

2022 World Elder Abuse Awareness Recognition Activities Around New York State



Rochester, New York shines a light on elder abuse awareness. On June 15, 2022, many buildings throughout the Rochester area were illuminated in purple to recognize World Elder Abuse Awareness Day. This picture is from the 2021 lighting.

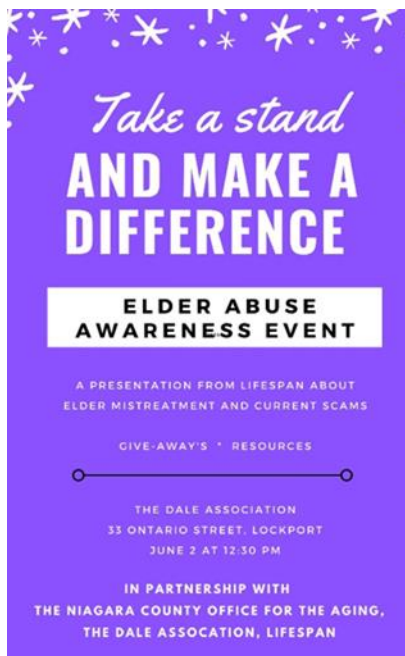
Western New York Enhanced Multidisciplinary Team Hub Region – Cattaraugus, Chautauqua, Erie, Niagara, Wyoming Counties

- Niagara County *Take a Stand and Make a Difference* event on June 2 – *Elder Mistreatment & Current Scams* presentation at the Dale Association in Lockport followed by a Resource Fair with WEAAD giveaways, representatives from Niagara County Office for the Aging (OFA) and other local government and nonprofit agencies providing information, plus Center for Elder Law & Justice Mobile Legal Unit was available for individual legal consultations.
 - *Name That Scam!* presentation on June 14 at the Lewiston Senior Center in Youngstown – county agencies were also there to offer information and resources.
 - May 26 Niagara County government press release about the two events. Multiple social media posts from Niagara OFA during May and June providing information and awareness of elder mistreatment.
 - Dale Association and Niagara OFA special column article published in local Union Sun & Journal newspaper in late May discussing elder mistreatment, WEAAD, and the two upcoming programs in June.
- June 15 press conference in downtown Buffalo with local officials emphasizing victories in elder abuse to boost morale in the elder abuse community.
 - Fifteen landmarks in purple lights, including Niagara Falls and Buffalo City Hall.

- Caring cards – children from local Boys & Girls Clubs, schools, daycare, camps, clubs assisted making cheerful cards for seniors at senior centers and other locations in several Western NY counties.
 - Center for Elder Law & Justice elder mistreatment information rack cards distributed at rural senior centers.
- Two Seneca Nation Public Service Announcements developed in 2021 are still running and available.
 - <https://youtu.be/aMlojPwsjtQ> https://youtu.be/RA6OSHhg_IU
- Chautauqua and Cattaraugus Counties – June articles in The Post-Journal and Observer Newspapers and the Olean Times Herald calling attention to elder abuse issues and the way local government agencies provide assistance.



Niagara County Office for the Aging WEAAD Sail Flags in four locations throughout the county to raise awareness. If you see something, say something!



Two Niagara County elder mistreatment and scam presentations held on June 2 and June 14.

In honor of Elder Abuse Awareness month, local Girl Scouts made cards to help brighten the day of homebound seniors.



Cattaraugus County Department of Social Services and Department of the Aging staff wore purple and gathered in front of the Olean County Building to bring attention to Elder Abuse Awareness Month.

Finger Lakes Enhanced Multidisciplinary Team Hub Region – Allegany, Cayuga, Chemung, Genesee, Livingston, Monroe, Ontario, Orleans, Schuyler, Seneca, Steuben, Wayne, Yates Counties



Steuben County DSS Adult Protective Services brought awareness of elder abuse to the County Office Building 1st floor lobby on June 15.

