



**AEAAC**  
Alberta Elder Abuse  
Awareness Council



Annual  
**REPORT 2023**

Dedicated to **increasing awareness** and  
supporting a **community response**  
to **ELDER ABUSE**

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# MESSAGE FROM THE CHAIR

It has been an honour to serve as chair of the Alberta Elder Abuse Awareness Council over the past year. I am incredibly proud of the work our Board of Directors accomplished in 2023 and am thankful for the opportunity to share some of the highlights.

## A few of the key highlights that we have been up to are:

- **Conclusion of the ROSC Case Manager Grant Funding**
- **Secured multi-year funding for Taking Action Against Elder Abuse**
  - We were able to fund 13 communities for Elder Abuse Case Management, Awareness & Education and Coordinated Community Response (CCR)
- **AEAAC staff growth, enhancement and promotion**
  - AEAAC created a full-time Executive Director position which was filled by Joanne Blinco
  - Created several new positions to support the above initiatives in 2024

I would like to acknowledge our amazing Board of Directors who continue to volunteer their time and share their expertise at our monthly meetings and provide tactical support to implement and execute AEAAC projects and initiatives. Thank you for your unwavering commitment and continuing to represent our organization as leaders of elder abuse prevention and awareness in Alberta.

I would also like to extend my gratitude to the Ministry of Seniors, Community and Social Services for continuing to believe in AEAAC's vision and supporting our work to prevent and end elder abuse in Alberta.

The impact of our initiatives in 2023 would not have been possible without the dedication of our Executive Director, Joanne. Not only does she ensure the day-to-day operations of our organizations run smoothly, Joanne holds the board accountable and continues to advocate for change to better the lives of older adults.

In closing, I would also like to acknowledge our membership, service providers and partners who dedicate each day to making a difference in the lives and safety of older adults and preventing elder abuse in Alberta. With your continued passion and support, I look forward to continuing to collaborate, innovate and drive change in awareness and prevention of elder abuse in Alberta in 2024.

*Brittney Wells*  
Council Chair

# BOARD OF DIRECTORS



Brittney Wells  
Chair Director



Karen Whiteman  
Vice Chair Director



Dawn Thompson  
Treasurer Director



Michele Markham  
Secretary Director



Dean Syniak  
Director



Aurelia Uarsama  
Director



Sarah Ramsey  
Director



Sherry Dennis  
Director



Mark Dixon  
Director



Michael Bokhaut  
Director



**AEAAC**  
Alberta Elder Abuse  
Awareness Council



A heartfelt thank you to all of our members across Alberta who are committed to supporting older adults in their communities and improving their quality of life.

# EXECUTIVE DIRECTOR'S REPORT

## What An Incredible Year!

It has been a privilege to serve as the Acting Executive Director in 2023 for the Alberta Elder Abuse Awareness Council and experience first-hand the growth and impact of our organization.

I would like to express my gratitude to our Board of Directors, Membership, Case Managers and Coordinated Community Response (CCR) Teams, for their collective effort in working to support communities across the province to address the issue of elder abuse. Thank you for your steadfast commitment and passion.



Joanne Blinco  
Staff - Executive Director

This past year, AEAAC received funding from the Government of Alberta, Ministry of Seniors, Community and Social Services to fund 13 communities across Alberta who provide case management services supporting older adults. This funding plays a crucial role in sustaining local case manager support and the continued development of CCRs. This year has provided these communities an additional opportunity to grow and develop their community's approach to addressing elder abuse with sustainable funding grants for three years.

I am also incredibly proud of the impact our Case Conferencing Forum has had on developing a community of practice. In 2023, we launched this platform to bring together communities across the province from both existing and developing CCR's to connect, learn, collaborate and innovate. This valuable platform has contributed to the success of CCRs and our collective effort to increase awareness and prevention of elder abuse.

We also continued to provide support to Case Managers through meetings and training, offering Bystander Training in communities along with the It's Not Right: Neighbours, Friends and Families for Older Adults (INR-NFF) training with a focus on ensuring training materials are relevant and culturally appropriate.

*Joanne Blinco*  
Executive Director

## 2024 AEAAC STAFF

AEAAC was able to expand our team to support special projects, thanks to funding from the Government of Alberta . Please join us in welcoming the following individuals to AEAAC.

**April Tucker** | Indigenous Liaison for the South  
**Myrtle Beaulieu** | Indigenous Liaison for the North

**Elizabeth Ly** | Education Coordinator

# World Elder Abuse Awareness Day

## Grow The Conversation... Take Action Against Elder Abuse

World Elder Abuse Awareness Day (WEAAD) is marked each year on June 15th and is one of the most highly recognized awareness days for our organization. We engage communities and organizations across the province to recognize this special day and raise the visibility of elder abuse in their communities. Each year, we develop a toolkit of communication tools to build awareness of this social issue and support the organization of events, share information and promote resources and services that can help increase seniors' safety and well-being.

