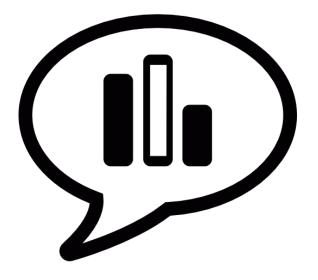
# Stronger Together: Elder Justice Tools for WEAAD and Beyond

Friday, June 7, 2019 9AM PST / 12PM EST



# Polling Question #1



Where are you joining us from today?



# Housekeeping

- All attendees will enter the meeting on listen-only mode.
- If you have questions, type them in the box below. We will address as many as possible during the Q&A session at the conclusion of the presentation.
- Workshop recording and presentation materials will be made available via the National Center on Elder Abuse.
- We value your opinions and feedback on today's presentation! Please don't forget to submit your survey (link will be provided).

# Webinar Objectives

- Learn more about federal agencies, organizations and projects that provide support for older Americans.
- We'll showcase innovations highlighting all the latest in-demand tools created for the purpose of providing consumer and professional education.
- Understand the importance of evaluating our collective awareness efforts.



# Federal Level Partnerships

The WEAAD Committee is a collaborative effort consisting of federal partners and resource centers:

- Administration for Community Living (ACL),
- National Center on Elder Abuse (NCEA),
- Department of Justice (DOJ),
- Social Security Administration (SSA), and
- Security and Exchange Commission (SEC).

The committee coordinates promotion and dissemination efforts, and partners on educational webinars, blogs, and social media activities directed to their unique public and professional audiences.

















# Today's Presenters



Julie Schoen, JD Deputy Director

National Center on Elder Abuse at the Keck School of Medicine of USC



**Susan C Lynch**, **JD**, **DrPH**, Senior Counsel for Elder Justice

Department of Justice



Aiesha Gurley-Parry, Aging Specialist

U.S. Administration for Community Living Office of Elder Justice and Adult Protective Services



Alan E. Sorcher, Assistant Director

Securities and Exchange Commission's Office of Investor Education and Advocacy



**Tami Sieckman,** Outreach Coordinator

Consumer Financial Protection Bureau Office for the Financial Protection of Older Americans



**Lydia E. Chévere,** Public Affairs Specialist

**Social Security Administration** 

# Special Guest: Dr. Elizabeth Podnieks



The architect of World Elder Abuse Awareness Day (WEAAD)- 2003

Elizabeth Podnieks, PhD, Professor

Elder Abuse Ontario, Canadian Network for the Prevention of Elder Abuse, and the International Network for the Prevention of Elder Abuse



# National Center on Elder Abuse

and related projects



Increases the number of professionals, caregivers and community members who receive high quality training on elder abuse.



Designed to support officers in identifying, intervening, and resolving cases of elder abuse.



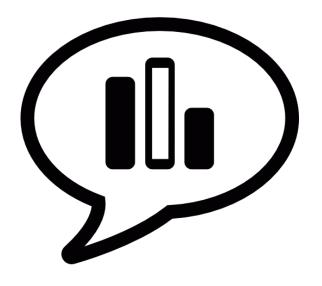
Materials designed to engage and educate your community about the role everyone can play in preventing elder abuse.



Actionable communications strategy to put elder abuse on the public agenda and boost support for systemic solutions to prevent and address it.



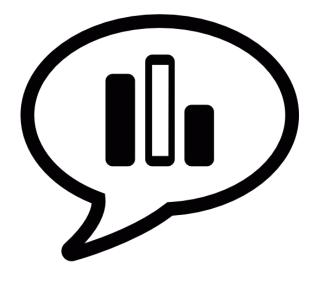
# Polling Question #2



How many of you are hosting or participating in WEAAD events?



# Polling Question #3



Have you posted the information on the WEAAD site?



# WEAAD: Get Involved!

Saturday, June 15<sup>th</sup>

### Insert Web Page

This app allows you to insert secure web pages starting with https:// into the slide deck. Non-secure web pages are not supported for security reasons.

Please enter the URL below.

https://

www.google.com/maps/d/u/0/embed?mid=1cVH3VISNEqVnVn

Note: Many popular websites allow secure access. Please click on the preview button to ensure the web page is accessible.



Web Viewer Terms | Privacy & Cookies





https://eldermistreatment.usc.edu/weaad-home

# Active on Social Media

#### Social Media Guide | Spanish

This social media guide includes tips on using media to promote #WEAAD as well as sample posts in English in Spanish

#### **Support the WEAAD Twibbon**



Support the WEAAD Twibbon Campaign and add the WEAAD logo to your social media profiles. Here's How:

- Visit http://bit.ly/WEAADTB.
- 2. Click "Add to Twitter" or "Add to Facebook" to apply the WEAAD badge to your profile photo.
- 3. Share the Twibbon on Twitter and Facebook using the sample posts below!
- Support the World Elder Abuse Awareness Day (#WEAAD) Twibbon campaign to honor survivors of #ElderAbuse and raise awareness toward prevention: http://bit.ly/WEAADTB
- Want to help spread the word about World Elder Abuse Awareness Day (#WEAAD)? Pledge your profile photo! http://bit.ly/WEAADTB
- World Elder Abuse Awareness Day is June 15th! Add a Twibbon to show your support for #WEAAD http://bit.ly/WEAADTB



# WEAAD: Around the World











# **EAGLE**

# The **EAGLE** has landed!





#### **Elder Abuse Guide for Law Enforcement**

Designed to support Law Enforcement officers in quickly identifying, intervening, and resolving elder abuse situations

- √ Tools to assist in documenting a case for prosecution
- ✓ ZIP code-based community resources locator
- State-by-state penal codes relating to elder abuse

#### **Contact Us**



eaglehelp@usc.edu



eagle.trea.usc.edu



# Customizable & ready-to-use outreach tools nceausc.tk/STEAP

#### **Fact sheets and brochure**



Presentation template & evaluation form



Outreach calendar for year-round elder abuse prevention programming

Sunday, April 7: World Health Day

Monday, April 1 – Sunday, April 7, National Public Health Week
Sunday, April 7 – Saturday, April 13: National Crime Victims' Rights Week
Sunday, April 7 – Saturday, April 13: National Volunteer Week
RECOGNITION DAYS

Tuesday, April 2: Sexual Assault Awareness Day of Action

# Administration for Community Living Office of Elder Justice Current Investments

Aiesha Gurley-Parry
<a href="mailto:aiesha.gurley@acl.hhs.gov">aiesha.gurley@acl.hhs.gov</a>
Health and Human Service
Administration for Community Living



#### **ACL's Vision for Elder Justice**

A comprehensive, multidisciplinary approach that effectively supports older adults and adults with disabilities so they can exercise their right to live where they choose, with the people they choose, and fully participate in their communities without threat of abuse, neglect, or financial exploitation.



