

World Elder Abuse Awareness Day (WEAAD) 2021 Webinar



**Coming Back Strong After COVID-19:
Federal Elder Justice Innovations and Resources**
June 9, 2021

Housekeeping

- All attendees will enter the meeting in 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.
- [Your feedback matters!](#) After we conclude today's webinar, please follow the link to complete our survey.

Webinar Objectives

- Learn about federal agencies, organizations, and projects that provide support for older Americans
- Review tools and tips to enhance elder abuse outreach and response efforts
- Discuss best practices and strategies to generate awareness and spark community engagement

Federal Level Partnerships

The World Elder Abuse Awareness Day (WEAAD) Committee is a collaborative effort consisting of federal partners and resource centers:

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



WORLD ELDER ABUSE AWARENESS DAY is June 15th!

Today's Presenters



Eden Ruiz-Lopez, MPA
Assistant Deputy Director
National Center on Elder Abuse
at the Keck School of Medicine of USC



Kimmy Moon
Project Coordinator
National Center on Elder Abuse
at the Keck School of Medicine of USC



Edwin Walker, JD
Deputy Assistant Secretary for Aging
U.S. Administration for Community Living



Susan C Lynch, JD, DrPH
Senior Counsel for Elder Justice
U.S. Department of Justice



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Financial Economist
Division of Trading and Markets
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Lydia E. Chévere
Public Affairs Specialist
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Office for Older Americans
U.S. Consumer Financial Protection Bureau



Erin Scheithe
Content and Outreach Specialist
Office for Older Americans
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World Elder Abuse Awareness Day (WEAAD)



National Center on Elder Abuse (NCEA)



**WORLD ELDER ABUSE
AWARENESS DAY**
Building Strong Support for Elders

World Elder Abuse Awareness Day

[ABOUT](#) | [TOOLS & TIPS](#) | [TAKE ACTION](#) | [EVENTS](#) | [SOCIAL MEDIA](#) | [WALK FOR WEAAD](#) | [WEAAD WORDS WORLDWIDE](#)

NCEA
National Center on Elder Abuse

 **ACL**
Administration for Community Living

Keck School of
Medicine of **USC**

NCEA
National Center on Elder Abuse

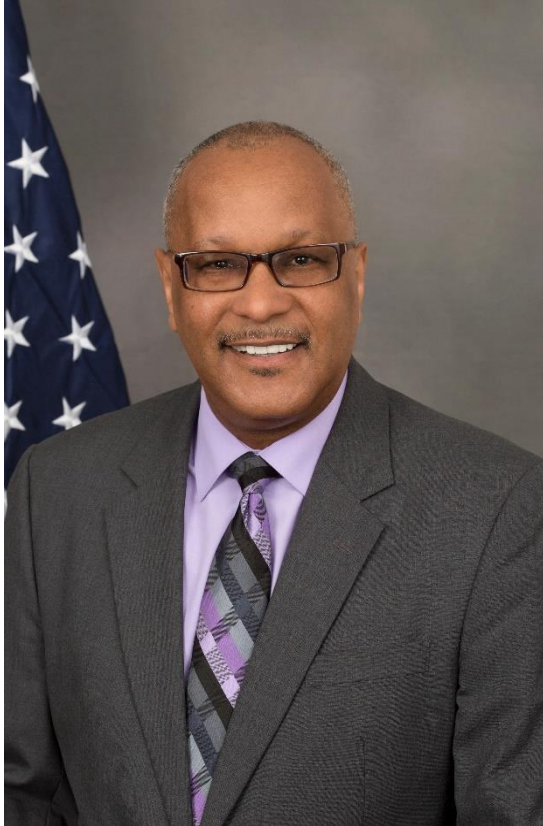
WORLD ELDER ABUSE AWARENESS DAY is June 15th!

Federal Elder Justice Innovations and Resources



WORLD ELDER ABUSE AWARENESS DAY is June 15th!

Administration for Community Living Administration on Aging




Edwin L. Walker
Deputy Assistant Secretary
for Aging

Equity For All

- Core Principles –

- Advancing equity, racial justice, inclusion, equal opportunity and rights,
 - including people from underrepresented and underserved communities
- Reflected in our enabling statutory authorities --
 - Older Americans Act
 - Elder Justice Act

World Elder Abuse Awareness Day

- Purpose
 - Raise Cultural, Social, Economic, Demographic Awareness
 - Encourage Joining the Movement Toward Elder Justice
 - United Nations Acknowledges Elder Abuse
 - Public Health & Human Rights Issue
 - 2021 WEAAD Theme
 - ***“Building Strong Support for Elders”***
- 

Administration for Community Living

Addressing Elder Abuse is our Full-Time Mission

- Program Enhancements
- Grant-making
- Technical Assistance
- Research
- Collaboration
- Infusing Policy Considerations



Grants to State & Territorial Adult Protective Services Agencies

- **ACL has Issued Formula Grants to State APS Programs**
 - to improve and enhance their work
 - in addressing abuse, neglect and exploitation
 - in the context of COVID-19



Grants to State & Territorial Long-Term Care Ombudsman Programs

ACL Issued Grants to State Long-Term Care Ombudsman Programs

- to enhance, improve and expand capacity
- in the context of COVID-19



American Rescue Plan Act 2021

- ***\$275 million for Elder Justice Act Programs***


- *Including Adult Protective Services*
- *Long-Term Care Ombudsman Program*

- ***\$1.4 billion for Older Americans Act Programs***

- *Supportive Services; Nutrition Services; Health Promotion & Disease Prevention; Caregiver Supports; Ombudsman Program*



APS Uses of Funding

- Planning to Better Understand Abuse
 - Connecting with Community Partners
 - Providing Direct Services
 - Training Staff
 - Partnering with Tribal Elder Justice & APS Programs
 - Personal Protective Equipment
- 

LTCOP Uses of Funding

- Address Complaints of Abuse, Neglect & Poor Care
- Resume Visitation
 - Indoor
 - Outdoor
 - Compassionate Care
- Personal Protective Equipment



Administration for Community Living Providing Support to the Aging and Disability Network



<https://acl.gov/COVID-19>



<https://apstarc.acl.gov/Information-Research/COVID-19.aspx>



<https://ncea.acl.gov/>



<https://ncler.acl.gov/>



<https://ltcombudsman.org/>

Stay Connected with ACL and The Office of Elder Justice and Adult Protective Services in “Building Strong Support for Elders”



www.acl.gov



<https://elderjustice.acl.gov/>

DEPARTMENT OF JUSTICE
ElderJustice
INITIATIVE

WEAAD 2021

Department of Justice

Susan C. Lynch, JD, DrPH
Senior Counsel for Elder Justice
U.S. Department of Justice

June 9, 2021



DOJ Supports Elder Justice through Multiple Components



National Nursing Home Initiative

Department of Justice

Office of Public Affairs

FOR IMMEDIATE RELEASE

Department of Justice Launches a National Nursing Home Initiative

Attorney General William P. Barr announced today the launch of the Department of Justice's National Nursing Home Initiative, which will coordinate and enhance civil and criminal efforts to pursue nursing homes that provide grossly substandard care to their residents.