- Allegany County Office for the Aging Newsletter – information about elder abuse, neglect, and scams, including resources and where to go for help.
- Allegany County Board of Legislators Elder Abuse Awareness Month Proclamation in recognition of the Allegany County Consortium of Elder Abuse Prevention Committee and the many programs serving the elderly throughout Allegany County.
- Virtual or in-person professional and community educational programs presented by Lifespan’s Upstate Elder Abuse Center staff during June: Lunch & Learn Series (*How Ageism Sets the Stage for Elder Abuse; Types of Elder Abuse; Resource & Advocacy for Personal & Community Safety; What to do When There’s Resistance to Elder Mistreatment/Abuse Interventions*), *Name That Scam: Summer Edition* scam prevention program.
 - World Elder Abuse Awareness Day In-person Training Conference for professionals was held in Rochester on June 15. Attendees represented 10 area counties and over 10 unique disciplines.
- Fifteen billboards and 3 digital boards were up during the month of June in Livingston, Monroe, Ontario, Orleans, Seneca, and Wayne Counties.
- Steuben County Department of Social Services and Office for the Aging partnership – tabling event at County Office Building with giveaways and educational materials, information on six upcoming elder abuse workshops and another tabling event in the community.
- Article by Lifespan elder abuse program staff in the Rochester/Monroe County Domestic Violence Consortium digital newsletter, with a calendar listing of several local WEAAD events.
- Month of June colorful flower pinwheel garden and WEAAD signs in front of Lifespan’s office in busy plaza.
 - Series of special Upstate Elder Abuse Center WEAAD Twitter posts throughout the month of June.
- ProAction Yates Office for the Aging posted information on Elder Abuse Facts and a photo of staff wearing purple to raise community awareness.
- Activities during month of June at Lifespan’s four Multipurpose Aging Resource Centers throughout Monroe County: *Personal Safety & Advocacy* educational presentations, pinwheel flower vase decorations and elder abuse yard signs, and information for their social media and member newsletters.
- WEAAD guest columnist article in regional Democrat & Chronicle Newspaper by Upstate Elder Abuse Center at Lifespan Director covering scams, fraud, financial exploitation, and abuse.
- WEAAD information and scam alerts included in the May-June Chemung County Department of Aging and Long-Term Care Newsletter.



June is World Elder Abuse Awareness Month

Awareness Blooms Here.



Monroe County Executive thanked the Adult Protective Services team for all they do to protect seniors.

Central New York Enhanced Multidisciplinary Team Hub Region – Cortland, Herkimer, Madison, Oneida, Onondaga, Oswego, Tompkins Counties

- 25th Annual Elder Abuse Conference, *The Future Direction of Elder Justice: Advocacy, Equity, and Inclusion* held in East Syracuse on June 15 – workshop choices, keynote speakers, and collaborative plenary session.
- June Vera House Evergreen Network Newsletter included information about the June 15 Conference and links to the Conference website and other resources. [2022 Conference webpage with helpful resources](#).
- Oneida County Open House focused on Elder Abuse Awareness, including scams, fraud, and identity theft. Keynote speakers and local agencies and businesses on hand to provide safety and reporting information and resources.

Southern Tier Enhanced Multidisciplinary Team Hub Region – Broome, Chenango, Delaware, Otsego, Tioga Counties

Action for Older Persons staff wore purple to support Elder Abuse Awareness in Broome County.



- Broome County Senior Kits distributed – Kits include literature about scams; what reporting forms look like and how to access and complete them to safeguard their finances; information on types of abuse, examples of abusive situations for better understanding, who to contact, breakdown of services available, next steps to take.
- Some previously developed Public Service Announcements continue to run throughout the year in Broome County, requests made to run all of them again during June.
- Tioga County – Over 8 different photos were posted on Tioga Opportunities social media pages showing staff holding signs providing the community with a variety of important information messages about elder mistreatment.



Tioga Opportunities staff wore purple to raise awareness of WEAAD. Pictures holding signs highlighting statistics were posted on social media pages.



North Country Enhanced Multidisciplinary Team Hub Region – Clinton, Essex, Jefferson, Lewis, St. Lawrence Counties

- St. Regis-Mohawk Office for the Aging included educational information in the newsletter.
- St. Lawrence County Office for the Aging published an article in the newsletter with links to resources and posted information on Facebook about types and signs of abuse.
 - Adult Protective Services information and posters were handed out at nutrition centers.
- Lewis County local news outlet [Hear All About It! interview](#) on June 15 with Lewis County Office for the Aging Director and Lewis County Opportunities Victim Services Program Manager to discuss World Elder Abuse Awareness Day.
- Lewis County Office for the Aging (OFA) and the Department of Social Services (DSS) coordinated activities: a *Don't Stand By, Stand Up Against Elder Abuse!* social media campaign (including scam alerts, National Consumer Voice Fact Sheet, wearing purple to honor survivors and raise awareness, links to videos); ads on local radio to run the

week before WEAAD; educational placemats at OFA meal sites; distribution of DSS posters; article in the local paper Health Matters column.