#### **Current Investments in APS**



#### Major Activities:

- 1. Elder Justice Coordinating Council
- 2. Voluntary Consensus Guidelines for State APS Systems
- 3. National Adult Maltreatment Reporting System (NAMRS)

#### Major Funding Opportunities:

- 1. State Grants to Enhance Adult Protective Services
- 2. Elder Justice Innovation Grants
- 3. National APS Technical Assistance Resource Center

# Overview: Elder Justice Coordinating Council



- The Elder Justice Coordinating Council is supported by an Elder Justice Interagency
  Working Group, a group of federal employees in Cabinet-level departments and
  federal agencies with expertise in the field of abuse, neglect and exploitation.
- The Council developed eight recommendations in response to calls from stakeholders, administrators, researchers, the National Academy of Science, and the Government Accountability Office for increased leadership in combating elder abuse.

### **EJCC Eight Recommendations**

- The Eight Recommendations frame the work of the EJCC
- Represent a focused, well-balanced approach to establishing greater federal leadership in the area of elder justice and for improving the federal response to elder abuse, neglect and exploitation.

#### **Voluntary Consensus Guidelines for State APS**

- Purpose: Provide a core set of principles and common expectations to encourage consistency in the policies and practices across the country.
- Goal: Enhance effective, efficient, and culturally competent delivery of services to victims and responses to perpetrators.
- Developed by subject matter experts in the field of APS and abuse, neglect, and exploitation of older adults and adults with disabilities. 3uidelines
- The "Guidelines" are:
  - Field-developed and consensus-driven
  - Informational in content (i.e., NOT a set of regulatic
- **Process** 
  - 1. Stakeholder Engagement
  - 2. Public Comments
  - 3. Data Analysis and Integration of Comments

#### We Want to Hear from You!



- ACL seeks to hear how public and professional elder justice stakeholders believe the Elder Justice Coordinating Council can be the most beneficial to promoting elder justice and have the greatest positive impact for survivors of elder abuse, neglect, and exploitation and their communities.
  - How have past activities of the EJCC benefitted you and your affiliated programs?
  - What activities, tools, resources, or components would best help states create and strengthen their systems of services and supports in order to maximize the independence, well-being, and health of people at risk for elder abuse, neglect, and exploitation, their family members, and their support networks?
  - How could the EJCC best benefit the larger elder justice community?
  - What is the best way to measure the impact and effectiveness of the Elder Justice Coordinating Council both on state systems and on survivors of elder abuse, neglect, and exploitation?

https://acl.gov/about-acl/public-input

#### **State Grants to Enhance APS**

- Purpose: Help address the gaps and challenges in state APS systems
- Goal: Enhance APS systems statewide
  - Improve the experiences, health, well-being, and outcomes of the individuals served by APS
  - Accurately document the improvements in outcomes by interfacing with national data collection efforts, including NAMRS

## **New Funding Opportunities**

- FY2019 Grants to Enhance State Adult Protective Services
  - Closes June 24, 2019
  - Funding for states to improve their APS systems and increase participation in the National Adult Maltreatment Reporting System (NAMRS)

#### **National Adult Maltreatment Reporting System**

- Goal: To collect information on the practices and policies of APS agencies and the outcomes of investigations into the maltreatment of older adults and adults with disabilities.
- Significance: First comprehensive, national reporting system for APS programs.
- Data submissions <u>VOLUNTARY</u>
- First Report on NAMRS data June 2017

- Purpose: ACL established the Adult Protective Services Technical Assistance Resource Center (APS TARC) to enhance APS programs around the country.
  - The APS TARC provides technical assistance to State APS Program Administrators and other APS professionals
  - APS TARC supports federal, state, and local partners' use of data and analytics, research and evaluation, and innovative practice and innovative strategies to enhance the effectiveness of APS programs.



#### **Elder Justice Innovation Grants**

- Purpose: Support the development and advancement of new and emerging issues related to elder justice
- Goal: Create credible benchmarks for elder abuse, neglect, and exploitation prevention and control, and for program development and evaluation.
- Focus Areas :
  - 1. Self-Neglect
  - 2. Forensic Centers
  - 3. Addressing Abuse in Guardianship
  - 4. Addressing Elder Abuse in Indian Country





https://public.govdelivery.com/accounts/USACL/subscriber/new

www.acl.gov

2

# Stronger Together: Elder Justice Tools for WEAAD and Beyond

June 7, 2019

Office of Financial Protection for Older Americans



#### Disclaimer

This presentation is being made by a Bureau of Consumer Financial Protection representative on behalf of the Bureau. It does not constitute legal interpretation, guidance or advice of the Bureau of Consumer Financial Protection. Any opinions or views stated by the presenter are the presenter's own and may not represent the Bureau's views.

