CAMPAIGN TOOLKIT

Prepared for the California Association of Area Agencies on Aging and Statewide Partners

Prepared by,

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**Toolkit Materials Include:**

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Know Abuse Report Abuse Campaign Logo</strong></td>
<td>Please use this logo on your social media channels, in your newsletter mailings, and all other campaign documents. It can be combined with organizational logos as well.</td>
</tr>
<tr>
<td><strong>Letterhead</strong></td>
<td>This letterhead uses the logo and allows for space to insert local APS and Ombudsman reporting information.</td>
</tr>
<tr>
<td><strong>Supporter Outreach Letter</strong></td>
<td>This is meant to be used to galvanize support for the campaign from local groups you work with on the ground.</td>
</tr>
<tr>
<td><strong>Campaign Fact Sheet</strong></td>
<td>This fact sheet can be used to explain the campaign to potential partners and directs questions to Derrell Kelch, Executive Director for the California Association of Area Agencies on Aging.</td>
</tr>
<tr>
<td><strong>Elder &amp; Dependent Adult Abuse Backgrounder</strong></td>
<td>This backgrounder is perfect for fairs and other events where materials can be shared to raise awareness about abuse.</td>
</tr>
<tr>
<td><strong>“Don’t Miss the Signs” Flyer</strong></td>
<td>This informational flyer may also be used at fairs and events. It is meant to draw attention to the different indicators of abuse. Can be localized to include county-specific reporting information.</td>
</tr>
<tr>
<td><strong>“Don’t Miss the Signs” Flyer (Spanish)</strong></td>
<td>This informational flyer is in Spanish and may also be used at fairs and events.</td>
</tr>
<tr>
<td><strong>Newsletter Announcement</strong></td>
<td>This announcement should be sent to your email distribution list to announce the campaign and ways folks can get involved from an organizational standpoint (or individually). It provides sample social media posts and its purpose is to officially launch the campaign with your mailing list.</td>
</tr>
<tr>
<td><strong>Press Release</strong></td>
<td>This sample press release should be used as a foundation document. Insert local events you plan to hold with elected officials and other relevant information to promote your June activities.</td>
</tr>
<tr>
<td><strong>Public Service Announcements</strong></td>
<td>There are multiple sample PSAs to choose from. Pick the one that best represents the message your organization wants to convey – feel free to edit. Reach out to your local radio stations as soon as possible to secure a spot.</td>
</tr>
<tr>
<td><strong>Social Media Content Bank (separate attachments)</strong></td>
<td>This content bank should be used by AAAs and partner organizations to increase awareness of elder and dependent adult abuse, ensure people are equipped to recognize the signs of abuse and know who to contact if they suspect abuse. Use as many or as few posts from the bank as you see fit. Please post additional events, resources, etc. that your organization might have that is relevant to the campaign.</td>
</tr>
</tbody>
</table>
KNOW ABUSE   REPORT ABUSE
ELDER AND DEPENDENT ADULT ABUSE AWARENESS

REPORT TODAY:  APS: INSERT PHONE NUMBER
Ombudsman: INSERT PHONE NUMBER
## Supporter Outreach Letter

<table>
<thead>
<tr>
<th>WHAT</th>
<th>Request for Co-sponsorship/Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>PURPOSE</td>
<td>To secure support from partner organizations/community leaders to increase the campaign’s reach</td>
</tr>
<tr>
<td>NOTES</td>
<td>Please tailor this request to your audience – depending on how well you know the recipient and how closely you’ve worked with the organization or community leader in the past. Suggestions partners to send this letter to include: MOU partners (financial and nonfinancial), program contractors (both APS and AAA), all cities within the local jurisdiction, community organizations and local elected officials.</td>
</tr>
</tbody>
</table>

Dear <NAME>,

<Name of your org> is working with the California Association of Area Agencies on Aging (C4A) to bring awareness about elder and dependent adult abuse by organizing an education and resource campaign. The purpose of the campaign is to educate Californians about the different types of abuse (and how to recognize them) and how to report abuse to the appropriate local Adult Protective Services agency and Long Term Care Ombudsman Program. This year we are expanding our campaign to include a digital component. Concerned residents will be able to visit [http://elderabuseawareness.c4a.info/](http://elderabuseawareness.c4a.info/) and download fact sheets, see available resources and email their local officials.

I’m reaching out to you today because you are a valuable partner and we need your support. By working together we can amplify the campaign here in <insert County> and ensure that older and dependent adults are given the respect and justice they deserve.

Partnering and support can take many forms. It could mean a joint press-release, co-hosting a community event, or sharing images and content on your social media accounts, just to name a few.

