



Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive

HSE Elder Abuse Service

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Background

- **Report of the Working Group on Elder Abuse, Protecting Our Future**

September 2002

- Recommendations
 - Service structure
 - Policy Development
 - Financial Abuse
 - Awareness Raising
 - Education and Training
 - Research



Definition of Elder Abuse

- Protecting Our Future defined 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 or violates their human and civil rights”



Structure





Protocols, Policy and Procedures

- HSE Staff Policy, '*Responding to Allegations of Elder Abuse*'
- Self-Neglect Policy
- Staff Guidelines for Assisting Older People in Residential and Day Services with Making a Will.
- Case Handover
- Best Practice Guidelines for voluntary/private sector and general public
- Working Groups to Development Protocols and Procedures for Cross-Agency Working and Collaboration
 - HIQA
 - An Garda Síochána



National Financial Abuse of Older Persons Working Group

- Established in 2010 to address financial abuse
 - *Protecting Our Future, Report of the Working Group on Elder Abuse, 2002*
 - *Protecting our Future, Review of the Recommendations of the Report of the Working Group on Elder Abuse, 2010*
- Financial abuse was the second most reported type of abuse for 2010
- The Working Group will focus on minimising the opportunities for individuals, groups and institutions to financially exploit older people.
 - An Garda Síochána
 - An Post
 - Department of Health & Children
 - HSE
 - IIF
 - DSP
 - Irish Banking Federation
 - ILCU
 - Law Reform Commission
 - Law Society
 - MABS
 - PIBA



National Financial Abuse of Older Persons Working Group

- Consultation on the Consumer Protection Code
- Review current practice of financial institutions and recommend systems to prevent, recognise and respond appropriately to suspected cases of financial abuse
- Specifically examine the transfer by older people of assets by will or by gift and make recommendations for a good practice model.
- Awareness /staff training and education programmes
- Develop interagency protocols to reduce abuse, share information and aid data collection in relation to financial abuse.



Media & Public Awareness

- ***‘Open Your Eyes’*** elder abuse media and public awareness campaigns in 2008 and 2010
- Multi-agency representation on Working Group to design and deliver campaigns
- Designed to:
 - highlight the different types of elder abuse
 - educate on how to recognise the signs and symptoms of abuse
 - outline protection measures that one can take
 - publicise the avenues for advice, information and to report suspected abuse
 - alert community groups, older persons and anyone in contact with an older person to be vigilant and encourage the reporting of concerns



Media & Public Awareness

o 2008

- Pre-campaign survey by Millward Brown
- Media advertising – print and radio
- Media interviews and press releases
- Elder abuse information leaflet
- HSE Information Line as point of contact
- RTE *'Ear to the Ground'* elder abuse segment
- Post-campaign survey by Millward Brown
- HSE Website - online information



Media & Public Awareness

o 2010

- Launch of '*Open Your Eyes, HSE Elder Abuse Services 2009*' report
- Launch of 'Open Your Eyes' elder abuse campaign on June 15th, World elder Abuse Awareness Day at seminar in UCD in collaboration with the National Centre for the Protection of Older People (NCPOP)
- '*Open Your Eyes to Elder Abuse in Your Community*', awareness DVD
- Elder abuse booklet and information card
- Elder abuse short film competition
- Radio advertising, media interviews and press releases
- Community awareness proposals
- Exhibited at National Ploughing Championships and Over 50s Show in RDS



Media & Public Awareness, 2011.

- Launch of elder abuse services report with analysis of elder abuse referral data
- *Say No to Ageism Week*
- Conference
- Website update
- Other initiatives planned



Education and Training

- HSE Staff Awareness and Curricula Working Group
- *'Recognising and Responding to Elder Abuse in Residential Care Settings'*, training DVD
- Core elder abuse training programme for healthcare staff
- Almost 26,000 HSE and external staff trained to date
- Senior Case Worker Professional Development
- Pilot Financial Elder Abuse Workshop in September 2010 for financial sector workers
- NCPOP presentations and seminars



Research

- **National Centre for the Protection of Older People**, established in UCD, following tender competition
- Formally opened by Minister for Health, Mary Harney in November 2009



Elder Abuse Referral Data

- Data collected since 2007
- First time elder abuse data collected in Ireland
- Figures on referrals, types of abuse, age profile, gender, alleged abusers, location of abuse, etc.
- Statistical analysis provides insight into trends and patterns of alleged elder abuse in Ireland
- Data will assist inform future policy and strategy
- Performance Indicators introduced in 2010
- Training figures



Elder Abuse Services.

- Very complex area.
- Increasing number of referrals.
- Requires societal response.
- Much more to do.



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Thank You.