#### About the Bureau

The Consumer Financial Protection Bureau regulates the offering and provision of consumer financial products and services under the Federal consumer financial laws, and educates and empowers consumers to make better informed financial decisions.

consumerfinance.gov

#### Office of Financial Protection for Older Americans

The Office of Financial Protection for Older Americans (OA) develops initiatives, tools, and resources to:

- help protect older consumers from financial harm
- help older consumers make sound financial decisions as they age

Learn more about us at **consumerfinance.gov/olderamericans** 

# Managing Someone Else's Money guides



- Help for financial caregivers handling the finances for a family member or friend who is incapacitated
- Guides for four common types of financial caregivers:
  - Agents under a Power of attorney
  - Guardians and conservators
  - Trustees
  - Social Security and Department of Veterans Affairs (VA) representatives

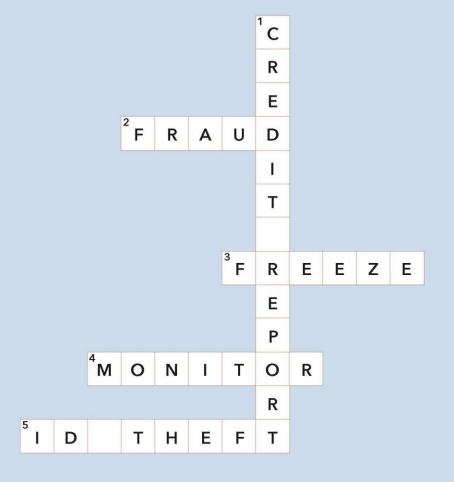
# Fraud prevention placemats

- 12 in English, 6 in Spanish
- FREE bulk orders
- Learn about common financial scams.
- Placemats can be used at group meal sites, or by community or faith-based organizations, financial institutions, Native communities, and other groups in a variety of ways.
- Check out the companion resources with tips and information to reinforce the messages on the placemats.

Don't play games with your You spend your life building your credit. Now protect it.	credit
Down	
1 You can get free each year from annualcreditreport.com.	
Across	
2 Place a alert with the credit reporting companies if someone uses your personal information to open a new account.	
3 If your personal information was exposed in a data breach, you may want to place a security on your credit report.	3
<ul> <li>Regularly your bank and credit card statements for fraud and mistakes.</li> </ul>	
includes when someone uses your personal information to open new accounts in your name.  5	O Answers on back!



#### **Answers**



Report identity theft to police and to the FTC at <a href="ftc.gov/complaint">ftc.gov/complaint</a> and to each of the three largest credit reporting companies.

#### Equifax

Security Freeze: (800) 685-1111

Place a fraud alert: (888) 766-0008

#### Experian

Security Freeze: (888) 397-3742

Place a fraud alert: (888) 397-3742

#### **TransUnion**

Security Freeze: (800) 680-7289

Place a fraud alert: (888) 909-8872

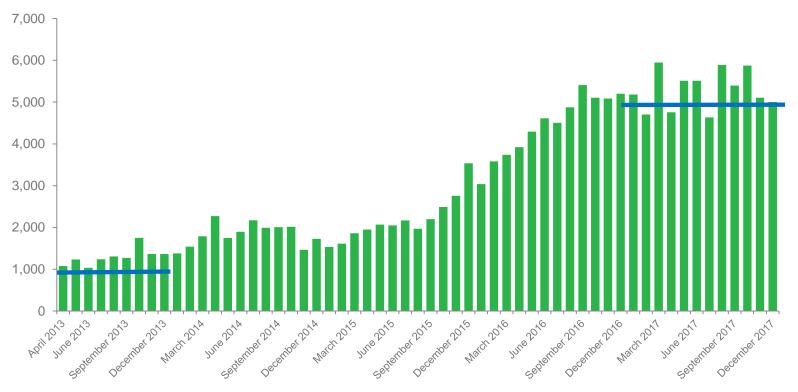


#### Suspicious Activity Reports (SARs)

- Bank Secrecy Act mandates that FIs report suspicious activity that might indicate criminal activities to FinCEN
- SAR filers include banks, credit unions, money services businesses (MSBs), broker/dealers, others
- Access to SARs and knowledge of existence generally limited to law enforcement (LE) and financial regulators
- LE can use SAR information to trigger investigations, support ongoing investigations, identify subjects

## SAR filings on elder financial exploitation quadrupled from 2013 to 2017

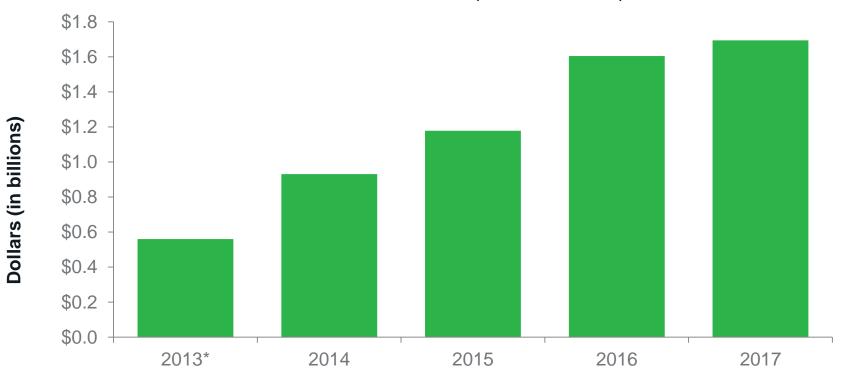
#### NUMBER OF EFE SARS BY MONTH (APRIL 2013-DECEMBER 2017)



Source: Bureau's analysis of EFE SARs filed between April 2013 and December 2017 (176,690 SARs)

## Financial institutions reported a total of \$1.7 billion in suspicious activities in 2017

#### TOTAL AMOUNT OF MONETARY LOSSES AND ATTEMPTS REPORTED IN EFE SARs BY YEAR (IN BILLIONS)



Source: Bureau's analysis of all EFE SARs filed between April 2013 and December 2017 (183,360 SARs).

