




2022

# Impact Report



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**CANADIAN NETWORK** *for*  
*the* **PREVENTION of ELDER ABUSE**

**RÉSEAU CANADIEN** *pour la* **PRÉVENTION**  
*du* **MAUVAIS TRAITEMENT des AÎNÉS**





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## Bénédicte Schoepflin

### Foreword from the Executive Director

As I reflect on another year, I am in awe of the growing community we belong to. Our Roadmap to Elder Abuse Prevention, *Future Us*, was developed with the active input of our network members, and provincial/territorial allies in elder abuse prevention and healthy ageing. It is a richer strategy thanks to these diverse, committed groups of people, and it is now the cornerstone of our work. Community-building is our raison d'être. Collective impact is how we get things done.

In 2022, we embarked on many new collaborations. Among several others, we've had the pleasure to work with WomanAct and Aura Freedom International. These organizations inspire us to work even harder to keep older women and gender diverse people in focus, and to develop better practices and supports for them; something we hope to achieve with our WAGE-funded *Stop GBV 55+* project.

We also recently applauded the creation of a new francophone elder abuse prevention network in Ontario. It is a great addition to the elder abuse prevention ecosystem, especially as we are working to strengthen knowledge-exchange with Francophone and Acadian stakeholders through our new Francophone table for elder abuse prevention.

There is so much to look forward to in 2023. We've got a lot in the works and are planning another exciting WEAAD campaign for June 15, 2023. We'll also be taking our *Future Us* work further, so stay tuned for our updates in the coming year.

Last but not least, I want to express my deepest gratitude to Kathy Majowski and Andrew Elinesky, who have reached the end of their term, after six years on the Board. As board Chair and Treasurer respectively, Kathy and Andrew nurtured the growth of our network and helped navigate the choppy waters of the pandemic. CNPEA owes a lot to them and we will miss them tremendously.

This impact report is more than a collection of metrics and accomplishments. It is a group portrait of the people and organizations who work tirelessly to make aging a safe and beautiful experience. We hope that you will feel inspired to join us.



# Message from the Chair

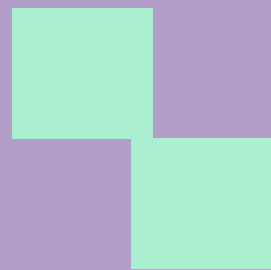
As I come to the end of my last term with the CNPEA, I've spent much of the last year in disbelief that 6 years have passed and it's time for me to step away.


My introduction to the CNPEA and my application to the Board were somewhat serendipitous: I was a new Staff Educator in a Long-Term Care facility, and the first task I was assigned was to create an educational event for the staff and residents related to WEAAD 2016. A quick Google search of "Elder Abuse Canada" brought me to a wealth of information on [www.cnpea.ca](http://www.cnpea.ca), and I quickly signed up for membership. A few weeks later, I received an e-newsletter that included the Call for Nominations to the Board, and the rest is history. I was so honoured to be chosen to join the Board. I remember feeling a strong sense of responsibility to the CNPEA from the beginning, and wanting to make sure that I performed my duties as a Board member competently and correctly.

My first year with the board was mostly spent listening, learning, reading, and asking questions. As I came to the end of that first year it was suggested that I submit my name for consideration for the role of Board Chair. Again, I was honoured that my fellow board members had faith in my abilities and accepted me into the role. I have continued to serve as the board chair with a strong sense of responsibility, and have been able to lead the Board and organization through the development of a 5-year strategic plan, the completion of the A2J project, a transition to a more independent organizational structure, the promotion of our Executive Director, multiple successful applications for funding, and the first year of the STOP GBV 55+ project.



**Kathy  
Majowski**

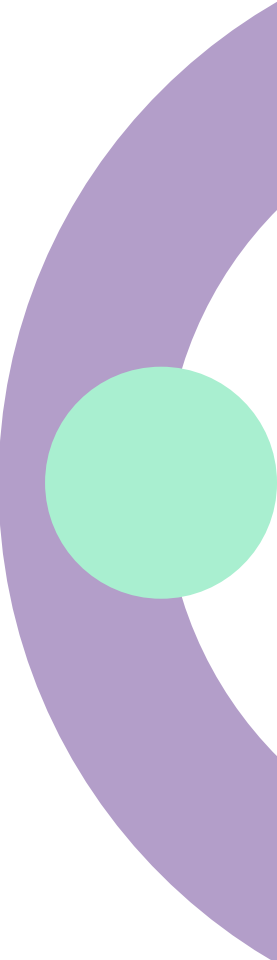




My goal has always been to do my very best to lead such an important Canadian organization and to bring awareness about elder abuse prevalence, prevention, and response to more Canadians.