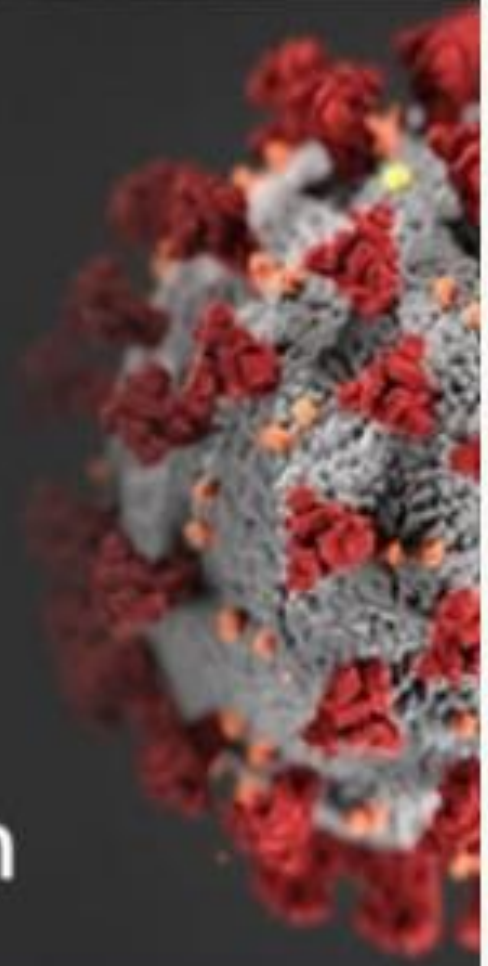
This initiative is focusing on some of the worst nursing homes around the country and the Department already has initiated investigations into approximately thirty individual nursing facilities in nine states as part of this effort.

“Millions of seniors count on nursing homes to provide them with quality care, and to treat them with dignity and respect when they are most vulnerable,” said Attorney General William P. Barr. “Yet, all too often, we have found nursing home owners or operators who put profits over patients, leading to instances of gross abuse and neglect. This national initiative will bring to justice those owners and operators who have profited at the expense of their residents, and help to ensure residents receive the care to which they are entitled.”

DOJ Fights COVID-19-related Fraud

REPORT COVID-19 FRAUD

Contact the National Center for
Disaster Fraud Hotline:
866-720-5721 or
[Justice.gov/DisasterComplaintForm](https://www.justice.gov/DisasterComplaintForm)



Department of Justice

Office of Public Affairs

FOR IMMEDIATE RELEASE

Thursday, April 15, 2021

Justice Department and FTC Announce Action to Stop Deceptive Marketing of Purported COVID-19 Treatments

First Enforcement Action Under the COVID-19 Consumer Protection Act

The Department of Justice, together with the Federal Trade Commission (FTC), today announced a civil complaint against defendants Eric Anthony Nepute and Quickwork LLC, doing business as Wellness Warrior, in the first enforcement action alleging violations of the COVID-19 Consumer Protection Act.

According to a complaint filed in the U.S. District Court for the Eastern District of Missouri, the defendants advertised that their vitamin D and zinc nutritional supplements could prevent or treat COVID-19 without competent or reliable scientific evidence to support their claims. Further, the defendants allegedly advertised without scientific support that their supplements were equally or more effective therapies for COVID-19 than the currently available vaccines. The complaint seeks civil penalties and injunctive relief to stop the defendants from continuing to make deceptive advertising claims.

Department of Justice

U.S. Attorney's Office

District of New Jersey

SHARE 

FOR IMMEDIATE RELEASE

Friday, April 2, 2021

U.S. Attorney's Office Prosecutes COVID-19 Fraud and Price-Gouging of Personal Protective Equipment

NEWARK, N.J. – Acting U.S. Attorney Rachael A. Honig today announced an update on the Office's enforcement efforts to combat COVID-19 related fraud, including schemes targeting the Paycheck Protection Program (PPP), Economic Injury Disaster Loan (EIDL) program, and Unemployment Insurance (UI) programs, and schemes involving the price-gouging and hoarding of critical personal protective equipment

Department of Justice

U.S. Attorney's Office

District of Maryland

SHARE



FOR IMMEDIATE RELEASE

Thursday, February 11, 2021

Three Baltimore-Area Men Facing Federal Charges for Fraud Scheme Purporting to Sell Covid-19 Vaccines

Allegedly Fraudulently Replicated the Website of a Biotech Company That Has an Authorized COVID-19 Vaccine to Perpetrate the Scheme

Baltimore, Maryland – A federal criminal complaint has been filed charging three men on the federal charge of conspiracy to commit wire fraud in connection with a scheme to allegedly sell purported COVID-19 vaccines. The criminal complaint was filed on February 9, 2021 and was unsealed today upon the defendants' arrests. Charged in the criminal complaint are:

Department of Justice

Office of Public Affairs

FOR IMMEDIATE RELEASE

Tuesday, January 26, 2021

Hospital Pharmacist to Plead Guilty to Attempting to Spoil Hundreds of COVID Vaccine Doses

A Wisconsin pharmacist has agreed to plead guilty to charges filed today in federal court that he attempted to render hundreds of doses of COVID-19 vaccine ineffective.

According to court documents filed in U.S. District Court for the Eastern District of Wisconsin, Steven R. Brandenburg, 46, of Grafton, Wisconsin, was charged with two counts of attempting to tamper with consumer products with reckless disregard for the risk that another person will be placed in danger of death or bodily injury. Brandenburg has agreed to plead guilty to the charges, which each carry a maximum sentence of 10 years imprisonment.

As detailed in the court documents, while working as a hospital pharmacist in Grafton, Wisconsin, on two successive overnight shifts in late December, Brandenburg purposefully removed a box of COVID-19 vaccine vials manufactured by Moderna—which must be stored at specific cold temperatures to remain viable—from the hospital’s refrigeration unit intending to render the vaccines inert and no longer effective. According to the plea agreement, Brandenburg stated that he was skeptical of vaccines in general and the Moderna vaccine specifically. Brandenburg had communicated his beliefs about vaccines to his co-workers for at least the past two years.

DOJ Fights Elder Financial Fraud

Significant Transnational Elder Fraud Schemes

The Transnational Elder Fraud Strike Force provides the following information to warn the public about significant current elder fraud threats. To provide uniform reporting of elder fraud incidences, individuals and entities combatting financial exploitation are encouraged to use the scheme names listed below in reporting suspected incidences of elder fraud:

- Romance Scam
- Government Imposter Fraud
- Lottery Fraud
- Tech-Support Fraud
- Family Emergency Fraud
- Phishing Scams



OFFICE FOR VICTIMS OF CRIME

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National Elder Fraud Hotline

To help combat fraud against older Americans and provide services to victims, OVC announces the launch of the National Elder Fraud Hotline. Call 833-FRAUD-11 (833-372-8311) to receive help from a hotline case manager.

