Important Conferences: Join INPEA members presenting symposia, papers and conducting a “Train the Trainer” (see **Upcoming Conferences, Page 8**)

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Coming Soon!

Call for nominations for the **Rosalie Wolf Memorial Award**. Dust off your bio and get ready to nominate a colleague for this prestigious award. The award is presented annually to an individual who has demonstrated dedication and commitment to the ideals of Rosalie Wolf to prevent and reduce elder abuse and promote awareness through one or more of the following: research, education, policy, practice. Details will be posted on the web.

❖ MEET OUR SUPPORTERS

The following three people have joined with us in the planning of WEAAD/Geneva. You will see from these brief biographical sketches the level of expertise that we are fortunate enough to have in our corner. They are a powerhouse of resources, commitment and knowledge and we thank them for what they have already done for INPEA and their willingness to do more to make June 15 a memorable event.

Professor Charles-Henri Rapin

Professor Charles-Henri Rapin is the Director of the Ethics and end of life Unit (IUKB) and Professor at the University of Geneva in charge of the Programme "Bien vieillir." Professor Rapin is known internationally for his institute and his work on issues of elder abuse.

He has graciously lent his assistance to INPEA in planning WEAAD 2007, which is invaluable.

Dr. Astrid Stuckelberger is a gerontologist and internationally recognized expert in aging. She is currently a lecturer and researcher at Geneva School of Public Health of the Faculty of Medicine of the University of Geneva. She holds a doctorate in psychology from the University of Geneva and has published over 100 articles, reports and several books.

As a representative to the UN in Geneva of both the International Association of Gerontology and Geriatrics (IAGG) and the Society for Psychological Study of Social Issues (SPSSI), she was nominated as a chair of the NGO Committee on Aging where she advocates in particular for a human rights framework for older persons. She conducted several scientific expertises and reports

for the Swiss government, the European Commission and several United Nations specialized agencies and programs. She is a permanent member of the WHO Ethical Review Committee (ERC).

During the last decade, as Deputy-Director of the Swiss National Research Program on Aging, she created with WHO and AARP, the Geneva International Network on Aging (GINA). After organizing numerous events for the 1999 UN International Year of Older Persons for the UN in Geneva and the Swiss authorities (i.e. the UN Open House Day), she received an Award from the UN Secretary-General. She also contributed to the UN 'Research Agenda on Aging for the XXIst Century', the Plan of Action and the NGO Forum declaration at the 2nd UN Assembly on Aging in Madrid in 2002.



Dr. Cynthia Thomas is a Senior Study Director at Westat, an employee-owned research company in Rockville, MD, USA, well-known for large scale survey research and evaluation projects. They are among the top few organizations in the amount

of funding received from the U.S. National Institutes of Health. She holds an appointment as an Associate Clinical Professor of Epidemiology and Population Health at Albert Einstein College of Maryland. Dr. Thomas was the Principal Investigator for the first U.S. National Incidence Study of Elder Abuse and Neglect. She has lived in Geneva and travels there frequently and recently met with Prof. Rapin and Dr. Stuckelberger on our behalf to discuss local and on-site arrangements for WEAAD on June 15, 2007.

ANNOUNCEMENTS

North American Regional Meeting

North American Regional Representative Betty Malks organized and chaired a very productive INPEA meeting as part of the Annual Gerontological Society of America Conference in Dallas, Texas, USA on Friday, November 11, 2006.

Reports were presented and participants reviewed the significant accomplishments of INPEA before

proceeding to develop short and long-term objectives. These can be viewed on the website.

In the absence of the Treasurer, Susan Somers reported there is approximately \$1000 in the INPEA account. WEAAD 2006 costs were near \$5000.

A critical outcome of the meeting was the establishment of the INPEA Development Committee, a special Ad Hoc committee to develop an organizational framework and infrastructure, review by-laws, clarify roles and responsibilities and address communication issues and strategies. The committee is chaired by Dr. Simon Biggs and its members include: Ryan Sampson, Dr. Toni Antonucci, Dr. Patricia Brownell and Betty Malks. More members will be added to ensure global representation.