Although I've been preparing to transition out of this role, I don't ever see myself stepping away from the CNPEA. Everything that I've learned in the last 6 years will stay with me for the rest of my career, and I will continue to be an advocate for older adults in Canada. The professional connections that I've made feel more like friendships, and I'm stronger in the work that I do every day, knowing that there are incredible people across the country doing the work with me, fighting for more recognition of the issues within our systems, and demanding action and changes that will ensure older Canadians have access to the services and supports that they need to feel valued, respected, and live free from abuse.

I would like to express my thanks to the following people that have been invaluable to me in the last 6 years:

- Bénédicte Schoepflin, CNPEA's Executive Director, who has been my mentor, my ally, my sounding board, and my inspiration. It has been an absolute pleasure working with her, and the passion and advocacy she has for CNPEA's mission is incredible.
  - Andrew Elinesky, CNPEA's departing Treasurer. We began our work with the CNPEA Board together, and we've come to the end of our terms together. I appreciate all of Andrew's support as we navigated through organizational changes and a pandemic, and I especially appreciate his patience for my never-ending (and sometimes repetitive) questions.
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- Sandra Hirst, current CNPEA Vice Chair. Sandi has been an amazing Vice Chair, and her knowledge, experience, and insightful questions during discussions have broadened the way that I look at things. I don't know how I would've been able to manage without her calm and pragmatic approach and unwavering support (especially during the pandemic).
- All Board members that I've worked with in my 6 years on the Board. I have appreciated working with each and every one, and I have learned from all of them. I count myself very lucky to have been surrounded by such accomplished people from all across Canada, and I do hope that our paths will cross again in the future.

As I move on to other ventures in my life, I look forward to continuing my involvement with the CNPEA in a different capacity, participating in committees and advisory panels as a representative of the elder abuse prevention network in Manitoba. I'm confident that the CNPEA is in very good hands with the new Board and the Executive Director, and I'm excited to be involved with the CNPEA for many years to come.





**The future  
of us is up  
to us.**

**Margaret  
MacPherson**



In October 2019, I was sitting in a Calgary restaurant with Pat Power, a former CNPEA board member. I had just completed a two-day *It's Not Right! Neighbours, Friends and Families for older adults* (INR) workshop at Immigrant Services Calgary (ISC). Pat and I first met during his tenure with CNPEA. He was part of the original INR advisory team that was convened under the Federal Elder Abuse Initiative. The Public Health Agency of Canada contracted with my organization in 2009 to adapt an Ontario domestic violence education campaign called *Neighbours, Friends and Families*. I was willing, but only if we could partner with CNPEA to provide the expertise on elder abuse and related issues. INR was the result. An elder from Fort Good Hope in BC, Florence Barnaby, gave the campaign its name – It's Not Right!

Working with CNPEA and other partners to develop, test and disseminate INR materials has been one of my all-time favorite projects. It introduced me to a community of caring, passionate, committed professionals and advocates from across Canada. Individually and collectively, I saw how much time and energy they give to the vision of a more just society that includes and values older people. How could anyone resist joining them in the effort? In the years since, INR has been adopted by individual advocates working in their communities, as well as provincial and territorial networks. INR is a pan-Canadian success story, steadfast in the message that everyone has a role to play in social change by teaching practical actions that anyone can apply. Small actions can add up to big change when we work together for the common good.

That day in Calgary, Pat and I were talking about how we can sustain the work of INR when there is no funding or long-term vision. We need something more than one-time project funding.

"Aging is a shared experience that should unite us across all generations and social divides."



We need political will and a long-term commitment from all levels of government with do-able, think-able action plans that align to address elder abuse as a country.

We need broad public grassroots engagement and leadership. It's a big project.

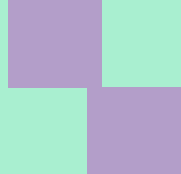
On our side is the fact that aging is a shared experience that should unite us across all generations and social divides. There are no exceptions. Class and wealth disparity are significant dividers but even money and status cannot completely protect against the brutality of ageism in our current state.