### The Council annual creates a WEAAD Toolkit and this year features:

- NEW Grow The Conversation...Take Action Against Elder Abuse Tree
- Awareness Guide
- Proclamation
- Media Advisory
- Zoom Background
- Graphics
- Web Banners
- Postcards
- Posters
- Hashtags

[#ABGrowTheConversation](#)

[#WEAADJune15](#)



These tools provide all regions of the province the required materials to participate in WEAAD without needing additional funding to create a kit themselves. It also allows consistency and a common theme in the province to [#GrowTheConversation](#) to further build awareness and start conversations related to elder abuse and elder abuse prevention. The kit was promoted through the E-Newsletter, across multiple social media platforms and was available for download on the AEAAC website.



Members of the AEAAC **97**



Facebook Followers **736**



E-Newsletter subscribers to **272**

41% click rate, 10% click rate  
(on par with industry standards)



Instagram Followers **213**



LinkedIn Followers **392**



In 2023, *Staying Safe* had **1386** views, **67** downloads and **50** prints.  
Since December 2022, it has been viewed more than **3600** times.



# CASE MANAGER REPORT

In **April 2023**, Seniors, Community and Social Services provided a three-year grant to continue to support Case Managers across the province and the **Coordinated Community Response (CCR)** teams to deliver supports and services to older adults in their communities and increase the ability to respond to elder abuse at a local level.

Case Managers work directly with the older adults and their families, helping them navigate challenges such as mental health, addiction, housing and elder abuse support and connecting them to services in their community. Their knowledge of local resources and existing relationships within their CCR teams improves service delivery and is a more effective approach to addressing elder abuse.

## The funded agencies included:

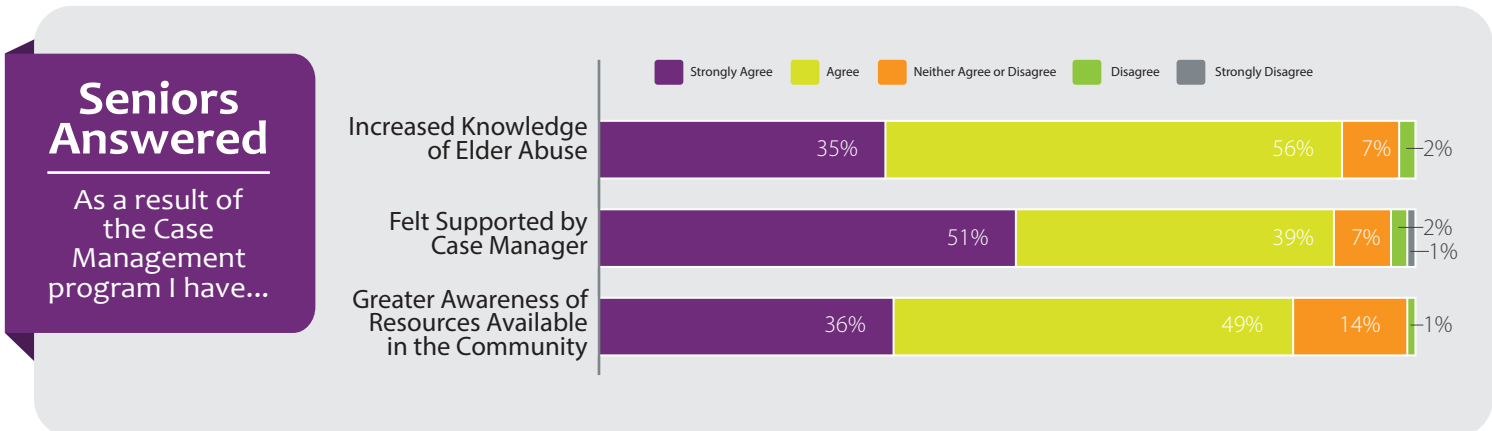
- Healthy Families Healthy Futures Society: Athabasca, Westlock, Barrhead
- Family Violence Action Society: Camrose and District
- Calgary Rural Primary Care Network: Nanton Foothills Region
- Vulcan Regional Response to Elder Abuse Council: Claresholm
- Enoch Elders
- Hinton Family and Community Support Services
- Unison: Calgary Elder Abuse Response
- Lamont County Region Family and Community Support Services
- Lloydminster Interval Home Society
- Medicine Hat Veiner Centre
- Sage Seniors Association
- Stop Abuse in Families (SAIF, St. Albert)
- Siksika Health Services

AEAAC would like to thank Seniors, Community and Social Services, and the Government of Alberta, for providing this funding and supporting sustainable CCR programs in the above communities.

## Outcomes from the CCR Funding:

We continue to measure the impact of CCR to ensure the program continues to enhance community needs across the province.

