

Elder Abuse Committee of Newfoundland and Labrador (EACNL)



No. 1, Spring 2009

Why am I receiving this newsletter?

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Welcome to the first newsletter from the **Elder Abuse Committee of Newfoundland and Labrador (EACNL)**. If you are receiving this, it means you are one of the over 400 people we spoke to during our community chats/consultations in Newfoundland and Labrador for our “Creating a Community Response to Elder Abuse” Project in 2006/7 or another interested person who has expressed interest in our committee.

We wanted to update you on what has happened since our project wrapped up and let you know a bit more about EACNL and our plans for the future. In addition, some of EACNL’s members have some news to share about elder abuse work they’ve been doing in the province.

We hope you enjoy this first newsletter of the Elder Abuse Committee of Newfoundland and Labrador (EACNL).

(For more information on EACNL, please see the background information sheet attached.)

Do you know others who are interested in preventing elder abuse? Please pass this newsletter along to them. Or if they would like to be added to our distribution list, please have them contact us at the address below.

Elder Abuse Committee of Newfoundland and Labrador
c/o Seniors Resource Centre of Newfoundland and Labrador

280 Torbay Road, Suite W100, St. John’s, NL A1A 3W8

Phone: (toll-free) 1-800-563-5599 Email: info@seniorsresource.ca Website: www.seniorsresource.ca

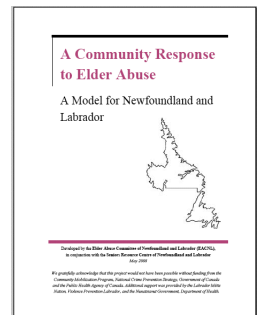
Survey – Help us Grow!

The Elder Abuse Committee of Newfoundland and Labrador (EACNL) is considering expanding the committee to better serve as a provincial link for those in NL who are concerned about elder abuse. The membership would be free and open to all. We would appreciate your input to see what you think of this. Please fill in the survey found at the following link or, if you received this newsletter by mail, feel free to fill in the copy of the survey attached to the newsletter and mail it back to us in the self-addressed stamped envelope. Please answer the survey by May 20th.

http://www.surveymonkey.com/s.aspx?sm=4AZIAQiQoiCBVERm2uukdA_3d_3d

Creating a Community Response to Elder Abuse

The goal of this project was to design and recommend a coordinated, seamless community response to meet the needs of abused seniors and those that support them, regardless of the time, location, or nature of their circumstances. Thanks to the input of the people we spoke to during our community consultations and from stakeholders and agencies across the province, we completed our model response and presented it to government in May 2008. Minister Ross Wiseman, on behalf of the government, accepted our final report on the response and it is now under consideration. We will keep you updated on new developments.



Final copies of our report and the executive summary is available at:

http://www.seniorsresource.ca/ccrea_w.htm



One of our project consultations in Northern Labrador.

Our members' news!!!!!!!!!!

From the Public Legal Information Association of Newfoundland & Labrador (PLIAN)

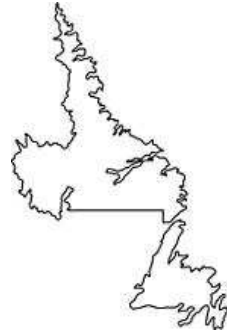
Public Legal Information Association of Newfoundland & Labrador (PLIAN) worked with seniors and relevant service providers to develop legal information publications specifically for the aging population. This project was intended to educate seniors about various legislation as it applies to them and to increase access to legal information. PLIAN collected feedback from focus group sessions to identify the most important legal concerns that seniors in Newfoundland and Labrador face. Seniors were also consulted regarding the format, graphic design, layout and font prior to printing.

From this feedback, PLIAN created legal information publications that it intends to distribute free-of-charge throughout the province. Topics include: Wills, Enduring Power of Attorney, Advance Health Care Directives, Glossary of Terms, and Grandparents' Rights. The publications are also available free-of-charge online at www.publiclegalinfo.com. PLIAN can be contacted toll-free at: 1-888-660-7788



**Public Legal
Information**
Association of NL

www.publiclegalinfo.com



Violence Against Older Persons

From the Violence Prevention Initiative (VPI)

The *Violence Prevention Initiative (VPI)* is a six year, \$9.2 million, multi-departmental, government - community partnership to find long term solutions to the problem of violence against those most at risk in our society - women, children, youth, Aboriginal women and children, seniors, persons with disabilities and other people who are vulnerable to violence because of their ethnicity, sexual orientation, or economic status. Violence can be physical, sexual, financial, psychological, verbal and/or emotional or neglect and can occur in intimate and non-intimate relationships.