I am pretty sure it was Pat's idea that we need a national strategy. When I got home from Calgary, I contacted Benedicte and we put out a request to meet with our CNPEA partners, collaborators and friends. Did others agree? Were they willing to support the call for a national strategy? There was enthusiasm and support to move forward. Laura Tamblyn Watts from CanAge further challenged us, saying something to the effect that we can't afford to wait. Let's not 'ask' for a strategy, let's write it ourselves. And so we have. All during the pandemic, a small but mighty team of willing, always-busy people worked to develop a strategy that holds a clear vision for positive social change. The Department of Justice provided a small grant to help us. We consulted with experts and advocates in twelve provinces and territories. **Future Us was launched this past March as a roadmap to the prevention of elder abuse in Canada.**

It is not a pronouncement of what needs to happen but more a wide-open invitation that recognizes there are people in every community who are already working for change, often working in isolation, with little or no support. The roadmap creates the opportunity to join forces and support each other as we work toward three common goals.



"We have an obligation to coming generations to do everything we can"



I tell this story to illustrate how a good idea shared between friends can grow. **The pandemic and climate have brought many hard lessons and a sense of urgency that indeed, we cannot wait for change when it comes to our future.**

The launch of Future Us is just the beginning of the journey. Over the coming months and years, we will invite more and more people to join us. Everyone is included. Every contribution counts. It is a journey that should be hard to resist because it is one that sets out to discover what we might achieve together, with a stark reminder that **we have an obligation to coming generations to do everything we can.** Hope and a relentless belief that we can do better as a society when it comes to how we view aging and treat older people will fuel us along the way.

A personal priority for me is to find a political champion in the federal government who will make it their business to secure annualized funding for CNPEA. That there is so little funding or resources to address elder abuse at any level of government is the signpost of entrenched systemic ageism. We need the backbone support and infrastructure of a national network to work for collective impact that includes all communities. I admire and appreciate what has already been created over years of dedication by the many CNPEA volunteer board members who have served and given so much to fight for a society that values and respects people of all ages. I am privileged to work alongside them. In my heart I know, the future of us – is up to us. What is the alternative?



# Board and Membership

## 2021-22

**Chair:** Kathy Majowski, MB

**Treasurer:** Andrew Elinesky, ON

**Vice Chair:** Sandra Hirst, AB

**Secretary:** Meghan Derkach, BC

Judy Beranger (NL), Claire Checkland (ON), Sharon Elliott (NS), Marta Hajek (ON), Jennifer Josephson (ON), Dr. Rose Joudi (AB), Jodi Lee-White (NB), Denise Lemire (ON), Lisa Manuel (ON), Michele Markham (AB), Suzette Montreuil (NW), Greg Noseworthy (NL), Amy Peirone (ON).



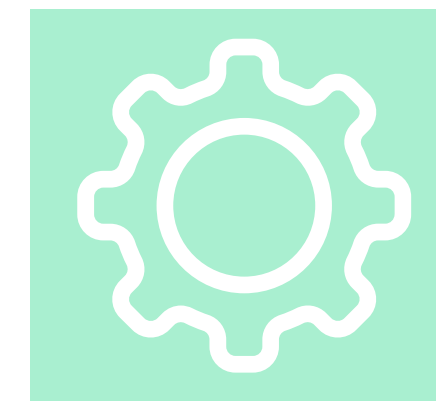
868  
Members



23 %  
membership  
increase



Members in  
every P/T



Retirees, students,  
professionals: social work,  
health care, academia,  
government, senior services

# The Hub at a glance

## CNPEA.CA

is the centre piece at the heart of our knowledge exchange work, along our free webinars, monthly newsletters, social channels and other materials.



**Webinars  
& online  
modules**



**2,760  
live webinar  
attendees (+62%)**



**58,150  
Pageviews  
cnpea.ca**



**65, 538  
Downloads**



**3 new infographics**

- Older Adults & Bullying (ON edition)
- Dementia and elder abuse
- Sheltering Programs for Older Adults



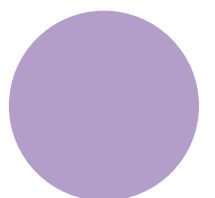
**2,561 followers**



**725 page likes**



**NEW!**





# Activity Highlights

Knowledge Sharing & Collaboration

Government relations and policy

Awareness & Education

- **February 2022 :**

- **Workshops & Infographic on Dementia and Elder Abuse** developed in collaboration with National Initiative for the Care of the Elderly and Elder Abuse Prevention Ontario.
- **Older Adults & Bullying** - Ontario factsheet developed with EAPO

- **March 2022:** [FUTURE US: A Roadmap to Elder Abuse Prevention](https://futureus.cnpea.ca) launches at [futureus.cnpea.ca](https://futureus.cnpea.ca).

- **April 2022: Submission of brief to the House of Commons Standing Committee on the Status of Women** regarding its new study on intimate and domestic violence in Canada.