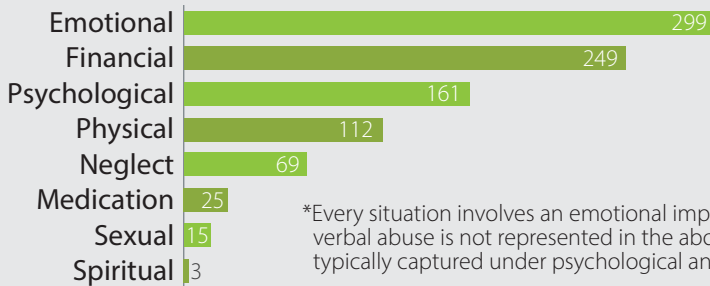
## In 2023, older adults working with Case Managers were surveyed to measure CCR's impact:



# Taking Action Against ELDER ABUSE Case Management

## FINAL REPORT 2023

### Types of Abuse Reported



\*Every situation involves an emotional impact to the older adult. While verbal abuse is not represented in the above data, it is a form of abuse typically captured under psychological and emotional abuse.

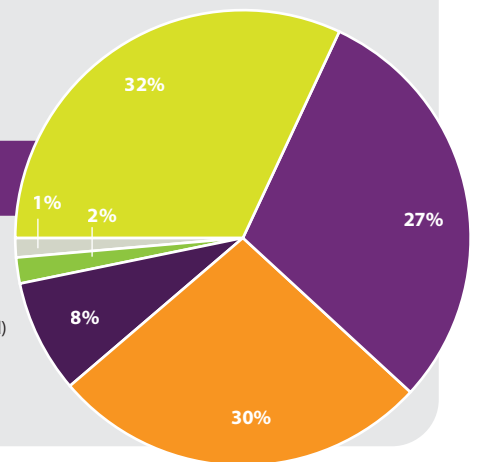
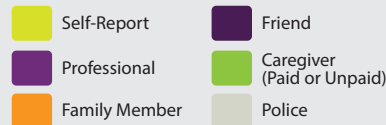


**73%** of seniors accessed first-time supports for abuse

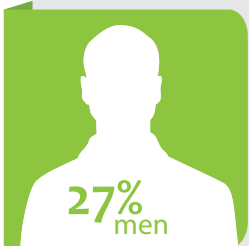
### Abuse Reported By

**38%** of reporting came from a friend or family member highlighting the importance of providing training by-stander training such as **It's Not Right: Neighbours, Friends, and Family.**

Only **1/3** of cases were self-reported highlighting the need for increased awareness.



### Seniors Demographics



#### Senior Age



**48%** Ages 60-74  
**40%** Ages 75-89  
 7% Over 90 years  
 6% Under 60 years



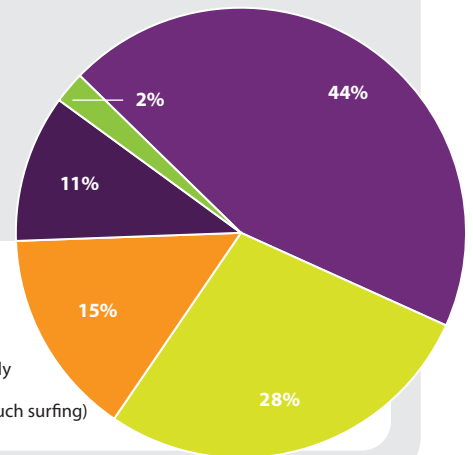
**24%** identified as Indigenous

**4%** identified as having immigrant or refugee status

#### Residence

**96%** of reported cases are living in a community (either urban or rural setting)

#### Housing Status



**73%** of elder abuse victims are either widowed, divorced, single or separated.

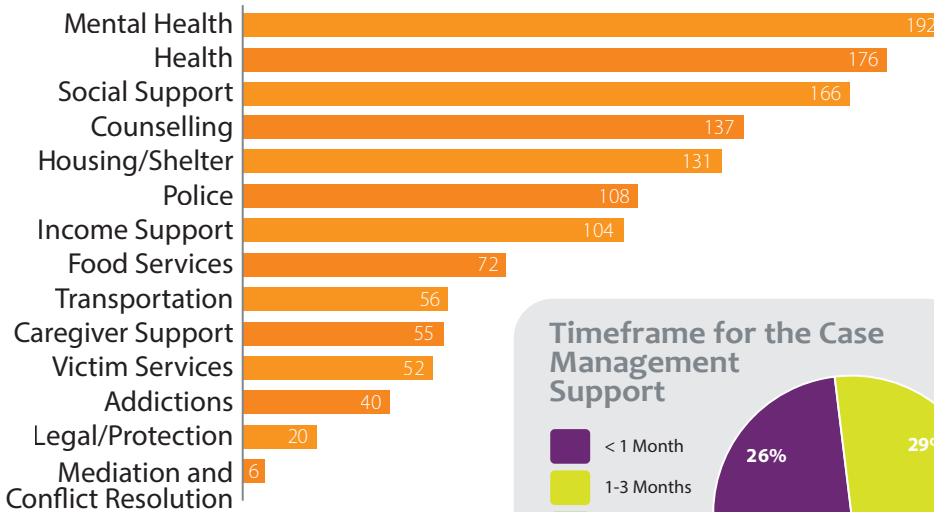
Being single is considered **1 of the top 5 risk factors in elder abuse.**<sup>1</sup>

