



# Contents

<b>Statement and Acknowledgement.....</b>	<b>3</b>	<b>Facilitator's Guide .....</b>	<b>18</b>
CEO, Catholic Healthcare Ltd .....	3	The Collaborative Guide .....	18
Manager, NSW Elder Abuse Helpline & Resource Unit .....	4	NSW Police Cards .....	18
<b>About the Helpline.....</b>	<b>5</b>	NSW Elder Abuse Toolkit.....	19
<b>01. Overview.....</b>	<b>7</b>	<b>04. World Elder Abuse Awareness Day.....</b>	<b>24</b>
An Overview of Elder Abuse .....	8	TEA: Talking Elder Abuse .....	26
<b>02. Direction, Highlights, and Influence .....</b>	<b>10</b>	WEAAD Community Engagement.....	26
Training and Education.....	11	<b>05. EAHRU Collaboratives.....</b>	<b>28</b>
Train-the-Trainer Program .....	12	Sutherland Collaborative .....	29
Face-to-face Training Sessions .....	13	Blue Mountains Collaborative .....	30
TAFE NSW E-Learning Module .....	13	Shoalhaven Collaborative .....	31
Community Information Sessions .....	14	The Hunter Collaborative .....	32
<b>03. Awareness and Prevention .....</b>	<b>15</b>	<b>06. Additional EAHRU Activities.....</b>	<b>33</b>
NSW Seniors' Festival Expo.....	16	NSW Parliamentary Inquiry into the Abuse of Older People in NSW.....	34
Media .....	17	Fourth National Elder Abuse Conference, 2016 .....	35

We'd like to acknowledge the traditional custodians of the lands of NSW and the Aboriginal peoples of all language groups of the Aboriginal nations of NSW. We'd also like to acknowledge all Local Aboriginal Land Councils in NSW who work under the *NSW Aboriginal Land Rights Act 1983*.

Permission has been granted by each individual photographed for use in this Annual Report.



# David Maher

## CEO, Catholic Healthcare Ltd.

Welcome to the NSW Elder Abuse Helpline & Resource Unit's (EAHRU) annual report. EAHRU has experienced exponential growth over the past financial year.

Trust has been established with the broader community who have come to rely on the Helpline as the go-to place for information, support and referrals. As a result, the Helpline has seen a 42% increase in the number of calls, exemplifying their exceptional work in raising awareness of both elder abuse and the Unit. The past year's events are a clear indication of the scope and importance of EAHRU's work within NSW, some of which is highlighted in this report.

The commitment to best practice ensures EAHRU's activities are reflective of real-world, contemporary issues and needs. This is evident through engagement with both community members and professionals via numerous awareness raising activities, and the well-respected Train-the-Trainer and Face-to-face education programs in metropolitan areas and throughout rural and regional NSW. Further to this, the increase in demand for EAHRU participation at conferences, forums, expos and numerous other sector events has established EAHRU as thought leaders on the subject of elder abuse.

Since inception in 2013, EAHRU has made substantial strides by adopting empirical best practice and a leadership position built via robust relationships with leading national and state-specific stakeholders; these reflect the Unit's respected reputation. In this past financial year, the Helpline's expertise and stewardship has been called upon via a submission to, and questioning at, the 2015 NSW Parliamentary Inquiry into the Abuse of Older People in NSW, with the whole-of-government response to be made available in January 2017.

The Helpline Manager, Ms Kerry Marshall was also invited to meet with the National Law Reform Commission to discuss and offer insight into many areas highlighted in the Elder Abuse Issues Paper, released on 15 June to coincide with World Elder Abuse Awareness Day (WEAAD). In raising awareness at a national level, the Helpline, in collaboration with other state and territory elder abuse agencies, published the latest National Elder Abuse Annual Report, also released on WEAAD 2016.

The number of people aged over 65 years is expected to double in NSW, from 1.02 million in 2012, to 2.3 million in 2050, which will account for 24% of the population. Accordingly, the continued implementation of awareness, education, and sustained media campaigns by the EAHRU is vital in contributing to the recognition and acknowledgement of elder abuse as a serious societal problem, and ultimately, to the prevention of elder abuse.



A handwritten signature in black ink that reads "David Maher". The signature is fluid and cursive, with the first name and last name clearly distinguishable.

David Maher, CEO  
Catholic Healthcare Ltd.



# Kerry Marshall

## Manager, NSW Elder Abuse Helpline & Resource Unit

We are very excited to bring you our annual report. It's been a year of remarkable growth and achievements for the Unit.

The growth we have experienced on the Helpline, and demand for the resource arm of the Unit, has been made possible through many great partnerships and relationships, evident through this report.

I would like to thank EAHRU Collaboratives. They play a vital role in aiding the Helpline by building capacity and awareness at local levels. We greatly value their work and we look forward to continuing to foster the growth and expansion of this model across NSW.

I would also like to acknowledge our partnership with NSW Police, in particular, Supt. Robert Critchlow, the current Assistant Sponsor (Vulnerable Communities – Abuse of Older Persons), Amanda Leonard, Senior Policy Officer for Bias Crimes & Vulnerable Communities, and the many officers we engage with regularly. Our working relationship with NSW Police has been vital in raising awareness through the Force, and building trust between people experiencing abuse and frontline officers. Ultimately, our partnership has resulted in greater outcomes for older people at risk of, or those who are, experiencing abuse.

I would also like to take this opportunity to thank and acknowledge the skills, expertise and uniqueness of all EAHRU team members who have contributed in the past financial year: Michaela Nero, Jen Kolarik, Shelly Harpur, Kyra Hazelman, Richard Wilson, Caitlin Gorry, Mary Ciantar, Mike Franklin, Cathy Milne and Christine Matthey. Their passion and dedication for their work, and ultimately, in making a difference in the lives of older people across NSW, is inspiring on many levels.

Looking forward, we are pleased to announce the recent acknowledgement of EAHRU's significant position within the community by way of refunding to June 2019 by the Department of Family & Community Services. This funding allows us to give a voice to older persons in NSW who have, or who are, experiencing abuse, and those who are at heightened risk.

Lastly, I must thank all Helpline callers – you are making a positive impact in the lives of older people across NSW.



Kerry Marshall, Manager  
NSW Elder Abuse Helpline & Resource Unit





# About the Helpline

## The NSW Elder Abuse Helpline & Resource Unit

The NSW Elder Abuse Helpline & Resource Unit (EAHRU) was established as part of the NSW Ageing Strategy to help intervene and prevent incidences of elder abuse. The Helpline offers a free service that provides information, support and referrals to all callers relating to the abuse of older people living in the community in NSW. This service is confidential and callers can remain anonymous. We encourage anyone to call **1800 628 221** if they suspect that elder abuse is occurring.



# The NSW Elder Abuse Helpline & Resource Unit

---

The Resource Unit designs, develops, and facilitates educational programs and workshops throughout NSW.

All components of these educational workshops are custom created to cultivate best practice in relation to the current, most pressing, and specific needs of targeted stakeholder group(s). Since February 2013, the Unit has trained in excess of 5,000 people.

Furthermore, EAHRU designs and produces engaging and demographically targeted elder abuse informational and promotional resources. The Unit is also responsible for the dissemination of these assets across NSW.

Other functions of the EAHRU include:

- Promotion of the EAHRU
- Service planning and development including community awareness
- Data collection (deidentified), management, and reporting sourced from caller activity
- Promotional activities, with service gaps and unmet needs identified through community/service engagement
- Relationship building, including working with key government and non-government agencies and support services to develop a state-wide response to the abuse of older people.