The committee welcomes your input in the form of comments, suggestions, or ideas. Please contact Simon Biggs (simon.biggs@kcl.ac.uk) for further information.

The meeting concluded with a thought-provoking keynote address by Dr. Georgia Anetzberger "Elder Abuse the Chameleon". We hope to publish this excellent piece of research for June 15, 2007.

Please visit the website for the president's report from Dr. Lia Daichman. (www.inpea.net)

World Day Planning Committee Report

*T*here have been two Planning Committee international telephone calls with follow-up minutes and discussions. To summarize briefly, these tasks are underway:

Material Development: Ryan Sampson (UK) is organizing the material development. He has updated last year's brochure and information sheets; they are now on the web. Ryan is also generating new resources and these will be disseminated.

Fund Raising: Lia Daichman and Ariela Lowenstein are leading the fundraising efforts. Please advise them of any sponsors/contributors that you may know of. It is our dream to obtain funds to bring national/regional representatives to Geneva. But your help is needed.

Budget: Christen Erlingsson is handling the budget – an awesome task but Christen is up to it.

Program: Alex Kalache, Elizabeth Podnieks, Gloria Gutman, Astrid Stuckelberger, Charles-Henri Rapin, Dong Hee Han, and Monica Ferreira. Every committee member is contributing to this pivotal aspect of World Day.

Communication: Betty Malks (USA) will coordinate the communication strategy. If you see an area in which you can contribute, please let us know – there is a role for everyone.

Internal Liaison: It is everyone's responsibility to stimulate national and regional representatives to develop programs, and activities for June 15 in their geographic area. All members of INPEA are mandated to provide external publicity and promotion e.g. putting notes in newsletters and journals, sending broadcast emails/flyers to other organizations and other creative ways of marketing the event.

Australia Moving Forward

Our National Representative in Australia, Wayne Fielding, writes with enthusiasm of new initiatives in Australia.

With regards to abuse in Residential Settings of older Australians, the Federal Government has allocated \$92 million to setting up an Australia wide Complaints Division of the Office of Health and Ageing to investigate complaints of abuse from family members and older people themselves. The Government has also called for applications from interested individuals to become investigators into these allegations. As well, this new Complaints division, whistleblower legislation is being introduced to protect staff that uncover suspected cases of abuse.

Susan Kurrle, Regional Representative for Oceania, Wayne and other interested parties are re-commencing the Australian Network for the Prevention of Elder Abuse (ANPEA), which will partner with INPEA.

On another note, Wayne's years of dedication and commitment to elder abuse is finally coming to fruition as the Victoria Police Department implement a training program for police officers on the recognition, detection and investigation of elder abuse. Congratulations Wayne

WORLDVIEW ON ELDER ABUSE: ENVIRONMENTAL SCAN

Phase I of the Environmental Scan has been completed. INPEA is enormously grateful to all those who completed the questionnaire. The result of such hard work yielded a response rate of 328 completed surveys from 53 countries.

Preliminary findings reveal the following:

What factors may lead to abuse of older persons in your country?

- Failure of governmental systems to provide pension, social security, laws and opportunities (Nigeria, India, Turkey, Lebanon)
- Isolation (Argentina, Canada, United States, United Kingdom)
- Ignorance about laws and rights (Argentina, Nigeria, Canada, United States)
- Changing relationships between generations (India, Sweden)
- Mental health and substance abuse issues (Canada, United States)
- Lack of social networks (United States, Canada, Sweden)

Identify any laws that protect older persons from abuse in your country/province/territory/state

- None to not aware/unfamiliar (India, Lebanon, Nigeria and Uganda)
- National and state level laws that directly or indirectly help victims of elder abuse (Canada, US, UK, Sweden, Turkey, Argentina) but in most cases familiarity with the laws is questionable. While service providers are in most cases familiar with the laws, older adults are not.

