



## Staying Connected: Adult Maltreatment Prevention & Awareness News

March 2023

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### THIS IS ME...

#### **A 4-Step Process to Overcoming Setbacks and Failure — parent | re.mix (parentremix.com)**

***You must learn to deal with and overcome setbacks and failure.***

*Setbacks and failures are a certainty in life, so you must shift your thinking. As a part of your planning, start thinking of ways to deal with failure.*

***Recognize that success and failure are on the same path.***

*Accept that all paths have stumbling blocks, but yet the path still continues.*

***Celebrate the effort, not the result.***

*Take time to applaud the effort.*

***Confine your conclusions.***

*Do not let the failure of a project define you. You did not fail, the project failed.*

- Dr. Catherine Collaunt

Spring is upon us. Many have begun cultivating their gardens in hopes for a fruitful year.

What does it mean to cultivate success at work or in your community? There are hundreds of right answers to this since success means something different to each and every one of us. So we are going to focus on some steps that we can all take to cultivate the success that we want to see in our communities or at work.

The first step we are going to take is to ensure that we are aligning the changes that we wish to make with the vision we have of our community or organization.

Change is always a scary prospect, and some change is non-negotiable. The way we handle these changes can make or break our goal attainment. So take some time to look at the changes that are being suggested and see how others may perceive these changes.

Is it possible to frame the necessary changes in a way that will incorporate your shared vision to achieve your shared goals? If incorporation is not possible, is there a chance that the changes could be modified?

Next we are going to look at the people involved in our goal and ensure that they are provided with the right opportunities to utilize their skills and talents.

If time is taken to align projects to the individual's skills and talents, the workforce will achieve things more productively and more efficiently. There is also the potential for increased morale, since people tend to work harder when they are doing something they love.

The next step to take is to make sure that all of the people involved are provided opportunities to contribute. Just like in basketball, there are always going

to be the "stars" of your community or organization. The important thing to remember is that the supporting players are just as important, because they often are helping to set up the "stars" for their noticeable success.

Another step to take is to encourage growth of your team through resources and positive conditions. By providing opportunities and support for individuals to hone their skills and potentially learn new ones, we are supporting their personal growth. This personal growth can then be used to further the goals of our community or organization.

Lastly we should make sure that we understand what the individuals we are working with need to be successful. This step requires us to understand that not everyone that we work with is going to respond the same to feedback, recognition or support.

Taking the time to get to know someone personally will help you tailor your response to them. In the short term you may not have the time or resources to take this step, but the long term reward will make up for it. This step will help that individual grow and thrive in your community or organization.

Cultivating success in the community and at work mirrors the way that we will cultivate our goal to end adult maltreatment.

[5 Key Steps To Cultivating Success In Your Organization \(tanveernaseer.com\)](https://www.tanveernaseer.com)



# Social Media Campaign via BCH Agency

Adult Protective Services initiated a social media campaign through the BCH Agency. This campaign ran from November 28 through January 31st, 2023. The campaign focused on two primary objectives: to promote awareness and to drive traffic to [www.KYESTEAM.ky.gov](http://www.KYESTEAM.ky.gov). Below you will see the data analytics provided by BCH about the number of individuals that were reached, the amount of clicks each ad received, and the engagement.

## CAMPAIGN PERFORMANCE | TOP PERFORMING

### TRAFFIC



REACH - 228,354  
CLICKS - 18,575 (1.30% CTR)  
ENGAGEMENT - 11,904



REACH - 98,800  
CLICKS - 16,823 (3.65% CTR)  
ENGAGEMENT - 278,615

### AWARENESS



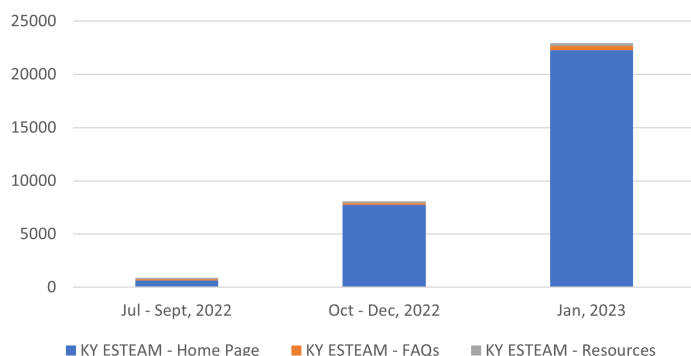
REACH - 460,672  
CLICKS - 6,703 (0.6% CTR)  
ENGAGEMENT - 3,727

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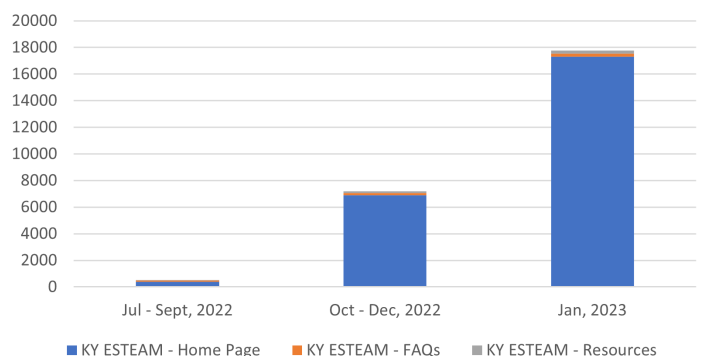


The two graphs below represent data from the KYESTEAM website. These two charts represent the total number of clicks for the top three webpages and the total number of users accessing the top three webpages. Thanks to this ad campaign, there was a 288% increase in the number of times the main KYESTEAM webpage was accessed from a three month reporting period (Oct—Dec, 2022) to just one month (Jan, 2023). The total number of users that accessed the main KYESTEAM webpage also increased by 250% for the same time. That represents an extra 10,390 people that accessed the webpage in just one month.