#### Monetary losses are common and substantial

- Nearly 80 percent of EFE SARs involved a monetary loss to older adults and/or filers
- Older adults' monetary losses (\$34,200\*) were greater than filers' losses (\$16,700\*)
- One third of the individuals who lost money were ages 80 and older
- Losses were greater when the older adult knew the suspect (\$50,200\*) than when the suspect was a stranger (\$17,000\*)

#### More information

CONSUMER FINANCIAL PROTECTION BUREAU | FEBRUARY 2019

Suspicious Activity Reports on Elder Financial Exploitation: Issues and Trends

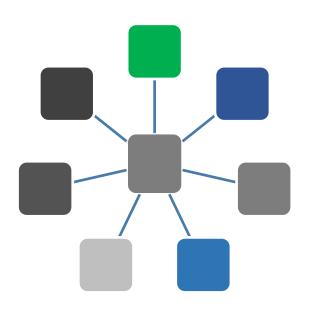
Office of Financial Protection for Older Americans



Suspicious Activity Reports on Elder Financial Exploitation: Issues and Trends

consumerfinance.gov/dataresearch/researchreports/suspicious-activity-reportselder-financial-exploitation-issuesand-trends/

## Convening communities to build elder fraud prevention and response networks report



- Since 2016, the Bureau has convened local and state organizations in several states to create new or strengthen existing Elder Fraud Prevention and Response Networks (EFPRNs)
- This report describes the Bureau-initiated convenings in Florida, Oklahoma, Tennessee, Montana, and Oregon, which have sparked the creation of new networks or have enhanced existing elder fraud prevention and response networks
- Lessons learned from these pilot convenings can help other communities develop networks that improve coordination and collaboration between responders and service providers to protect older people from financial harm

#### Contact Us

## Consumer Financial Protection Bureau Office for Older Americans

Website: consumerfinance.gov/olderamericans

Email: olderamericans@cfpb.gov

Tami Sieckman – <u>tamara.sieckman@cfpb.gov</u>



Stronger Together:
What the
Department of
Justice is Doing to
Combat Elder Abuse
and Financial
Exploitation

SUSAN C. LYNCH, JD, DRPH SENIOR COUNSEL FOR ELDER JUSTICE US DEPARTMENT OF JUSTICE JUNE 7, 2019

DEPARTMENT OF JUSTICE





#### **DISCLAIMER**



Disclaimer: The ideas shared today are mine and do not necessarily represent the views of the Department of Justice

#### **ELDER JUSTICE INITIATIVE**

- The **mission** is to support and coordinate the Department of Justice's enforcement and programmatic efforts to combat elder abuse, neglect, and financial fraud and scams that target older adults.
- The Initiative does so by—
  - Promoting justice for older adults.
  - Helping older victims and their families.
  - Enhancing state and local efforts through training and resources.
  - Supporting research to improve elder abuse policy and practice.

#### What DOJ Is Doing



#### **Victim Services**

- Increasing access to civil legal services
- Assisting victims and their families to identify available resources, information and services



#### Research & Capacity Building

- Funding critical research on elder abuse and financial exploitation
- Developing resources for rural service providers to effectively respond to elder abuse
- Developing resources to enhance collaboration with local faith communities



#### Training & Raising Public Awareness

Supporting the development of training and resources for state and local

- Prosecutors
- Judges

• Civil legal aid attorneys

- Law enforcement
- Victim specialists



#### Law Enforcement

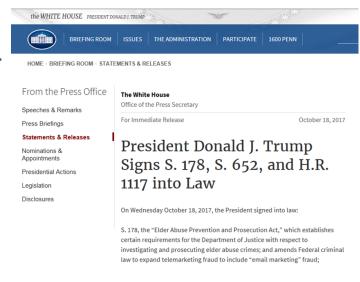
- Investigating and prosecuting financial scams targeting or disproportionately impacting seniors
- Pursuing nursing homes that provide grossly substandard care to seniors
- Promoting greater federal, state and local coordination to combat elder abuse

# Elder Abuse Prevention and Prosecution Act and Elder Justice Coordinators



#### EAPPA PRIMARY ELEMENTS

- National Elder Justice Coordinator
- Elder Justice Coordinators
- Training Professionals
- Data (reporting on cases)
- Model Legislation
- Reports to Congress



#### ELDER JUSTICE COORDINATORS (EJC)

- EJC in each federal judicial district
- Collaboration/coordination with federal and state professionals
- Receive extensive training
- Increase number of federal prosecutions

#### **ELDER JUSTICE COORDINATORS**

Case investigation and resolution

Training

Community Outreach

## Elder Justice Task Forces



#### **ELDER JUSTICE TASK FORCES**

- ► Ten regional Elder Justice Task Forces launched in March 2016
  - Located in California, Georgia, Iowa, Kansas, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, and Washington state.
- ► Goal to enhance coordination and cooperation among interested stakeholders to pursue nursing homes that provide grossly substandard care and other forms of elder financial exploitation
- ► Focus areas include case work, training, and community outreach

#### ELDER JUSTICE TASK FORCE MEMBERS

#### Many Task Forces will have the following members:

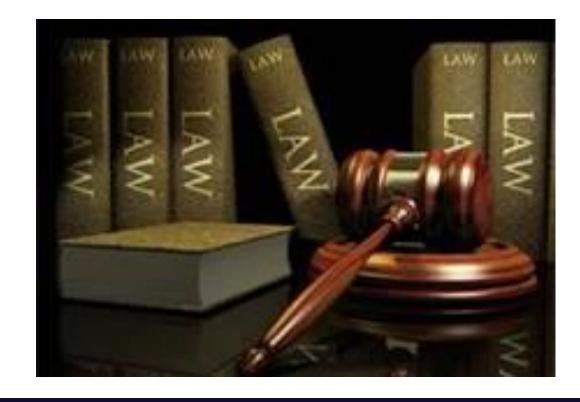
- ► Representatives from the U.S. Attorneys' Offices,
- state Medicaid Fraud Control Units,
- state and local prosecutors' offices,
- the Department of Health and Human Services (HHS),
- state Adult Protective Services agencies,
- Long-Term Care Ombudsman programs, and
- law enforcement

## Elder Justice Cases: Nursing Home and Financial Scams



#### FEDERAL PROSECUTION OPTIONS

- Civil
- Criminal



## PROBLEMS LEADING TO FEDERAL CIVIL & CRIMINAL CASES: FACILITY PROBLEMS

- Inadequate staff
- Inadequate supplies like food, diapers, gloves, and linens
- Terrible physical plant conditions, filthy, lack of air conditioning, lack of hot water, leaking roofs
- Overuse of antipsychotic medications
- Failure to supervise violent patients
- Choices driven by profit, not by care/clinical considerations