Last year VPI launched a social marketing campaign to prevent violence against older persons that included posters, brochures and radio spots. VPI hopes to expand on this campaign with TV ads. In Budget 2008, money was allotted to develop training material and resources on the recognition, prevention and intervention of violence against older persons. VPI is currently conducting research on what training material is currently available nationally and internationally and will be producing resources relevant to Newfoundland and Labrador. A training officer has been hired to oversee this four year project. For more information, please contact Sharon Whalen at 729 2119, or visit the VPI website at www.gov.nl.ca/vpi

From the Aging and Seniors Division

New Provincial Initiatives Recognize Achievements and Contributions of Older Persons

The Government of Newfoundland and Labrador recently launched two new initiatives designed to promote greater recognition of seniors in our province and their increased visibility in our society. One is the *Ageless* campaign to promote positive images of aging and the second is the *Seniors of Distinction Awards* program.

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Ageless is a public awareness campaign that features local seniors actively engaged in their communities.



Such presentations of seniors reflect and highlight the strengths, contributions and diversity of older adults in Newfoundland and Labrador and help to counter negative myths about aging. Using the themes “Ambition is Ageless”, “Involvement is Ageless,” and “Participation is Ageless,” the campaign highlights the fact that ambition, involvement and participation are lifelong choices. The campaign includes radio and print advertisements, advertisements on transit buses and bus shelters, posters, banners, and promotional materials such as bookmarks, fridge magnets and pin buttons.

Another initiative in support of greater recognition of older persons in our province is the Newfoundland and Labrador *Seniors of Distinction Awards* program. Beginning this year, the Seniors of Distinction Awards will be awarded annually to recognize and celebrate the contributions, achievements and diversity of seniors throughout Newfoundland and Labrador. “These awards provide an opportunity to recognize seniors of all walks of life – seniors who are experts in their field, seniors who share their culture and talents, seniors who volunteer as coaches, organizers or fundraisers, and seniors who care for people in need of understanding and companionship,” said Minister Ross Wiseman, Minister of Health and Community Services and Minister Responsible for Aging and Seniors, at the January 7th launch of the Awards program. Nominations will be accepted until April 2, 2009, and the Awards ceremony will be held during Seniors Month in June.

To obtain more information on *Ageless* and the *Seniors of Distinction Awards*, or to obtain copies of the promotional materials, visit the Department of Health and Community Services’ website at www.gov.nl.ca/health and scroll to the icons at the bottom of the page. Information may also be received by contacting the Aging and Seniors Division of the Department of Health and Community Services by e-mail at aging-and-seniors@gov.nl.ca or by telephone at 1-888-494-2266 at no charge.

The *Ageless* campaign and the *Seniors of Distinction Awards* program are being implemented as part of the *Provincial Healthy Aging Policy Framework*, which outlines government’s response to demographic changes associated with the aging of the population and its commitment to develop and promote age-friendly legislation, policies, programs and services.



From the Seniors Resource Centre of NL

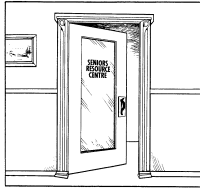
Seniors Speak Out on Elder Abuse

For over ten years, Lorraine Best, a senior from St. John's, has raised awareness on the abuse of older persons. Mrs. Best, a volunteer at the Seniors Resource Centre Association of Newfoundland and Labrador, speaks in a straightforward manner about the types, the signs, and the realities of elder abuse. Lorraine has also given workshops with other volunteers on the prevention of frauds and scams.

The Seniors Resource Centre Association of Newfoundland and Labrador has received funding from The United Way of Newfoundland and Labrador to support seniors to speak out on elder abuse, frauds and scams. This is the third project in which Trudy Marshall, project coordinator and Lorraine Best, project consultant, have worked together. Project successes have been reported to the centre and the Elder Abuse Committee Newfoundland and Labrador.

In the fall and winter of 2008/ 2009, seniors were recruited and partnerships developed in the Trinity/ Bonavista and Conception Bay North areas. Mrs. Best and Ms. Marshall provided information to seniors through presentations and skits at the 50 + Club in Bay Roberts and the Trinity Bay 50 + Club in Catalina. Local reporters from *The Compass* and *The Packet* provided an opportunity for publicity at these events; further raising awareness in the local areas.

Seniors Speak Out opportunities were based on the interests of the volunteers. Seniors in Victoria, from a Targeted Older Workers Initiative, developed and acted in skits that demonstrated abuse against older adults. Lorraine Best and Trudy Marshall presented short presentations to complement these skits. Interested seniors from these areas will receive information and materials on how to speak out on elder abuse.



SENIORS RESOURCE CENTRE ASSOCIATION OF NEWFOUNDLAND & LABRADOR INC.

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Elder Abuse Committee of Newfoundland and Labrador (EACNL)

History

In 1992, the Seniors Resource Centre brought together expertise from government and the community to form a committee to raise awareness of elder abuse and to share information about referral and intervention services.

The role of this committee, then called the Interagency Elder Abuse Committee, evolved to include overseeing the Senior Resource Centre's Elder Abuse projects. This included the development of the *Strategic Plan to Address Elder Abuse in Newfoundland and Labrador* presented to government in June 2005. This plan makes recommendations to both government and community around six key provincial elder abuse issues: elder abuse legislation; community response to elder abuse; public awareness and education; training and screening for service providers; caregiver support; and research.