Are any services or programs in place in your country specifically for the prevention, detection or intervention of older person abuse?

- Swedish and Lebanese respondents reported that there are no special services in place in the country for prevention, detection, and intervention of EA.
- Eight other countries had more than one service for prevention, detection, and intervention of EA. Some of the services provided were: counseling, education about signs and symptoms of EA, legal assistance, and reporting agency.

Tentative Conclusions

Contributors to abuse:

- Changing social and economic structure
- Isolation, few social networks
- Inadequate understanding of rights and laws
- Intergenerational issues
- Rising occurrence of mental health problems and substance abuse

Entities responding to abuse:

- Social services
- Law enforcement
- Geriatric societies
- Families
- Services for the prevention, detection, and intervention of EA included counseling, education about signs and symptoms of EA, and legal assistance.

Barriers to help-seeking:

- Culture
- Language
- Literacy
- Stigma
- Mobility, social isolation
- Lack of familiarity with, lack of access to the Internet

This data is exciting and requires more investigation and discussion; it leads us to Phase II of the study. Although the response rate was excellent many countries only provided a minimal response i.e. 1-3 surveys per country. We must have at least 8-10 responses from every country. Many of you can rest on your laurels e.g. Africa, India, Australia, Eastern Mediterranean, Argentina, Canada, United States, Spain, United Kingdom and Belgium. Thank you for this great cooperation.

Much more work is needed in Europe and Asia where the response rate was disappointing – We are requesting all members to complete the survey and encourage others to do so. Last year, over 500 personalized requests were sent across the world from the Ryerson email account, plus the numerous requests made by INPEA executives and representatives. Please help this research fulfill its potential. The survey is on the INPEA website www.inpea.net.

WEAAD SURVEY REPORT

Summary report on the results of the WEAAD follow-up survey

There were 12 responses to the survey representing the following countries: Peru, the United Kingdom (3 returned surveys), Portugal, Norway, Italy, Sweden, Cameroon, Nigeria (2 returned surveys), and the United States of America.

The survey covered the following areas: Planning, Political/media interest, Activities, Personal experience of involvement in the WEAAD, and Future planning.

Planning: There was a general correspondence between what was planned and what was carried through. All responses included information about high level planning and listed involvement of national level NGOs and government. There were also responses noting involvement of local organizations/ officials (4 responses), university/research community (3 responses), the INPEA representative (2 responses), a national anti-elder abuse organization (1 responses), and “the elderly people themselves” (1 responses). Planning for the 2006 WEAAD was started from one year (3 responses) to one month (3 responses) ahead of June 15th. Other responses reported between 1-10 months in advance. Average time; 6½ months.

Comment to the responses: From these responses one would assume that initiating the first ever WEAAD was a “top down” procedure initiated by national level government/NGOs. In these survey responses there was very little evidence of spontaneous grass roots level involvement at the initial planning stage. A cautionary note to this comment is that this survey was sent only to INPEA representatives and it seems unlikely that the survey was disseminated further within each country.

In the survey responses there doesn't seem to be any correlation between how far in advance planning was initiated and reports of what was planned or carried through. This is not to surmise that planning ahead is not needed or didn't make a difference, rather, these responses indicate that the WEAAD celebrations success seem to involve many complex elements such as organization size, efficiency, perhaps previous awareness raising initiatives, etc...and not only how far ahead one starts planning.

Political/media interest: All responses but one indicated that politicians showed interest though several respondents modified answers with claims such as “could have been better”. In addition all responses indicated that media representatives were contacted and showed interest. Most responses listed press releases (either posted, e-mailed, or faxed) and two mentioned personally getting in touch with the media. Contact was aimed at newspapers, Internet home pages, and TV/ radio. One response especially mentioned programs with spaces about aging. Two responses list contacting professional journals. Media coverage of the WEAAD was reported in all responses. Newspapers seemed to be the most common type of coverage, but radio and TV were also very frequently named.