Learn more on the [National Elder Fraud Hotline](#) website.



**NATIONAL ELDER
FRAUD HOTLINE**

1-833-FRAUD-11

1-833-372-8311



FOR IMMEDIATE RELEASE

Wednesday, May 12, 2021

Franklin, Tennessee Couple Charged With Defrauding Elderly Widow Of \$1.7 Million

Allegations Include Draining the Accounts of Elderly Dementia Patient

NASHVILLE – A criminal complaint unsealed today charged a Franklin, Tennessee couple with an elaborate scheme to defraud an elderly widow of \$1.7 million, announced Acting U.S. Attorney Mary Jane Stewart for the Middle District of Tennessee. FBI agents this morning, arrested Karl Hampton, 63, and his wife, Deborah Hampton, 59, at their home. Karl Hampton is charged with wire fraud and money laundering and Deborah Hampton is charged with money laundering. Both will make an initial appearance before a U.S. Magistrate Judge later today.

DOJ Provides Information & Resources to the Community



FIND HELP OR REPORT ABUSE

WYOMING NEIGHBORHOOD MAP


State

Wyoming


Neighborhood | [List](#)



elderjustice.gov




THE UNITED STATES
DEPARTMENT of JUSTICE

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ELDER JUSTICE INITIATIVE (EJI)


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 FIND HELP OR REPORT ABUSE

Finding the Right Fit:
Decision-Making
Supports and
Guardianship



Finding the Right Fit
Decision-Making Supports
and Guardianship

1234567

DEPARTMENT OF JUSTICE
ElderJustice
INITIATIVE

<https://eji.courtllms.org/>

A library of tools for
promoting the safety and
well-being of older
Americans



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

Additional Materials to Use in Elder Abuse Presentations

Ways to Get Involved

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

Contact

Susan C. Lynch, Senior Counsel for Elder Justice
susan.lynch@usdoj.gov



Protecting Older Investors 2020 – 2021

WEAAD (2021)

Adam Bloomfield, Ph.D.
Economist

Securities and Exchange Commission

Challenging Times for Older Americans:

- COVID-19 Turmoil
- Effects felt throughout the economy
- Significant achievements for humanity
- Risks of fraud and abuse
- Older Americans affected
- SEC strove to protect older investors

From an Enforcement Perspective:

- Issuer suspensions
- Increases in tips, complaints, referrals
- Increases in SEC inquiries and investigations
- Alerting older investors to COVID-19 scams
- Increases in monetary disgorgements and penalties
- Increases in whistleblower awards

From a Policy Perspective:

- Regulation Best Interest (“Reg BI”)
- Older Investors rely on broker-dealers
- Four components to satisfy Reg BI
- Fiduciary Principles
- Exam priority to protect retail investors

From an Examination Perspective:

- Increases in Exam risk alerts in 2020
- Focus on retail investors
- Reg BI exams are a priority
- Increases in asset verification
- Outreach events to retail investors

Investor Education:

- Targeted investor education engagements
- Focus on older investors on www.Investor.gov
 - Hot stocks and social media
 - Retirement security
 - Digital assets
 - COVID-19 scams
 - ESG investments
- Older investors WRT financial professionals

From a Research Perspective:

- Study retail and older investors
- Evidence for policy design
- Important questions
 - Burden of fraud on older investors
 - Volatile markets
 - Financial literacy
 - Disclosure
 - Financial intermediation
- Scientific basis for regulatory work

Protecting Older Investors:

Thank you!



Coming Back Strong After COVID-19: Federal Elder Justice Innovations and Resources



Securing today
and tomorrow

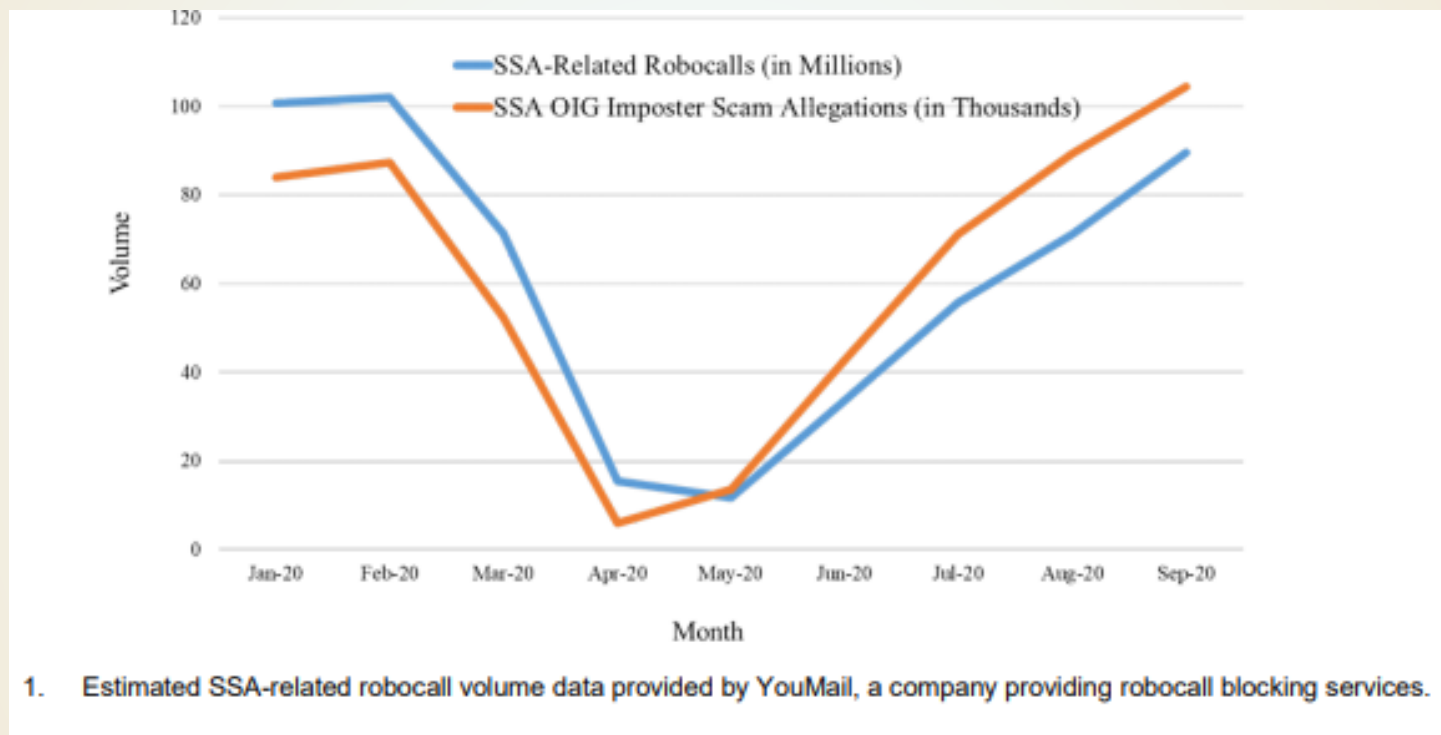
WEAAD 2021
Webinar



Produced at U.S. taxpayer expense



2020 Data



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and tomorrow

[SocialSecurity.gov](https://www.SocialSecurity.gov)