Can we count on <NAME OF ORG’S> support for our campaign?

**If YES**, please let us know what <NAME OF ORG’S> can commit to:

- [ ] Authoring a joint press-release
- [ ] Co-hosting a community event
- [ ] Sharing images and content on social media (we can provide drafted posts)
- [ ] Posting a link to our campaign page on your website
- [ ] Posting campaign flyers or materials at your organization’s locations
- [ ] Other ________________________________________________________

*please tailor these options to best fit your AAA*

Lastly, if you are already working on a campaign please tell us about it so we can help with your efforts.

Thank you for your support and collaboration. If you have any questions, you may contact XXXXXXX of my staff at XXXXXXXXXX or via email at XXXXX.

NAME

TITLE

ORG
**What:** Elder and Dependent Adult Abuse Awareness

**When:** All Year Long

**Why:** To educate Californians about different types of abuse, how to recognize them, and how and to whom to report abuse

**Contact:** C4A office at 916-443-2800. Speak to Derrell Kelch, C4A Executive Director

**Why we need you as a partner:**
Statewide Partner support is vital to the success of this campaign. We are reaching out to you because your organization has been identified as a valuable partner and the campaign needs your support. Partnering and support can take many forms. It could mean a joint press-release, co-hosting a community event, or sharing images and/or content on your social media accounts. By working together, we can amplify the campaign throughout California and ensure that older and dependent adults are given the respect and justice they deserve. We look forward to you joining us in this effort.

**What we can provide to assist you:**
C4A has been working closely with Perry Communications Group, a Sacramento-based public affairs firm, on developing campaign materials and an awareness toolkit. The toolkit includes: logo, tagline, outreach materials, public service announcements, website and social media content, press release, and newsletter templates. The toolkit materials will provide flexibility for each collaborative partner to tailor based on their own needs, planned events, activities, and support networks.
HOW BIG OF AN ISSUE IS ELDER ABUSE IN CALIFORNIA?

Here in California, Adult Protective Services (APS) receives more than 15,000 reports of elder and dependent adult abuse per month, and reports are increasing.

There are an estimated 202,549 cases of reported elder and dependent adult abuse PER YEAR in California. Elder abuse is significantly underreported. For every case known to programs and agencies, 24 are unknown. For financial abuse, only one in 44 cases is known.

THE STATE OF CALIFORNIA RECOGNIZES 8 TYPES OF ABUSE:

1) **Self-Neglect** – Refusal or failure to provide himself/herself with adequate food, water, clothing, shelter, personal hygiene, medication (when indicated), and safety precaution.

2) **Physical Abuse** – The use of physical force that may result in bodily injury, physical pain, or impairment; or any physical injury to an adult caused by other than accidental means.

3) **Neglect by Others** – Failure to provide the basic care, or services necessary to maintain the health and safety of an adult: this failure can be active or passive.

4) **Sexual Abuse** – Sexual contact with a non-consenting adult or with an adult considered incapable of consenting to a sexual act.

5) **Financial Abuse** – The illegal or unethical exploitation and/or use of an elder’s funds, property, or other assets.

6) **Mental Abuse** – Verbal or emotional abuse includes threatening significant physical harm or threatening or causing significant emotional harm to an adult through the use of: Derogatory or inappropriate names, insults, verbal assaults, profanity, or ridicule; or harassment, coercion, threats, intimidation, humiliation, mental cruelty, or inappropriate sexual comments.

7) **Abandonment** – the desertion or willful forsaking by anyone having responsibility for care.

8) **Isolation** – Preventing the individual from receiving mail, telephone calls, or visitors.

Abuse doesn’t happen in a vacuum. Often one type of abuse leads to another. Victims often suffer from multiple forms of abuse at the hands of their abusers. For example an older adult can be neglected by his or her family, whose only interest is control over the person’s financial assets.
DON'T MISS THE SIGNS OF ABUSE

- Lack of basic amenities
- Cluttered, filthy living environment
- Unexplained or uncharacteristic changes in behavior
- Unexplained sexually transmitted diseases
- Caregiver isolates elder
- Unpaid bills, new credit cards and/or increased cash withdrawals
- Harassment, coercion, intimidation, humiliation

KNOW ABUSE. REPORT ABUSE

How to report cases of abuse, whether it is on your own behalf or that of someone you know:

**Adult Protective Services** - Adult Protective Services (APS) responds to reports from individuals, concerned citizens, social service and health providers, and law enforcement representatives about developmental disabled adults, physically and mentally disabled adults, and the elderly who may be physically or financially abused, neglected, or exploited. Upon receipt of a referral, APS sends a social worker to make a home visit or contact the elder or dependent adult.

