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CEJC News

CEJC Introduces New Logo, Gears Up For Membership Drive

Thanks to graphic designer Rashida Basrai of Basrai and Basrai Media, CEJC has a new logo that poignantly reflects our mission of unity and overarching goal: to protect, defend and empower older Californians. In the coming weeks, CEJC will be announcing how elder justice advocates and agencies can become founding CEJC members. Also in the works are plans for a follow-up summit in 2013 to review and build upon the groundbreaking 2010 summit.



CEJC Featured in Fall of 2012 Issue of *Generations*

CEJC's history, goals, and lessons learned are described in the article "In Pursuit of a Useful Framework to Champion Elder Justice: Lessons in Coordination, Collaboration, and Advocacy from California's Elder Justice Coalition," which was co-authored by Steering Committee members Lisa Nerenberg, Adria Navarro, and Molly Davies. The article is part of a special issue on elder abuse, guest-edited by Elder Justice Coalition chair Bob Blancato. *Generations* is the Journal of the American Society on Aging. To see the article, click [here](#).

CEJC Represented at SCAN's Transforming LTSS Conference

Steering Committee member Terri Deits was among the 300 thought leaders from across California who attended the SCAN Foundation's annual Summit on Transforming Long-Term Services and Supports (LTSS). Attendees included consumer advocates, providers, state legislative and executive branch staff, federal health and human services leaders, media and philanthropy. For more on the event, click [here](#).

State and Local News

California Legislative Round up

When the CA Legislature concluded its regular session, it left 788 bills for the Governor to approve or veto. Below is a list of bills related to elder abuse or elder justice. Thanks to Kevin Trout, UCI, for assisting in compiling this list. Click on the blue text for details on the bill.

- [AB 40](#) (Yamada): Elder and dependent adult abuse reporting (Chaptered)
- [AB 1710](#) (Yamada): Nursing home administrators fees and fines (Chaptered)
- [AB 2010](#) (Bonilla): Reverse mortgages counseling (Chaptered)
- [AB 2066](#) (Monning): Residential care facilities for the elderly revocation of licenses (Chaptered)
- [AB 2149](#) (Butler): Elder and dependent adult abuse settlements/gag orders (chaptered [chapter number is 644])
- [SB 345](#) (Wolk): Office of the State Long-Term Care Ombudsman (Chaptered)
- [SB 1051](#) (Emmerson and Liu): Reports of death, injury, and abuse in developmental centers and state hospitals by mandated reporters (Chaptered)
- [SB 1228](#) (Alquist): Small house skilled nursing facilities (Chaptered)
- [SB 1299](#) (Wright): Victims of crime compensation (Chaptered)
- [SB 1403](#) (Yee): Domestic violence: permanent restraining orders and elder abuse orders (Chaptered)
- [SB 1184](#) (Corbett): Veterans Benefits/Senior Insurance: Duty of honesty, good faith, and fair dealing by insurers, brokers, agents, and others engaged in the transaction of insurance to insured who are 65 years of age or older (Chaptered)
- [SB 1036](#) In-home Support Services Employer-Employee Relations Act. Creates the California IHSS Authority, a single authority that can conduct statewide negotiations with IHSS providers in the 8 counties that are part of the Coordinated Care Initiative demonstration project. (Chaptered)

Civics 101 Refresher Course

Chaptered: After a bill has been signed by the Governor, the Secretary of State assigns it a Chapter Number, which is subsequently used to refer to the measure.

Enrolled: Whenever a bill passes both Houses of the Legislature, it is ordered enrolled. Upon enrollment, the bill is again proofread for accuracy and then delivered to the Governor. The enrolled bill contains the complete text of the bill with the dates of passage certified by the Chief Clerk of the Assembly and the Secretary of the Senate.

Passed: Favorable action on a measure before either House.

Local News Bites

• WISE & Health Aging's Elder Abuse Psychotherapy Services in the News

The September 16, 2012 issue of the *Santa Monica Mirror* featured WISE & Healthy Aging's new psychotherapy services for victims of elder abuse. The program is funded by the Archstone Foundation and responds to the need for more mental health services for victims, particularly program for victims of

financial exploitation, described in CEJC's Blueprint. To see the article, [click here](#).

- **San Jose's Conservatorship Woes Aired in National Media** Citing an expose in the *San Jose Mercury News*, the Huffington Post, on August 15, 2012, posted "Conservatorships: Beware!", which describes lax oversight by the San Jose court of professional conservators and trustees, and and seemingly excessive fees. For more, [click here](#).

- **Appeals Court Reinstates Lawsuit Against Alameda County Nursing Homes** As reported in the *Sacramento Bee* on August 16, 2012, a California appeals court reinstated a lawsuit claiming that the owner of 16 Alameda County nursing homes failed to meet California nurse-staffing standards.