- County Board of Legislators delivered a Proclamation at the June meeting.



Lewis County Department of Social Services staff wore purple on June 15 to help raise awareness in the community.



Lewis County Office for the Aging staff wearing purple to honor survivors and raise awareness.



Washington County OFA Nutrition Program WEAAD presentation by Adult Protective Services and the Sheriff's Office.

Mohawk Valley Enhanced Multidisciplinary Team Hub Region – Fulton, Hamilton, Montgomery, Saratoga, Schoharie, Warren, Washington Counties

- Washington County Office for Aging and Disabilities Resource Center held a public event in Greenwich on June 15 in partnership with the Sheriff's Office. The program was also broadcast Live on Facebook.
- Saratoga Senior Center WEAAD event included lunch and information on what elder abuse is, different types of abuse and neglect, and a seminar on scams with reference handouts and brochures. Live musical entertainment followed. Event was publicized on the Center website, Facebook page, in the Newsletter, and email blasts.
- Washington County OFA and DSS staff photo was posted on Facebook in the morning on June 15th to show unity in support of victims across New York State, highlight awareness, and inform the public about resources that can help.
- St. Peter's Crime Victim Services held two trainings at The Sentinel of Amsterdam Assisted-Living Community, an Elder Abuse/Bullying program for the residents and Recognizing Elder Abuse/Bullying for management and staff.

- Fulton County Office for Aging & Youth posted elder abuse information on Facebook alerting people to be mindful of signs and symptoms and to call the agency with any questions. During June and July program staff discussed elder abuse issues at all public education sites and used World Elder Abuse BINGO to help bring awareness.



Washington County Department of Social Services and Office for Aging and Disabilities Resource Center gathered in unity by wearing purple to help bring awareness to elder abuse.



June 15th WEAAD afternoon event at the Saratoga Senior Center included lunch, live music, and several informational presentations. Sixty-five seniors, staff, volunteers, and senior service providers learned about elder abuse, neglect, financial exploitation, and scams from Senior Center and Mechanicville Domestic Violence Advocacy Program staff.

Capital Region Enhanced Multidisciplinary Team Hub Region – Albany, Columbia, Greene, Rensselaer, Schenectady Counties



- Saint Peter's Crime Victim Services hosted a table on June 15th in the main lobby at Samaritan Hospital in Troy sharing information about all their available workshops, trainings, and resources focused on supporting victims and survivors of elder abuse.
 - Informational table on June 17th at the Town of Colonie Senior Resources Health and Wellness Fair.
- On June 15, NYS Office for the Aging Director Greg Olsen awarded the 3rd Annual Art Mason Advocacy Award to Jennifer Rosenbaum for her work to promote education, outreach, and support initiatives to combat elder abuse in its many forms. [Watch the YouTube video](#) as Director Olsen and some of her colleagues surprised Jennifer with this recognition of her long career and accomplishments.
- [Watch Director Olsen's annual message](#) recognizing WEAAD in New York State – *If you see something, say something!*
- NYS Office for the Aging World Elder Abuse Awareness Day [2022 Campaign Tools webpage](#).
- NYS Division of Consumer Protection (DCP) offered guidance to raise awareness about elder abuse and ways to prevent it. [Link to DCP WEAAD webpage](#).
- Association on Aging in New York (Aging-NY) staff members participated in a virtual walk honoring WEAAD and education and prevention efforts throughout the state – they completed nearly 107,000 steps.
 - There were several postings about WEAAD on Aging-NY's social media channels throughout June with links to information throughout NYS.

- NYS Office of Children and Family Services provided information about elder abuse resources on social media.
- Aging Concerns Unite Us (ACUU) Conference was held on June 7 – 8. Many of the programs and presenters addressed issues important to reducing elder mistreatment.