The EAHRU is auspiced by the NSW State Government (the Department of Family & Community Services) and is operated by Catholic Healthcare Ltd.

## NSW ELDER ABUSE HELPLINE & RESOURCE UNIT

Phone: 1800 628 221

Email: [eahru@chcs.com.au](mailto:eahru@chcs.com.au)

[www.elderabusehelpline.com.au](http://www.elderabusehelpline.com.au)

PO Box 78

Gladesville NSW 1675

ABN 69 064 946 318

---

## HOURS OF OPERATION

Weekdays: 8:30am – 5:00pm



# 01 Overview

## What is Elder Abuse?

The World Health Organisation (WHO, 2012) defines elder abuse as 'a single, or repeated act, or lack of appropriate action, occurring within any relationship where there is an expectation of trust which causes harm or distress to an older person'.

The United Nations recognises elder abuse as a human rights issue that can involve an array of abuse types. The psychological, physical, sexual, and financial forms of elder abuse, and the intentional or unintentional neglect of an older person, are the classifications that are typically agreed among elder abuse agencies, academics, researchers, and leading international organisations.



# An Overview of Elder Abuse

**Sadly, elder abuse still occurs with little recognition or response.**

The World Health Organisation suggests that approximately 1 in 10 older people will experience abuse every month (WHO, 2016). Moreover, elder abuse is predicted to increase as many countries are experiencing rapidly ageing populations.

Historically, elder abuse was hidden from the public sphere and considered mostly a private matter. Today, elder abuse is typically still underreported and 'continues to be a taboo, mostly underestimated and ignored by societies across the world' (WHO, 2016). Thus, leading organisations and governments around the world now acknowledge and promote the postulation that elder abuse necessitates a strong and 'multifaceted response, one which focuses on protecting the rights of older persons' (WHO, 2016).

The NSW Elder Abuse Helpline & Resource Unit is committed to playing a leading state and national role in response to the issues relating to the abuse of older persons. Among the many EAHRU initiatives and innovations, the Unit provides the NSW social service and health sectors, peak professional bodies (e.g., AMA, APS, etc.), and other relevant private and public industry bodies with best practice and up-to-date training, resources, and information to identify and most appropriately respond to instances of elder abuse.

**'Older people have the right to continued independence, participation, proper care, self-fulfilment and dignity.'**

**—United Nations**

*Principles for Older Persons*

## THE HELPLINE

**EAHRU responds to calls of alleged elder abuse by ensuring an experienced consultant takes the time to comprehensively understand the caller's concerns and the needs and wishes of the older person.**

The consultant will then develop an appropriate action plan (i.e., intervention), including making referrals to appropriate agencies. Furthermore, consultants also provide real-world practical advice to the caller such as demystifying some of the issues and/or options relating to older persons (e.g., Powers of Attorney, Guardianship, legal support services, community service structure, etc.). Consultants also provide information and clarification on the NSW Interagency Policy to relevant service-sector callers.



## ELDER ABUSE: KEY FACTS

### IT DOES NOT DISCRIMINATE

Elder abuse doesn't discriminate and occurs in all parts of society and socio-economic groups. It can happen to any older person regardless of race, gender, religion, or relationship type.

### IT'S HIDDEN FROM VIEW

Elder abuse often occurs with little recognition or response, and is often hidden from public view.

### 1 IN 10 EVERY MONTH

Approximately 1 in 10 older people experience abuse every month.

### SERIOUS CONSEQUENCES FOR THE OLDER PERSON

Elder abuse can lead to serious physical injuries and long-term psychological consequences.

### IT'S PREDICTED TO INCREASE

Elder abuse is predicted to increase as many countries are experiencing rapidly ageing populations.



The background is a solid yellow color with a large, faint, stylized plant graphic. The plant has a thick, curved stem and several large, rounded leaves. The leaves are a lighter shade of yellow than the background, creating a subtle pattern.

02

# Direction, Highlights, & Influence



# Direction, Highlights & Influence

## TRAINING AND EDUCATION

The NSW Elder Abuse Helpline & Resource Unit experienced a great demand for training and education programs during the 2015–2016 period. This resulted in significant increases to the number of educational and training offerings during this period throughout the state of NSW.

A mixed-method analysis of aggregated EAHRU feedback for the 2015–2016 period – across all training/education types and locales – revealed that participants rated the Unit's educational programs and training as having been consistently excellent. The aggregated mean sustained throughout all programs' core quantitative categorical items were:

### OUT OF 5\*

- 4.65** RELEVANCE TO PARTICIPANT'S WORK
- 4.67** FORMAT OF INFORMATION PRESENTED
- 4.58** IMPROVEMENT TO PARTICIPANT'S WORK PRACTICE
- 4.41** DISCUSSION & SKILLS DEVELOPMENT DURING PROGRAM
- 4.54** FACILITATION OF PROGRAM

\* 5 being very satisfied

An open-ended qualitative section was included in all feedback surveys wherein suggestions for improvement and additional comments were encouraged. A representative thematic sample drawn from the aggregated participant responses include<sup>1</sup>:

**'Everyone in the room is now aware of their obligations relating to elder abuse. Thank you for sharing your knowledge and I look forward to discussing these issues with my staff.'**

— Paramedic Educator

**'In my job, I am becoming very aware of the occurrence of elder abuse. I feel, as a consequence of this course, I will be better able to serve my clients. Excellent job.'**

— Mediator

**'Very well run and informative. It was a great session that explored elder abuse in depth. It also helped to solidify the basic core knowledge of elder abuse that everyone working with older people should know.'**

— Clinical Nurse Consultant

**'Thank you. Well prepared and presented. Presenters obviously very experienced. Your videos were powerful and really emotive.'**

— Occupational Therapist

**'The videos highlighted specific risk factors for discussion and these resources were given for future reference... thanks so much.'**

— Clinical Psychologist

<sup>1</sup> Actual unedited feedback



## TRAIN-THE-TRAINER PROGRAM

Funding was provided by the Department of Family & Community Services for EAHRU's specialised and innovative training program.

Since November 2015, a staff cohort from across NSW has successfully completed the specialised EAHRU Train-the-Trainer program. Upon completion of this program, staff were able to return to their organisation and/or geographical district and conduct their own training session(s) for their staff, colleagues, and other relevant persons.

These training sessions were strategically developed by EAHRU utilising techniques that benefitted attendees during and proceeding each session. Moreover, each attendee was provided with extensive EAHRU collateral including the Facilitator's Guide, to ensure they were able to effectively communicate the important – and often practical – issues relating to the abuse of older people.

In the period from November 2015 to June 2016, a total of 134 staff throughout NSW successfully completed the Train-the-Trainer program.

Each Train-the-Trainer session delivered specialised training in the following five topic areas:

**01 BACKGROUND TO NSW'S POLICY RESPONSE TO THE ABUSE OF OLDER PEOPLE**

**02 TYPES AND SIGNS OF ABUSE AND RISK FACTORS**

**03 KEY CONSIDERATIONS WHEN ABUSE IS DETECTED OR SUSPECTED**

**04 RESPONDING TO REPORTS OF ALLEGED ABUSE**

**05 WHERE TO GO FOR ADVICE AND ASSISTANCE.**

## TRAINING SESSIONS 134 NEW TRAINERS COULD POTENTIALLY TRAIN ► 2680+ OTHERS

Further, three contemporary case studies at the end of the Facilitator's Guide were included to assist facilitators in testing and applying their learning.