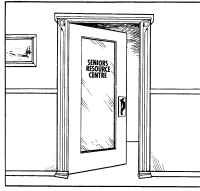
In 2006, the Interagency Elder Abuse Committee changed its name to the Elder Abuse Committee of Newfoundland and Labrador (EACNL) to reflect its expanded membership, provincial structure and revised mandate (as below). This mandate is focused on the recommendations within the Strategic Plan and projects that will build directly on these recommendations.

Mandate

The mandate of EACNL is to:

- 1) Raise public awareness of elder abuse through the provision of information and by supporting activities associated with World Elder Abuse Awareness Day;
- 2) Share information about referral and intervention services and promote discussion on elder abuse issues amongst its members and the community;
- 3) Ensure the recommendations within the *Strategic Plan to Address Elder Abuse in NL* are implemented with the Violence Prevention Initiative and other associated initiatives within government and the community;
- 4) Oversee the development of specific projects to address the recommendations contained within the *Strategic Plan to Address Elder Abuse in NL*, including the Creating a Coordinated Community Response to Elder Abuse project;
- 5) Oversee other Senior Resource Centre elder abuse initiatives and support other initiatives that address elder abuse.

This mandate will be reviewed on an annual basis.



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Vision

The vision of EACNL is the same as that of the *Strategic Plan to Address Elder Abuse in Newfoundland and Labrador*: Older persons will live in safe, caring communities where there is **zero tolerance of abuse**. This will be fostered by community awareness, protective legislation, and coordinated, responsive programs and services aimed at preventing abuse and providing a range of options for those who experience abuse and the individuals who support them.

Values

EACNL believes that: Older adults should be respected and valued and have the opportunity to be engaged in all aspects of society. This can be achieved through supporting respectful relationships, choice, collaboration, and lifelong learning.

Membership

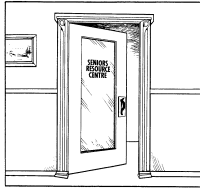
EACNL members are representatives from government and organizations, agencies, and associations that have a direct interest in the implementation of the *Strategic Plan to Address Elder Abuse in Newfoundland and Labrador*. This includes representation from the four health authority regions in the province.

Chairperson

The Chairperson of the EACNL is the Chair of the Board of the Seniors Resource Centre.

Meetings

EACNL meets on the last Thursday of every month except in July, August, and December. Minutes are recorded and circulated. A quorum of 50% of the members plus one, is required for each meeting.



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EACNL Membership

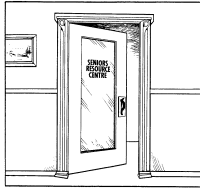
The following organizations/professions have representation on the Elder Abuse Committee of Newfoundland and Labrador:

Organizations, Government Agencies, Departments, etc.

- Aging and Seniors Division, Dept. of Health and Community Services
- Central Health
- Coalition Against Violence – Avalon East
- Community Health Promotion Network Atlantic
- Council for Licensed Practical Nurses
- Dietitians of NL
- Eastern Health
- Eastern Long Term Care Association
- Independent Living Resource Centre
- Iris Kirby House
- Labrador Friendship Centre
- Labrador-Grenfell Health
- Labrador Métis Nation
- Labrador South Home Care
- Labrador West Status of Women Council
- Newfoundland & Labrador Housing Corporation
- Nunatsiavut Government, Department of Health
- Public Legal Information Association of NL (PLIAN)
- Royal Canadian Mounted Police (RCMP)
- Royal Newfoundland Constabulary (RNC)
- Seniors Resource Centre of NL
- Seniors Wellness Committee, Western Newfoundland
- Victim Services
- Violence Prevention Initiative
- Violence Prevention Labrador
- Western Health

Professions represented include:

- Community Worker
- Dietitian
- Lawyer
- Licensed Practical Nurse
- Nurse
- Peace Officer
- Physician
- Religious Provider
- Social Worker



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Survey: What would you like from EACNL?

The Elder Abuse Committee of Newfoundland and Labrador (EACNL) is considering expanding the committee to better serve as a provincial link for those in NL who are concerned about elder abuse. (For more info on EACNL, see www.seniorsresource.ca/eacnl.htm) The membership would be free and open to all. We would appreciate your input.

1. Are you interested in the idea of joining a network that would connect you with others concerned about elder abuse?

Yes No

2. If so, which would be of interest to you? Please select your top three choices.

- Educational opportunities
- Opportunity to advocate
- Opportunity to form partnerships and work on projects together
- Opportunity to increase awareness
- Opportunity to network

3. Would you be interested in attending monthly meetings in St. John's with a teleconference option for those who could not attend in person? These meetings would include an opportunity to network and share information with others and hear presentations related to elder abuse.

Yes No

4. If you joined EACNL, how would you prefer to receive your information on what the committee is doing and other issues/news related to elder abuse? (Please select one.)

- List serve (regular email updates)
- Electronic newsletter
- Newsletter delivered in the mail
- Website

Please return your surveys to:

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