- **SF District Attorney Apologizes to Chinese Financial Abuse Victims** As reported by *New America Media* on July 31, San Francisco District Attorney George Gascon offered an apology to members of the Chinese community last week after his office failed to respond adequately to complaints from Chinese-speaking victims of elder financial abuse. For more, [click here](#).



State News (other states)



States Partner with Internet Provider to Clamp Down on Scams

Earlier this year, FairPoint, an Internet Provider, launched the "Beware: Scams from Area Code 876" campaign in partnership with law enforcement agencies in Maine, New Hampshire and Vermont. The campaign features a website, <http://www.bewareof876.com/> that provides consumers with information on preventing phone scams.



National News

Senate Labor-HHS Bill Includes Funding for the Elder Justice Act

The FY 2013 Labor-HHS Appropriations bill that was approved by the Senate Appropriations Committee includes \$8 million for the Elder Justice Act (EJA), which includes funding for adult protective services in the amount requested in the President's FY 2013 budget.



Update on LTSS Scorecard

AARP's Public Policy Institute, with support from The SCAN Foundation and The Commonwealth Fund, has released 3 new LTSS Scorecard publications that are supplemental "follow-ups" to the original publication. To see the original publication, [click here](#). The new publications are:

- Assisted Living and Residential Care in the States in 2010 provides a discussion of assisted living and residential care capacity in the states. To see the report, [click here](#)
- The State of Measurement of Respite Care describes the main sources of publicly funded respite care and presents data for the year 2007. To see the report, [click here](#).
- Assessing Family Caregiver Needs: Policy and Practice Considerations explains

the fundamental principles of caregiver assessment and why assessments have an important role in a LTSS systems. To see the report, [click here](#).

Seniors Advocates Analyze Impact of Supreme Court's ACA Ruling on Seniors

Earlier this summer, the National Senior Citizens Law Center and the National Committee to Preserve Social Security and Medicare released an analysis of how the Supreme Court's decision to uphold the Affordable Care Act will affect older Americans:

- Seniors will continue to receive prescription drug savings through brand name and generic discounts
- The Part D prescription drug coverage gap (the "donut hole") will continue to be phased out
- Covered annual wellness visits for beneficiaries will continue to be provided in Medicare
- Medicare will fully cover screenings like mammograms, pap smears, bone mass measurements, depression screening, diabetes screening, HIV screening and obesity screenings
- Eight years has been added to Medicare's solvency

The report cautions, however, that the future of an estimated 3.3 million uninsured young seniors, ages 50-64, who would have received health coverage under Medicaid and many of the 16 million older adults and individuals with disabilities who rely on Medicaid for long-term services and supports, is less certain as the Court has limited the government's ability to penalize states that do not participate in the expansion of Medicaid. For more, [click here](#).



Report From NCPEA's Public Policy Committee (PPC)

During last spring's American Society on Aging (AGA) conference in Washington DC, National Committee for the Prevention of Elder Abuse (NCPEA) Public Policy Committee members Susan Aziz, Mohammad Bader, Pat Brownell, and Cara Kenien attended briefing sessions and met with federal elected officials to advocate for funding for the Elder Justice Act. Committee members Aziz and Brownell also represented NCPEA at the "Open Ended Work Group" meeting at the United Nations on August 20th to discuss a convention (international human rights treaty) on the human rights of older persons. The treaty includes "the right of older person to live a life of dignity free of abuse." NCPEA's board has signed on to a document drafted by HelpAge International entitled: "Protecting the Rights of Older People: 10 reasons Why We Need to Act".

International News

Western Union Cracking Down on Scammers in Jamiaca

Western Union temporarily closed money transfer stations in St. James parish, Jamaica, including the resort area of Montego Bay, in an effort to thwart international phone scamming operations. The parish is the hotbed for a multimillion-dollar lottery scam that targets mostly elderly Americans." The company is conducting an internal systems review of its security measures in the Montego Bay region. **The lottery scam is said to be the reason for 60% of all murders in the parish.**

Jamaica Government Also Plans to Take Action

In September, Jamaica's National Security Minister Peter Bunting announced plans for new legislation to clamp down on persons found with paraphernalia linked to scams, including making it an offense for persons to have "lead lists," databases containing thousands of names, addresses and other personal contact information. If police seize a

computer and find evidence of e-mails being sent to hundreds of people telling them that they have won million dollar prizes, it would be prima facie evidence of having committed a crime unless they can prove that there is some legitimate purpose. Proposed laws will further allow for video testimony from lottery scam victims, many of whom are elderly and live abroad, to be used in court so victims don't have to travel to Jamaica, which is often a deterrent. Also proposed are amendments to the Proceeds of Crime Act that will allow the Government to seize illicit proceeds more easily. For more, [click here](#).