## PROBLEMS LEADING TO FEDERAL CIVIL & CRIMINAL CASES: BAD RESIDENT OUTCOMES

- Malnourished, dehydrated
- Pressure sores, scabies, or maggots
- Lying for hours/days in feces/urine
- Residents filthy, infected
- Wrong, too little or too much medication
- Falls, fractures, other injuries, deaths



#### FINANCIAL SCAMS

#### **Department of Justice**

Office of Public Affairs

FOR IMMEDIATE RELEASE

Thursday, March 7, 2019

#### Justice Department Coordinates Largest-Ever Nationwide Elder Fraud Sweep

#### Attorney General Focuses on Threats Posed by Technical-Support Fraud

Attorney General William P. Barr and multiple law enforcement partners today announced the largest coordinated sweep of elder fraud cases in history, surpassing last year's nationwide sweep. The cases during this sweep involved more than 260 defendants from around the globe who victimized more than two million Americans, most of them elderly. The Department took action in every federal district across the country, through the filing of criminal or civil cases or through consumer education efforts. In each case, offenders allegedly engaged in financial schemes that targeted or largely affected seniors. In total, the charged elder fraud schemes caused alleged losses of millions of more dollars than last year, putting the total alleged losses at this year's sweep at over three fourths of one billion dollars.

Attorney General Barr was joined in the announcement by FBI Deputy Director David L. Bowdich; Executive Associate Director Derek Benner for U.S. Immigration and Customs Enforcement's Homeland Security Investigations (HSI); Federal Trade Commission (FTC) Chairman Joseph Simons; Louisiana Attorney General and President of the National Association of Attorneys General Jeff Landry; Director Randolph Alles of the Secret Service; Chief Postal Inspector Gary Barksdale; Barbara Stewart CEO of the Corporation for National and Community Service; and former FBI director and CIA director Judge Webster and Lynda Webster.



## Elder Justice Website and Materials You Can Use

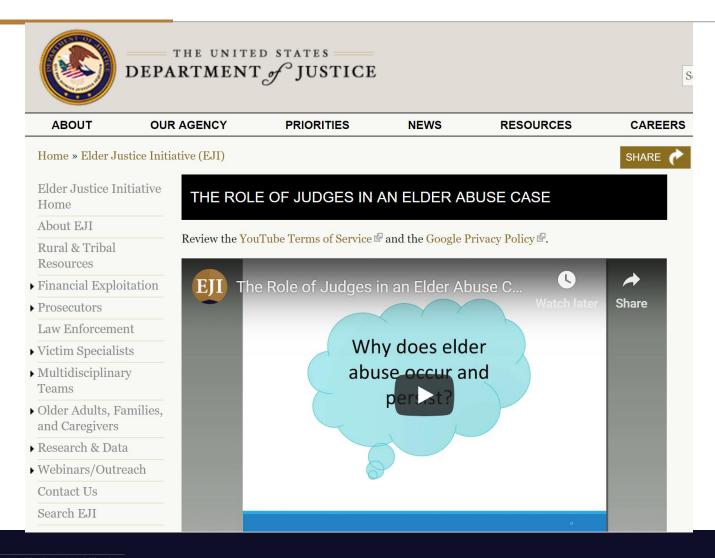


### ElderJustice.gov



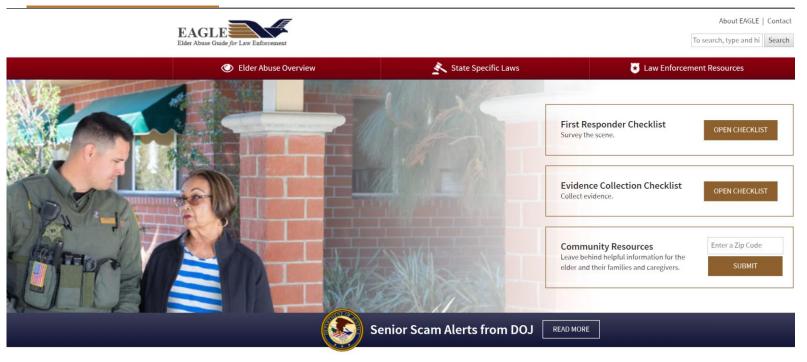


#### THE ROLE OF JUDGES IN ELDER ABUSE





#### ELDER ABUSE TOOL FOR LAW ENFORCEMENT





#### Roll Call Videos

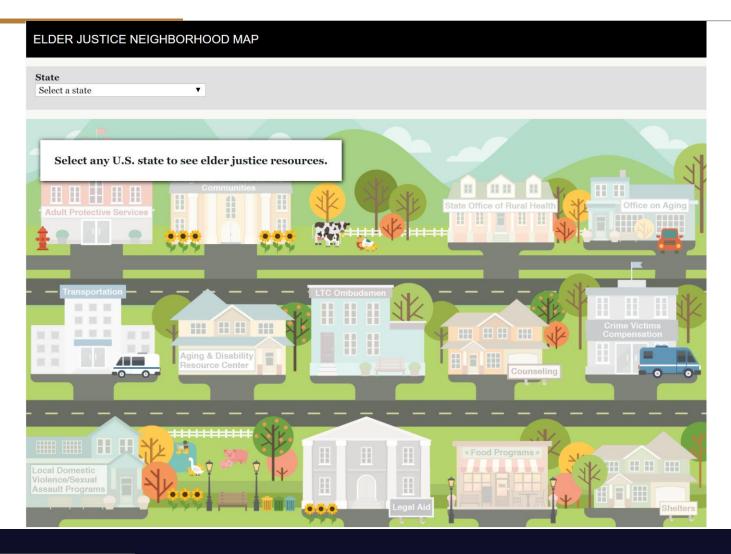
The IACP in collaboration with PAE and Elder Justice Initiative, U.S. Department of Justice, has developed a six-part roll call video series to enable law enforcement to better identify signs of elder abuse and recognize evidence that can lead to the successful prosecution of criminals.

These roll call training videos recount actual cases from around the United States and highlight the actions of responding officer that led to a resolution of the case.

