



Elder Abuse Prevention Community Awareness Grant

Project Plan

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Aim

The Elder Abuse Prevention Community Awareness Grants Program aims to prevent and elder abuse by:

- empowering older people and their families by enhancing their understanding of older people's rights;
- promoting the communities' awareness of services available to support older people, in particular the free and confidential helpline provided by Seniors Rights Victoria; and
- developing the capacity of local agencies to respond appropriately to suspected cases of elder abuse through the development of local policies and protocols.

Background

The Inner East Primary Care Partnership (IEPCP) has been identified as lead PCP for the roll out of the Elder Abuse Prevention Strategy (EAPS) to address the issue of Elder Abuse across the Eastern Metropolitan Region (EMR). As the focus of this work is regional, planning, implementation and communication will also include the Outer East Primary Care Partnership (OEPCP).

IEPCP has established a partnership with Eastern Community Legal Centre (ECLC) to implement the program in the EMR.

IEPCP and ECLC will work in close partnership with Office of Senior Victorians (OSV) and Seniors Rights Victoria (SRV) to facilitate information forums to seniors and key stake holders. The forums will convey key messages about elder abuse awareness and prevention, the Victorian Government's EAPS and services provided by SRV.

What is elder abuse?

The Victorian Government's definition of elder abuse is: *Any act occurring within a relationship where there is an implication of trust which results in harm to an older person. Abuse may be physical, sexual, financial, psychological, social and/or neglect (Australian Network for the Prevention of Elder Abuse (ANPEA), 1999).*

Research indicates that between one and five per cent of senior Victorians may be experiencing some form of harm or abuse and older women are two or three times more likely to experience abuse than older men.

Elder abuse can occur in a range of relationships and environments but research has found that close relatives, often sons and daughters, are most likely to be responsible for the abuse.

Elder abuse affects the entire community because it occurs in all areas of society regardless of location, socioeconomic and health status, age, culture, sexual identity, ethnicity or religion.

Types of abuse

One of the most common types of elder abuse is financial abuse. This is often accompanied by other forms of abuse.

Financial abuse is the illegal, improper use or mismanagement of a person's money, financial resources, property or other possessions.

Other forms of abuse include emotional/psychological abuse which may involve actions and threats that cause fear and feelings of shame and powerlessness, and physical abuse.

How the Victorian Government is responding

The Victorian Government produced the *Report of the Elder Abuse Prevention Strategy* in December 2005.

The Government has committed funding to tackle elder abuse in our community and implement the report's recommendations. The recommendations aim to engage and empower senior Victorians by providing dedicated support, education and legal services.

The implementation plan involves government departments, service providers and the community working together.

Government initiatives include:

- A financial literacy program to make older people more aware of their finances and rights and to educate them to improve their money management skills.
- An education and training package for professionals to strengthen the capacity of funded health and community service providers to identify and respond to elder abuse.
- Specialist legal and advocacy services to meet the complex needs of older people, including people of culturally and linguistically diverse and Indigenous backgrounds.
- Community education sessions to emphasise that abuse of older people is not acceptable.

Where can you get help?

The Government has established Seniors Rights Victoria. This is a free and confidential state wide telephone and advisory service that aims to help prevent elder abuse and safeguard the rights, dignity and independence of senior Victorians.

Seniors Rights Victoria provides:

- A telephone helpline for information and referral
- Advocacy and support
- Legal advice
- Community and professional education

The service works directly with older people who ring for advice and representation and with professionals who manage the financial, medical and legal affairs of older people. Older people suffering abuse may also be identified through family, friends or service providers.

Seniors Rights Victoria can be contacted on **1300 368 821** from 10am to 5pm Monday to Friday or visit the website at www.seniorsrights.org.au.

If you know someone who is in immediate danger, call 000.