New Tactics for Government Imposters

SSA Office of Inspector General alerted the public about new tactics in government imposter phone scams to deceive people into sending money or personal information. These new tactics included:

- Citing badge numbers;
- Using the names of SSA or OIG employees



Securing today
and tomorrow

[SocialSecurity.gov](https://www.SocialSecurity.gov)



High – Impact Initiatives

- Placed scam awareness posters in every U.S. Post office
- Distributed scam awareness flyer in elder services and law enforcement agencies
- Added scam awareness language to the back of envelopes used to mail correspondence to SSA customers.



Securing today
and tomorrow

[SocialSecurity.gov](https://www.SocialSecurity.gov)

Representative Payees

Advance Designation:

- Allows you to identify people whom you would like to serve as your potential representative payee in the event you ever need help managing your benefits.

Benefits:

- More control over your financial future;
- Reduces instances of elder abuse;
- Helps SSA find qualified rep payees more quickly and ensures benefits are managed properly



Securing today
and tomorrow

[SocialSecurity.gov](https://www.SocialSecurity.gov)

Tools You Can Use to Help Prevent Elder Abuse and Financial Exploitation



Securing today
and tomorrow

[SocialSecurity.gov](https://www.SocialSecurity.gov)

www.socialsecurity.gov

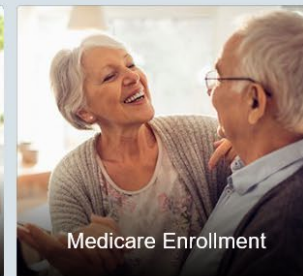
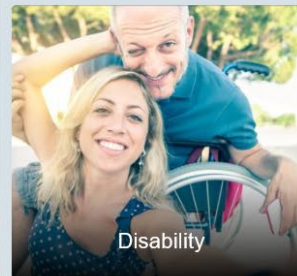
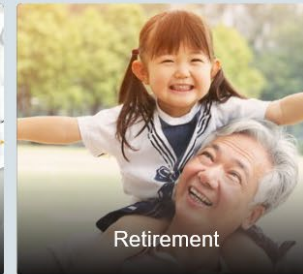
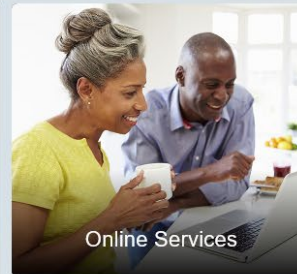
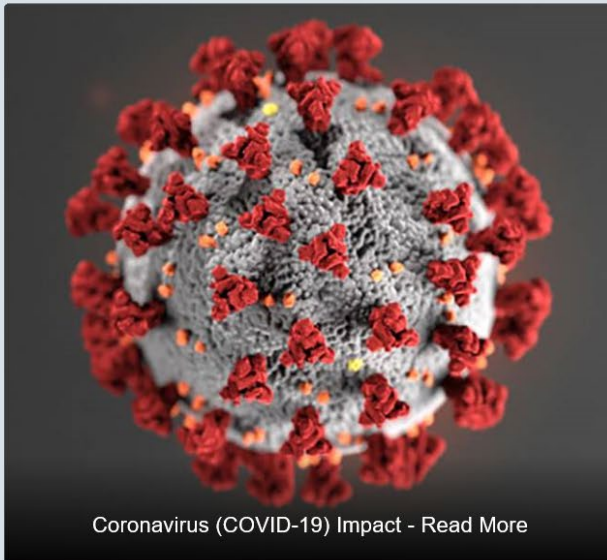
▲ Coronavirus (COVID-19) Updates ▲



Social Security

SEARCH MENU LANGUAGES SIGN IN/UP

What should I do if I get a call claiming there's a problem with my Social Security number or account?



Securing today
and tomorrow

SocialSecurity.gov



Public Service Announcement



Securing today
and tomorrow

[SocialSecurity.gov](https://www.SocialSecurity.gov)



Scam Awareness - Tips to Protect Yourself

1. Remain Vigilant.
2. If you receive a call or a communication that you believe to be suspicious: **HANG UP or do not respond!**
3. **DO NOT** provide the caller with money — cash, gift card, wire transfers, or pre-paid debit cards — or personal information.
4. **REPORT IT** at oig.ssa.gov.
5. **SHARE** this information with others, to help spread awareness.



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Thank you!



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and tomorrow



Produced at U.S. taxpayer expense

Resources for Older Americans from the CFPB

National Center on Elder Abuse | June 9, 2021

Deborah Royster, Assistant Director, Office for Older Americans

Erin Scheithe, Outreach Specialist, Office for Older Americans



Disclaimer

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

This document was used in support of a live discussion. As such, it does not necessarily express the entirety of that discussion nor the relative emphasis of topics therein.

The Bureau's Mission and Vision

Mission

The Consumer Financial Protection Bureau (CFPB) is a 21st century agency that helps consumer finance markets work by making rules more effective, by consistently and fairly enforcing those rules, and by empowering consumers to take more control over their economic lives.

CFPB's Office for Older Americans

The Office for Older Americans engages in research, policy, and educational initiatives, designed to:

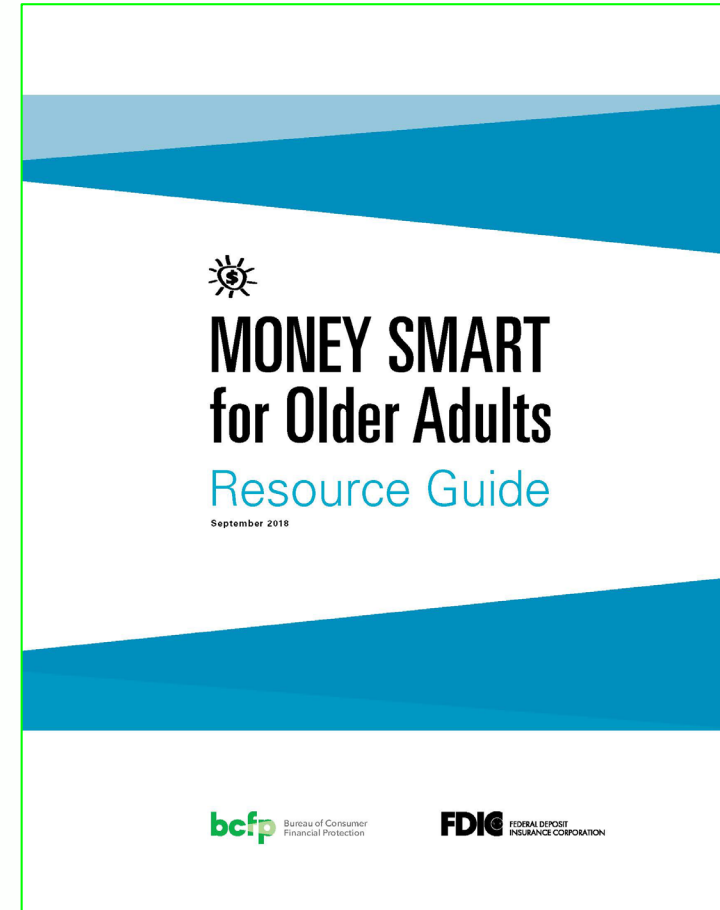
- Help protect older consumers from financial harm
- Help older consumers make sound financial decisions as they age

