

# Annual Report 2021

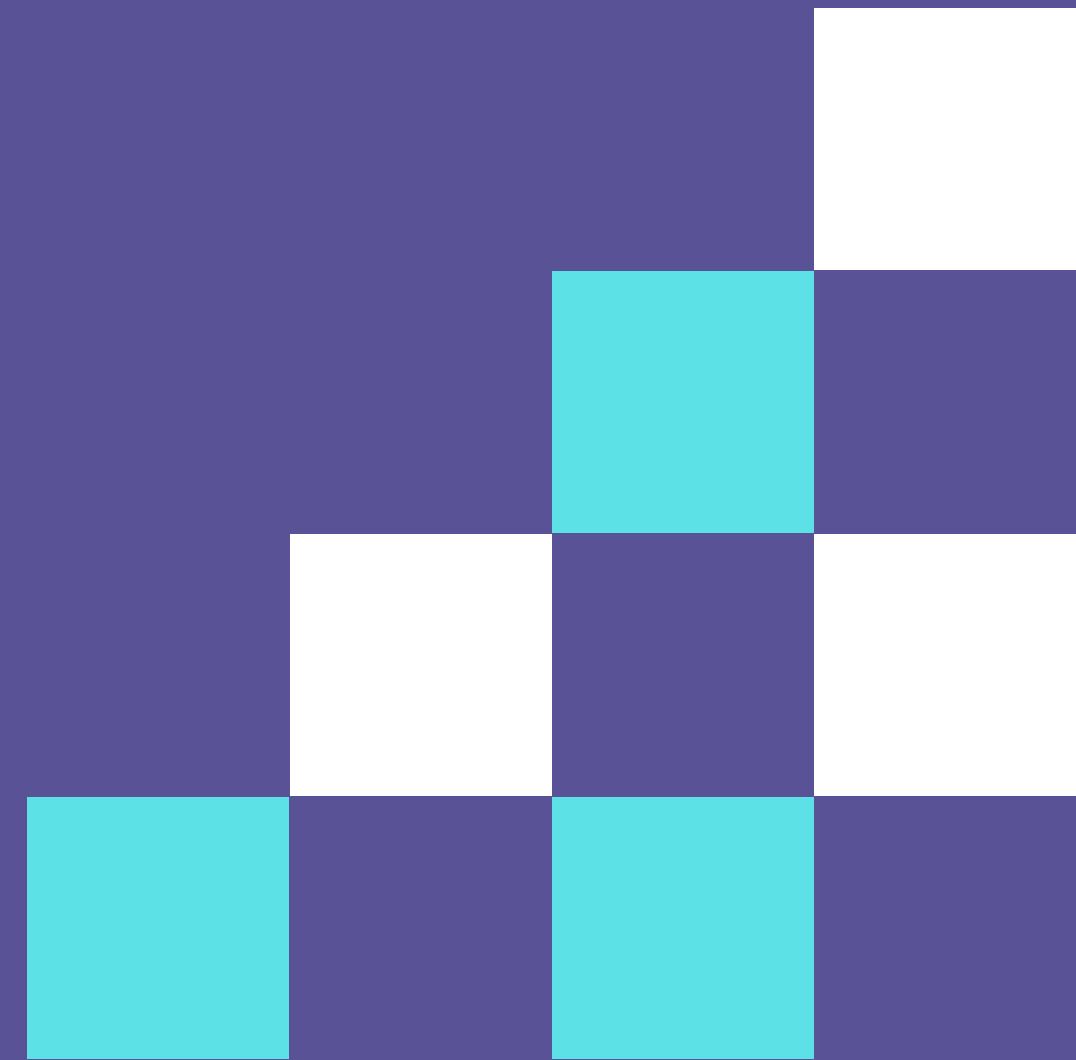


CANADIAN NETWORK FOR  
THE PREVENTION OF  
ELDER ABUSE



# Contents

- PG 1-3 Message from the leadership
- PG 4-7 CNPEA at a glance
- PG 8 2021 Highlights
- PG 9 Financials & Looking forward
- PG 10 Gratitude



## Message from the Executive Director

As I write this, we don't know what the 2021 elections will yield. What's certain is that older Canadians are done being ignored. They will hold candidates, and our next government, to their promises when it comes to the well-being and safety of aging Canadians.

The theme of our 2020 annual report was *Resilience*. This year, it is *Accountability and Action*. The pandemic is far from over, but now we've all had a chance to take stock of the abysmal way older Canadians have been treated: endangered, neglected, discarded. This spurred many of you to take action: by writing to your local politicians, volunteering time and resources to local service providers, calling for long term care operators to face consequences for their actions. Together we are calling out ageism and demanding that the voices and needs of older adults be placed front and centre, that their human rights be protected and enshrined in a UN Convention. We demand that the prevention of elder abuse be made a priority, funded and supported accordingly, at the national, provincial and local levels.