The statistical computation and modelling of attendees' vocational and geographical data — in addition to longitudinal post-event follow-ups (temporally actioned) — revealed that a total of 2680+ people<sup>2</sup> could potentially attend an elder abuse training session conducted by a Train-the-Trainer attendee. Further, based on longitudinal post-event data, the most common vocational classification-type of the attendees' sessions included: health-care professionals, managers (various industries), care workers, counsellors, community members, and social service employees.

**All sessions have received excellent feedback across all attendee classifications and locales.**

At the time of writing, the NSW Elder Abuse Helpline & Resource Unit is finalising the remaining 2016 Train-the-Trainer sessions with enthusiasm and focus.

<sup>2</sup> N = 134, p = <.05, 95% CI [2280, 3050]



## FACE-TO-FACE TRAINING SESSIONS

Face-to-face training sessions were held in 2015–2016 for anyone who worked directly with older people. Managers responsible for staff who work with older people were also encouraged to attend.

Data analysis revealed that during the 2015–2016 period, the 3-hour training sessions were most typically attended by: community and personal care workers, allied health workers, nurses, social housing workers, emergency service workers (e.g., paramedics, police, etc.), family violence workers, case managers, assessment officers, volunteers, and managers. This included a total combined number of 16 sessions and 495 attendees at our Face-to-face training sessions.

The training sessions were facilitated and delivered to ensure that all participants:

- Explored the societal context of elder abuse and the rights of older people
- Identified elder abuse types and signs
- Examined the complexity of elder abuse and barriers to recognising and reporting
- Comprehended duty of care and appropriate, action to take when elder abuse is disclosed, witnessed or suspected
- Learned how to respond to reports of alleged abuse
- Were provided with details of where to go for support and assistance.



Face-to-face training sessions were conducted in many areas of NSW and each participant received a Certificate of Attendance and a comprehensive resource pack.

## TAFE NSW E-LEARNING MODULE

In partnership with TAFE NSW, EAHRU developed an online e-learning module for the state's health and community professionals, in addition to any other person wanting to understand the basics.

This free-of-charge module provides a general introductory overview of elder abuse wherein its key themes are presented in an engaging and interactive format.

The abuse of older people occurs in many forms, and health and community professionals have a responsibility to understand and act on suspicion of abuse. For this reason, EAHRU activated this new online initiative in the 2015–2016 period to ensure that best practice in identifying and responding to the issues of elder abuse is adopted by as many professionals as possible. During the financial year, a total of 436 people successfully completed the module.

This e-learning module was, and continues to be, provided under a cooperative agreement between the NSW Elder Abuse Helpline & Resource Unit and TAFE NSW.





## COMMUNITY INFORMATION SESSIONS

**The NSW Elder Abuse Helpline & Resource Unit remained actively engaged with communities throughout NSW via bespoke community information sessions.**

These sessions typically catered to two demographics: seniors and professionals who work with older people.

These sessions provided valuable and effective platforms for important dialogue with communities. Moreover, they also proved to be a powerful grassroots method for increasing awareness of elder abuse. Information sessions typically lasted 30 to 45 minutes and provided a more interactive and informal approach that was tailored according to the specific audience.

The NSW Elder Abuse Helpline & Resource Unit consultants provided at least one tailored information session per fortnight. In total, over 600 people attended an information session during the 2015–2016 period.

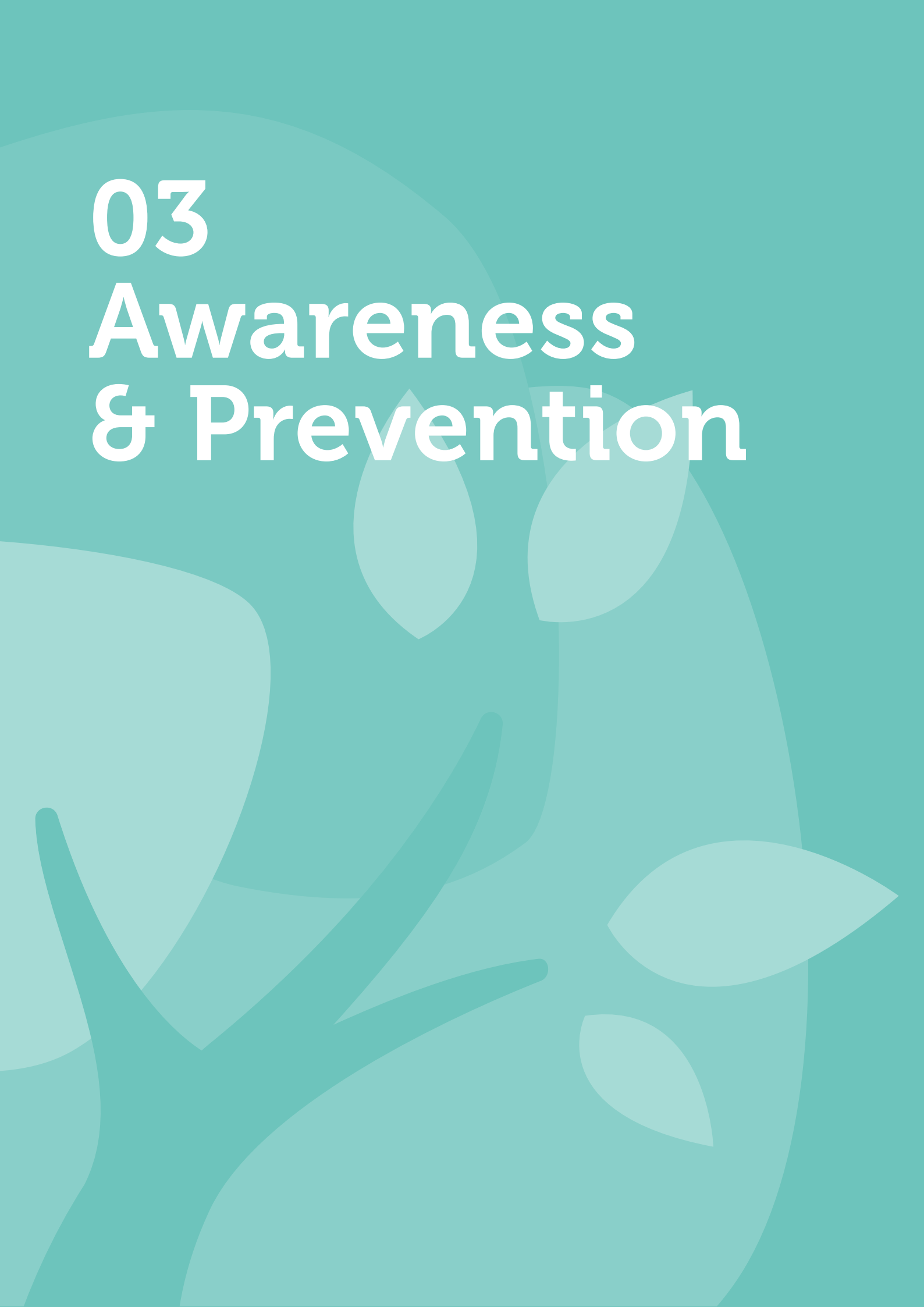
Proceeding an information session (typically a one-week period), it was not uncommon for the Helpline to receive an increase in calls from individuals who were made aware of the service from someone who attended an information session. Moreover, it was not unexpected for a caller to have heard about EAHRU indirectly from someone who attended (i.e., 'a friend of a friend').