- Result: the ensuing June report included 2 recommendations that directly relate to older women and their experience of intimate partner violence.

- **June 2022: World Elder Abuse Awareness Day Campaign & Online Event *Rights Do Not Get Old***. With CanAge, Elder Abuse Prevention Ontario and BC Association of Community Response Networks.

- **August 2022:** Fact sheet on sheltering programs for older adults in Canada, developed with Sage Seniors Association (Alberta).

- **September 2022:** First meeting of CNPEA's Francophone Table, convening francophone stakeholders across the country to support knowledge-sharing and mobilization efforts around elder abuse prevention.

- **Stop GBV 55+ project (WAGE): Year 1 completed.** Publication of Scoping Review findings forthcoming.

- **Advisory roles:**

- **Gender-Based Violence in the Media** Project led by Aura Freedom International. Goal: Development of a National Network and Guidelines for reporting on GBV in the Media, along with other resources.
- **Advancing Policy and Practice in Technology and Aging (APPTA) Task Force.** Initiative led by AGE-WELL National Innovation Hub.
- **Jeu Sérieux visant à prévenir et contrer la maltraitance envers les personnes âgées lesbiennes, gaies, bisexuelles et trans (LGBT+).** Project led by Centre collégial d'expertise en gérontologie (CCEG) du Cegep de Drummondville.

# Initiating a Dialogue on Dementia & Elder Abuse

**NICE** National Institute for the Care of the Elderly  
 All work together. Everyone has a role to play in the care of our seniors.

**GLOBALLY** 2/3 PEOPLE WITH DEMENTIA HAVE BEEN ABUSED

**IN CANADA** 4-10% OF OLDER ADULTS HAVE EXPERIENCED ABUSE

### ELDER ABUSE

An act or lack of appropriate action, occurring within a relationship where there is an expectation of trust which causes harm or distress to an older person. Strangers can also engage in abuse.

### NEGLECT

A specific type of elder abuse where the basic necessities of care are withheld or not provided.

## Types of Abuse

<b>Physical</b> Any action that causes bodily injury or physical discomfort.	<b>Psychological</b> Severe persistent verbal or non-verbal behaviours that cause emotional distress, fear, diminished self-esteem or dignity.	<b>Sexual</b> Direct or indirect involvement in sexual activity or activities sexual in nature, without consent.
<b>Financial</b> An action that leads to theft or exploitation of a person's money, property, or assets.	<b>Spiritual/Religious</b> Restricting spiritual practices, customs, traditions, or beliefs.	<b>Over/Under Medication</b> Misuse of medication that causes harm to the senior.

### Dementia

Dementia is a general term for loss of memory, language, problem-solving and other thinking abilities that are severe enough to interfere with daily life. Alzheimer's is the most common cause of dementia.

**Early Stage (Mild):**  
Little help is required.

**Middle Stage (Moderate):**  
Help is needed with daily tasks.

**Late Stage (Severe):**  
Help is needed with activities of daily life.

**End of Life:**  
Spiritual, emotional, and physical needs.

### Unintentional Neglect

Unintentional neglect can happen when someone doesn't have the skills or support needed to care for someone.

As dementia progresses, caregiver stress is likely to increase. This can translate into elder abuse or neglect. Early intervention is needed to prevent further harm.

# OLDER ADULTS AND BULLYING

**Elder Abuse Prevention Ontario**  
**CANADIAN NETWORK for the PREVENTION of ELDER ABUSE**

## WHAT IS BULLYING?

Bullying is "a social and interpersonal problem that is characterized by intentional, repetitive, aggressive behaviour involving an imbalance of power or strength". (Hazelden Foundation, 2008)

Bullying (also known as harassment) happens when a person or a group of people repeatedly hurts, threatens, or scares a peer.

Awareness and prevention activities have been traditionally aimed at younger generations, but **bullying can occur across the life course**. Little is known about the prevalence of bullying among older adults, research on the topic is scarce, but stories identifying conflicts in groups of older adults (either living together in a facility, or gathering on a regular basis) are numerous.

## IMPACT

<b>Bullied Older Adults</b> <ul style="list-style-type: none"> <li>social/emotional distress,</li> <li>depression,</li> <li>anxiety, sleep difficulties,</li> <li>self-harming behaviours or physical injury,</li> <li>isolation,</li> <li>lower self-esteem, functional changes</li> </ul>	<b>Witnesses of Bullying</b> <p>May feel guilty for not intervening. This may result in:</p> <ul style="list-style-type: none"> <li>a decrease in self-worth,</li> <li>reduced satisfaction with their living environment or social program,</li> <li>a loss of confidence in the ability of the facility/ organization to protect them against bullying, leading to fear and disrespect.</li> </ul>
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## Generally 3 types of older adult bullying can occur:

- Adult to adult
- Older adult to staff
- Staff to older adult

## CAUSES

People who bully may be experiencing low self-esteem, a loss of control over one or more parts of their life, and may be struggling to maintain some sense of control or power.