VIEW ALL



## FIND ELDER ABUSE RESOURCES IN YOUR NEIGHBORHOOD





#### FINANCIAL EXPLOITATION REPORTING TOOL

ELDER ABUSE RESOURCE ROADMAP - FINANCIAL **ELDER ABUSE RESOURCE** ROADMAP Who caused you (or someone you know) financial loss? Select one option Someone You Know and Trust A Financial Professional A Stranger or Unknown Person Someone Connected to Your Nursing Home



#### **MDT CENTER**

#### ABOUT THE MDT TAC

Learn about the Multidisciplinary Team Technical Assistance Center (MDT TAC)



Our mission is to provide tools, resource materials, and individualized consultations to facilitate the expansion of elder abuse case review multidisciplinary teams (MDTs) across the nation.

#### **Available Services**



#### Consultations

#### • Remote Consultations

General Q&A session conducted over phone, email or Skype regarding the planning and implementation of an elder abuse case review MDT such as:

- o Offering advice, direction, and connections
- o Discussing common pitfalls and barriers
- o Referrals to other professionals or teams
- o Other issues as needed

#### Contact

Call or email your requests for materials or to schedule an appointment.

#### Talitha Guinn-Shaver

MDT Technical Advisor US Department of Justice 202-598-0292

Talitha.J.Guinn-Shaver@usdoj.gov™



#### RURAL AND TRIBAL RESOURCES



#### Rural and Tribal Elder Justice Resource Guide

Rurality has both advantages and challenges for rural and tribal residents. Learn about aging and elder abuse in rural and tribal communities and find a list of curated research on those topics.



#### **Agriculture and Rural Prosperity Task Force**

The Interagency Task Force on Agriculture and Rural Prosperity was created to identify legislative, regulatory and policy changes to promote agriculture, energy security and quality of life in rural America. Learn more about the Task Force's work and recommendations here.

#### COMMUNITY OUTREACH WORK

The Elder Justice Initiative is committed to strengthening awareness about elder abuse through education. The **Get Involved**, **Get Safe** community presentation series contains materials on all types of elder abuse for facilitators to use for educational purposes. Education and awareness are the first steps in helping to prevent elder abuse.

#### **Community Presentations**

Presentation files, speaking guides, and hand-outs

#### Stop Elder Financial Abuse

- · Presentation File
- · Presenter's Guide
- · Audience Hand Out

#### Stop Elder Abuse and Neglect

- Presentation File
- · Presenter's Guide
- · Audience Handout

#### Additional Materials to Use in Elder Abuse Presentations

#### It Takes a Village

Let's Stay Safe Financially

Fact Sheet on Older Americans

#### In Their Own Words: Domestic Abuse in Later Life

The video story of 98 year old Miss Mary and her abusive grandson

#### An Age for Justice: Confronting Elder Abuse in America

A documentary on elder abuse, neglect and exploitation

#### Ways to Get Involved

By recognizing financial exploitation and scams, older Americans may avoid becoming victims

#### Senior Scam Alert

Read about some of the most common scams affecting seniors.

#### MoneySmart

A financial education program

#### Pass it On!

Share what you know to help protect someone you know from a scam

#### Triads 2

Work with sheriffs to make your community safer



## Q & A



#### **CONTACT**

Susan C. Lynch, JD, DrPH

Senior Counsel for Elder Justice

United States Department of Justice

<u>susan.lynch@usdoj.gov</u>



## Stronger Together: Elder Justice Tools for WEAAD and Beyond

Office of Investor Education and Advocacy

U.S. Securities and Exchange Commission



#### SEC Disclaimer

The SEC's Office of Investor Education and Advocacy is providing this information as a service to investors. This presentation is not a statement of official SEC policy, a legal interpretation, or investment advice.



## The SEC's Mission

- Protect Investors
- Maintain Fair, Orderly and Efficient Markets
- Facilitate Capital Formation





# SEC Initiatives to Protect Older Americans





## **Educating Seniors**

- Office of Investor Education and Advocacy staff participates in outreach activities focused on educating older Americans about investment products and potential scams
- ➤ Issues Investor Alerts and Bulletins focused on topics relevant to Seniors
- Distributes brochures through various channels, including libraries



## Conducting Examinations

SEC has conducted exams of firms focused on:

the securities senior investors purchase

the methods used when recommending securities



## Bringing Enforcement Actions

Deterrence through strong enforcement is an important part of the SEC's efforts to protect seniors from fraud:

- SEC obtained an asset freeze against a retirement plan administrator who was charged with squandering more than \$22 million of investor funds (SEC v. American Pension Services, Inc., et al., Litigation Rel. No. 22982, 4/30/14)
- SEC charged broker with defrauding elderly customers by stealing funds for personal use and falsifying account statements to cover up the fraud (SEC v. Donna Jessee Tucker, Litigation Rel. No. 23053, 7/31/14)

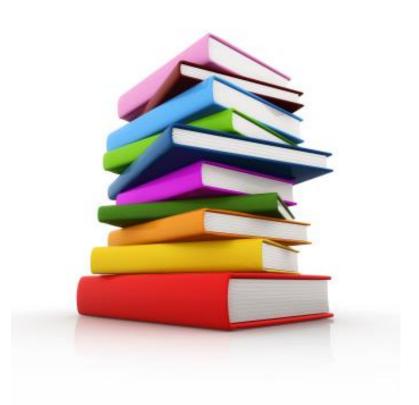


# Before You Invest, Investor.gov





## **SEC** Resources









Investor.gov

**U.S. SECURITIES AND EXCHANGE COMMISSION** 

EDUCATION and ADVOCACY Before You Invest. Investor.gov Introduction to **Investing** 

**Research Before** You Invest

**Protect Your** Investments Additional Resources



PROFESSIONA

Individual -

Name or CRD#

It's a great first step toward protecting your money. Learn about an investment professional's background, registration status, and more.