Learn more about us at consumerfinance.gov/olderamericans



Money Smart for Older Adults

- An awareness program developed in collaboration with the FDIC
- Identify scams, fraud & exploitation
- Instructor guides available for download
- Resource guide available in bulk at no charge
- Available in English and Spanish



Fraud prevention handouts

- Free fraud prevention placemats, handouts, and activity sheets on how to avoid common scams
- Check out the companion resources with tips and information to reinforce the messages
- Available to download or order in bulk
- Available in English and Spanish



[Consumerfinance.gov/placemats](https://consumerfinance.gov/placemats)

Protecting residents from financial exploitation

- Ideas to help long-term care communities prevent, recognize, and report elder financial exploitation
- Warning signs of financial abuse
- Information about developing policies and procedures



Network Development Guide

[Consumerfinance.gov/eldernetworks](https://consumerfinance.gov/eldernetworks)



Plan a retreat

A retreat is an effective way to rally stakeholders and community leaders together to create a collaborative network. Gather a core team of key community members to help you plan logistics and reach out to the wider community.

[See retreat planning resources](#)



Host a retreat

How you conduct a retreat can set the tone for your network. Here are some suggestions on how to provide opportunities for collaboration and make sure everyone's voice is heard during a retreat.

[Learn how to host a retreat](#)



Reconvene and establish your network

After holding a retreat, it's important to bring community stakeholders back together to determine next steps toward addressing priorities identified at the retreat.

[Establish your network](#)



Expand network capabilities

After your network establishes priorities, consider leveraging working groups to reach goals, engage the community, and grow the influence of the network.

[Consider your next steps](#)



Consumer Financial
Protection Bureau



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Protecting your finances during the coronavirus pandemic

The CFPB is committed to providing consumers with up-to-date information and resources to protect and manage their finances during this difficult time.



[Español](#) | [中文](#) | [Tiếng Việt](#) | [한국어](#) | [Tagalog](#)

Resources to help you make financial decisions

Mortgage and housing assistance

If you're concerned about how to pay your mortgage or rent, we have information on what to do now, and what your options are for mortgage and rental relief.

Managing your finances

We have resources to help you protect and manage your finances if you are facing financial difficulties as a result of the pandemic.

FEDERAL CORONAVIRUS RESOURCES

White House Coronavirus Task Force

Information about COVID-19 from the White House Coronavirus Task Force in conjunction with CDC, HHS, and other agency stakeholders.

[Visit coronavirus.gov](https://www.whitehouse.gov/coronavirus)

Centers for Disease Control and Prevention



Consumer Financial
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Contact

CFPB Office for Older Americans

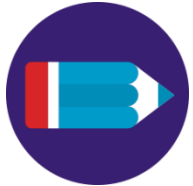
Website: consumerfinance.gov/olderamericans

Email: olderamericans@cfpb.gov



Consumer Financial
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NATIONAL CENTER ON ELDER ABUSE (NCEA)



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

<https://trea.usc.edu/>



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

<https://eagle.usc.edu/>



**Reframing Elder Abuse
Project**

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



**Supports and Tools for
Elder Abuse Prevention
(STEAP)**

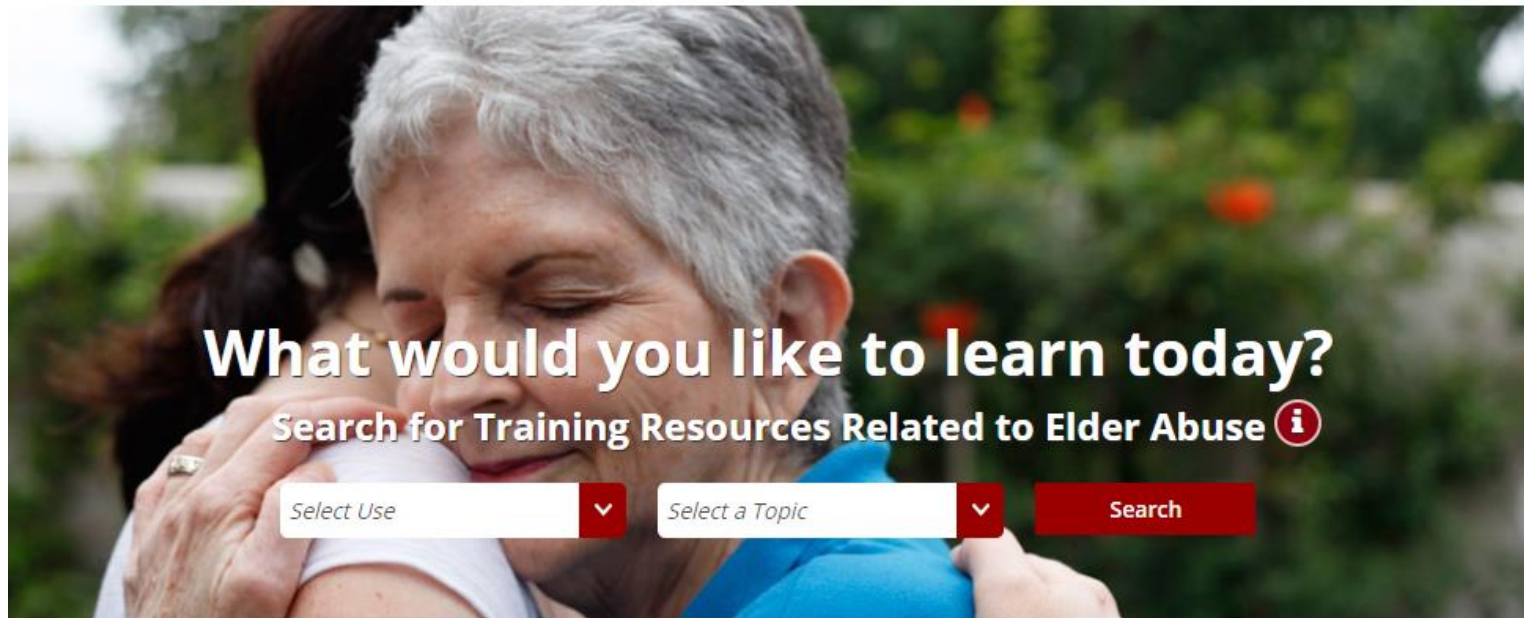
<https://ncea.acl.gov/Resources/STEAP.aspx>



**World Elder Abuse
Awareness Day (WEAAD)**

<https://ncea.acl.gov/WEAAD.aspx>

Training Resources on Elder Abuse (TREA)



What would you like to learn today?