Underlying causes of bullying may be impacted by:

- Loneliness and social isolation
- Compounded losses (loved ones, family home, changes in mobility, community, independence, etc.)
- Changes in mental health and well-being
- Lack of understanding or assumptions about other ways of life and cultures
- General fear and anxiety

**Pink Shirt Day 2022**  
**#PinkShirtDayForAll**

# Sheltering Programs for Older Adults in Canada

**500**

There are over 500 emergency and transitional shelters in Canada

**13**

Only 13 of them are specifically for older adults

**2.5%**

**5**

These 13 shelters are found in only 5 provinces (BC, AB, MB, ON, NL)

8 shelters offer full or partial accessibility for people living with disabilities.

8 welcome men and women  
5 can accommodate couples  
Limited information available about gender inclusivity.

The minimum age for admission ranges from 45 to 65.

1 accepts pets on site  
3 accept pets off site.

For a full list of shelters, visit: [sheltersafe.ca](http://sheltersafe.ca)

Full factsheets available on [www.cnpea.ca](http://www.cnpea.ca)



# Future Us

## A Roadmap to Elder Abuse Prevention

- Engagement strategy launched on **March 24, 2022**.
- **Available on a microsite:** [www.futureus.cnpea.ca](http://www.futureus.cnpea.ca), and as a downloadable PDF in English and in French.
  - Accessed and/or downloaded over 6,000 times so far.
- **Developed in collaboration with partners:** The Centre for Research and Education on Violence against Women and Children (CREVAWC), Elder Abuse Prevention Ontario (EAPO), The National Initiative for the Care of the Elderly (NICE), CanAge, The Canadian Centre for Elder Law (CCEL), Egale Canada, The International Longevity Centre Canada (ILC Canada), and Senior advocates Olive Bryanton and Pat Power.

### Consultations

20 virtual consultations across the country to inform our work with:

- leaders from the 6 existing provincial and territorial elder abuse prevention networks,
- senior advocates, professionals and government staff, particularly in provinces and territories that do not have an elder abuse prevention network.

### E Learning Series

Five part series, hosted by partner the National Initiative for the Care of the Elderly. Provides an overview of the Roadmap and examines priorities and opportunities for addressing elder abuse in Canada in research, practice, policy and the law.

- Recordings watched over 1,500 so far.

This project has been funded by  
the Department of Justice  
Canada



Department of Justice  
Canada

Ministère de la Justice  
Canada

### Dissemination

Dozens of presentations and webinars held to introduce Future Us to communities, agencies, government stakeholders etc. More coming up in 2022 -23.

Shared with educators across the country who teach curricula related to aging, social work, abuse etc., with a recommendation to include it as a resource for their students.



# Future Us

## A Roadmap to Elder Abuse Prevention



*Future Us* sets out three broad goals:

- 1** **Prioritize** elder abuse prevention in every community.
- 2** **Establish and support elder abuse prevention networks** at local, regional and national levels. Networks are critical infrastructure for information sharing, knowledge mobilization, research, and ongoing engagement across sectors and communities.
- 3** **Teach everyone** to recognize warning signs of abuse and neglect, how to respond safely and effectively and where to refer in the community to find help.

This project has been funded by  
the Department of Justice  
Canada



Department of Justice  
Canada

Ministère de la Justice  
Canada



# Stop GBV 55+ Project

## 2021-2026 - Year 1:

This new projects aims to strengthen supports for older women and gender-diverse people who experience gender-based violence (GBV) by developing promising practices for front-line workers and senior service providers who assist them.

The values that will lead the work: intersectional, person-centered, trauma and violence-informed.

This project is funded by Women  
and Gender Equality Canada



## Partners

- Action ontarienne contre la violence faite aux femmes (AOcVF)
- Centre for Research & Education on Violence against Women and Children (CREVAWC), Western University
- DisAbled Women's Network of Canada (DAWN)
- Egale Canada
- Elder Abuse Prevention Ontario (EAPO)
- Mushkegowuk Council, Ininiwak E Wichihitochik Victim Services
- National Initiative for the Care of the Elderly (NICE) until Aug.22
- Ontario Association of Interval & Transition Houses (OAITH)
- Ontario Council of Agencies Serving Immigrants (OCASI)
- Pauktuutit Inuit Women of Canada

## Team

Project Manager: Linda Sullivan

Evaluation team: PRA Inc. (Prairie Research Associates).

