



Staying Connected:

Elder Abuse Prevention and Awareness News

August 2021

Volume 2, No. 2

BE THE SPARK

Importance of "Explaining the Why"

1.
Provides clarity

2.
Promotes a united front

3.
*Encourages connection
and ownership*

4.
Shows you have empathy

5.
Builds respect

**"People don't buy what you
do, they buy why you do it."
- Simon Sinek**



One of the most difficult things a business can do is increase employee engagement. This holds true to Local Coordinating Councils on Elder Abuse as well in regards to community engagement. Although the reasons vary for a lack of engagement by employees and community partners, communication remains the overarching theme.

Part of making sure that our communication is effective is explaining "The Why." As members of the elder abuse prevention community the first "Why" we have to tackle is "why is elder abuse prevention important?" Since elder abuse does not receive the same attention as child abuse, we must communicate how this problem impacts not just families, but also our communities and businesses.

One of the most effective ways to prepare a conversation about elder abuse prevention is to reverse engineer your conversation to help identify "what's in it for me." This means that you will have to target your communication strategies for each individual.

For example, if I am talking with a district court judge in a smaller community I will structure this conversation around the criminal aspect as well as the impact that it is having directly on the community and small businesses. You need to be able to anticipate the statements that the judge may make, like "that type of crime does

not happen in my community." One of the first steps you can take is to review court records to see how many charges and convictions have been before this judge in regards to elder abuse. As an elected official, you can also review any platforms that have been issued during previous election cycles. You also can look at statistics from the annual elder abuse report for Kentucky and NAMRS (National Adult Maltreatment Reporting System) for national data.

Time is of the essence in more ways than one. We have to understand that when we are communicating with individuals, their time is extremely important. We also have to understand that one conversation may not be enough to explain "The Why." If you did not have the answers during the first conversation, be transparent about your lack of knowledge, be willing to find the answers and have a follow up conversation. This willingness to be transparent about your lack of knowledge and ability to find the answers will help to build trust and show that you are invested in "The Why."

By explaining "The Why" in an effective way we are going to build confidence from our communities, have a clear vision and purpose, increase community involvement and drive critical thinking and innovation.

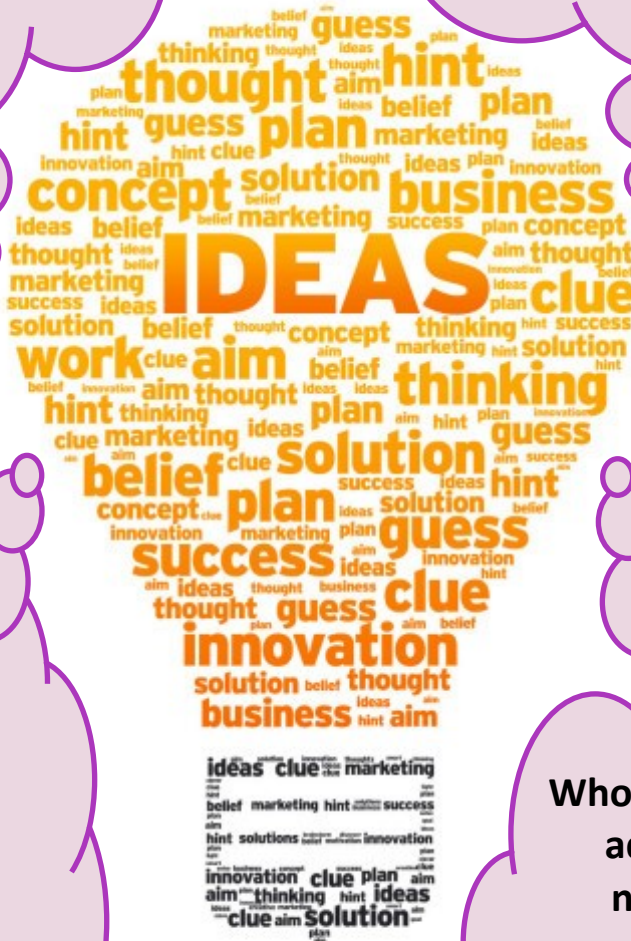
**Who do you believe
should be recognized
for all of the great work
they have been doing in
regards to Elder Abuse
prevention and
awareness?**

What do you want to learn about in regards to abuse, neglect, and exploitation prevention and awareness?