*Your county APS hotline number: (XXX) XXX-XXXX.*

**California State Long-Term Care Ombudsman** - The Long-Term Care Ombudsman Program investigates elder abuse complaints in long-term care facilities and in residential care facilities for the elderly. The primary responsibility of the program is to investigate and endeavor to resolve complaints made by, or on behalf of, individual residents in these facilities, including nursing homes, residential care facilities for the elderly, and assisted living facilities. The goal of the program is to advocate for the rights of all residents in long-term care facilities. *The State CRISISline number: 1-800-231-4024. Your local LTCOP number: (XXX) XXX-XXXX.*

INDIVIDUALS WHO ARE MANDATED TO REPORT ELDER ABUSE

California law mandates that certain individuals report known or suspected incidences of elder or dependent adult abuse. Failure to do so is a crime.

- **WHO:** Persons who are responsible, in whole or part, for care or custody of an elder or dependent adult, whether or not that person receives compensation, are mandated reporters of elder and dependent adult abuse, including: administrators, supervisors, and any licensed staff of a public or private facility that provides care or services for older or dependent adults, or any elder or dependent adult care custodian, health practitioner, or employee of a county adult protective services agency or local law enforcement agency. In addition, all officers and employees of financial institutions are mandated reporters for suspected financial abuse of elders and dependent adults.

- **When:** By telephone immediately, or as soon as practically possible to the appropriate local agency: adult protective services, law enforcement, and/or long-term care ombudsman; AND, by written report, California Department of Social Services Form “Report of Suspected Dependent Abuse/Elder Abuse” (SOC 341), sent within two working days.

WHAT HAPPENS IF AN ALLEGED VICTIM DOES NOT WANT TO REPORT THE ABUSE?

Adult victims of alleged abuse and neglect, unlike in Child Protective Service, have a right to decline services even if those services may help resolve an abusive situation. As is common in domestic violence cases, clients are often reluctant to report abuse; denying allegations, recanting previous statements, and making it difficult to provide services or to prosecute crimes. There are many reasons why one might not want to confirm abuse: fear of retaliation, embarrassment/shame, unwillingness to recognize what’s happening, protection of the perpetrator who is often a loved one or family member, belief abuse is deserved, not wanting the government involved in family matters, or fear of losing independence or institutionalization if abuse is discovered.

Regardless of whether or not you are a mandated reporter, it is important to report ALL suspected abuse. Even if the elder or dependent adult is reluctant or unwilling to disclose abuse, the investigating agency can provide the message that people care and help is available.
Elder and Dependent Adult Abuse Awareness is a state-wide campaign with many partners, including:

- CCoA
- LAAC
- BMFEA
- CALIFORNIA ASSOCIATION OF AREA AGENCIES ON AGING
- CEJC
- AOA
- ACL
- WISE & HEALTHY AGING
- CALIFORNIA STATE ASSOCIATION OF PA|PG|PC
- CLTCOA
- CALIFORNIA LONG-TERM CARE OMBUDSMAN ASSOCIATION
- CDAA
- CALIFORNIA DISTRICT ATTORNEYS ASSOCIATION
- CWDA
- CDSS

... a citizens voice within government

Legal Aid Association of California

Bureau of Medi-Cal Fraud & Elder Abuse

State of California Department of Justice

PROTECT • DEFEND • EMPOWER

Advancing Human Services for the Welfare of All Californians

Administration for Community Living

Administration on Aging
REPORT TODAY:
APS: INSERT PHONE NUMBER  Ombudsman: INSERT PHONE NUMBER

DON’T MISS THE SIGNS

NEGLECT / SELF-NEGLECT
- Lack of adequate food and water
- Dirty clothing and changes in personal hygiene
- Unusually messy home
- Lack of medical aids or medication

FINANCIAL ABUSE
- Basic needs not being met
- Bills not paid
- New credit cards and increased cash withdrawals
- Unusual purchases by caregiver

PHYSICAL ABUSE
- Bruises, black eyes, welts
- Broken bones, cuts, sprains
- Sudden change in behavior
- Caregiver refusal to leave elder or dependent adult alone

MENTAL ABUSE
- Threatening significant physical harm
- Derogatory or inappropriate names, insults, profanity, or ridicule
- Harassment, coercion, intimidation, humiliation

SEXUAL ABUSE
- Unusual bruising on thighs and chest
- Unexplained sexually transmitted diseases
- Unusual stains on clothing or sheets
- Withdrawn from social interactions / panic attacks
Don’t Miss the Signs – Spanish version