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**INVESTMENT PRODUCTS** 

**UNDERSTANDING FEES** 

**INVEST FOR YOUR GOALS** 

**FINANCIAL TOOLS AND CALCULATORS** 

**ICOS AND OTHER DIGITAL ASSETS** 

#### **FEATURED INFORMATION**



Spotlight: Public Service Campaign

No matter what stage of investing you're at, everyone has questions. Watch videos from

#### **INVESTOR ALERTS AND** BULLETINS



Investor Bulletin: Social Sentiment Investing Tools -Think Twice Before

#### **GET HELP**



**Submit Questions and Complaints** 

Ask a question or report a problem concerning your investments, your investment account or a financial



# Red Flags of Fraud

➤ It sounds too good to be true: Any investment that sounds too good to be true probably is



- ➤ Pressure to buy RIGHT NOW: Don't be pressured into buying an investment before you have a chance to investigate the "opportunity"
- ➤ Lack of documentation: Be skeptical of investments without documentation reflecting the promoter's claims



## Check Any Investment Professional

- > Are they licensed/registered?
- Check their background:
  - Any disciplinary actions
  - A history of customer complaints
  - Previous employment

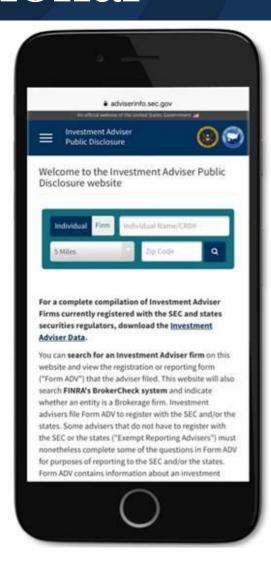


## Investor.gov





## Check Your Investment Professional





# Is the Product Registered?

- ➤ Find out whether the company is registered with the SEC this provides access to important information about the company
- ➤ Investors can check EDGAR, the SEC's online database of corporate filings
- Scams often involve unregistered companies



## **EDGAR**





## Secure Your Online Account





## SEC Publications

### Available on Investor.gov





# Investor Alerts and Bulletins

- Help for Adult Protective Services
   Workers Encountering Senior Investor
   Fraud
- Binary Options Websites May Be Used for Fraudulent Schemes
- Investment-Related Radio Programs Used to Defraud
- Be on the Lookout for Advance Fee Fraud
- Alert for Seniors: Five Red Flags of Investment Fraud



## Investor.gov/Seniors



#### **SENIORS**

Seniors are often the target of fraud. However, with some basic understanding of how scam artists work, you can avoid fraud and protect your hard-earned money. Learning how to invest safely can mean a huge difference in your retirement years.

We offer a number of on-line publications, listed below, that you can access immediately for free by clicking on them. In addition, you can always call us, the SEC's Office of Investor Education and Advocacy, with any questions you may have about investing. Our toll-free number is 1-800-732-0330.

### SENIOR SPECIALISTS DESIGNATIONS - WHAT DO THEY MEAN?

Some financial professionals use designations that imply that they are experts at helping seniors with financial issues. The Securities and Exchange Commission and the Financial Industry Regulatory Authority (FINRA) do not endorse professional designations or titles such as "senior specialist" or "retirement advisor" that some financial professionals use to market themselves. Read more...

Free On-line Publications (please click on them to read or download)

## GUIDE FOR SENIORS: PROTECT YOURSELF AGAINST INVESTMENT FRAUD

Seniors are often the target of fraud. However, with some basic understanding of how scam artists work, you can avoid fraud and protect your hard-earned money. Learning how to invest safely can mean a huge difference in your retirement year.

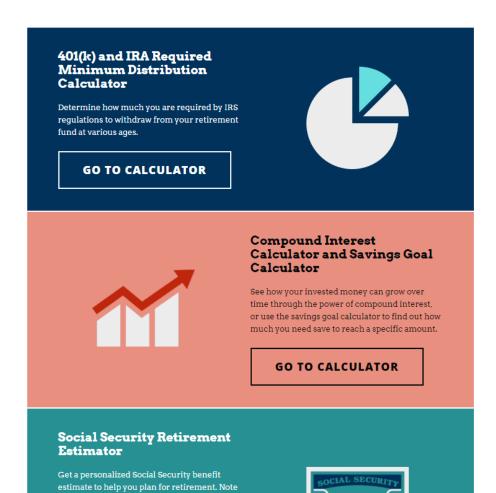
## QUESTIONS YOU SHOULD ASK ABOUT YOUR INVESTMENTS

"Ask Questions." That's the best advice we can give you about how to invest wisely. We see too many



# Other Resources on Investor.gov

#### FREE FINANCIAL PLANNING TOOLS





# Other Resources on Investor.gov

### FEATURED INFORMATION



#### **Spotlight: Public Service Campaign**

No matter what stage of investing you're at, everyone has questions. Watch videos from our new "Good Questions" campaign.

#### **Spotlight: ICOs and Digital Assets**

Information for investors about Initial Coin Offerings (ICOs) and Other Investments Involving Digital Assets.

# INVESTOR ALERTS AND BULLETINS



Updated Investor Bulletin: Regulation A May 24, 2019

Investor Alert: Beware of Claims That the SEC Has Approved Offerings

Apr 30, 2019

Investor Alert: Watch Out for Fraudulent Digital Asset and "Crypto" Trading Websites Apr 24, 2019

More Alerts and Bulletins >

#### **GET HELP**



#### **Submit Questions and Complaints**

Ask a question or report a problem concerning your investments, your investment account or a financial professional.

Director's Take: Don't Fall For "All or Nothing" Investment Schemes

Director of Education and Advocacy Lori Schock provides information on how to protect yourself against binary options scams.