PROJECT WORKPLAN

Name of PCP/Organisation: Inner East PCP/Eastern Community Legal Centre

Objective 1	Convey key messages about elder abuse awareness and prevention, including the Victorian Government's Elder Abuse Prevention Strategy and services available at Seniors Rights Victoria through community information sessions.
Expected Outcomes	<ul style="list-style-type: none">➤ Community forums and workshops completed➤ Seniors and community agencies have increased awareness of elder abuse issues and appropriate responses➤ Seniors attending feel empowered to share knowledge amongst peer group➤ Agencies have increased knowledge and understanding of best practice responses and referral with clients
How will the impacts for objective 1 be measured?	<ul style="list-style-type: none">➤ Attendance at forum and workshop events➤ Evaluation surveys conducted at key events➤ Numbers of clients accessing both SRV and other services regarding elder abuse issues.➤ Critical Feedback from the Local Agency Network and PCP Membership

Summary of mix of interventions & Capacity building strategies	Population Target Group/s	Estimated timelines	Estimated Reach	Location (LGA)	Key partners involved in intervention	
<p>1.1. Work with SRV and partners to facilitate 10 community forums and 6 world café workshops to seniors and key stake holders. The forums will be inclusive of Indigenous and CALD communities.</p>	1.1.1 Conduct 1 community awareness forum	Chinese seniors	June 2010	Up to 50 seniors - local Chinese community,	Whitehorse`	<ul style="list-style-type: none"> ➤ IEPCP ➤ OEPCP ➤ SRV ➤ COTA ➤ Chinese Social Services ➤ Migrant Settlement Committee ➤ Local Government ➤ Relevant agencies ➤ Mullum Mullum Indigenous Gathering Place
	1.1.2 Conduct 4 community awareness forums	Seniors in the community	July, August, September, and November 2010	Up to 50 seniors -	Yarra Ranges, Whitehorse, Knox.	
	1.1.3 Facilitate 2 workshops targeting seniors	Seniors in the community	July and October 2010	Up to 50 seniors -	Manningham, Boroondara.	
	1.1.4 Facilitate 2 forums/workshops targeting agencies.	Community Agencies	August and October 2010	Up to 40 agency staff. Foci to be finalised. One workshop with indigenous staff.	Monash, Maroondah.	
	1.1.5 Conduct 3 community awareness forums	Seniors in the community	February, March and May 2011	Up to 50 seniors -	Maroondah, Monash Manningham	
	1.1.6 Facilitate 2 workshops targeting seniors	Seniors in the community	February, and April 2011	Up to 50 seniors -	Knox, Yarra Ranges	
	1.1.7 Facilitate 2 forums/workshops targeting agencies.	Community Agencies	March and May 2011	Up to 40 agency staff. Foci to be finalised. One workshop with CALD agencies focus.	Boroondara, Maroondah.	

Summary of mix of interventions & Capacity building strategies		Population Target Group/s	Estimated timelines	Estimated Reach	Key partners involved in intervention
1.2. Liaise with local services and agencies to identify existing expertise, facilitate the sharing of information and resources and establish and improve referral pathways.	1.2.1 Meet with 30 key agencies/community groups:	Key agencies/ community groups in the Eastern region including ➤ Social Workers; ➤ Local Gov't; ➤ ACAS; ➤ RDNS; ➤ Community health; ➤ Hospitals ➤ Aged care services ➤ GP Divisions ➤ Health services; ➤ HACC agencies; ➤ Police; ➤ Indigenous agencies; ➤ CALD agencies; & ➤ Age-specific services.	Jan-June 2010	Initial focus on agencies with existing/direct involvement in elder abuse. Gradually broaden as project develops.	➤ IEPCP ➤ OEPCP ➤ SRV ➤ COTA ➤ Social Workers; ➤ Local Government; ➤ ACAS; ➤ RDNS; ➤ Community health; ➤ Hospitals ➤ Aged care services ➤ GP Divisions ➤ Health services; ➤ HACC agencies; ➤ Police; ➤ Indigenous agencies; ➤ CALD agencies; & ➤ Age-specific services
	1.2.2 Meet with 10 key agencies/community groups:		July-Dec 2010		
	1.2.3 Meet with 10 key agencies/community groups:		Jan-June 2011		