In addition to the aforementioned sessions, and consistent with our aim of increasing awareness within CaLD (culturally & linguistically diverse) communities, sessions were tailored to seniors from non-English speaking backgrounds. On an annual basis, the Helpline receives many enquiries from CaLD community members (including older people) who directly or indirectly became aware of the service via one of these information sessions.



03

# Awareness & Prevention





# Awareness & Prevention

## NSW SENIORS' FESTIVAL EXPO

Presented by the Department of Family & Community Services, the NSW Elder Abuse Helpline & Resource Unit took part in the NSW Seniors' Festival Expo in April 2016.

During the Festival Expo, EAHRU actively promoted the empowerment of seniors through the strategic and targeted delivery of over 20,000 elder abuse resources.

Moreover, our key-messaging — 'Everyone deserves respect' — was delivered in-line with the Festival's celebratory recognition of the contributions that older people make to the community.

The NSW Seniors' Festival Expo is the largest festival for seniors in the Southern Hemisphere; 35,000 people attended the 2016 Expo at Sydney Olympic Park. Seniors were provided with the opportunity to engage with EAHRU consultants who, in turn, were able to provide support, information, and referral to anyone who wished to talk.



**Everyone  
deserves  
respect**

Consistent with EAHRU's successful rebranding to an identity and ethos promoting positive ageing, the 2016 NSW Seniors' Festival Expo celebrated older people for their energy and experience. Accordingly, the NSW Senior's Festival Expo theme for 2016 was 'Grow Young'. This thematic undertone was concordant with EAHRU's empowerment of older people via anti-ageist resources the Unit promoted throughout the event. The successful experiential relationship created with our key demographic was enhanced through the mutual understanding of the uniqueness of each Expo attendee.



## MEDIA

The 2015–2016 period saw EAHRU reach an unprecedented number of targeted and non-targeted demographics via state, national, and even international mass-media.



**210 MILLION**  
**BBC WORLD SERVICE**  
**EAHRU'S LARGEST AUDIENCE**

The Helpline was featured via a diverse array of popular media programs and outlets including (but not limited to): A Current Affair (Nine Network; ratings: 911,000), SBS World News (SBS Television and digital; ratings: 615,000), BBC Newshour (BBC World Service; ratings: 210 million), The Sydney Morning Herald (Fairfax Media; readership: 660,000), Starts at 60 (Starts at 60 Pty Ltd; ratings: 508,000), 2GB Radio Afternoons (2GB; 12.2% market share), and The Senior (Fairfax Media; readership: 417,381).

In addition to the larger media outlets, EAHRU ensured that messaging was further communicated via sources such as (but not limited to): The Wire, Eastside FM, community newspapers, and specialised periodicals.

Distinct audiences were primarily reached through professional and/or vocational publications (e.g., Medical Republic, SIRENS, etc.) with editorial content.

As anticipated, the mass-media dissemination of EAHRU's key messaging in 2015–2016 led to anticipated temporal surges in the number of calls received to the Helpline. The activation of EAHRU's 2015–2016 media strategy further resulted in a 'trickle-down' effect whereby word-of-mouth and/or direct exposure to our key messaging garnered substantial public recognition and commentary.

This awareness was also observed through the Helpline wherein caller classifications transitioned from a greater proportion of professionals to a greater proportion of community members. Moreover, the 2015–2016 EAHRU awareness campaign was successfully achieved with a nominal advertising spend.

The outstanding media coverage within the 2015–2016 period contributed to EAHRU's growing reputation and acknowledgement as a key trusted organisation within the Australian and NSW elder abuse field.



**With a combined reach exceeding 2 million across NSW, EAHRU's key messaging was disseminated via targeted strategic planning.**



## FACILITATOR'S GUIDE

The Facilitator's Guide complements the Train-the-Trainer sessions with a resource that delivers effective and engaging topic areas:

- Background to NSW's policy response to the abuse of older people
- Types and signs of abuse and risk factors (relevant to all levels of staff)
- Key considerations when abuse is detected or suspected
- Responding to reports of alleged abuse
- Where to go for advice and assistance.

## THE COLLABORATIVE GUIDE

The Collaborative Guide was developed to promote the establishment of interagency partnerships to drive a state-wide response to the issue at local levels.

These partnerships, hereafter referred to as 'Elder Abuse Collaboratives', continue to be established as an effective method for engaging agencies across various locations within NSW.

There are currently eight Elder Abuse Collaboratives supported by EAHRU. Each guide contains resources for Collaboratives to develop protocols and practice guidelines – aligned with the NSW Interagency Policy – that are aimed at responding to, and preventing abuse of, older people within the local community.

The responsibility for interagency practice and cooperation was negotiated in consultation with EAHRU for service system agreements and regional protocols between respective support agencies and service providers. Although local protocols and guidelines may differ in each part of NSW, they also have the potential to provide links, opportunities, information exchange, education, awareness, and social change throughout the state. Resourcing support is also provided with this guide.

## NSW POLICE CARDS

During the 2015–2016 period, and in collaboration with NSW Police's Vulnerable Communities portfolio, EAHRU developed the elder abuse identification and response notebook *aide memoire* cards; these have been distributed to the NSW Police Force. The card's purpose is to assist police when responding to suspected elder abuse incidents. The card provides signs for police to be aware of when attending an event, and guidance regarding effective communication and information gathering.

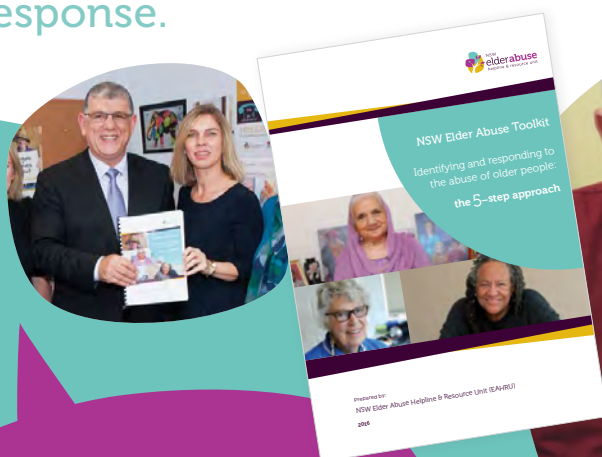


**40,000**  
customised  
**NSW POLICE**  
**NOTEBOOK CARDS**  
**DISTRIBUTED**





The toolkit is a resource for all agencies that work with, and provide services to, older people living in the community who may be at risk of, or who are, experiencing abuse. The toolkit supports a consistent approach to identifying, responding and preventing abuse of older people. Each of the 5 steps has practical information and tools to guide staff, from elder abuse identification to response.



**'The EAHRU 5-step Toolkit has been a welcome resource and well received with its easy-to-follow steps, by organisations throughout the Far North Coast. It has been distributed through our various network meetings, from north in Tweed Heads and south to Grafton.'**

— Northern Rivers Collaborative



## NSW ELDER ABUSE TOOLKIT

Launched on World Elder Abuse Awareness Day 2016, the 5-step approach to identify and respond to abuse of an older person provides a framework for agencies that have staff, including volunteers, in positions where the abuse of an older person may be suspected, witnessed, or disclosed. This approach is aligned to the NSW Interagency Policy. Each section of the toolkit focuses and expands on these steps.

While there is no mandatory reporting of abuse of older people living in the community, it is expected that agencies will have policies and procedures in place that guide an appropriate response.

The EAHRU toolkit provides information and tools that can be used:

- By managers to facilitate training or team discussions, and in-house workshops
- As a guide to staff, specifically those staff who work in the field
- To support agencies in the development or realignment of their own policies and protocols to the NSW Interagency Policy
- To guide interagency and collaborative practices that prevent abuse from recurring
- To encourage a consistent approach.