Comment to the responses: Website coverage was mentioned only once.

Activities: Named events included conferences, radio/TV reports, seminars/workshops/symposia, messages and speeches by local/governmental dignitaries, and new books about elder abuse being launched.

Here are but a few examples of many noteworthy activities:

- * Stands/displays in reception areas of public buildings,
- * Disseminating information leaflets/posters/business cards in public areas
- * Surveying public perceptions about abuse,
- * Drama groups presenting plays highlighting elder abuse (sometimes in minority languages),
- * Fundraiser activities
- * Advocacy visits to public officials
- * European parliament reception
- * Distribution of purple caps and souvenirs,
- * Recognitions and awards ceremony
- * Singings of the Elderly Abuse song composed by (*organization name*)
- * Free consultation/screening of eyes and distribution of medicated lenses to the elderly

Targeted audiences (a total of 46 were named in responses) were sorted into nine categories. “Authorities/ policy makers” were most commonly

targeted (named 19 times), followed by “General public” and “Caregivers/professionals/personnel” (named 6 times each). Targeted audiences in categories “Older persons”, “Young persons/students”, “Organizations for the elderly”, “Universities/researchers”, “Media”, and “Families” were each named five times or less.

Most activities seem to have been funded either by NGOs, other organizations, or by private persons/members/volunteers. There were 2 responses that included state/governmental authorities as having been the major funders. Three responses named governmental authorities as being the chief organizers. All other responses listed organizations, charities, NGOs both at the local and national levels.

Comment to the responses: The imbalance between the numbers of times targeted audiences were named provides food for thought. This could be due to several elements and it is beyond the scope of this small survey to explain this imbalance. These results do show however that perceptions about how best to raise awareness about elder abuse during the WEAAD celebrations 2006 included the assessment that targeting governmental representatives, policy makers and authorities would be most effective.

Please note!!- Many countries have already provided very detailed country reports about WEAAD activities (see previous issues of Bulletin and INPEA homepage). WEAAD reports especially from the participating African nations and the UK provide many inspiring ideas to consider in future WEAAD planning.

Personal experiences of involvement in the WEAAD: Responses indicate that there was satisfaction with media involvement, having a mix of activities on both governmental and local levels, and in inspiring so many in the general public. Major areas that proved to be most problematic were that of achieving the interest of politicians and general public for example “ensuring that the day was not merely perceived a *professionals/practitioners day*”. Lack of funding was a challenge as was difficulty in conveying the complexity and subtleties of elder abuse. Several responses hinted at a frustration with elements that were beyond the control of the respondents, e.g. socio-political context and government’s negligence. Some problems proved to be “positive” challenges, such as more persons attending events

than planned for so that food and drink ran short; or having so many exhibitors that it was difficult to give everyone a good location. There were also comments about lacking high profile support from e.g. celebrities, as well as comments that it was difficult for small organizations to pull off such a big and important event.

Future planning: Generally, respondents indicated that they would plan the next WEAAD in the same manner, though many suggested altering foci or targeted groups. Suggestions for future planning included needing to start work earlier, needing a clear national policy aim, approaching politicians in a more systematic way, and seeking greater involvement of older people and older peoples groups.