<sup>1</sup> According to a National Initiative for the Care of the Elderly (NICE) 2015 national elder abuse prevalence study called "Into the Light: National Survey on the Mistreatment of Older Canadians."

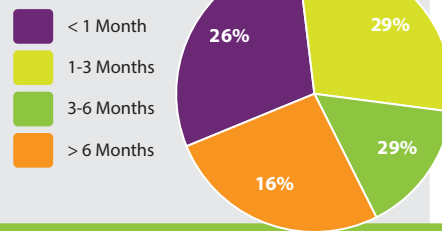


## Top Case Manager Referrals

Top referrals include social prescribing, health supports, and financial supports; however, the complexity of issues highlights the importance of building relationships with other service providers.



### Timeframe for the Case Management Support



Elder abuse cases are complex and there are often multiple contributing factors occurring.

more than **1/2** reported financial issues as a contributing factor for the perpetrator, as well as almost half having a sense of entitlement.

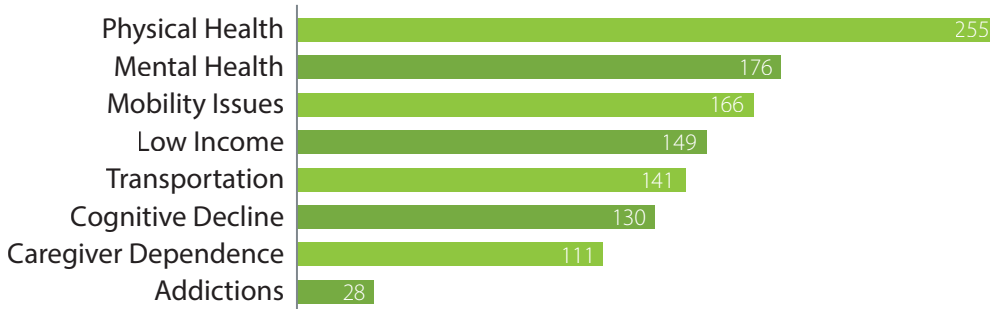
**3/4** had mental health and/or addiction issues.

**1/4** reported a history of family violence which reflects the prevalence study – that a history of family violence is **one of the top 5 vulnerabilities of elder abuse cases.**<sup>1</sup>

## Vulnerabilities Reported

**37%** of cases listed transportation as a vulnerability, which can lead to an increased risk of financial abuse.

**6 of 10** seniors with addictions issues also had mental health issues.



## Perpetrator Demographics



Highest number of perpetrators reported ranged from

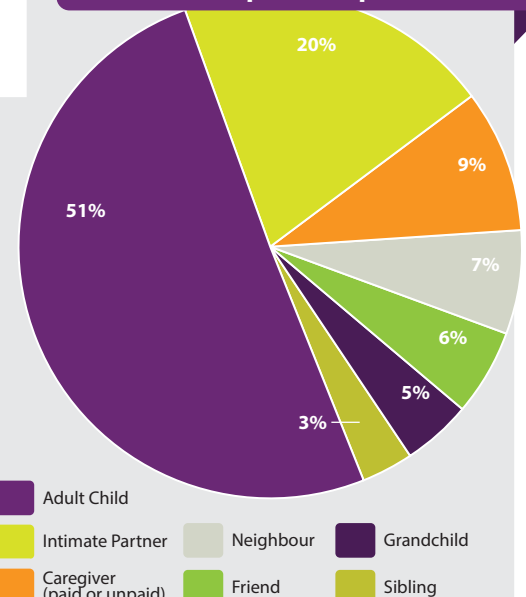
**61 - 65 & 41 - 45** years of age accounting for 25% of overall responses.

Age groups 36-40 and 51-55 followed closely and 20% of responses reported age of perpetrators as unknown.