# NSW ELDER ABUSE HELPLINE: 2015-2016

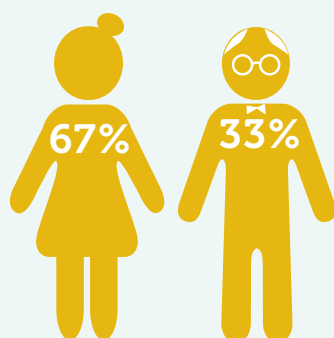
OLDER PEOPLE ACROSS NSW ARE AFFECTED BY ABUSE DAILY

Note: Statistics relate calls to the Helpline, i.e., does not indicate prevalence.

## ELDER ABUSE CAN AFFECT ANYONE

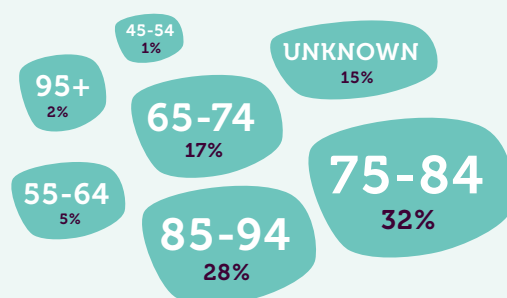
### Men and women

Gender of older person being abused:



### All age groups

Age of older person being abused:



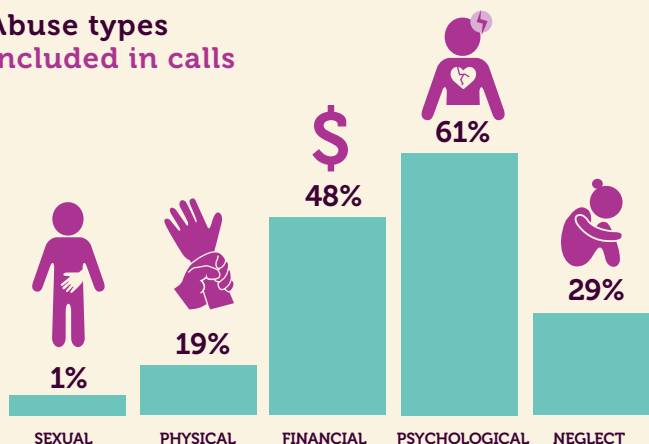
### All cultural backgrounds

CaLD status of older person (% of total calls):



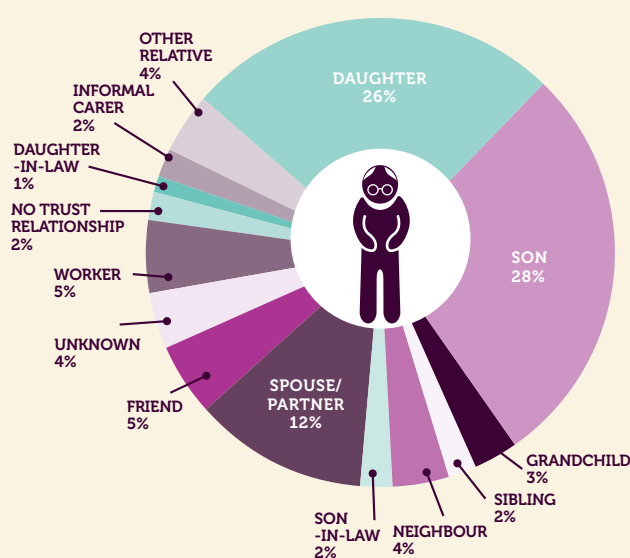
## TYPES OF ABUSE

### Abuse types included in calls



Note: Calls can involve more than one abuse type; hence the percentage total is greater than 100%.

## PERPETRATORS OF ABUSE



## WHO CALLS THE HELPLINE?

People who seek help include the older person and people close to them



Note: 3% caller relationship to older person unknown.



## EAHRU HAS SPREAD AWARENESS

Using various  
media channels



**210 MILLION**  
**BBC WORLD SERVICE**  
**EAHRU'S LARGEST AUDIENCE**



**DISTINCT AUDIENCES REACHED**  
**VIA PROFESSIONAL PUBLICATIONS**

Through engaging  
police officers



**40,000**  
**customised**  
**NSW POLICE**  
**NOTEBOOK CARDS**  
**DISTRIBUTED**

## EAHRU HAS BEEN EDUCATING OTHERS

Community  
information sessions



Face-to-face  
training sessions

**16 SESSIONS**  
**495 TRAINED**

Train-the-Trainer  
education sessions

**TRAINING SESSIONS**  
**134 NEW TRAINERS**  
**COULD POTENTIALLY**  
**TRAIN ► 2680+ OTHERS**

### Training and education

Ratings from training and education feedback

RELEVANCE TO  
PARTICIPANT'S WORK

4.65 ★★★★★

FORMAT OF INFORMATION  
PRESENTED

4.67 ★★★★★

IMPROVEMENT TO  
PARTICIPANT'S  
WORK PRACTICE

4.58 ★★★★★

DISCUSSION & SKILLS  
DEVELOPMENT  
DURING PROGRAM

4.41 ★★★★★

FACILITATION  
OF PROGRAM

4.54 ★★★★★

Note: 5 being very satisfied.

## HELPLINE CALLS HAVE INCREASED

Abuse  
calls



**1268**  
2014/2015

**1819**  
2015/2016

**1056**  
2013/2014

Info  
calls



**269**  
2014/2015

**363**  
2015/2016

**144**  
2013/2014

Total  
calls



**1537**  
2014/2015

**2182**  
2015/2016

**1200**  
2013/2014

**1800 628 221**  
[www.elderabusehelpline.com.au](http://www.elderabusehelpline.com.au)



NSW  
**elderabuse**  
helpline & resource unit



# THE HELPLINE IN THE DIGITAL SPACE

REACHING OUT THROUGH OUR WEBSITE AND SOCIAL MEDIA

## THE EAHRU WEBSITE

Received many visits and positive feedback

**2558**  
TOTAL UNIQUE VISITORS



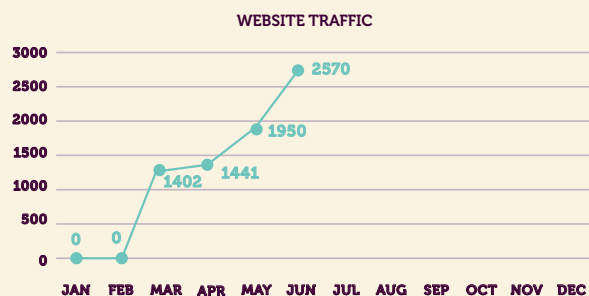
FEEDBACK SURVEY  
623 RESPONSES

USER FRIENDLY  
4.23 OUT OF 5 ★★★★★

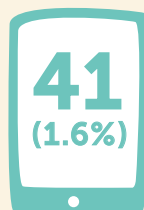
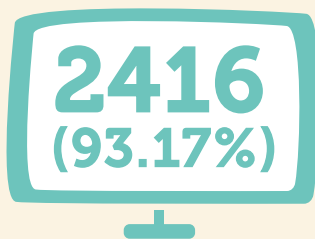
INFORMATIVE  
4.24 OUT OF 5 ★★★★★

Note: 5 being very satisfied

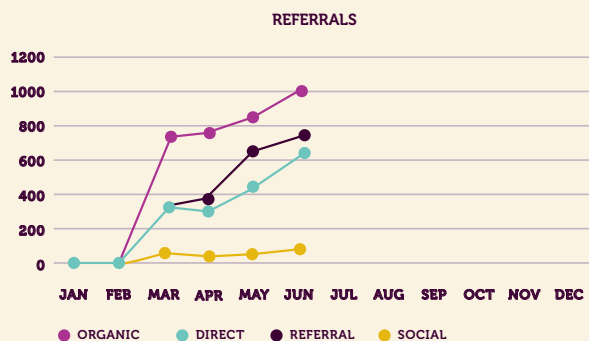
The site traffic has increased since Jan 2016



Visitors have accessed the website through different platforms



Note: Website activity reporting commenced in 2016.