Recently Released Research/Reports



- **“Investor Protection Trust (EPT) Elder Investor Fraud Survey.”**

This survey was conducted by Infogroup/ORC, which is partnering with the North American Securities Administrators Association, the National Adult Protective Services Association, and medical associations (including the American Academy of Family Physicians, the National Area Health Education Center Organization, and the National Association of Geriatric Education Centers) to help medical professionals and APS workers spot financial abuse targeting older Americans and report it to state securities regulators. The survey revealed that:

- 7.3 million older Americans – one out of every five – have already been victimized by financial swindles.
- Half of older Americans exhibit one or more of the warning signs of current financial victimization.
- Only 19% of adult children believe their parents are being pressured.
- Only 5% of adult children who are in touch with their parents' doctors report that the doctors have ever mentioned concerns about their parents' handling of money. However, of that same group, nearly 19% reported that providers had mentioned concerns about their parent's mental comprehension.
- Only 2% of Americans aged 65 or older say that their healthcare provider has ever asked about money issues or problems. For more, see <http://www.investorprotection.org/learn/research/?fa=eiffesurvey>

- **“Scientists Say Elderly Get Scammed More Because Their Gullibility Detectors Wear Down with Age.”**

Report profiled in an article by Mary Beth Quirk in the Consumerist.

- **“Pressure Ulcer Risk Assessment and Prevention: A Comparative Effectiveness Review.”**

A draft review of this unpublished article is available by [clicking here](#).

- **“Analysis of State Approaches to Implementing Standardized Assessments”** by Penny Black and Kathy Leitch, April 2012. Sponsored by the SCAN foundation, this report profiles states' processes for determining eligibility for state and federally-funded long-term services and supports (LTSS), including both manual and automated systems. The report may be of special interest to elder justice advocates who want to see indicators of risk for abuse, vulnerability, and neglect added to LTSS assessment tools. To read the report [click here](#).

- **“Utah’s Cost of Financial Exploitation Study on Utah Elders.”**

The study, which calculates the cost of exploitation to seniors, the State, and financial institutions in 2010, found a 50% increase in the cost of financial exploitation from 2008. The average victim in Utah is exploited out of \$85,253. If the victim has dementia/organic brain disorder, the average loss increases to \$128,288. To read the full report [click here](#).

- **Evidence-Based Practices in Adult Protective Services.**

Evidence-based practice uses scientific methods to evaluate outcomes based on observable and measurable data. Highlights of the report, produced by the National Council on Crime and Delinquency (NCCD), include:

- Many state APS programs develop their own assessment tools.
- Evidence-based practices are available that can be utilized or replicated.
- Respondents identified multiple areas that require further research.

The report’s author Shannon Flasch, had this to say about the report: "For me, the most interesting finding from the surveys was the contrast between the energy in the field around evidence-based practices...and the relative paucity of research to give shape to that energy."

- **“Bridging the Aging and Developmental Disabilities Service Networks.”**

A report by the Federal Agency for Children and Families (ACF). To access the report, [click here](#).

- **“Direct-Care Workforce to Be Nation’s Largest Workforce by 2020.”**

The direct-care workforce includes nursing assistants, home health aides, and personal care aides. According to this report by the Paraprofessional Healthcare Institute (PHI), direct-care occupations are projected to add an additional 1.6 million jobs to the economy over the next decade. Yet as the number of workers increases, the wages for these jobs continue to decrease and the number of workers without health care coverage has increased. According to the report’s author PHI Policy Research Director Dorie Seavey, “It’s quite striking that probably the largest workforce ever produced by our economy is largely made up of women who struggle with inadequate conditions of employment as they try to make ends meet.” For more on the report, [click here](#).

- **“Securing Our Future: Advancing Economic Security for Diverse Elders.”** This report by the Diverse Elders Coalition (DEC) provides an overview of key concerns of aging for elders of many cultures. To see the report, [click here](#).

Resources

- **The AGing Integrated Database (AGID)** is an on-line query system based on AoA-related data files and surveys, and includes population characteristics from the Census Bureau for comparison purposes. The system allows users to produce descriptive information in graphical or tabular form.

- **Scam APP.** A free new app is now available to steer people away from scams. It was developed by Sorin Mihailovici who had a friend who lost \$30,000 in a Nigerian scam. The app is the sequel to a 20 minute docu-drama internet movie, "419, The Nigerian Scam," that Mihailovici produced in 2008, which became a viral sensation, generating a million views. According to Mihailovici, "So let's say somebody approaches you with an offer of being mystery shopper. You open the app and type mystery or mystery shopper



and the scam comes up." To get the app, [click here](#).