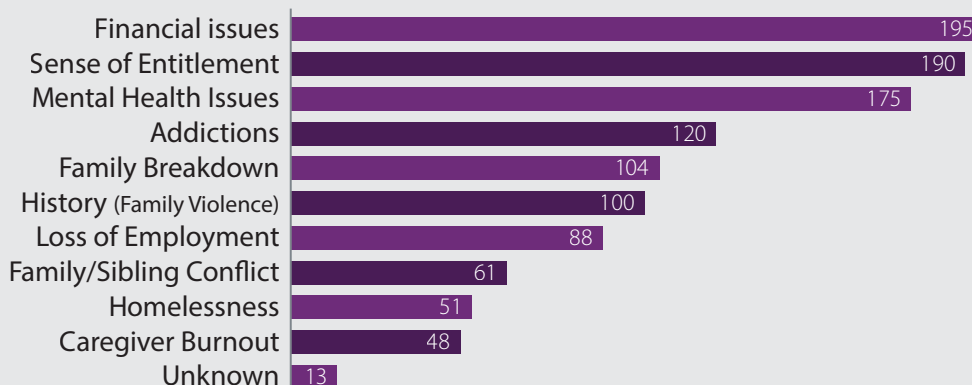


**65%** men  
**35%** women

## Relationship to Perpetrator



## Contributing Factors for Perpetrator Abuse



# OUR WORK IN 2023

## Training & Development

One of the main focuses of our work addressing elder abuse includes increasing awareness of family violence. In this year there was grant funding from New Horizons for Seniors that saw the development of a culturally diverse presentation for bystanders, that was to ensure that we are reaching minority groups. There is a community of practice supported by the council. **It's Not Right: Neighbours, Friends and Families for Older Adults (INR-NFF)**



## Highlights in 2023

### Case Conferencing Forum

In the fall, we began offering a collective opportunity for Case Managers and service providers from rural, remote and Indigenous communities a forum to case conference situations of elder abuse. These meetings are hosted twice a month and have been used by Case Managers to share and work out concerns they have in supporting older adults.

### Community of Practice

The monthly gatherings brought together current grant-funded communities, as well as communities working to establish CCR's, to share information, enhance knowledge and capacity among practitioners in the field of elder abuse. These gatherings are instrumental in developing CCRs from a grass roots perspective and demonstrating how communities work together to support older adults.

### Supporting our Network of Professionals

Our community of professionals that support older adults often leverages our networking relationships to cross-promote upcoming education and development opportunities or valuable research and studies to help reach broader audiences and maximize the impact our work in.

In the fall of 2023, the Ministry of Seniors, Community and Social Services started conducting a prevalence study with older adults with a focus on Alberta to update the 2015 National Prevalence Study. The purpose of this research is to estimate the prevalence and risk factors associated with elder mistreatment. This study was supported by Case Managers and CCR's across the province who work directly with older adults in their communities and are in strong positions to help gather important data.

We also supported Dr. Celeste Pang's study, Stranger Than Family, by promoting it across our communication platforms and within our own networks and working groups. This study explores how ideas about capacity, consent, and decision-making affect people who are facing dementia alone and non-family, non-friend others who become their substitute decision-makers. This key information will make a difference for older adults in this province.

# Highlights Continued

## Continued Alignment of Alberta's Strategy for Preventing and Addressing Elder Abuse

This new 5-Year Strategy focuses on preventing and addressing elder abuse within the context of seniors' rights of self-determination and autonomy. It is a collective approach outlining how Albertans, nonprofit organizations, frontline workers, businesses and governments can work together to prevent and reduce elder abuse.

### As part of our work, the AEAAC focuses on the following objectives:

- Elder Abuse Awareness, supported through our **It's Not Right: Neighbours, Friends and Families for Older Adults (INR-NFF) training**
- Developing skilled providers through our **Taking Action Against Elder Abuse** training and presentations to service providers
- Working with existing CCRs (previously granted 2015-2018 GOA funding) to maintain and enhance their ability to respond and support elder abuse within their communities, while supporting the development of CCRs in new communities
- Supporting protective laws and improving Power of Attorney legislation, specifically supported through survey conducted by AEAAC
- Assisting data collection to develop a cross-ministry data collection tool that will support policy and funding decisions to address elder abuse

## 2024 LOOKING AHEAD

As we look to 2024, the AEAAC Board of Directors has prioritized gathering more often in person and continuing to collaborate with organizations who stand united in addressing and preventing abuse experienced by older adults. We will continue to strive for excellence, achieve the goals outlined in our Strategic Plan and address other priorities such as:

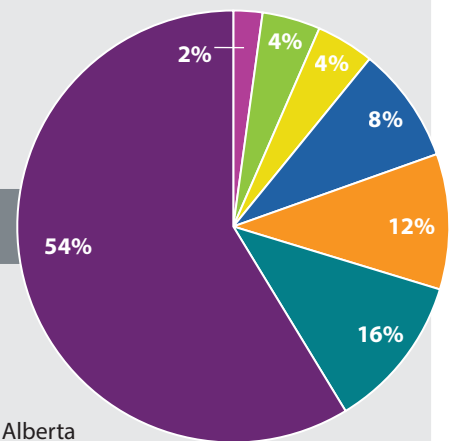
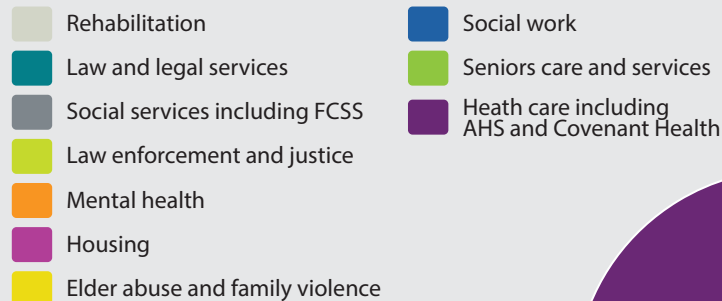
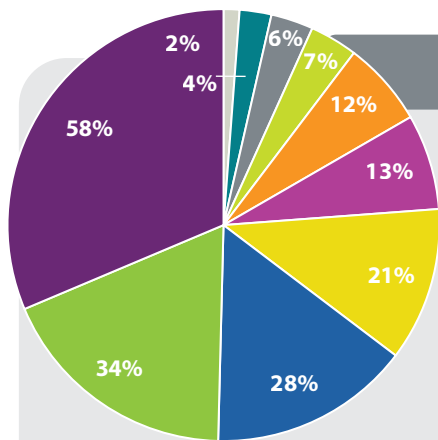
### Evaluating and updating our educational offerings:

- Taking Action Against Elder Abuse
- It's Not Right, Neighbours, Friends and Families
- Securing diversified funding to ensure a sustainable future for AEAAC
- Ensuring all awareness materials we develop are inclusive, relevant and meet the needs of our aging population

# Alberta Power of Attorney Act and Legislation FEEDBACK SURVEY 2023

The goal of this survey was to gather input about the Power of Attorney (POA) Act in Alberta directly from those who work with seniors. AEAAC believes this valuable insight can help inform leaders within judicial and legislative services, identify recommended changes and the positive impacts to seniors navigating the POA Act in Alberta.

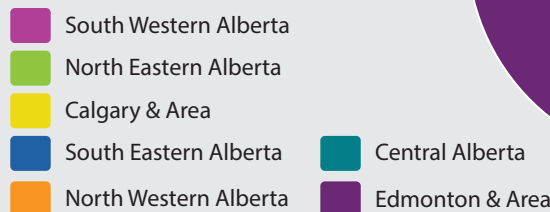
## Field of service or sector respondents currently work in



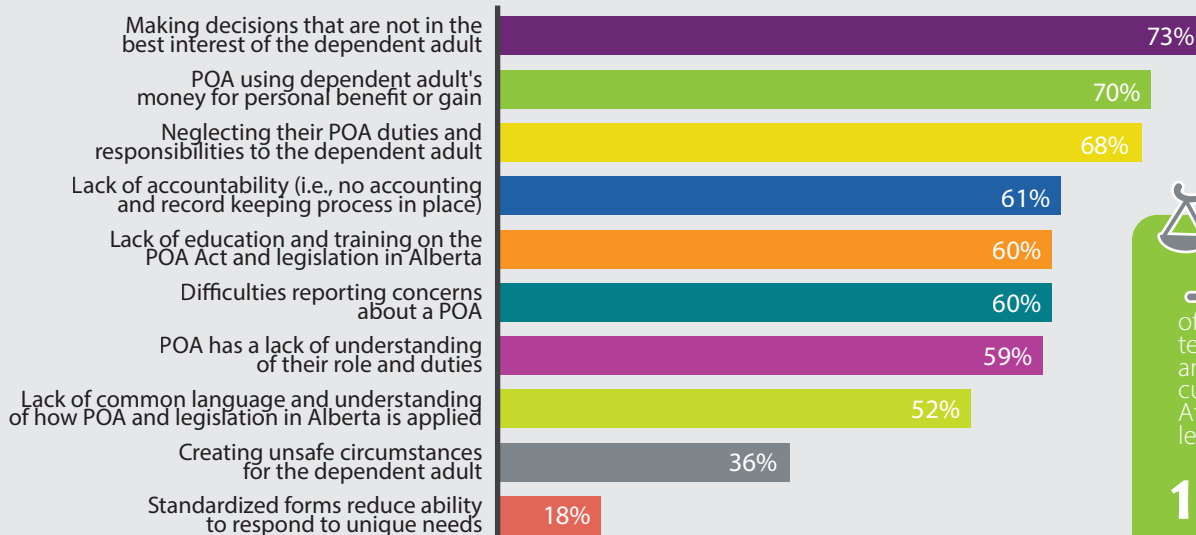
## Area of Alberta respondents are located in



**41%** of respondents live in major centres  
**36%** live in small towns or cities  
**22%** live in rural communities



## Identified issues, concerns, and/or barriers encountered in relation to the current Power of Attorney Act and legislation in Alberta



**85%**

of respondents encountered issues, concerns, and/or barriers with the current Power of Attorney Act and legislation in Alberta

**19%** reported encountering these issues, concerns, and/or barriers **more than 20 times over the past 5 years.**

## Negative Impacts Experienced

as identified by survey respondents on the people they serve and support in relation to current POA Act and legislation in Alberta.