## THE EAHRU FACEBOOK PAGE

Financial year post likes

**2800**

Followers

**128** **323**

30 JUNE 2015

30 JUNE 2016

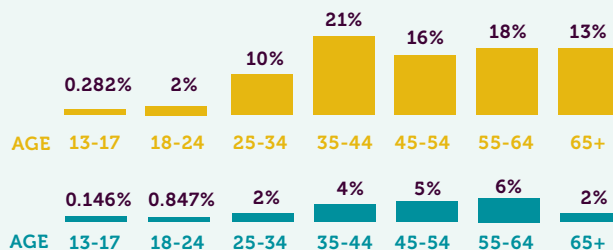
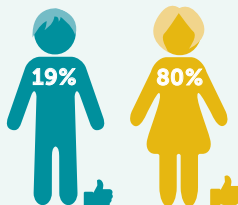
Average organic post reach

**123** **472**

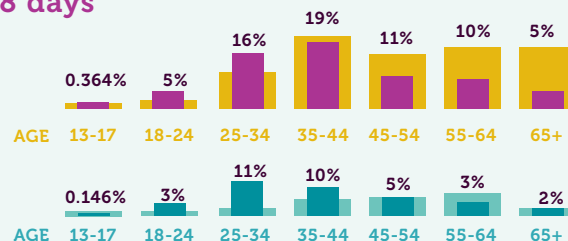
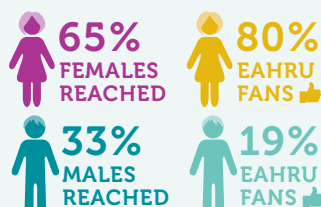
2014/2015

2015/2016

People who like our page

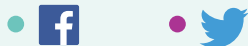


People our post was served to in the past 28 days

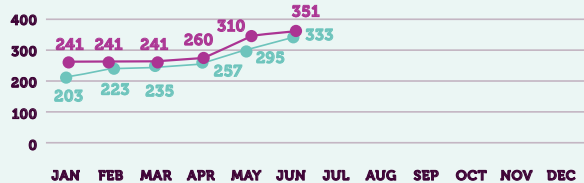




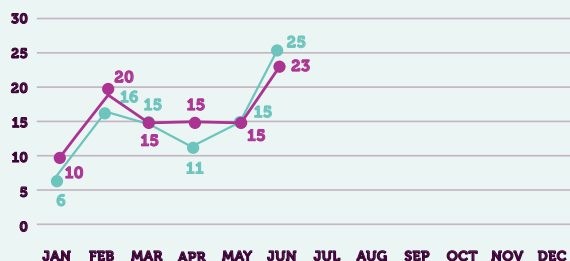
## SOCIAL MEDIA TRENDS JANUARY TO JUNE 2016



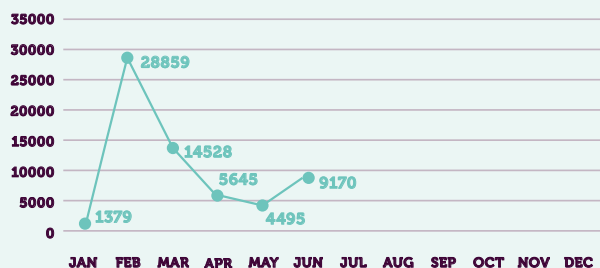
CURRENT LIKES AND FOLLOWERS



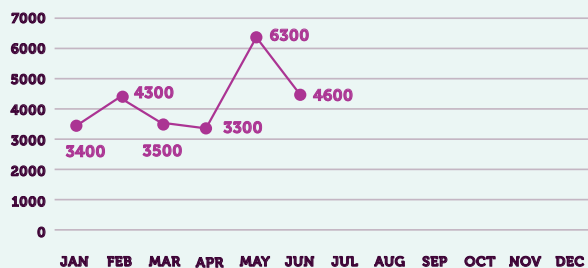
POSTS AND TWEETS



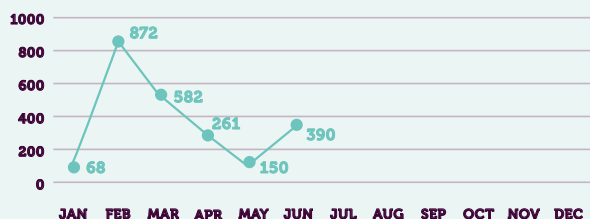
REACH



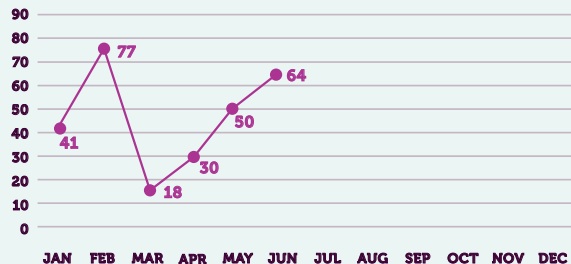
REACH



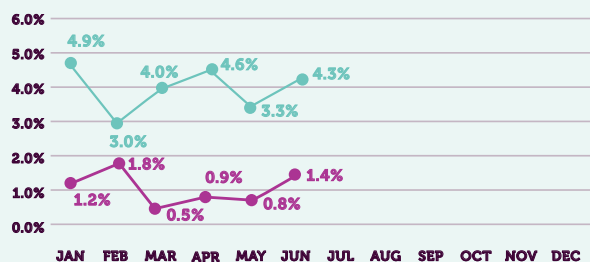
INTERACTIONS



INTERACTIONS



% INTERACTION RATE



Note: Social media reporting commenced in 2016.



# 04 World Elder Abuse Awareness Day

## World Elder Abuse Awareness Day (WEAAD)

This day represents 'the one day in the year when the whole world voices its opposition to the abuse and suffering inflicted to some of our older generations'.

– The United Nations, 2016



# World Elder Abuse Awareness Day

## (WEAAD)

---

The 2016 day of awareness saw EAHRU exponentially increase its engagement with community members, professionals, and the media throughout NSW.

The strategy, developments, and initiatives implemented by EAHRU resulted in unprecedented media coverage of the issues related to the abuse of older people.

The NSW Elder Abuse Helpline & Resource Unit promoted WEAAD's core messaging and received broadcasting nationally via more centralised media outlets.

The 2016 NSW WEAAD saw the important issue of elder abuse broadcast to an unprecedented number of consumers and target demographics. Mass-media, however, irrespective of its effectiveness, was only one method utilised by EAHRU.





## TEA: TALKING ELDER ABUSE

In addition to the dissemination of key messaging, EAHRU conceived and managed a grassroots and team-building art competition titled: TEA: Talking Elder Abuse'. This competition, in its second year, encouraged NSW communities to raise awareness of elder abuse by working in teams to create imaginative works of art using tea and tea paraphernalia (e.g., tags, bags, tea packaging, etc.). The varied mediums of art and the processes involved in creating such, offered a unique yet potent communication of the themes relating to elder abuse.