NO PIERDAS LAS SEÑALES

NEGLIGENCIA, D ESCUIDO DE UNO MISMO
- Falta de agua y alimentación adecuada
- Ropa sucia y cambios en la higiene personal
- Inusualmente casa desordenada
- Falta de ayudas médicas o medicamentos

ABUSO FINANCIERO
- Falta de necesidades básicas
- Facturas/cobros sin pagar
- Nuevas tarjetas de crédito y retiros de aumento efectivo
- Compras inusuales del cuidador

MALTRATO FÍSICO
- Contusiones, ojos negros, verdugones
- Huesos rotos, cortaduras, torceduras
- Cambio repentino en el comportamiento
- El cuidador no quiere dejar el adulto mayor o adulto dependiente solo

ABUSO MENTAL
- Amenazo significante de daño físico
- Despectivo o nombres inadecuados, insultos, palabras soeces o ridículo
- Acoso, coacción, intimidación, humillación

ABUSO SEXUAL
- Moretones inusuales en los muslos y pecho
- Enfermedades inexplicables de transmisión sexual
- Manchas inusuales en la ropa o sábanas
- Retiro de las interacciones sociales/ataques de pánico
The <ORG NAME/AAA> is excited to commence our annual Elder and Dependent Adult Abuse Awareness campaign. This is a statewide effort to increase awareness of elder and dependent adult abuse. Our collective hope is that increased awareness will result in increased reporting of suspected abuse, not only in the month of June, but for years to come.

Leading the campaign efforts is the California Association of Area Agencies on Aging’s Elder Justice Workgroup. They are working with Perry Communications Group, a Sacramento-based firm and with key partners in California including, US Administration for Community Living/Administration on Aging, Bureau of Medi-Cal Fraud & Elder Abuse, California Commission on Aging, California Long-Term Care Ombudsman Association, California District Attorneys Association, California Department of Social Services, California Elder Justice Coalition, California State Association of Public Administrators, Public Guardians, and Public Conservators, County Welfare Directors Association of California, Office of the State Long-Term Care Ombudsman, Legal Aid Association of California and WISE & Healthy Aging to provide a campaign toolkit that can be used by each local area agency on aging and other partner organizations. This year they are expanding outreach, and taking the campaign digital. A campaign page with the toolkit, resources and call to action items can be found on the Elder Abuse Awareness Campaign Website.

To capture the goals of the campaign, we will continue to use the following slogan and hashtags:

**KNOW ABUSE. REPORT ABUSE.**
#kNOwAbuseReportAbuse
#StopElderAbuse

We urge all partners to use this logo and slogan on the materials you create for your planned June events to help create our unified voice.

A major component of the campaign is social media promotion. We plan to use social media as a tool to reach those populations we might not be targeting in our daily work to alert people to the various types of abuse, how to recognize the signs of abuse, and who to contact in the event they suspect abuse of a parent, grandparent, neighbor, or acquaintance.
Can we count on you to post campaign information on your personal and professional social media channels? While organizational commitment to sharing posts is key, personal commitment to spreading the word during our June campaign will help amplify our message even further. We’ve prepared a few sample Facebook and Twitter posts to make it as easy as possible:

FACEBOOK

- Agencies and organizations from across the state are working together to raise awareness for elder and dependent adult abuse. Join us as we educate Californians about the various types of abuse and ways to recognize the signs. #kNOwAbuseReportAbuse (INSERT LOGO) [http://bit.ly/2rWeAMn](http://bit.ly/2rWeAMn)
- Join us in raising awareness for elder and dependent adult abuse. #kNOwAbuseReportAbuse [http://bit.ly/2rWeAMn](http://bit.ly/2rWeAMn)
- Suspect abuse? Report it. (INSERT HOTLINE #) #kNOwAbuseReportAbuse
- Help us spread the word about elder and dependent adult abuse awareness to our local officials [http://bit.ly/2rWeAMn](http://bit.ly/2rWeAMn) #kNOwAbuseReportAbuse

TWITTER

- Help us spread the word about elder and dependent adult abuse. #kNOwAbuseReportAbuse (INSERT LOGO) (INSERT LOGO & LINK TO LOCAL REPORTING AGENCY)
- Suspect abuse? Report it. (INSERT HOTLINE #) #kNOwAbuseReportAbuse
- Help us raise awareness about elder and dependent adult abuse. #kNOwAbuseReportAbuse
- Organizations from across the state are working together to raise awareness for elder & dependent adult abuse #kNOwAbuseReportAbuse

We look forward to engaging you during our campaign. Together we can make a difference and ensure that we take care of those who have taken care of us. Through education, recognition and reporting, we can make a difference in the lives of elders and dependent adults around the state.