Survey respondents were asked to identify the following through an open-answer format and the following responses are a summary of the most common themes that emerged.



## Recommend Changes

to current POA Act and legislation in Alberta

- 1 Financial Abuse Protection**
  - Establish OPGT-like body for abuse investigation
  - Clearly define revocation process
  - Introduce severe penalties and demand accounts
- 2 Standardization and Education**
  - Standardize EPOA forms
  - Educate on EPOA types
  - Create a registry and standardize language
- 3 Accessibility and Free Services**
  - Provide free, online EPOA template
  - Develop informal benefits program
  - Enable AHS social worker reporting
- 4 Accountability and Oversight**
  - Mandate check-ins and reviews
  - Strengthen oversight, allow organizations
  - Consider mandatory reporting
- 5 Complaints and Reporting Mechanisms**
  - Simplify reporting for abuse
  - Improve investigation process
  - Enhance OPGT powers
- 6 Legal Aid and Assistance**
  - Expand legal aid for POAs
  - Clarify lawyers not required
- 7 Educational Initiatives**
  - Increase public and agent education
  - Develop campaigns on POA importance

## Positive Impact of Changes

potential impacts that recommendations could have on POA and legislation in Alberta

- 1 Safeguards and Accountability**
  - Stronger safeguards prevent abuse
  - Accountability ensures well-being
- 2 Streamlined Oversight and Investigations**
  - OPGT jurisdiction streamlines oversight
  - Quicker resolutions improve well-being
- 3 Quality of Life Improvements**
  - Tangible improvements in necessities
  - Alleviates strain on the system
- 4 Accountability Measures and Training**
  - Ensures informed decision-makers
  - Positively impacts individuals and the community
- 5 Public Awareness and Education**
  - Informed populace supports vulnerable members
  - Creates a ripple effect of improved well-being
- 6 Timely Interventions and Reduced Wait Times**
  - Shortened wait times ensure timely interventions
  - Improves individual lives and system efficiency
- 7 Increased Resources and Support**
  - Funding strengthens OPGT's capacity
  - Improved outcomes for those served
- 8 Standardization for Accessibility**
  - Standardized forms enhance accessibility
  - Ensures equal access across communities
- 9 Legal Assistance and Literacy**
  - Addresses legal literacy issues
  - Fosters fairness and inclusivity
- 10 Protection from Financial Abuse**
  - Legislative changes protect financial well-being
  - Enhances system stability
- 11 Improved Access to Information**
  - Enhances transparency and understanding
  - Benefits informed decision-making
- 12 Establishment of a POA Registry**
  - Registry streamlines processes and ensures consistency
  - Enhances individual experiences and system efficiency

# FINANCIALS

**Alberta Elder Abuse Awareness Council  
Statement of Financial Position  
As at December 31, 2023**

	2023	2022
<b>Assets</b>		
<b>Current</b>		
Cash	\$ 158,823	\$ 201,997
Short-term investments (Note 2)	63	62
Accounts receivable (note 3)	4,500	7,055
	<b>\$ 163,386</b>	<b>\$ 209,114</b>
<b>Liabilities &amp; Net Assets</b>		
<b>Current</b>		
Accrued liabilities (note 4)	\$ 5,618	\$ 6,040
Deferred Revenue - ROSC Grant Year 1 (Schedule 1)	108,677	-
Deferred Revenue - ROSC Navigators Grant (Schedule 2)	589	138,538
Deferred Revenue - New Horizons for Seniors Grant (Schedule 3)	49	15,826
Internally Restricted funds from 2018 Conference Grant (Schedule 4)	6,082	7,427
	<b>121,015</b>	<b>167,831</b>
<b>Net Assets</b>		
Net assets	42,371	41,283
	<b>\$ 163,386</b>	<b>\$ 209,114</b>

**Alberta Elder Abuse Awareness Council  
Statement of Operations and Net Assets  
For the Year Ended December 31, 2023**

