



Patrick Doherty

ABUSE IN LATER LIFE EDUCATION SERIES FOR ADVOCATES:
**INCREASING AWARENESS
OF ABUSE IN LATER LIFE**

Module 19

National Clearinghouse on Abuse in Later Life

2018

Office on Violence Against Women Abuse in Later Life Program

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This project was supported by Grant No. 2014-TA-AX-K050 and 2016-TA-AX-K071 awarded by the Office on Violence Against Women, U.S. Department of Justice. The opinions, findings, conclusions, and recommendations expressed in this publication/program/exhibition are those of the author(s) and do not necessarily reflect the views of the Department of Justice, Office on Violence Against Women.

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As a Result of This Training, Participants Will Be Better Able to:

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- Recognize some of the opportunities to raise awareness of elder abuse and abuse in later life
- Find or create awareness materials that are relevant and accessible to older survivors of abuse in your community and the professionals who work with older survivors

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Why Focus on Older Adults in Awareness Materials?

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Why Focus on Older Adults in Awareness Materials?

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Promoting Elder Abuse and Abuse in Later Life Awareness

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3 Months & a Day

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- National Stalking Awareness Month (January)
- Sexual Assault Awareness Month (April)
- Domestic Violence Awareness Month (October)
- World Elder Abuse Awareness Day (June 15)

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National Stalking Awareness Month (January)

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SAMPLE FACEBOOK POST:

Why might an older victim be reluctant to disclose stalking or other abuse? Ageist attitudes can cause others to think that the victim is minimizing or is uncertain of the behaviors. Perhaps the victim did report to someone in the past, but had a negative response. Victims are often physically, socially, or technologically isolated. Sometimes, the offender is a family member, intimate partner, or care-taker who the older adult relies on, or doesn't want to implicate. [#NSAM](#)

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Sexual Assault Awareness Month (April)

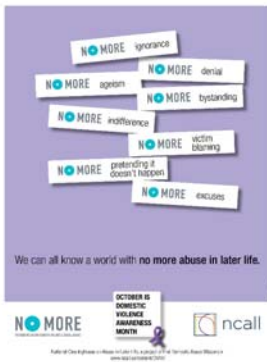
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Domestic Violence Awareness Month (October)

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World Elder Abuse Awareness Day (June 15)

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Some Available Campaign Materials

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- National Clearinghouse on Abuse in Later Life:
<http://www.ncall.us/ncall-graphics-media/>
- National Center on Elder Abuse:
<https://ncea.acl.gov/whatwedo/education/index.html>

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Leveraging Other National Campaigns

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- ❑ Older Americans Month (May): <https://www.acl.gov/>
- ❑ LGBTQ Pride Month (June): <https://www.sageusa.org/> and <https://www.lgbtagingcenter.org/>
- ❑ National Grandparents Day (September): <http://www.gu.org/>
- ❑ National Alzheimer's Disease Awareness Month (November): <https://www.alz.org/>

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Creating Your Own Materials

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Outreach Materials and Strategies

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Summary

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- Leverage national campaigns to:
 - raise awareness of elder abuse and abuse in later life
- Find or create awareness materials that are relevant and accessible to:
 - older survivors of abuse in your community
 - professionals who work with older survivors

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Video Presenters

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- Bonnie Brandl
Director, National Clearinghouse on Abuse in Later Life
- Lisa G. Furr
NCALL Program Manager, National Clearinghouse on Abuse in Later Life
- Ann Turner
Elder Victim Services and Advocacy Coordinator, National Clearinghouse on Abuse in Later Life

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Thank You

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- Special thanks to Terra Nova Films for the ongoing working partnership with NCALL and the beautiful video production
- www.terranova.org

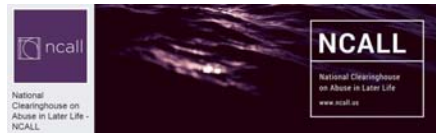


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Staying Connected to NCALL and Other Advocates

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- Sign up for our enewsletter: <http://oi.vresp.com/?fid=03fcc93262>
- Join our listserv for advocates serving older survivors: ncall@ncall.us
- Join us on Facebook: www.facebook.com/ncall.us
- Join us on Twitter: www.twitter.com/ncall_us



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National Clearinghouse on Abuse in Later Life (NCALL)

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National Clearinghouse on Abuse in Later Life,
a project of End Domestic Abuse Wisconsin:
(Wisconsin Coalition Against Domestic Violence)

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