Thank you and please contact <NAME> and <EMAIL> if you have any questions.
(City), Calif., (Date) - In California, elder abuse is significantly underreported. For every case of elder or dependent adult abuse known to agencies, 24 are unknown. To help increase reporting, <AAA/Organization> is teaming up with older adult advocates from throughout the state to educate our communities, elected officials, and law enforcement about elder and dependent adult abuse during the KNOW ABUSE REPORT ABUSE campaign. Residents can amplify their voices of concern by visiting the campaign website at http://elderabuseawareness.c4a.info/ where they can download resources, find information on local services and send emails to their local officials.

Elder and dependent adult abuse takes many forms, some more obvious than others. Physical, mental, sexual, and financial abuse, as well as neglect and self-neglect are recognized in state law as forms of elder and dependent adult abuse. Reports for all types of elder and dependent adult abuse are on the rise. Here in <COUNTY/CITY/LOCATION>, abuse <provide a local stat>.

“We know that for every known case of elder or dependent adult abuse, there are 24 cases that go unknown. That’s hundreds of thousands of people across the state who are not getting the help they need”, noted <NAME, POSITION>.

“It’s up to us as members of the community to Know Abuse, Report Abuse – to recognize when our older adults and those over 18 who are vulnerable are victims of abuse and then take that crucial next step to report it to the local Adult
Protective Services agency or for those in long-term care facilities, the Long Term Care Ombudsman’s office,” said <NAME, POSITION>.

There are a number of indicators that may point to abuse, including:

- Lack of adequate food, water and other amenities
- Dirty clothing and changes in personal hygiene
- Bruises, black eyes, broken bones
- Bloody, ripped or stained clothing, sheets
- Harassment, coercion, intimidation, humiliation
- Unexplained purchases by the primary caregiver

<NAME OF COUNTY> County (or the name of the regional AAA) has a 24-hour hotline for reporting abuse of older adults and disabled adults who may be physically or financially abused, neglected, or exploited. The local APS number is (XXX) XXX-XXXX. To report suspected abuse of an elder in a nursing home, residential care facility for the elderly, or assisted living facility, contact the State CRISISline number: 1-800-231-4024 or your local Long Term Care Ombudsman Program: (XXX) XXX-XXXX.

###

<Name of AAA/Organization>

<About your org>
**Elder and Dependent Adult Abuse Awareness PSAs**

<table>
<thead>
<tr>
<th>WHAT</th>
<th>Draft Public Service Announcements</th>
</tr>
</thead>
<tbody>
<tr>
<td>PURPOSE</td>
<td>To provide a variety of sample PSAs that can be tailored locally for radio use</td>
</tr>
</tbody>
</table>

**PSA 1**

For every case of elder abuse known to agencies, as many as 24 cases are unknown. It’s up to us as caring neighbors and community members to be on the lookout for the older adults and younger vulnerable adults who are incapable of protecting themselves. Some members of the community, including care custodians, healthcare providers and many government employees are required by law to report abuse; however, everyone should be encouraged to report whether they are mandated or not. Unexplained changes in behavior, bruises, or lack of clean clothing can suggest abuse. Be in the know. **Know Abuse. Report Abuse.** If you suspect a loved one or neighbor of being a victim of abuse, please call <NAME OF COUNTY’s> Adult Protective Services at ###-####. Again, the number is ###-####.

**PSA 2**

As an APS worker from <COUNTY> I protect older adults and those over 18 who are vulnerable on a daily basis, but I know that sometimes elder and dependent adult abuse isn’t obvious. We need you and all members of the community to help us identify and report potential victims of abuse, neglect, and exploitation. Signs of potential abuse include: unexplained changes in behavior or personal hygiene, or lack of basic necessities. Know abuse, report abuse by calling Adult Protective Services at ###-####, day or night. Again, the number is ###-####.

**PSA 3**

June is Elder and Dependent Adult Abuse Awareness Month. As the number of older adults continues to grow, we may see more people become vulnerable to financial abuse, physical abuse, or neglect. It’s up to you, to us, to keep a watchful eye on our neighbors and community members. Please call Adult Protective Services at ###-#### if you suspect that an older or dependent adult needs help. Call ###-####, day or night.

**PSA 4**

Hi, I’m <Name> of the <Name of Organization/AAA>. Reaching the golden years should be a time to enjoy life with family and friends and not a time of fear or worry. Financial exploitation – by a family member, caregiver, or scammer – is a common way that our older family members are taken advantage of: unpaid bills, new credit cards or unusual purchases by a caregiver might be signs of financial abuse. If you believe you or a loved one might be a victim, please call ###-####. Once again, the number is ###-####, call anytime day or night.