Search for Training Resources Related to Elder Abuse 

Select Use



Select a Topic



Search



Training Resources on Elder Abuse

A searchable database of elder abuse related training materials designed for professionals, caregivers and the community.

Inspired by the [Elder Justice Roadmap](#), our goal is to increase the number of professionals, caregivers and community members who receive high quality training on elder abuse.

Need assistance with an elder abuse inquiry? Visit the [National Center on Elder Abuse \(NCEA\)](#).

New and Notable

-  [USC Judith D. Tamkin Symposium on Elder Abuse](#)
-  [The National Center on Law & Elder Rights' Elder Justice Toolkit](#), with national resources on civil legal aid and elder abuse, is now available on their website

THE EAGLE HAS LANDED

ELDER ABUSE GUIDE FOR LAW ENFORCEMENT

CONTACT US

eaglehelp@usc.edu

www.eagle.usc.edu



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

EAGLE 
Elder Abuse Guide for Law Enforcement

Elder Abuse Guide for Law Enforcement

WEAAD Involvement & Campaigns

WEAAD Warriors Campaign

Twitter | E-Newsletter | Collaborative Dissemination



#WEAADWarriors

A WEAAD Warrior serves older adults in the community by actively working to prevent elder abuse.

Sgt. Bernadette Smith
Douglas County Sheriff's Office
Good Neighbor Program
Location: Douglas County, Nevada

Get Involved in WEAAD Campaign

Twitter | E-Newsletter | Collaborative Dissemination

Law Enforcement Get Involved

World Elder Abuse Awareness Day - June 15th

-  **Wear Purple.**
The nationally recognized color for WEAAD is purple. Pin a purple ribbon to your uniform.
-  **Social Media.**
Share WEAAD posts using the hashtags #WEAAD and #WEAADWarriors. Make sure to tag @EAGLEatUSC.
-  **Distribute WEAAD**
Mail or hand out WEAAD EAGLE our toolkit at bit.ly/WEAAD.
-  **Shred-A-Thon Event**
Host an event for the community to shred personal and financial documents.
-  **Medication Collection Site.**
Provide a safe location to collect expired or unused medications.



Get Involved

Medication Collection Site.
Provide a safe location to collect expired or unused medications.

eagle.usc.edu | eaglehelp@usc.edu | [@EAGLEatUSC](https://twitter.com/EAGLEatUSC)

Reframing Elder Abuse

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



7 translated
reframed
publications

#LetsReframeEA

Supports and Tools for Elder Abuse Prevention (STEAP)



Customizable Elder Abuse Outreach Toolkit

Elder Abuse prevention and outreach can take place at any distance.



Access free tools here:

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



NCEA
National Center on Elder Abuse

Keck School of
Medicine of USC

Supports and Tools for Elder Abuse Prevention (STEAP)



NEW Social Media Graphics

Emotional/Behavioral Signs of Elder Abuse



To learn more, visit ncea.acl.gov

Physical Signs of Elder Abuse



To learn more, visit ncea.acl.gov

Financial Signs of Elder Abuse



To learn more, visit ncea.acl.gov

Prevent, detect,
and **report**
Elder Abuse.



We all have a role in identifying,
preventing, and reporting Elder Abuse.

Signs of elder abuse:

- ✓ Decisions about an older person's life are not in their best interest
- ✓ Sudden changes in behavior
- ✓ Unusual changes in spending or money management
- ✓ Unexplained physical injuries
- ✓ Unexplained sexually transmitted diseases
- ✓ Unhealthy or unsafe living conditions



We all have a role
in identifying, preventing,
and reporting Elder Abuse.



World Elder Abuse Awareness Day (WEAAD) 2021

World Elder Abuse Awareness Day BINGO

When you have BINGO, share with the National Center on Elder Abuse (NCEA) on Facebook (@NationalCenterOnElderAbuse) or Twitter (@NCEAUSC) using the hashtag #WEAAD.

W	E	A
<input type="text"/> is the color associated with elder abuse awareness.	If someone is in immediate danger, call <input type="text"/> .	Abuse can cause bodily injury, physical pain, or impairment.
<input type="text"/> is a known risk factor for elder abuse.	The National Elder Fraud Hotline is <input type="text"/> .	The impact of elder abuse is felt by people of <input type="text"/> ages.
Social Security scams can be reported to <input type="text"/> .	About 1 in <input type="text"/> Americans aged 65+ have experienced abuse.	Create a society FREE from Elder Abuse.
Approximately 50% of people living with <input type="text"/> experience abuse or neglect.	Unwanted touching is an example of <input type="text"/> abuse.	It is up to <input type="text"/> to prevent and address elder abuse.
World Elder Abuse Awareness Day was launched in <input type="text"/> .	Government impersonation and the grandparent scam are examples of <input type="text"/> .	<input type="text"/> receives and investigates reports of abuse, neglect, and exploitation in the community.

WORLD ELDER ABUSE AWARENESS DAY
Building Strong Support for Elders



World Elder Abuse Awareness Day Caravan Event Guidelines

Organize a WEAAD car caravan!

A car caravan is a parade of cars that drives through a strategically selected route. Each car in the caravan displays messages or images to raise awareness of WEAAD.

EVENT PLANNING

- Identify a primary point of contact to provide communication and logistical support for the event.
- Determine a start & end point and map out a clear route.
 - Take into consideration the number of cars and stoplights, etc.
 - Secure relevant city approvals, including from the police department (escort or non-escort).
- Event promotion can be done through social media or by flyers. Templates are available on the [WEAAD microsite](#).

SPREAD AWARENESS BY DECORATING YOUR CARS

- WEAAD's Date: **June 15th**
- WEAAD Logo
- [5 Things Everyone Can Do to Prevent Elder Abuse](#)
- National Elder Fraud Hotline: 1-833-372-8311
- Local elder abuse reporting numbers (Adult Protective Services, Long-Term Care Ombudsman)

Refer to the CDC's considerations for events and gatherings. Consult with local/state public health offices as they have the most up-to-date, relevant information for each community's needs, restrictions, and guidelines.

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NCEA
National Center on Elder Abuse

ACL
American Civil Liberties Union

Participate in the #WEAAD615 Challenge!



List **six facts** about Elder Abuse everyone should know.



Share **one thing** you can do to prevent Elder Abuse.



Tag **five people** to participate in this challenge.

