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(800) 510-2020

Report Elder Abuse:

(877) 477-3646

Community & Senior Centers:

(800) 689-8514

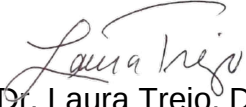
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August 12, 2024

TO: Supervisor Lindsey P. Horvath, Chair
Supervisor Janice Hahn
Supervisor Hilda L. Solis
Supervisor Holly J. Mitchell
Supervisor Kathryn Barger

FROM: 
Dr. Laura Trejo, Director

SUBJECT: PROCLAIM JUNE 2024 AS “ELDER AND DEPENDENT ADULT ABUSE AWARENESS MONTH” AND JUNE 15, 2024, AS “WORLD ELDER ABUSE AWARENESS DAY” IN LOS ANGELES COUNTY (ITEM 20, AGENDA OF JUNE 4, 2024)

On June 4, 2024, the Board of Supervisors (Board) directed the Director of Aging & Disabilities to conduct community outreach education and provide educational materials to County departments and residents in multiple languages using traditional, ethnic, hyperlocal, and social media to ensure communities are aware of available resources, and how to prevent, report, and eliminate elder and dependent adult abuse in the County, with the goal of educating the public to ensure that elderly and dependent adults maintain their quality of life safely, with dignity and respect, and report back to the Board in writing in 30 days on the outcomes of this motion; and encourage all County residents to wear purple in honor of “World Elder Abuse Awareness Day” and “Elder and Dependent Adult Abuse Awareness Month.” (24-2119)

Each year, on June 15th, communities around the world plan activities to recognize World Elder Abuse Awareness Day (WEAAD). WEAAD was launched in 2006 by the International Network for the Prevention of Elder Abuse and the World Health Organization at the United Nations. The purpose of WEAAD



is to promote a better understanding of abuse and neglect of older persons by raising awareness of the cultural, social, economic, and demographic processes affecting elder abuse and neglect.

Elder abuse is a term referring to any knowing, intentional, or negligent act by a caregiver or any other person that causes harm or a serious risk of harm to a vulnerable adult. Legislatures in all 50 states have passed some form of elder abuse prevention laws. Many victims are older, frail, vulnerable, cannot help themselves, and depend on others to meet their most basic needs. Abusers of older adults are both women and men, and may be family members, friends, or "trusted others." The National Council on Aging reports that up to five million older Americans are abused every year, and the annual loss by victims of financial abuse is estimated to be at least \$36.5 billion. There are an estimated 202,549 cases of reported elder and dependent adult abuse per year in California. In Los Angeles County, the Aging & Disabilities (AD) Department in FY 23-24 received 68,012 reports of elder and dependent adult abuse.

To ensure that awareness and information is provided to the community about elder abuse, AD coordinated various activities through the entire month of June with internal and external stakeholders to raise public awareness of WEAAD.

WEBINARS

- AD conducted various webinars to inform the public about the following aspects of elder abuse: definition, types, recognizing the signs, prevention, and a call to action to report elder abuse. The presenters also provided background on the department's Adult Protective Services (APS) program and other essential programs, while other webinars focused on Alzheimer's and Brain Awareness.
- AD staff also presented on its innovative L.A. Found Program and included WEAAD information to various LA FOUND stakeholders.

PRESENTATIONS AND OUTREACH

- AD held its annual WEAAD outreach event outside the Los Angeles County Hall of Administration on Tuesday, June 4, 2024, to celebrate the board proclamation of WEAAD. AD provided informational materials and promotional items to the public and answered questions about the department's programs and services and about elder abuse in general.
- Resource Fair at Salazar Park (Supervisory District 1) on Wednesday, June 12, 2024. AD was presented with a certificate by Supervisor Hilda Solis.
- Throughout the month of June, AD conducted outreach events at Senior, Service, and Community Centers throughout the county to raise public awareness about WEAAD, and programs and services provided by the department.
- The following locations had over 100 attendees:
 - Thursday, June 6, 2024, at Steinmetz Park Senior Center and AC Bilbrew Library at El Segundo
 - Wednesday, June 12, 2024, at Whittier Senior Center and Long Beach Senior Center

- Friday, June 14, 2024, at San Gabriel Valley Service Center, East Rancho Dominguez Park Community & Service Center, San Pedro Service Center, Santa Clarita Valley Community Center, East Los Angeles Service Center
- Tuesday, June 18, 2024, at Centro Maravilla Service Center
- Thursday, June 20, 2024, at Potrero Heights Parks Community & Senior Center
- Friday, June 21, 2024, at Asian Community Service Center
- Monday, June 24, 2024, at Florence-Firestone Community & Service Center
- Tuesday, June 25, 2024, at Willowbrook Senior Center
- Wednesday, June 26, 2024, at Los Nietos Community & Senior Center
- Thursday, June 27, 2024, at Altadena Community Center
- Friday, June 28, 2024, at Altadena Senior Center and Antelope Valley Senior Center

COLLABORATION WITH OTHER COUNTY DEPARTMENTS

- All Department Heads were encouraged to learn more about WEAAD and participate in WEAAD-related activities, such as wearing purple and joining the Finish the Sentence campaign.
- AD participated in a California Department of Social Services (CDSS) APS panel for WEAAD, in which the focus was on APS collaboration with Community Based Organizations (CBOs). AD presented how it carries out its Integrated Care Services Program to assist APS clients needing extended case management.
- AD posted WEAAD promotional information on its website, as well as on its social media platforms (e.g., Facebook, Instagram, Twitter/X, and LinkedIn).
- AD posted a WEAAD banner on the "My.LACounty" website carousel from May 1 to June 30, 2024.
- AD posted an article: "Caring for the Vulnerable: Raising Awareness of Abuse" on its website in honor of WEAAD.