The competition received over a 300% increase in individual artwork submissions from over 20 teams throughout NSW. Teams were comprised of community members, and staff from major public hospitals, nursing homes, community centres, and government agencies.

After significant public attention, the winner of the art competition was decided by The Hon. John Ajaka MLC and Radhika Canchipuram, Manager of Fairfield Food Services at a community WEAAD event. This event was hosted by CORE in partnership with EAHRU, and was broadcast nationally on SBS television's World News.

The 'TEA: Talking Elder Abuse' art competition successfully promoted NSW communities' discussion and understanding of the issues relating to elder abuse.

## WEAAD COMMUNITY ENGAGEMENT

An additional WEAAD initiative conceived and managed by EAHRU was the promotion and facilitation of organisations across NSW to hold a dedicated morning tea on WEAAD. These morning teas included tailored resources created and distributed by EAHRU that facilitated informal discussions between attendees regarding elder abuse. This proved to be an engaging method of generating awareness within many NSW communities.





The 'TEA: Talking Elder Abuse' art competition successfully promoted NSW communities' discussion and understanding of the issues relating to elder abuse.

SAY  
GOODBYE  
TO  
ABUSE

2nd place, 2016



# 05 EAHRU Collaboratives

## Playing a key role in NSW

In 2015–2016, EAHRU played a key role in eight Collaboratives across NSW. These Collaboratives are: Blue Mountains, Hunter/Central Coast, Illawarra/Shoalhaven, Port Macquarie, Northern Rivers, Sutherland, Coffs Harbour, and Wagga Wagga.



# EAHRU Collaboratives

The following summaries, provided for inclusion by the Collaboratives, provide an accurate and representative reflection of the work, progress, and highlights of 2015–2016.

## SUTHERLAND COLLABORATIVE

### Sutherland Shire Aged Care Interagency formed a Collaborative on Abuse of Older People in Community Care in August 2016.

By mid-September, after two meetings, the group had developed terms of reference, an initial survey to map local sector skills, knowledge and practice in responding to abuse, and were finalising a project plan to 30 June 2017. The Collaborative members were inspired by the NSW Elder Abuse Helpline & Resource Unit (EAHRU), who presented at Aged Care Interagency in early 2016. The group is committed to building greater recognition of carers as victims, as well as promoting the supports needed to prevent abuse of older people from occurring.

The Sutherland Shire Collaborative is focused on achieving short-term, practical impacts for individual members and the sector within the context of everyone's limited time and workload. The project has no specific funding, but loads of energy and commitment from its members. These members are comprised of community health, the police, Sutherland Shire Council and all aspects of community-based aged care, including sector development, dementia issues, CaLD clients, assessment and sector training.

The Sutherland Shire Collaborative aims to represent a meeting of minds of key stakeholders and to act as a clearinghouse and ensure existing resources and local knowledge are utilised to support services now and into the future.

**'The project has no specific funding, but loads of energy and commitment from its members.'**

The Sutherland Shire Collaboratives' objectives are:

- Discussion of issues and case studies by the group to identify gaps in local knowledge and processes
- Promote education opportunities and learning resources available locally and through EAHRU
- Provide information through local interagencies that assist workers to identify abuse and follow the NSW Interagency Policy
- Ensure local stakeholders receive updates about elder abuse reforms
- Collate and distribute local information to accompany the EAHRU toolkit
- Promote the work of the Collaborative with events for World Elder Abuse Awareness Day.

The Sutherland Shire Collaborative meets monthly and adheres to a strong sense of purpose to:

- Monitor and contribute to the work of government to increase support for older people, including policy reviews
- Promote the NSW Elder Abuse Helpline & Resource Unit (EAHRU) to ensure appropriate use by people in the Sutherland Shire
- Create awareness of the abuse of older people who receive care and support in their own homes
- Build the capacity of community aged-care service providers to identify, respond to, and prevent abuse
- Strengthen referral pathways and share good practice across and within networks
- Galvanise the efforts of relevant local community agencies to educate and promote early intervention
- Provide peer support to members dealing with abuse issues.



‘We are very appreciative of the support that the EAHRU has given us to make a difference to older people living in the Blue Mountains and the services that support them.’

## BLUE MOUNTAINS COLLABORATIVE

**The Blue Mountains Collaborative was established in December 2014 with the guidance and support of the NSW Elder Abuse Helpline & Resource Unit (EAHRU).**

Our focus is to increase community awareness and build capacity in the industry to respond to the abuse of older people.

This includes strengthening local referral pathways, sharing good practice, and improving access to quality training and resources. The Collaborative consists of aged care and community services, NSW Health and other representatives in the Blue Mountains; it is currently chaired by the Western Sydney Community Forum.

The Collaborative’s initial focus involved sharing case studies, identifying gaps and issues regarding elder abuse in the Blue Mountains, and linking into the expertise and resources available through EAHRU. We were very fortunate to have an EAHRU representative attend most of our meetings.

Since inception, we have developed a Blue Mountains sector survey to identify knowledge and access to resources on elder abuse within the aged-care sector. This survey has now been shared with three other Collaboratives in NSW so comparisons can be made. The outcomes of the survey indicate the need for services to have access to relevant resources, policies, tools and training and we see our role as ensuring the sector is aware of, and is accessing, the valuable resources offered by EAHRU.

Some findings from the survey:

- 67% of survey participants indicated they have had to respond to a situation of elder abuse
- Whilst the majority of survey participants had information on key elements of elder abuse and internal policies (55%) and procedures on dealing with elder abuse (55%), only 36% had a flow chart on how to respond when elder abuse is suspected and 78% felt it would be useful to have one
- 72% of survey participants did not have a template for identifying elder abuse (e.g., risk factors).

With the recent release of the EAHRU toolkit, we have been making sure that as many services as possible are aware of this wonderful resource.

The Blue Mountains Collaborative has also organised an Elder Abuse Community Forum, ‘Talking Elder Abuse’, as part of World Elder Abuse Awareness Day. Over 40 people attended, including sector representatives and community members. Presentations were given by Trish Doyle, our local State MP, Kerry Marshall from EAHRU and Helen Boyton, a local solicitor who is also a member of the Collaborative. Ninety-one percent of participants indicated that the Forum made a substantial contribution to their understanding of the issues relating to elder abuse.

We look forward to exploring Collaborative opportunities in the future.





The Wagga Wagga Collaborative (WWEACT) launch, November 2016

## SHOALHAVEN COLLABORATIVE

At the ISLHD Aged Care Forum in April 2015, the idea to form a network to help both people experiencing elder abuse and service providers working with older people was conceived.

In early 2016, an expression of interest was put to participants at an EAHRU training session to realise a local network.

A small group of interested participants met in April 2016 and ratified terms of reference for the network. Since that time, the membership of the group has steadily grown with interest from government and non-government service providers alike. The network is currently meeting monthly.

The four key focus areas of the network are:

- 01 DEVELOPING A MARKETING STRATEGY**
- 02 RAISING AWARENESS**
- 03 DEVELOPING A LOCAL PROTOCOL**
- 04 THE PROMOTION OF WORLD ELDER ABUSE AWARENESS DAY.**

**'Since that time, the membership of the group has steadily grown with interest from government and non-government service providers alike.'**



**‘Two events were held on World Elder Abuse Awareness Day to raise awareness of elder abuse and promote the Collaborative and EAHRU. Multiple agencies attended both events with resounding support and interest in following the projects.’**

## THE HUNTER COLLABORATIVE

**The Central Coast and Hunter Collaborative on elder abuse began with an initial meeting of cross-agency organisations in April 2016, from which two sub-collaboratives were formed: one in the Hunter and the other on the Central Coast. Both groups have a multi-disciplinary membership.**

The Collaborative aims to galvanise the efforts of relevant agencies and build capacity in identifying, responding to and preventing abuse of older people.