NCEA
National Center on Elder Abuse

WORLD ELDER ABUSE AWARENESS DAY is June 15th!

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#WEAAD615 Challenge

Participate in the #WEAAD615 Challenge!



List **six facts** about Elder Abuse everyone should know.

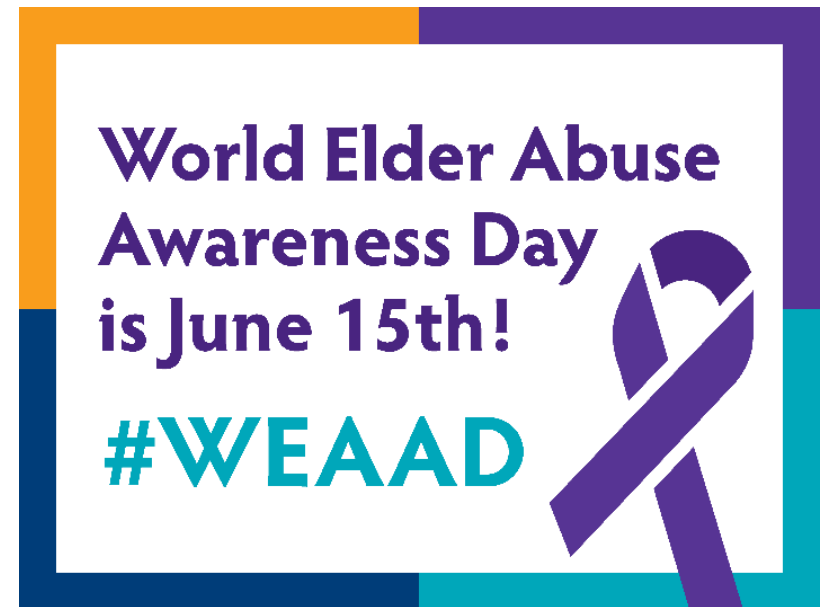


Share **one thing** you can do to prevent Elder Abuse.



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WEAAD bookmarks, stickers, and car magnets



41,700 WEAAD bookmarks, stickers, and car magnets distributed in 21 states

WEAAD 2021 Utah



**WORLD ELDER ABUSE
AWARENESS DAY**

Building Strong Support for Elders

World Elder Abuse Awareness Day

Teen Outreach Toolkit

Inform and be informed—
advocates of all ages can
prevent elder abuse!



#WEAAD

NCEA
National Center on Elder Abuse

A decorative banner with a purple background. It features several stylized footprints in orange and blue, some with patterns like wavy lines or circles. Dashed blue lines connect some of the footprints, suggesting a path. The text "Walk for WEAAD!" is written in white, bold, sans-serif font in the center.


Walk for WEAAD!



419 Participants from
47 states and territories
44 million steps
7.5 trips across North America
weaad.walkertracker.com

#Walk4WEAAD



May 1 – June 15, 2021 - <https://weaad.walkertracker.com/>




NCEA USC
NCEAatUSC

May 19, 2021

0 Total Steps

 Steps 0 |  Activity 0

Happy #WEAADWednesday! While you move today, think about one thing you can do to prevent elder abuse in your community and share it as a public journal entry!



GidgeAguilar
Get to know your neighbors and become friends. By being with them and talking to them you can protect them.



May 20, 07:41 PM




Kimberly
KimmyMoonNCEA


yesterday


14,167 Total Steps

 Steps 14,167 |  Activity 0



Who are your walking buddies? Here are mine!



 [Comment](#)




Alexis
AlexisCalleros

May 1, 2021

9,240 Total Steps

 Steps 0 |  Activity 9,240

Swimming sesh!

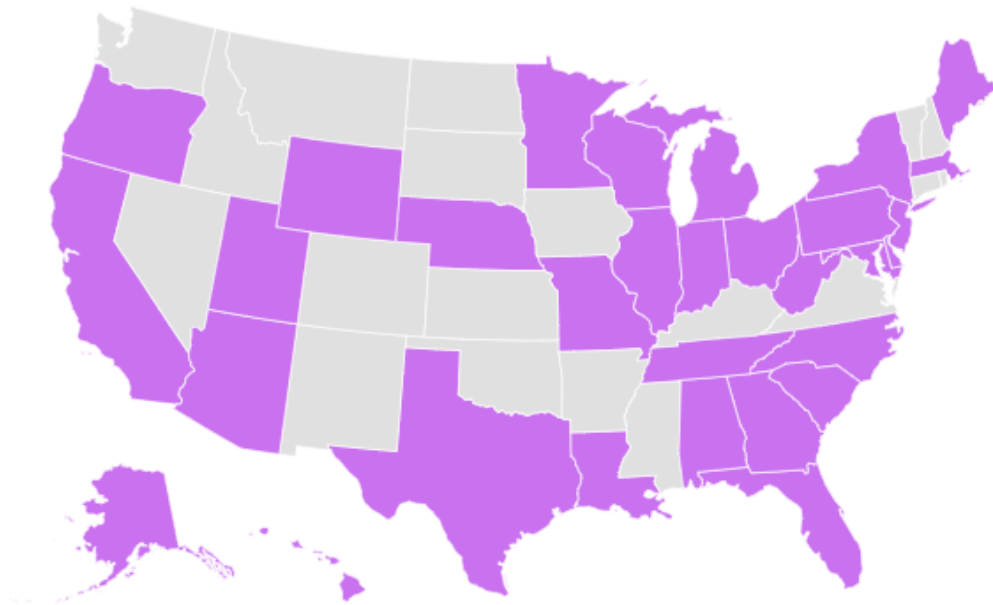
 [Comment](#)

WEAAD Words Worldwide

Create & share your
[WEAAD Words Worldwide](#)

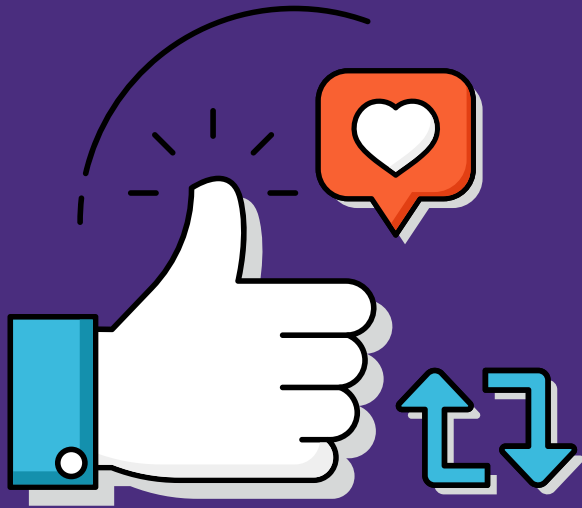


Turning the Map Purple!



**Submit a WEAAD
Event Here**

**91 Events submitted
5 Countries
31 States + Washington D.C.**



SOCIAL MEDIA

Follow NCEA on
social media and use
the hashtag
#WEAAD

#WEAAD

- Social Media Outreach Guide
- Shareable Graphics

How can you participate in #WEAAD activities?