- **Supporting Crime Victims With Disabilities Curriculum.** Crime victims with disabilities may face challenges that other victims do not face, such as the ability to access services or communicate with advocates. Supporting Crime Victims With Disabilities, a new OVC instructor-led training, focuses on recognizing and addressing these challenges so that victims with disabilities receive the support and assistance they need. (OVC)
- **Nursing Home Inspect**, an interactive tool created by Propublica lets you search more than 20,000 inspection reports from nursing homes nationwide. Preview it [here](#).
- **AoA Program Data Reports** include state-by-state comparisons of Ombudsman complaints. <http://www.agidnet.org/DataGlance/>

Good Reads

Elder Abuse Luminary Karl Pillemer Makes it Big as Advice Doc

Karl Pillemer, a professor at Cornell University and director of the Cornell Institute for Translational Research in Aging, has long been known by elder justice advocates for his groundbreaking work in elder abuse. But in the last year he has become a celebrity author, traveling the TV and radio talk-show circuit with his book *30 Lessons for Living: Tried and True Advice from the Wisest Americans*, which has received widespread coverage by the likes of PBS, The New York Times, and even Parade magazine. The book is the result of more than 1,000 interviews he conducted with older Americans. For more, click:
<http://us.penguinroup.com/nf/Book/BookDisplay/0,,9781594630842,00.html>.



Special Report: Tweeting and Friending for Elder Justice

News and Updates consulted social media mavens **Herschell Larrick** and **Shawna Reeves** to help readers understand the Twittersphere, social media, and how to use them to promote elder justice.

From Herschell Larrick, Institute on Aging
Twitter is an online social networking and microblogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets". Twitter is ranked as one of the ten-most-visited websites worldwide. For a non-profit organization or program it represents an excellent means of free communication. Here are three things that make it worth your time: Promotion, Networking, and News. Twitter is a great way to promote what you and your program are doing, especially if you want to promote events, spread information and ideas, and tell your community about your services. You can easily find others within your local community and across the country or world that share your mission and want to network. You can start a conversation or receive the answer to a question. You can find and share news and events. Often news queries in Twitter reveal a greater scope and depth than Googling, because Twitter is a live active forum with multiple sources, opinions, and conversations linked together.



Our program, San Francisco Elder Abuse Prevention (@EndElderAbuse) uses Twitter as a way of focusing on elder abuse news, elder abuse prevention resources, and events. One aspect of having a successful Twitter account, is growing a following. One way to get

followers is to search for others with a similar message and follow them. Review your list of followers often, and if they share related information follow them as well. By doing so, you are widening your network and increasing the likelihood that others on Twitter will find your feed. Another aspect of a successful account is to post tweets daily and to post multiple tweets. EAP averages 10 posts a business day. A successful Twitter account doesn't happen right away, it is grown over months. Make it part of your daily routine, post your tweets, read others tweets, re-tweet some, message some followers and thank them for their re-tweets, or for following you. Find a few more people to follow each day. Collaborate with your partners, allies and peers.

Another way to reach your audience is to use hashtags, this is any short word or phrase that begins with a hash mark "#". When we use the "#elderabuse" hashtag, it's estimated that 50,206 people will see the post. There are also many websites or applications that can help you manage your twitter account, one that we use frequently is 140it.com, it will help condense your tweet into the 140 character parameter or HashTags.org which will help track and view hashtags. So create a Twitter account at <https://twitter.com> and start Tweeting. It's easy, it's free, and with a minimum of dedication you can grow your account into a successful information distribution center.

Shawna Reeves, California Advocates for Nursing Home Reform, adds:

Last week an elder called CANHR to discuss a case of financial abuse involving her friend and a financial institution. When I asked how she had heard about CANHR, she responded with a laugh: "Facebook! I'm your friend!" This brought a smile to my face. Of course, social media is not the only way to get our message out. We are not suggesting that true advocacy and community organizing be replaced with Facebook and Twitter. The hardest and most important work, of course, is still done on the ground. However, social media helps us put elder abuse prevention on the map and it also makes sure that CANHR gets on people's radar screens. Finally, when people comment on our posts they may start to feel more invested in the issue and also part of the conversation. In a sense, what we are attempting to do is build an online community dedicated to ending elder abuse.



Weighing In

OVC TTAC Asks Practitioners About TTA Needs

The Training and Technical Assistance Center (TTAC) of the Office For Victims of Crime, U.S. Department of Justice (OVC), has released a needs assessment form asking practitioners to identify topical areas where they need further training and technical assistance for professional development and improved services to victims of crime. To participate, [click here](#).

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Santa Monica, California 90401
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