A review was conducted on local protocols, developed in 2007. The large body of work already achieved by the NSW Elder Abuse Helpline & Resource Unit on the Model Policy, based on the Department of Family & Community Services' *Preventing and responding to abuse of older people NSW interagency policy, 2015*, and in consultation with historical protocols, provided the basis on which to develop a region-specific protocol which aligned with best practice.

The Collaborative resolved to achieve outcomes of:

- The development of local protocols and service agreements aligned with the NSW Interagency Policy
- Awareness in the sector of elder abuse and how to appropriately respond
- Local staff capability to respond to elder abuse improved through increased awareness and education
- Resources and practices developed and shared.

Finalised protocols will be published on Health Pathways, an online information portal for GPs, health-care professionals and aged-care providers for assessment, referral and best-practice response to the abuse of older people.

While it is recognised that membership will change over time, the Collaborative will endeavor to promote consistent membership.

## MEMBERSHIP CONSISTS OF REPRESENTATIVES FROM THE FOLLOWING ORGANISATIONS:

Lake Macquarie City Council

Newcastle City Council

Uniting

NSW Elder Abuse Helpline & Resource Unit

Aged Care Assessment Services

Calvary Care

HNE Health

Salvation Army

Hunter Nursing Service

HammondCare

Delphis

Red Cross

Northern Settlement Services

Integrated Living Australia

NSW Police

Wesley Mission Sector Support

Novacare

CCHNEPHN (Central Coast Hunter New England Primary Health Network)

Central Coast ACAT

Mercy Services

Carers NSW

Newcastle and District Nursing Services



The background is a solid teal color. Overlaid on this are several abstract, light teal shapes that resemble leaves and branches. A large, dark teal branch-like shape starts from the bottom left and extends upwards and to the right. Several lighter teal leaf shapes are scattered around, some overlapping the branch and others floating in the background.

06

# Additional EAHRU Activities



# Additional EAHRU Activities

---

## NSW PARLIAMENTARY INQUIRY INTO THE ABUSE OF OLDER PEOPLE IN NSW

The NSW Elder Abuse Helpline & Resource Unit prepared a comprehensive submission to the NSW Parliament detailing proposed reforms and initiatives regarding the issues relating to the abuse of older people in NSW.

The recommendations made by the NSW Parliamentary Inquiry are currently awaiting an all-of-government response. EAHRU welcomes the opportunity for further engagement upon receipt and consideration of the response.

The summary of recommendations currently awaiting the response are:

- That the NSW Government embrace a comprehensive, coordinated and ambitious approach to elder abuse with the following elements:
    - a rights-based framework that empowers older people and upholds their autonomy, dignity and right to self-determination
    - a major focus on prevention and community engagement
    - legislative reform to better safeguard Enduring Powers of Attorney and to establish a Public Advocate with powers of investigation
    - an ambitious training plan to enable service providers to identify and respond appropriately to abuse
    - an active commitment to building the evidence base for policy
    - an enhanced role for the NSW Elder Abuse Helpline & Resource Unit.
  - That the NSW Government make a significant new investment of resources in the prevention of elder abuse.
- This must involve the development and funding of a new prevention framework that provides for:
- substantially enhanced primary prevention, community education, awareness and engagement, carer support and later life planning initiatives
  - specific resources for strategies targeting culturally and linguistically diverse and Indigenous communities and engagement with Multicultural NSW and Aboriginal Affairs NSW.
- That the NSW Steering Committee on the Prevention of Abuse of Older People meet at least quarterly in order to enhance accountability and drive the implementation of government policy.
  - That in undertaking the three-year review of the NSW Interagency Policy for preventing and responding to abuse of older people, the NSW Government:
    - explicitly consider the improvements to content recommended by stakeholders documented in our report, including with regard to duty of care, reporting requirements in respect of a crime, and privacy and confidentiality
    - conduct further consultation on potential improvements with relevant government and non-government stakeholders
    - develop a comprehensive strategy to ensure widespread promulgation of a revised policy
    - ensure that service providers exercise their responsibilities under the policy.



- That the Department of Family & Community Services and the NSW Ministry of Health develop and fund a comprehensive plan addressing the training needs of service providers, to enable better identification of, and responses to, abuse. The plan should address:

- the role of the NSW Elder Abuse Helpline & Resource Unit and other potential training providers
- the needs of the full range of service providers including general practitioners and other health professionals
- the potential for mandatory training for some service providers.

- That the NSW Government expand the role of the NSW Elder Abuse Helpline & Resource Unit to include:
  - provision of case management and coordination
  - consideration of Helpline operating hours, based on an assessment of demand
  - adequate provision for culturally and linguistically diverse and Aboriginal clients.

- That the NSW Government, as a priority, introduce legislation to amend the Powers of Attorney Act 2003 consistent with Victoria's Powers of Attorney Act 2014, thereby significantly enhancing safeguards in respect of Enduring Powers of Attorney.
- That the NSW Government liaise with the Law Society of New South Wales to request that the Society include a unit on the assessment of mental capacity in respect to substitute decision-making, Wills and property transactions in its Continuing Professional Development Program for legal practitioners.
- That the NSW Government fund the NSW Elder Abuse Helpline & Resource Unit to conduct information sessions with financial institutions to raise awareness of financial abuse and promote online training tools for staff such as Capacity Australia's training program to identify financial abuse.
- That the NSW Police Force establish a Vulnerable Community Support Officer in each Regional Command in New South Wales, with the position entailing training and support to frontline officers, police response, liaison with local service providers and other government agencies, community education, awareness and engagement.

- That the NSW Government introduce legislation to establish a Public Advocate's Office along the lines of the Victorian model, with powers to investigate complaints and allegations about abuse, neglect and exploitation of vulnerable adults, to initiate its own investigations where it considers this warranted, and to promote and protect the rights of vulnerable adults at risk of abuse. Further, that the operation of the Office be reviewed after three years.

#### FOURTH NATIONAL ELDER ABUSE CONFERENCE, 2016

The NSW Elder Abuse Helpline & Resource Unit was pleased to actively engage with key Australian and international stakeholders at the 4th National Elder Abuse Conference in 2016. The conference recognised the important tenet that abuse flourishes when respect does not exist.

To this end, the primary themes of 'Ageism, Rights and Innovations' saw the conference focus on the rights of older people, including their human right to live life free from ageism and elder abuse. Topics included a broad array of issues relating to the abuse of older people in Australia – from preventive programs and early interventions, through to later responses.

The 4th National Elder Abuse Conference included two presentations from EAHRU wherein consultants engaged with academics, experts, and government and non-government organisations in a proactive dialogue of innovative and collaborative approaches to inform Australian practice surrounding elder abuse. The methods and insights discussed inspired attendees with a clear vision and energy moving forward.

EAHRU is pleased to announce that Ms Kerry Marshall, manager of the Helpline, is a member of the 5th National Elder Abuse Conference Steering Committee.

**The primary themes of 'Ageism, Rights and Innovations' saw the conference focus on the rights of older people.**





NSW  
**elderabuse**  
helpline & resource unit

**1800 628 221**  
[www.elderabusehelpline.com.au](http://www.elderabusehelpline.com.au)