	2023	2022
<b>Revenue</b>		
ROSC Grant Year 1	\$ 691,323	\$ -
ROSC Navigators Grant	137,948	586,462
New Horizons for Seniors Grant	15,777	9,174
Donations and general income	3,047	-
2018 Conference Grant	1,344	7,825
Interest earned	1	1
Case Management Grant	-	77,292
2022 Diverse Voices conference	-	7,055
Strangulation workshop	-	2,440
Mental Health Grant	-	731
	<b>849,440</b>	<b>690,980</b>
<b>Expenses</b>		
Case management expenses	681,644	585,000
Salary and wages	85,483	-
Printing and program supplies	16,854	8,330
Advertising and subscriptions	16,056	24,986
Training	11,080	-
Accounting	8,826	1,600
Postage and courier	7,306	565
Contract work - administration	6,191	47,680
Mileage and travel	5,085	1,291
Subcontract and consultants	3,473	9,545
Honorariums	2,675	-
Director liability insurance	1,681	1,668
Website hosting	844	1,242
Diverse Voices Conference	750	-
Meetings	220	6,247
Bank fees and charges	184	273
	<b>848,352</b>	<b>688,427</b>
<b>Excess revenues over expenses</b>	<b>\$ 1,088</b>	<b>\$ 2,553</b>
<b>Net Assets, beginning of year</b>	<b>41,283</b>	<b>38,730</b>
<b>Net Assets, end of year</b>	<b>\$ 42,371</b>	<b>\$ 41,283</b>

# FUNDING OVERVIEW 2023

## Year 2021 -2022

Alberta Seniors and Housing issued a funding opportunity for Coordinated Community Response (CCR) models in Alberta to provide elder abuse case management. Heightened by the COVID-19 pandemic, seniors were being negatively affected and additional supports and services were required to address social issues among this age group. Case Managers provided this crucial support!

## Year 2022-2023

AEAAC received grant funding to assist older adults and their families in navigating access to mental health, addictions and elder abuse supports. Case Managers were the connection point in a Recovery-Oriented System of Care (ROSC), a coordinated network of person-centred, community-based services and supports that builds on the strengths and resilience of individuals, families and communities.

## Year 2023-2024

Existing grant funded communities received three years of additional grant funding that commenced in 2023. AEAAC proposed to improve access to community-based services for older adults who are at risk of or experiencing elder abuse from their family members and/or alleged offenders. This was designed to raise awareness around elder abuse and its impacts, expand CCR's in current and developing communities and to continue case management services to respond to incidents of elder abuse, community-based navigation, referral and support services.

**Thank you to Seniors, Community and Social Services for making this valuable work possible!**



Alberta



# STRATEGIC PLAN 2022-2027

**Goal 1: The Council is an evolving, engaged, and sustainable organization.**

**Goal 2: The Council will increase awareness and understanding of the issue of elder abuse.**

**Goal 3: The Council will ensure standards of excellence in service delivery.**

**Goal 4: The Council will be a changemaker to improve the lives of older adults.**

Advocate to government for sustainable funding for the AEAAC and front-line service providers

Enhance WEAAD resources and raise awareness of elder abuse as part of family violence month in November

Collect and leverage data to drive service delivery improvement, sector response, and prevention strategies

Develop new partnerships and collaborations

Develop and implement a fundraising plan and calendar

Translate AEAAC resources into different languages and explore ways to make our services more accessible

Learn from other organizations and professionals to identify and move forward with prevention strategies

Strengthen relationships with current communities and build connections with new ones

Has appropriate staffing and a full and engaged, diverse Board of Directors

Create a schedule of on going and specialized training and education

Develop key measurement indicators (or targets) for the AEAAC

Engage all levels of government to understand and take action against elder abuse

Evolve into a governance board and ensure needed policies are developed.

Develop a process for presenters, payment, and record keeping process for those who've taken training

**Benefits:**

- Improved access to services
- Improved service delivery
- Increased safety of older adults

Create change within government by sharing data, gaps, concerns, and suggestions

**Benefits:**

- Increased capacity, infrastructure, and investment
- Coordinated elder abuse services and community of practice

Identify new sectors to train and develop new sector specific training

**Benefits:**

- Increased knowledge
- Increased sharing of learnings and best practices
- Increased capacity to support older adults at risk of experiencing elder abuse in Alberta

**Benefits:**

- Policy Changes
- Respected voice on elder abuse



The **Alberta Elder Abuse Awareness Council** is a group of Albertans dedicated to increasing awareness and supporting a community response to elder abuse. The AEAAC was first formed in 2002, since that time we have undergone a name change, developed a new logo, developed resources, hosted several learning events, and became a non-profit society.

Our history page can share the full scope of council work. What has never changed in that time is our dedication to raising awareness and addressing elder abuse.

Canada's fastest growing population is over the age of 65 and rapidly becoming vulnerable to abuse that can rob older adults of their well-being and dignity.

- A province-wide network of professionals
- Representing communities across Alberta
- Promoting the well-being and security of older adults
- Working to increase community awareness
- Developing resources to address and educate about elder abuse

 [info@albertaelderabuse.ca](mailto:info@albertaelderabuse.ca)

 [albertaelderabuse.ca](http://albertaelderabuse.ca)

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