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The logo for Age Action is a red rounded rectangle with a white horizontal bar at the bottom. The text 'Age Action' is written in white, sans-serif font in the red area, and 'For all older people' is written in black, sans-serif font in the white bar.

Age Action

**For all older people**

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The Organisation and  
Activities for addressing Elder Abuse

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# Profile Older People

- Population 4.5 million, 535,595 persons over 65 years (CSO, 2011)
  - Majority live at home, with approximately 6% of those aged 65 and older in residential care (CSO 2012b)
  - Among community-dwelling 11% of men and 14% of women aged 50 or over have at least one limitation in daily activities = 164,000 older adults with care and support needs (Care Alliance 2013)
  - Bulk of the social care of older persons is provided by family caregivers, primarily spouses and adult children (daughters).
  - 87,000 carers, 13% of whom are over 65 (CSO, 2012)
  - 76 years is the average age of care recipients
  - 73 years is the average age of care givers for an older person
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# Overview

- About the organisation
  - Services
  - Activities specifically addressing elder abuse
    - Advisory
    - Positive Ageing
    - Awareness Raising
    - Research
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# About the organisation

- National advocacy and representative NGO for older people, since 1992
  - Over 3000 members including individuals, public, private and voluntary organisations
  - Mission – to achieve fundamental change in the lives of all older people by representing and empowering them to live full lives as actively engaged citizens, secure their fundamental human rights and promote positive attitudes to ageing
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# Services

- Citizen Advocacy
  - Care and Repair
  - Getting Started Computer Training
  - Lifelong Learning- U3A
  - Generations Together
  - Training
  - Ageing and Development Programme
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# Promotion of Positive Ageing

- Positive ageing week
- Over 100 activities and events run by many different groups throughout the country
- Purpose
  - to promote positive attitudes towards ageing
  - challenge ageism
  - celebrate the enormous contribution that older people make their families, communities and the country as a whole



# Elder Abuse Policy

- HSE Dedicated Elder Abuse Service
  - 4 dedicated elder abuse officer
  - 28 case workers
- HSE Elder Abuse Policy 2008
- Training and education for staff
- Awareness Raising Campaign
- ‘Open your eyes to elder abuse’



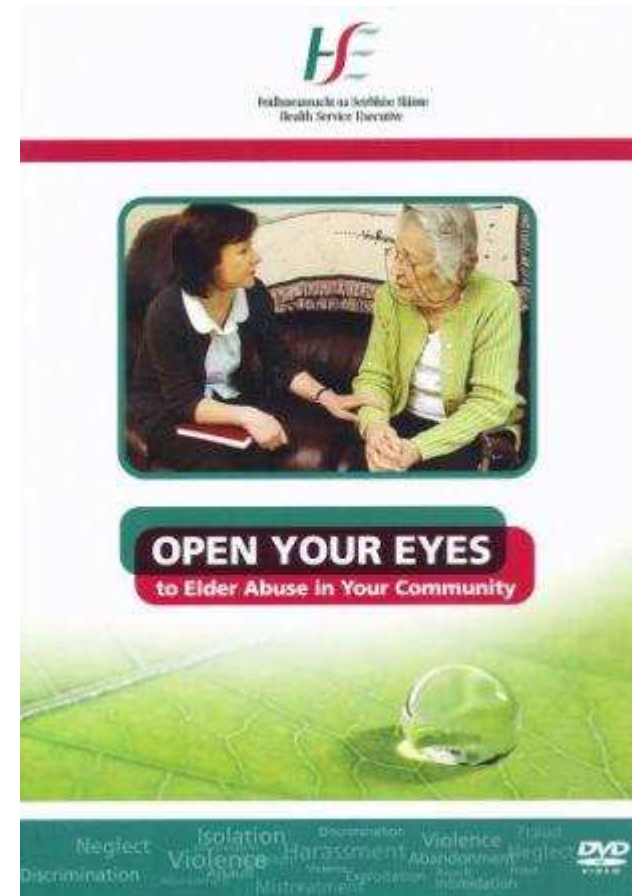
Protecting  
Our  
Future



Protecting  
Our  
Future

# Raising Awareness in the Community

- DVD and Guide to organising a group viewing in your community
- Focus on abuse in relationship where there is an expectation of trust (family, paid or volunteer carer, neighbour)
- Objective to help people recognise signs of elder abuse and know what steps to take





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# **OPEN YOUR EYES**

**to Elder Abuse in Your Community**

- Age Action organises and run Elder Abuse Awareness Workshops for local volunteers and communities
    - Active Retirement and public sessions in various locations
    - Older people's forums in Co. Wicklow
    - Intergenerational workshops – Do Something: Challenge ageism and prevent elder abuse
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# Awareness Raising Workshops

- Intergenerational workshop
  - Targeted at people of all ages but particularly at younger people and people who work with young people
  - Focus on challenging ageism
  - Awareness and prevention encouraged from an early age



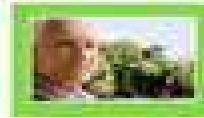
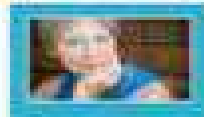
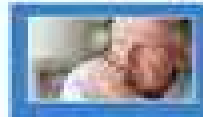
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# Activities Elder Abuse Awareness

- Piloted Financial Elder Abuse Awareness Workshop (with HSE Elder Abuse services, Banking Federation)
    - The workshop/training module aimed at financial sector workers
    - Outcome - Train the Trainer course delivered Irish Banking Federation (IBF) members, go on to train bank staff
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## National Centre for the Protection of Older People



- The principal function of the Centre
  - to create a knowledge base of Irish and international research on the occurrence, prevalence, detection and response to abuse of older people and disseminate this knowledge.
  
- User group – representative Age action
  
- Keep Control – Empowerment model in prevention of Financial Abuse
  - Building knowledge e.g. power of attorney
  - Encouraging planning e.g. emergency decision-making
  - Conversation tips e.g. discussing financial issues with family, speaking to solicitor
  - Information on how to protect yourself – joint accounts, will making

# Research on Elder Abuse

*“A Total Indifference to  
Our dignity”  
Older people’s  
understanding of elder  
abuse*

- EU - European Reference Framework Online for the Prevention of Elder Abuse