## Upcoming

Publication of Scoping Review findings

Development of assessment template

Consultation with stakeholders in the GBV sector



# Francophone Table

## Elder Abuse Prevention across French-speaking Canada

### Goals:

- to foster knowledge-exchange about matters of elder abuse prevention, ageism, healthy aging.
- to build a picture of elder abuse prevention in French-speaking Canada.
- to promote mobilization and and to coordinate efforts across Francophone and Acadian communities and stakeholders, with CNPEA's Future Us acting as a backbone.
- Inaugural meeting: Sept 20, 2022

### Partner

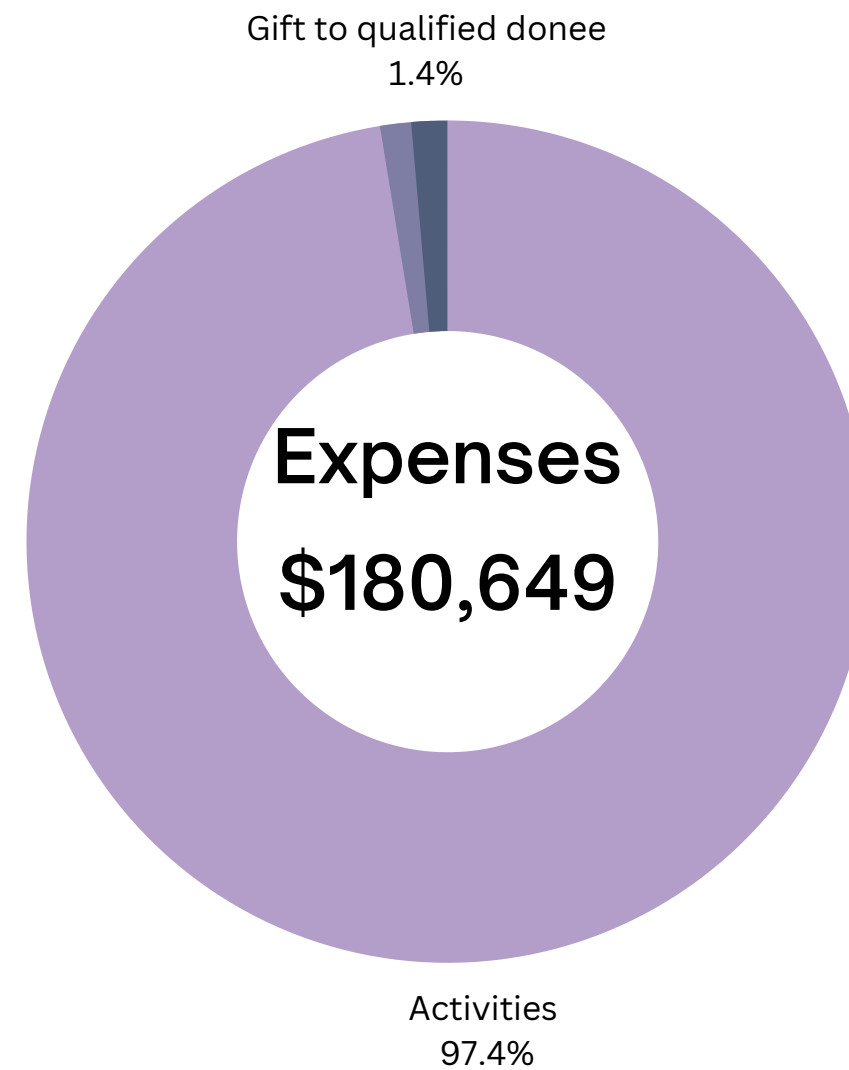
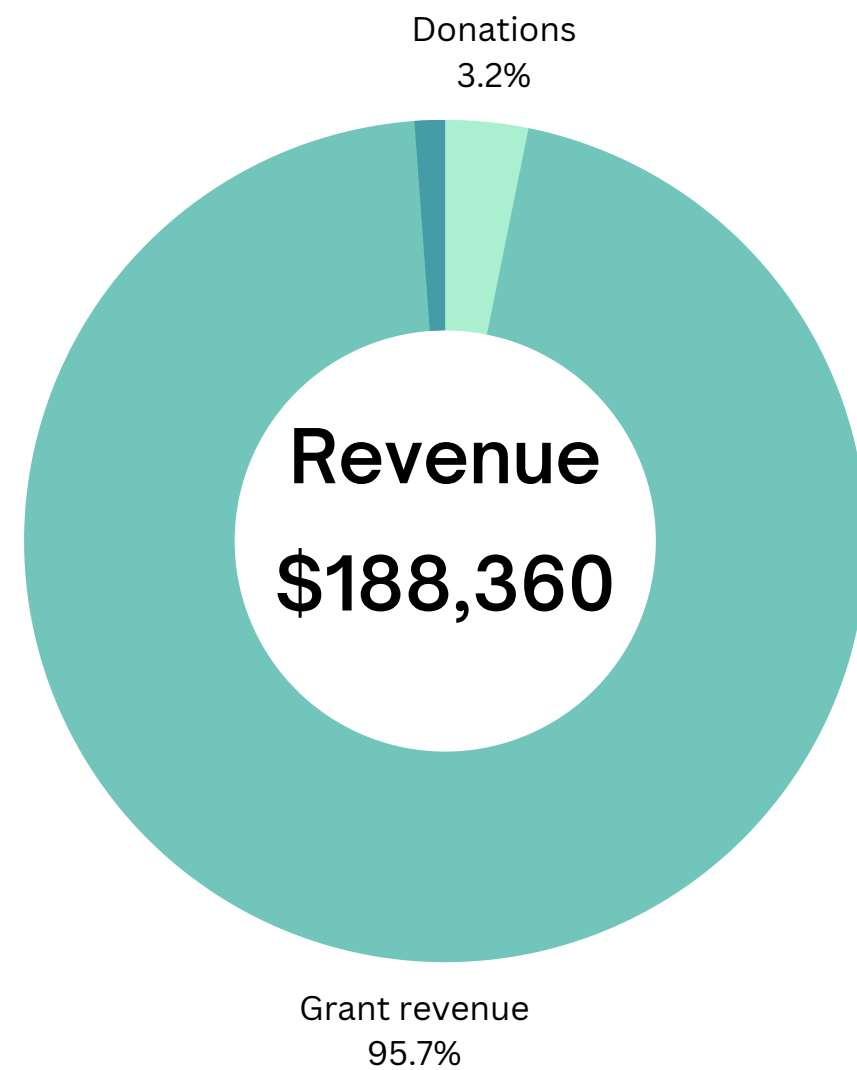
The Fédération des aînées et aînés francophones du Canada was instrumental in convening French-speaking stakeholders.