# Twitter: @SEC\_Investor\_Ed





# Facebook: @SECInvestorEducation





## Let's Stay in Touch...

Office of Investor Education and Advocacy U.S. Securities and Exchange Commission

100 F Street NE, Washington, DC 20549-0213

Investor Assistance: 800-732-0330 | help@sec.gov



Investor.gov



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Outreach@SEC.gov



# Stronger Together: Elder Justice Tools for WEAAD and Beyond

Lydia Chévere Public Affairs Specialist



Securing today and tomorrow





## **SSA Anti-Fraud Efforts Include:**

- Consistent anti-fraud policies,
- Employee training,
- Working with other federal and state organizations to identify and prosecute wrongdoers, and
- Data analytics and preventive modeling,
- Educational tools for the public



# **Tools You Can Use to** Help Prevent Elder **Abuse and Financial** exploitation





# **Interdisciplinary Training**

Objective: To provide key information and resources to those who serve and support vulnerable adults.

www.segurosocial.gov/payee





## **Training Modules**

- Interdisciplinary Training Introduction
- Representative Payee Technical Training
- Recognizing the Signs of Abuse and Financial Exploitation
- Effective Strategies for Interacting with the Banking Community
- Changes in Decisional Capacity





## **Judicial Training**

- Orients judges and court staff to SSA representative payee program
- Highlights the similarities and differences between representative payee program and guardianship
- Better serve individuals who have both payee and guardian
- Enhance collaboration between courts and SSA





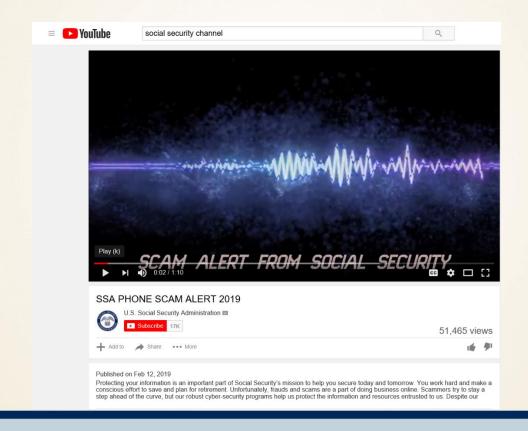
## SocialSecurity.gov







## **Public Service Announcements**









CATEGORY ARCHIVES: FRAUD

#### Inspector General Warns Public About Social Security Advisory Board-Related Scam

Posted on May 17, 2019 by Andrew Cannarsa, OIG Communications Director



The Inspector General of Social Security, Gail S. Ennis, is warning the public about a new variation of increasingly common government employee impersonation scams, this time involving the Social Security Advisory Board. The Advisory Board has reported that individuals are receiving scam phone calls displaying the board's phone number on caller ID. The callers are









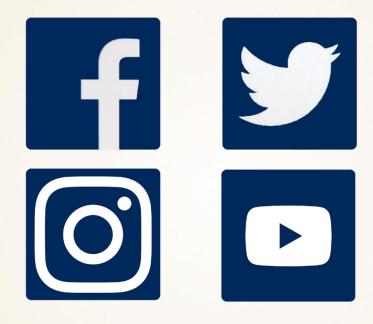
POSTS IN:

- Aging (8)
- Cola (7)
- Disability (85)
- Fraud (22)
- General (23)
- General Questions (33)
- Guest Bloggers (19)
- Health Care (13)
- History (14)
- Medicare (20)





## **Communications Channels**



@SocialSecurity





# **Social Security**











# WORLD ELDER ABUSE AWARENESS DAY

Webinar June 7, 2019





#### **Elizabeth Podnieks**

Professor Emeritus, Ryerson University, Toronto

## Thank you for joining this webinar: thank you to the distinguished panelists who join me today

- It is nearly 15 years since the international community came together on World Elder Abuse Awareness Day (WEAAD) to voice opposition to the abuse, neglect, and exploitation of older persons.
- The idea that sparked global recognition continues to grow.
- Accumulated knowledge has been translated into policies, legislation, services and programs.
- World leaders, non- governmental organizations, communities and individuals are addressing elder abuse from a health, justice, ethics, social and human rights perspective.
- World Day brings together individuals, communities, municipalities, and organizations
  to raise awareness of elder abuse and also to honor and celebrate the strength and
  resilience of older persons.

### World Day Snapshots from the Field



Meet Tony Bernstein - Director of **Portal Terceira Idade**! ("Elderly Portal"). She has been working tirelessly with determination and hope for 20 years.

- Portal Terceira Idade launched in 2006 and is one of the leading activities of NGO Cidadão Brasil
- It receives 8 million pageviews/month from all over Brazil
- 85% of visitors are between 51 to 80 years old
- Uses small cartoons and comedy to connect with many people around the world
- Brazil was far ahead with its recognition and use of technology



### It's Not Right Campaign

#### Initiating A Local-Regional-Provincial Model Using A National Lens Raeann Ridout, Elder Abuse Ontario

- In 2017, the Ontario Ministry of Seniors Affairs invested in a fifteen month project to begin a process to educate and engage Ontarians to address abuse of older adults.
- It's Not Right! Changing Social Norms for Bystanders of Abuse of Older Adults (INR) developed a three-part process for responding to elder abuse: See It! Name It! Check It!
- Evaluation results showed that INR was effective in preparing neighbours, friends, family members, professionals and advocates to recognize, respond and refer in cases of abuse of older adults and in understanding the context of ageism.
- The project yielded valuable resources with readily adaptable materials that will remain relevant for years to come and that can be used in variety of settings, and with diverse audiences.

### **Evaluation: A WEAAD Challenge**

Evaluation is creation: hear it.

Evaluation is itself the most valuable treasure of all that we

value: hear it. - Friedrich Nietzsche

#### In Praise of Evaluation

- World Day must address what we are doing, where we are going, what lessons have we learned?
- Every voice must be heard, every perspective considered.
- Ask people for an opinion "did that work?" ... Why not?
- Nothing is too small to monitor for success.
- Feedback helps measure progress.
- Don't be afraid of negative responses: learn from them.
- Use the Elder Justice Roadmap: they have the ideas...let's use them!

#### **An Evaluation Framework**



## Outcome of Evaluation: a Global Conceptual Framework for Elder Abuse



### In Conclusion: Be a Change Agent!

- Make elder abuse the conversation: home, work, school, community
- Join webinars, listserves, websites
- Support, generate prevention programs
- Advocate: poverty, disability, marginalized, LGBT
- Be aware of the power of power
- Think EVALUATION: and the FUNDING for it!







## Connect with the NCEA



National Center on Elder Abuse 1-855-500-3537 (ELDR)

ncea-info@aoa.hhs.gov https://ncea.acl.gov/



**USC Center on Elder Mistreatment website:** 

http://eldermistreatment.usc.edu/

**Training Resources on Elder Abuse (TREA):** 

www.trea.usc.edu



**Elder Abuse Guide for Law Enforcement (EAGLE):** 

http://eagle.trea.usc.edu/