Hudson Valley Enhanced Multidisciplinary Team Hub Region – Dutchess, Orange, Rockland, Sullivan, Ulster Counties

- Ulster County Older Adults Empowerment Council (OAEC) convened its annual Elder Empowerment Forum, *At the Crossroads: Aging for All Ages*, on June 9th virtually with a focus on prevention of elder abuse and exploitation – several speakers covered different related topics. This event is held in June each year in recognition of Elder Abuse Awareness Month. Six Ulster County libraries partnered with OAEC for this program to provide in-person, live-streamed viewing opportunities for individuals who may not have access to internet connectivity.
- Sullivan County Office for the Aging (OFA) Director was a guest on a local radio news podcast discussing WEAAD, types of elder abuse, how to prevent and address it, and how to report suspected mistreatment. [Listen to the podcast](#). General awareness of elder mistreatment and the podcast were posted on the OFA Facebook page.
- Sullivan County Legislature presented an Elder Abuse Awareness Day Proclamation recognizing the work of many county agency partners to protect and improve the lives of elders in the community.
- Dutchess County Office for the Aging Summer Picnic at the County Fairgrounds on June 15 included opportunities for the very large group of attendees to receive elder abuse information from Jewish Family Services, law enforcement, Department of Community and Family Services, and other agencies.



One of the many resource tables providing safety information for older adults at the June 15th Dutchess County picnic.

Metro North Enhanced Multidisciplinary Team Hub Region – Putnam and Westchester Counties

- Westchester County government and other co-sponsoring agencies [live webinar event, also available on-demand](#) – *Guarding your Physical, Emotional, and Financial Safety: Tools and Real-Life Examples*. Included general presentation, toolkit, mock case studies, panel of attorneys from Pace Women’s Justice Center, Deputy DA for elder abuse Cases, supervisor for APS.
- Weinberg Center for Elder Justice at The Hebrew Home at Riverdale 10th Annual Awards of Distinction Breakfast on June 15 to honor individuals for their accomplishments and encourage members of the community to join in the fight for elder justice.

New York City Enhanced Multidisciplinary Team Hub Region – Bronx, Kings (Brooklyn), Queens, New York (Manhattan), Richmond (Staten Island) Counties



June 15 gathering on the steps of New York City Hall to announce additional support for elder abuse program services.

Some of the many attendees at the New York City Hall steps June 15 WEAAD event.



- CPC Nan Shan Senior Center June 15 Panel Discussion on *Elder Abuse in the Asian Community* – copies of their *Elder Abuse Prevention Handbook* (a Chinese resource guide) were given to attendees.
- June 1 – 2, 16th Annual New York City Elder Justice Virtual Conference – *A Path to Healing: Innovative and Restorative Approaches in Elder Justice*. Keynote and Honoree Award, 12 workshop options for attendees for attendees to choose from.
- New York City June 15 rally on City Hall steps with government officials and nonprofit elder abuse agency representatives. <https://www.youtube.com/watch?v=x1ZorCdlfZE>

Long Island Enhanced Multidisciplinary Team Hub Region – Nassau and Suffolk Counties

- June 15 Nassau County 2nd Annual Elder Abuse Enhanced Multidisciplinary Team Virtual Conference – *Helping Elder Victims Return to a State of Stability & Safety*. Four 1- hour workshops – *Overview of Elder Abuse & the E-MDT, Victim Compensation Benefits, Counseling Non-Offending Family Members, Legal Processes Panel Discussion*.
- Family & Children’s Association (FCA) Safe Observant Seniors Program (S.O.S.) presented the workshop on Working with Non-offending Family Members at the Conference on June 15. This workshop provided FCA staff with an opportunity to highlight their new Family Support Group and other services to both professionals and community member attendees.



This New York State Coalition on Elder Abuse 2022 compilation of activities throughout New York State in recognition of World Elder Abuse Awareness reflects information gathered from Coalition members and agencies around the State.

This document is an ongoing work in progress and will continue to be periodically updated. Please send additional information or any corrections to Denise Shukoff, dshukoff@lifespan-roch.org. Please check the Coalition website for updates and other information of interest, www.nyselderabuse.org.

Our goal is to have activities listed for every county in New York State. Thank You!