COLLABORATION WITH THE CITY OF LOS ANGELES

- AD coordinated with the City of Los Angeles to have the Los Angeles International Airport pylons lit up in purple (the official color of World Elder Abuse Awareness) to commemorate the day.
- The President of the Los Angeles County Commission for Older Adults reached out to all 88 Cities/Mayors to provide information about WEAAD.

COLLABORATION WITH STAKEHOLDERS AND PARTNERS

- AD disseminated information to Law Enforcement agencies, local banks, and other community partners within Los Angeles County to educate and inform these organizations about the various types of abuse, how to recognize them, and how to report abuse.

- Area Agency on Aging (AAA) disseminated outreach materials to network providers to launch WEAAD and urged them to:
 - Distribute placemats to program participants at all 98 congregate meal sites throughout Los Angeles County;
 - Distribute handouts to all Congregate and Home-Delivered Meal program participants;
 - Encourage Elderly Nutrition Program staff and volunteers to wear purple on June 14, 2024, in recognition of WEAAD;
 - Inform AD about any planned WEAAD events through social media platforms.

Should you have any questions, please contact Lorenza C. Sánchez, Chief Deputy Director, at LSanchez@ad.lacounty.gov.

LT:LCS:dk



**World Elder Abuse Awareness Campaign
June 2024**

Date	Day	Time	Event Name	Location
06/04/2024	Tuesday	8:30am – 3:00pm	WEAAD Awareness	Hall of Administration 500 W. Temple St. Los Angeles, 90012
06/06/2024	Thursday	10:00am - 12:30pm	World Elder Abuse Awareness Day	Steinmetz Park Senior Center 1545 S. Stimson Ave. Hacienda Heights, 91745
06/06/2024	Thursday	10:30am - 1:30pm	World Elder Abuse Awareness Day	AC Bilbrew Library El Segundo 150 E. El Segundo Blvd. Los Angeles, 90061
06/11/2024	Tuesday	10:00am - 11:00am	World Elder Abuse Awareness Day	Webinar
06/12/2024	Wednesday	9:00am – 12:00pm	World Elder Abuse Awareness Day	Ruben F. Salazar Park 3864 Whittier Blvd. Los Angeles, 90023
06/12/2024	Wednesday	8:30am – 12:00pm	Elder Abuse Awareness	Whittier Senior Center 13225 Walnut St. Whittier, 90602
06/12/2024	Wednesday	9:00am - 12:00pm	World Elder Abuse Awareness Day Walk & Roll Resource Fair	Long Beach Senior Center 1150 E. 4th St. Long Beach, 90802
06/14/2024	Friday	10:00am - 2:00pm	World Elder Abuse Awareness Day	San Gabriel Valley Service Center 1441 Santa Anita Ave. South El Monte, 91733



**World Elder Abuse Awareness Campaign
June 2024**

Date	Day	Time	Event Name	Location
06/14/2024	Friday	10:00am - 2:00pm	World Elder Abuse Awareness Day	East Rancho Dominguez Park Community & Service Center 15116 S. Atlantic Ave. Compton, 90221
06/14/2024	Friday	10:00am - 2:00pm	World Elder Abuse Awareness Day	San Pedro Service Center 769 W. Third St. San Pedro, 90731
06/14/2024	Friday	10:00am - 2:00pm	World Elder Abuse Awareness Day	Santa Clarita Valley Community Center 26111 Bouquet Canyon Rd. Suite H001 Santa Clarita, 91350
06/14/2024	Friday	10:00am - 2:00pm	World Elder Abuse Awareness Day	East Los Angeles Service Center 133 N. Sunol Dr. Los Angeles, 90063
06/17/2024	Monday	11:00am - 12:00pm	L.A. Found June Webinar - Brain and Alzheimer's Awareness Month	Zoom
6/18/2024	Tuesday	10:00am - 2:00pm	World Elder Abuse Awareness Day	Centro Maravilla Service Center 4716 E. Cesar E. Chavez Avenue Los Angeles, 90022



**World Elder Abuse Awareness Campaign
June 2024**

Date	Day	Time	Event Name	Location
6/20/24	Thursday	10:00am - 2:00pm	World Elder Abuse Awareness Day	Potrero Heights Parks Community & Senior Center 8051 Arroyo Drive Montebello, 90640
6/21/24	Friday	10:00am - 2:00pm	World Elder Abuse Awareness Day	Asian Community Service Center 14112 S. Kingsley Drive Gardena, 90249
6/24/24	Monday	10:00am - 2:00pm	World Elder Abuse Awareness Day	Florence-Firestone Community and Service Center 7807 S. Compton Avenue Los Angeles, 90001
6/25/24	Tuesday	10:00am - 2:00pm	World Elder Abuse Awareness Day	Willowbrook Senior Center 12915 Jarvis Avenue Los Angeles, 90061
6/26/24	Wednesday	10:00am - 2:00pm	World Elder Abuse Awareness Day	Los Nietos Community & Senior Center 11640 E. Slauson Avenue Whittier, 90606
6/27/24	Thursday	10:00am - 2:00pm	World Elder Abuse Awareness Day	Altadena Community Center 730 E. Altadena Drive Altadena, 91001



World Elder Abuse Awareness Campaign
June 2024

Date	Day	Time	Event Name	Location
6/28/24	Friday	10:00am - 2:00pm	World Elder Abuse Awareness Day	Altadena Senior Center 560 E. Mariposa Street Altadena, 91001
6/28/24	Friday	10:00am - 2:00pm	World Elder Abuse Awareness Day	Antelope Valley Senior Center 777 W. Jackman Street Lancaster, 93534