Clicks Per Webpage



Users Per Webpage





# This is me...

*Kiley Adkins  
Social Service Specialist  
Cumberland Service Region*

I am a Cumberland Region Protection Specialist for CPS/APS. I provide case consult/guidance for any case need and this promotes awareness as we may be called upon to review abuse/neglect/exploitation investigations and assist in making suggestions for findings, what tasks and next steps may be needed within a case to help arrive at a finding, what resources may be available to help the adult function within their environment least restrictively, complete consults for guardianship needs of a client and collaborating with state guardianship if there is a need and no family/friend etc. is willing or able to perform that task for that adult.

**What keeps you passionate about advocating for and protecting adults?** This one is both easy and hard. I was raised by my grandparents and without them, I wouldn't have been worth what salt I could eat. The elderly population in general is what built this country and paved the way for the rest of us. The thing is, they are also the population that deserves everything, expects nothing, and won't hardly accept anything. They can also be the ones that need protection the most as they age because they have been us to figuring it out on their own their entire lives and consider it intrusive when they become involved with us.

**Is there anything you would like to share about your personal experiences dealing with adult maltreatment?** Just that I've always tried to put myself in a client or family members shoes with my interactions with their family. We could very easily be in that person's situation at any point in our own lives. I've remained cognizant of that fact and it has served me well with dealing with others from a perch of being able to relate to their situation.

Before I start my day each day I pray that the good Lord blesses not only the work of my hands but also my coworkers hands to serve the clients we serve. We are all in this together, ceiling to floor. Knowing that is important. I also tell myself that we do good things because we do! I say that to others to as they may be experiencing something within their workload that has them down and it's important to know that. It doesn't mean that they still can't be upset, aggravated with, or disheartened for a situation they are dealing with but they need to know that we do good things just the same.

**What is the best way to educate your community about adult maltreatment?** Honestly, I think that you need to utilize all venues available to you such as educating at schools of all levels from grade school through college, hospitals for discharge planning, nursing homes, in-home providers, law enforcement for what to see, churches as to what to look for and what is available resource wise, government services such as when people are signing up for services, family support, Medicaid/Medicare, etc. I could also see maybe doing some short videos to distribute to schools of what abuse/neglect/exploitation looks like and how to report it would be beneficial. Kids just have such a broad access to this environment that if they become aware they often will report what they know.

**How do you take care of yourself after a hard day in your role?** I go home to my family. My little boy, my wife, they are just the best. We always ask one another how our day has been. With my little boy, I just enjoy him so much that I do my best for him not to experience any of the fallout of what I may have experienced on any given day. He's ten years old and is just so much fun that I'd rather try and push the hard stuff of mine to the back and process it after he's asleep or maybe take a little time off just to reflect because the things that we see people do to children, to the vulnerable, it can be a lot. My wife, that is a little different story as she knows the issues, thoughts, feelings that come with the job as she has been with DCBS for over twenty years. Sometimes we will just cook together and just get through it is the best I can explain it. Before my grandfather passed and before my little boy was born, I would visit with my grandfather, throw the ball around with my nephew, and hang with my wife. The process for this is always changing because life obviously changes so much that you have to change it up.

## Defining Words! How do we communicate?

What does it mean to initiate an investigation or general adult services referral?

KRS 209.030 states that "(5) upon receipt of the report, the cabinet shall conduct an initial assessment and take the following action: (c) initiate an investigation of the complaint."

KRS 209.020 states that an investigation shall include a personal interview with the individual reported to be abused, neglected or exploited.

KRS does not prescribe a timeframe in which this initiation should occur. Since the cabinet is tasked with promulgating administrative regulations, initiation timeframes are outlined in 922 KAR 5:070.

922 KAR 5:070 states that "designated regional staff shall initiate the investigation of a report of alleged adult abuse, neglect or exploitation" in four (4) hours if an emergency is indicated and forty-eight (48) hours if a non-emergency is indicated.

Standards of practice elaborate on an emergency to state that the adult's condition presents a substantial risk of death or immediate serious physical harm.

922 KAR 5:090 states that a general adult services referral shall be initiated within three (3) workdays.

Standards of practice have also established that the initiation timeframe begins the moment that a report is submitted to a supervisor for approval.

The expectation is that the initiation will occur face-to-face with the adult. The only exception to this expectation is when the adult is deceased.

Workers sometimes experience barriers to initiating these reports timely, but they make diligent efforts. Workers are expected to try several times within the timeframe to initiate, and to document these attempts in their assessment.



Advance Care Planning to Prevent Elder Abuse

[Click Here](#)

Contextual Factors Associated with Abuse of Home-Dwelling Persons with Dementia: A Cross-Sectional Exploratory Study of Informal Caregivers

[Click Here](#)

## Why do basketball players like to eat donuts?

—  
"Because the love to dunk them."



April 12th, 2023 1:00pm( ET)  
The Range of Remedies in Elder Mistreatment

[Register Here](#)