Summary of mix of interventions & Capacity building strategies		Population Target Group/s	Estimated timelines	Estimated Reach	Key partners involved in intervention
1.3. Develop Communication Plan to provide stakeholders with information about the activities and outcomes of the project.	1.3.1 Create database to distribute information to stakeholders through email and the SRV e-newsletter	<ul style="list-style-type: none"> ➤ IEPCP ➤ IEPCP members ➤ Relevant agencies (see 1.2 above) 	Jan-June 2010	All major and many minor agencies dealing with older people regularly. Using network approach would hope for efficient yet broad reach.	<ul style="list-style-type: none"> ➤ IEPCP ➤ OEPCP ➤ SRV ➤ ECLC ➤ OEPCA ➤ Regional FV Partnership ➤ Victoria Police ➤ Ringwood Magistrates' Court ➤ EDVOS ➤ Local Government ➤ Migrant Settlement Committee ➤ Indigenous Network
	1.3.2 Continue to build on database for communication purposes with stakeholders in the east.	<ul style="list-style-type: none"> ➤ Outer East PCA and members ➤ Local Government 	July-Dec 2010		
	1.3.3 Continue to build on database for communication purposes with stakeholders in the east.	<ul style="list-style-type: none"> ➤ Community service agencies ➤ Family violence sector ➤ Housing and homelessness sector ➤ Victoria Police ➤ Magistrates' Court ➤ MPs and Councillors 	Jan-June 2011		

Objective 2	Lead the development of Local Agency Networks (LANS) and interagency protocols in the Eastern Region				
Expected Outcomes	<ul style="list-style-type: none"> ➤ Agreed Interagency protocol in place. ➤ Key agencies aware of Eastern Interagency Protocol ➤ Protocol promoted to all relevant agencies in eastern region ➤ LAN provides key advice on development and implementation of project ➤ Agencies have increased knowledge and understanding of best practice responses and referral with clients 				
How will the impacts for objective 2 be measured?	<ul style="list-style-type: none"> ➤ Finalisation of interagency protocol ➤ Numbers of clients accessing both SRV and other services regarding elder abuse issues. ➤ Critical Feedback from the Local Agency Network and PCP Membership 				
Summary of mix of interventions & Capacity building strategies		Population Target Group/s	Estimated timelines	Estimated Reach	Key partners involved in intervention
2.1 Lead the development and establishment of Local Agency Network in the Eastern Region.	2.1.1 Develop terms of reference, propose membership and conduct first meeting.	Key agencies/ in Eastern region including <ul style="list-style-type: none"> ➤ Local Gov't; ➤ ACAS; ➤ RDNS; ➤ Community health; ➤ Hospitals ➤ Aged care services ➤ HACC agencies; ➤ Police; ➤ CALD agencies 	Jan-June 2010	Focus on agencies with existing/direct involvement in elder abuse and expertise to share.	<ul style="list-style-type: none"> ➤ IEPCP ➤ OEPCP ➤ SRV ➤ COTA ➤ Local Government; ➤ ACAS; ➤ RDNS; ➤ Community health; ➤ Hospitals ➤ Aged care services ➤ HACC agencies; ➤ Police; ➤ CALD agencies
	2.1.2 Continue to hold quarterly meetings to improve and enhance response		July-Dec 2010		
	2.1.3 Continue to hold quarterly meetings to improve and enhance response		Jan-June 2011		
2.2 Develop Eastern Elder Abuse Protocol using partnership approach.	2.2.1 Map existing policies and protocols within agencies that address elder abuse.	As above	Jan-June 2010	Initial focus on agencies with existing/direct involvement in elder abuse.	As above
	2.2.2 Explore possible approaches to interagency protocol development.		July-Dec 2010		
	2.2.3 Agreed protocol in place.		Jan-June 2011	Broaden for other referral sources.	