### Participants

Inaugural meeting: September 20, 2022  
The Table will meet 4 times a year.  
Currently members represent 8 P/ T, with a goal to bring representatives for every Province and Territory.



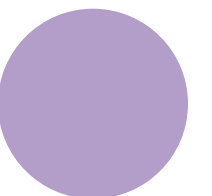
# Financials



This past year saw our organization in a more comfortable standing, thanks to our ongoing, five-year grant from WAGE Canada for the Stop GBV 55+ project.

Donations continue to provide a modest yet meaningful support for our activities . We plan to expand our fundraising activities in the future to diversify CNPEA's revenue sources and guarantee our stability.

The Gloria Gutman Fund for Elder Abuse Prevention, held in trust at the Vancouver Foundation, will also contribute to the long-term sustainability of the Network over time. We are so grateful for Dr Gutman's generosity and trust in our mission, since day one.



# Thank you!

We owe a debt of gratitude to many people who make our work possible, day after day. We wish to thank the following individuals and organizations:

**Our departing Board members** - Words cannot express how much was accomplished thanks to their vision, enthusiasm and steadfast support:

**Kathy Majowski**

**Andrew Elinesky**

**Suzette Montreuil**

**Sharon Elliott**

**Special thanks to Kathy and Andrew**, who have been on our Board for the past six years, and who helped steer the organization expertly in their respective roles as Board Chair and Board Treasurer.

**Our donors**, who bolster our efforts with their gifts and encouragements. For a small organization like ours, your support makes a huge difference and allows us to carry on. Special thanks to CGI for their matching gift in support of our work against gender-based violence.

**Our funders** - Justice Canada for funding and supporting *Future Us* and Women and Gender Equality Canada who makes our *Stop GBV 55+* project possible.



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## **Our community:**

Provincial and Territorial networks, advocates, activists, CNPEA members and supporters who contributed to our *Future Us* consultations and the development of this strategy.