There were many ideas suggested for future WEAADays. Here are a few examples:

- * “The WHO should be more active and inspire governments and give them ideas what to do.”
- * “I think local arrangements are very important, but UN is also of importance as Abuse of elderly people is a global problem. UN gives the day status and is a connecting link between countries.”
- * “A national award”
- * “A statement from senior politicians including the Prime Minister”
- * “... ask the Committee of Ministers of Europe to make a special recommendation about this matter.”
- * “Conduct of a regional/national survey on perception and incidence of elder abuse as evidence based data to advocate for legislation on elder abuse...”
- * “Coordinate all exhibitors to incorporate the WEAAD logo in the materials and on exhibit booths to reinforce WEAAD”
- * “Perhaps a storyline in a popular “soap opera””
- * “... a unique communication strategy – a TV spot or some international email message.”
- * “High profile support from e.g. celebrities”
- * “Collection of 1000 opinions on elder abuse”
- * “Start Magazines”
- * “Essay competitions”
- * “Target senior centers and get the older persons themselves to develop outreach materials and to staff the booths”

- * "... organize a sport competition (running against elderly violence)"
- * "Funded exchange visits of local practitioners (the sort of people who generally do not get to travel out of their country to see other practice)"
- * "More intergenerational activities"

Response to, "Is the WEAAD worth repeating?" was a resounding "Yes!"

Concluding comments:

Fundraising seems to have been a key issue for how much could be planned and carried through. One consideration is that with increased high profile backup from UN, WHO, national government etc. funders, charities, national level organizations would possibly become more inclined to consider WEAAD programs as more attractive as funding recipients. This is especially important point in light of respondents' comments such as "It is a big challenge for a voluntary organization of our size to organize such a big and important event."

Internet involvement seems to be an underdeveloped area for information dissemination and coverage. An advantageous aspect of Internet utilization is that websites can be produced anywhere in the world and designed to match entire regions, thereby reducing budget demands in countries where funding is scarce or non-existent.

When considering the impact media has on our daily life and subsequently our awareness of societal issues one suggestion presented in the responses is especially titillating: "High profile support from e.g. celebrities." Another idea which was intriguing and full of possibilities was the composing of a campaign song against elder abuse. These avenues -via media- into the heart of the public perhaps strike home in basic way that could possibly inspire more grass roots action compared to speeches by government Ministers. Although I would not hesitate to agree that targeting governmental representatives, policy makers and authorities is a necessary and vital element in elder abuse prevention, I would like to make a definite recommendation that future WEAAD put increased emphasis on targeting other audiences, especially older persons themselves, younger persons and families. Of course it is more complex than this and a Catch 22 moment since without governmental back-up it is difficult if not impossible to successfully address any social issue. These sentiments seem to be reflected in the responses citing mixed activities on various levels, both high

level government and local level activities, as most successful.

In closing, a heartfelt thanks to those responding to this follow-up survey!

The responses provide additional confirmation that the first WEAAD June 15, 2006, was hallmarked by creativity, energy and personal commitment. Let's hope that the ideas and responses heard here in this report not only can be sources of inspiration for those already involved in planning WEAAD 2007, but also reach out and inspire others to raise awareness about the fight against elder abuse.



Good Luck in 2007!

Christen Erlingsson

Sweden's INPEA national representative

UPCOMING CONFERENCES

**PAN AMERICAN PUEBLA, MEXICO
May 19-23 2007**

Join INPEA in historic Puebla, and meet 
Dra. Sara Aguilar INPEA NATIONAL REPRESENTATIVE For MEXICO:
Hear INPEA Special Advisor USA, Prof. Toni Antonucci's keynote speech.
Join with SUSANA AGUAS, Latin American Regional Representative and Betty Malks, North American Regional Representative, as well as Prof. Patricia Brownell, INPEA's Main UN Representative, and Susan B. Somers, Secretary General and participate with INPEA's President, Dr. Lia Daichman, in INPEA Roundtables and a "Train the Trainer" on Elder Abuse Identification and Interventions. To participate please Contact Susana Aguas at seaguas@yahoo.com.ar or Betty.Malks@ssa.sccgov.com by March 1st 

**VI. EUROPEAN CONGRESS of IAGG,
St. Petersburg, Russia, July 5 – 8, 2007**

Deadline for abstract submission February 15, 2007
www.gerontology.ru/congress2007
Contact Prof. Ariela Lowenstein, Regional Rep. Europe to participate in INPEA sponsored events.
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