What ideas would you like to share about prevention and awareness efforts currently being implemented?

**Who in the field of
adult abuse,
neglect and
exploitation
would you like to
have write an
article?**

Cliff.Bryant@ky.gov



HELLO!



MEET THE TEAM

The Buffalo Trace Elder Abuse Council proudly serves Mason, Fleming, Lewis, Bracken, and Robertson counties. Our goal is to develop and facilitate an effective community-wide system of prevention and intervention that is responsive to the needs of victims of elder maltreatment. Our council is made up of professionals in the aging field as well as consumers with a desire to combat elder mistreatment. Each member plays a vital role in carrying out our mission and contributes to providing education, outreach, and advocacy to those in our district.

Current membership includes: Area Agency on Aging, nursing and assisted living facilities, Hospice of Hope, senior centers, Adult Protective Services, Commonwealth Attorney's office, funeral

directors, Social Security Administration, senior housing, Chamber of Commerce, community mental health providers, home health agencies, Ministerial Association, hospitals, guardianship, Legal Aid of the Bluegrass, and local and state law enforcement.

Outreach efforts include: numerous radio ads, newspaper publications, and sponsorship of community trainings and forums throughout the year. If you would like to learn more about the Buffalo Trace Elder Abuse Council or to get involved, please contact Amanda Grooms at 1-606-564-6894 or agrooms@btadd.com.



Bystander Awareness Month

Every day across the state of Kentucky a vulnerable adult is abused, neglected or exploited. Some of this maltreatment has a witness. When the witness reports the allegations to adult protective services, the victim is afforded an opportunity to get the protective services they may need.

August is the month set aside for bystander awareness. Bystander awareness helps to empower individuals to assist others in emergency and non-emergency situations.

Past research has shown that 80% of people will intervene in some form when they are the only witness. When there are other witnesses only 20% of people will intervene.

There are various reasons why a bystander may decide not to intervene. The most common reason is the fear of being injured physically, emotionally or socially by the perpetrator. Another reason for not intervening is that societal norms tell us not to get involved in other people's affairs.

When making the decision to intervene in a situation, make sure that you assess the situation first for safety. Ensure your safety, the victim's safety and any other bystander's safety. If you are unable to ensure safety, it would be more appropriate for you to contact emergency services.

If you have decided to intervene, then should consider the four D's – direct, distract, delegate, delay.

Direct action means that you are going to call out the negative behavior, ask the perpetrator to stop and ask the victim if they are okay. Try not to be aggressive doing this, because you do not want to aggravate the situation more.

Distract means that you are going to have to come up with a distraction that will provide an opportunity for the situation to deescalate. You can try to start up a conversation with the perpetrator so that the victim has a chance to get away. Thinking outside the box sometimes presents the most effective distraction.

Delegate means that you are going to get someone involved that will be able to intervene. If you are in a public, this may mean the owners of the location, or it may mean contacting law enforcement.

Delay means that you are going to wait because the situation is too volatile and safety can not be ensured. This means that you will walk away from the situation, follow up with the victim after the situation is over, or contact law enforcement.

Remember that whatever you decide to do, never put yourself in danger. If a situation is beyond your assistance, contact law enforcement. If the situation involves a vulnerable adult, report it to the abuse hotline at 1-877-597-2331.



Rental Assistance for Older Tenants
(Consumer Financial Protection Bureau tool)

[Click Here](#)

7 Steps to Take When Aging Parents Need Help

[Click Here](#)

Green Dot
(Bystander Intervention)

[Click Here](#)

Financial Elder Abuse Through the Lens of the Bystander Intervention Model

[Click Here](#)

How much does it cost a pirate to get his ears pierced?
About a buck an ear!



9/3/21 at 8:30—3:30pm, EDT
AppalReD Legal Aid's 2021 Domestic Violence and Elder Abuse Awareness Conference

[Register Here](#)

9/8/21 at 10:30—12:00pm, PT
Stop the Bleeding—Temporarily Freezing Assets in Elder & Dependent Adult Abuse Cases

[Register Here](#)