[#WEAAD615](#)
[Challenge](#) on
LinkedIn / Twitter

WEAAD
Email
Signature

[WEAAD](#) is June 15th!
Join us and take a
stand against elder
abuse.

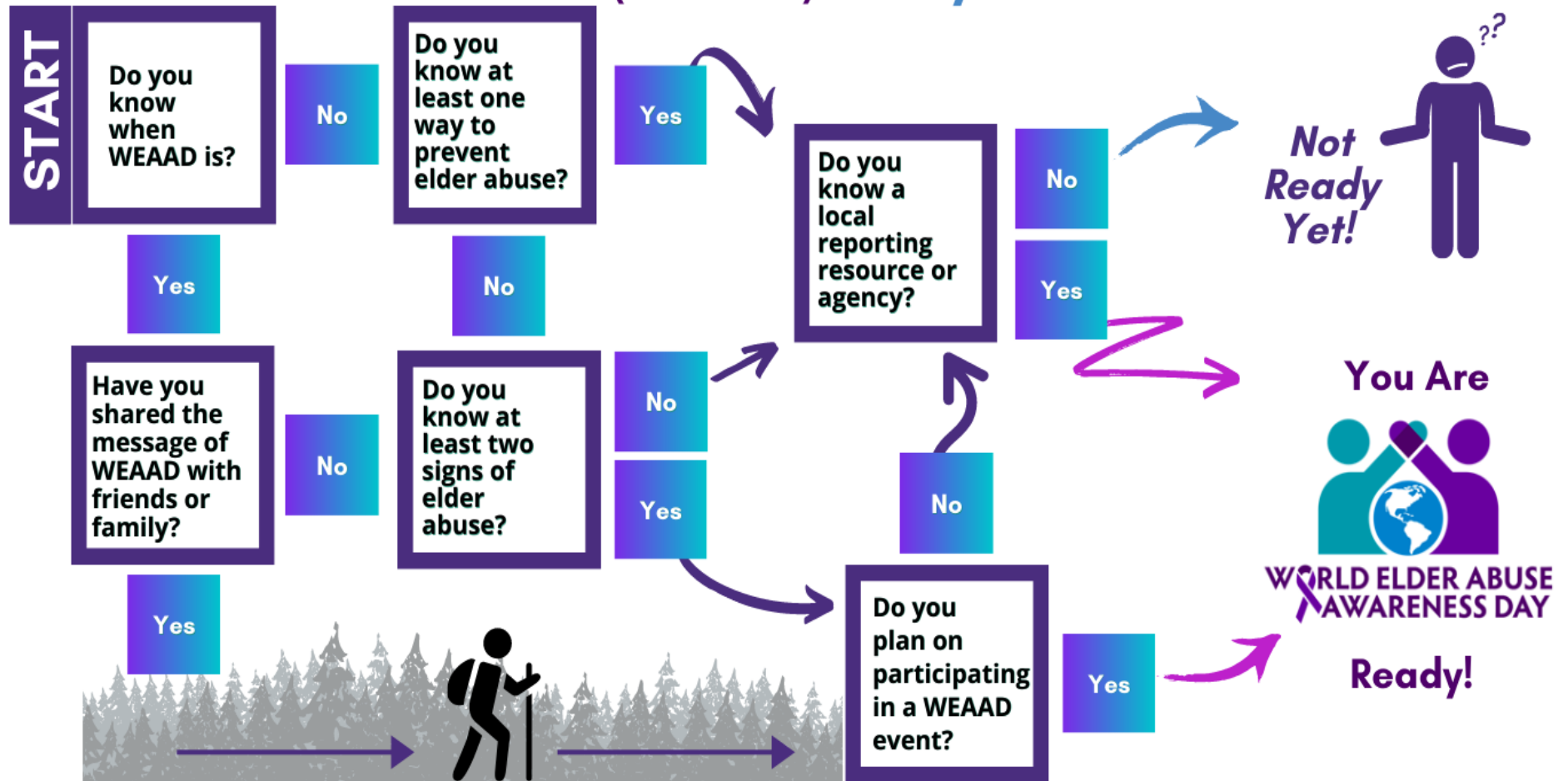
WEAAD Virtual
Background
For [use](#) in your online meetings

Share NCEA's
WEAAD resources
[WEAAD Microsite](#)



eldermistreatment.usc.edu/weaad-home

The National Center on Elder Abuse Presents
**Are You World Elder Abuse Awareness Day
(WEAAD) Ready?**



Learn how you can get #WEAAD ready:
<https://eldermistreatment.usc.edu/weaad-home>

Thank you!
Q&A

1-855-500-3537 (ELDR)

ncea-info@aoa.hhs.gov

NCEA, ACL Website

<https://ncea.acl.gov>

World Elder Abuse Awareness Day Microsite

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

Training Resources on Elder Abuse (TREA):

www.trea.usc.edu



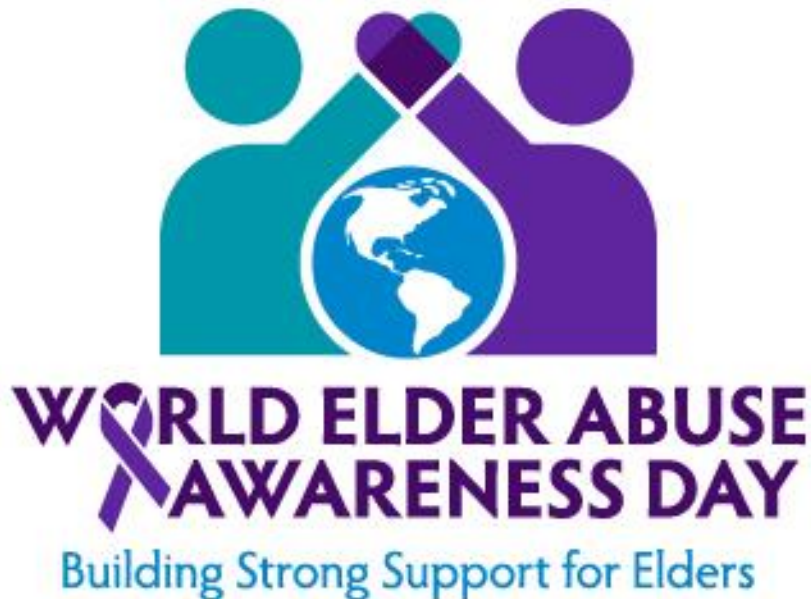
[@NCEAatUSC](https://twitter.com/NCEAatUSC)



[@NationalCenteronElderAbuse](https://www.facebook.com/NationalCenteronElderAbuse)

World Elder Abuse Awareness Day (WEAAD) 2021 Webinar

Coming Back Strong After COVID-19: Federal Elder Justice Innovations and Resources



Q&A