**Our *Future Us* partners** and, of course, our fearless *Future Us* leader, writer and facilitator extraordinaire, **Margaret Mac Pherson.**

# Stay in Touch!

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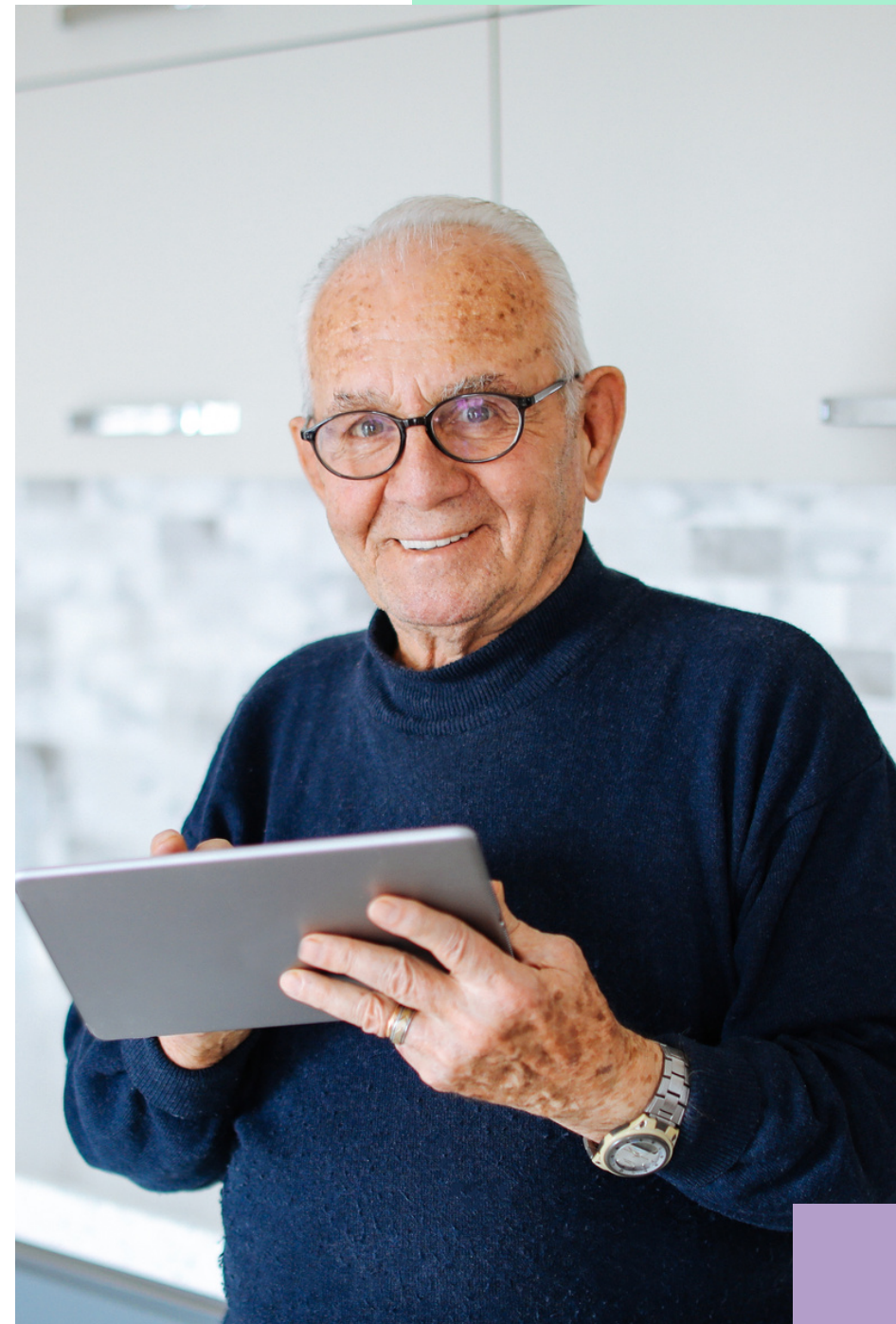
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@cnpea

Report prepared by Benedicte Schoepflin & Kathy Majowski, with contributions from the Executive Team.



# Giving

Your charitable donations are critical to sustain our work. Please consider making a one-time donation or setting up a monthly donation today.

- You can do so through our **Canada Help donation page** <https://cnpea.ca/en/donate>.
- You can also make a gift to the **Gloria Gutman Fund**, held in trust at the Vancouver Foundation. Visit [www.vancouverfoundation.ca/gloriagutman](http://www.vancouverfoundation.ca/gloriagutman) to learn more and make your gift.

Charity Registration Number:  
866840523 RR0001