To all of you, the long-standing supporters and the newly fired-up ones, I say welcome, and thank you. Thank you for rallying by our side and adding your voice to our common cause. This year, CNPEA has been working extra hard, leading work on a national engagement strategy for elder abuse prevention to help bring about that change, from the ground up. We've also started a new project to improve the way older survivors of gender-based violence are supported across the country. We did a lot of calling out in 2021, now we're calling folks *in*. Whoever you are -retiree, student, housing advocate, city councillor or MP- you have a role to play so we can build healthy, inclusive and safe communities for us to age in, together.



Benedicte Schoepflin  
CNPEA Executive Director



*"Together we are calling out ageism and demanding that the voices and needs of older adults be placed front and centre, that their human rights be protected and enshrined in a UN Convention."*



## Message from our co-Chairs

When the COVID-19 pandemic began, Canadians began to recognize what CNPEA and our network members have known for a long time: there are gaps and deficiencies in the current supports available to older Canadians, in all areas of the health and social service systems. We recognize that there are many people doing important work to support older adults, but existing systems are in need of significant improvements. We were ready to join forces with other voices who spoke up to say that older adults deserve better, and we were prepared to do the work to help bring about this change. And that's exactly what we did.

Our year has been a busy one: we spoke to Federal/Provincial/Territorial Ministers during their Symposium on the future of aging in Canada. We also addressed two House of Commons standing committees: the *Human Resources, Skills and Social Development and the Status of Persons with Disabilities committee* (for their Study of the impact of COVID-19 on seniors) and the *Justice and Human Rights committee* (for their Study of elder abuse) to outline issues and recommendations for change. We joined the Federal Roundtable on establishing a policy definition of senior abuse, and we're leading the development of a national engagement strategy for elder abuse prevention. And we're just getting started. To build on the message from our Executive Director, it's time to hold people accountable for the current state of elder care, and to take action for change. Now! Let's work together to make sure that aging in Canada is supported, and that older adults feel respected, valued, and comfortable no matter where they live.

Kathy Majowski, CNPEA Board Chair  
Sandra Hirst, CNPEA Vice Chair



*"It's time to hold people accountable for the current state of elder care, and to take action for change. Now!"*



## Message from Olive Bryanton

As an advocate for older adults, I am appalled that abuse of older adults continues to be a reality in this country. From time to time short-term federal funding to initiate prevention of elder abuse programs has been offered, but the crucial time needed to establish sustainability was always lacking and the programs die. Without ongoing paid staff in each province, providing constant recruiting, training and coordination, the programs will continue to falter due to volunteer burnout. As a network for the prevention of elder abuse, we know this is not right and we must collectively identify solutions to rectify this unacceptable situation.

We know we must continue building on the work of those who went before us and continue moving forward. The World Health Organization (WHO) recognizes ageism as a major barrier to the development of effective programs and services that facilitate healthy aging and argues that in order to change the impact of ageism, we must change how we think, feel and act toward others and ourselves based on age.

We must stop viewing our aging population as a burden on society, and recognize that older adults can be agents of change as they have knowledge and skills that we have not recognized because ageism has created blinders. As individuals we must recognize the value of an aging population and support this segment of our society to share their abilities for the betterment of all. As older adults we must value and share our knowledge and work with CNPEA and our younger cohorts to create a society where all older adults are respected, valued and free from abuse. Together we can create an abuse-free society for ourselves and those who come behind us.

Olive Bryanton, PhD, OPEI.



*"We must stop viewing our aging population as a burden on society, and recognize that older adults can be agents of change as they have knowledge and skills that we have not recognized because ageism has created blinders."*



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# VISION MISSION VALUES

**Our vision** is a Canadian society where older adults are valued, respected, and live free from abuse.

CNPEA connects people and organizations, fosters the exchange of reliable information, and advances program and policy development on issues related to preventing the abuse of older adults. CNPEA operates at a pan Canadian level and is supported by individual and organizational members who are leaders in aging, research, healthcare, law, and elder abuse prevention and response.

The goals of CNPEA are to:

- Create opportunities to rethink and reshape how we view and incorporate aging in our communities;
- Empower older adults to protect themselves and each other through practical, evidence-based, community-centered resources;
- Build a holistic approach to prevention, intervention and support across sectors and jurisdictions.

**Our values** are collaboration, respect and inclusivity, credibility and accountability, and Innovation.





# WE ARE CNPEA

## CNPEA Board of Directors 2020-21

- Kathy Majowski, Chair
- Sandra Hirst, Vice Chair
- Andrew Elinesky, Treasurer
- Meghan Derkach, Secretary
- Pam Burns (AB)
- Claire Checkland (ON)
- Marta Hajek (ON)
- Kelly Heisz (NL)
- Peter Holman (PEI)
- Yogeeta Jhodhan (ON)
- Gabrielle Kirk (AB)
- Jean Francois Kozak (BC)
- Denise Lemire (ON)
- Lisa Manuel (ON)
- Michele Markham (AB)
- Suzette Montreuil (NWT)
- Greg Noseworthy (NL)
- Kate Schroeder (MB)
- Chelsea Skanes (ON)
- Weiguo Zhang (ON)

705

MEMBERS

across Canada, representing all Provinces and Territories.

21%

INCREASE

in membership over the past year.

TOP

5

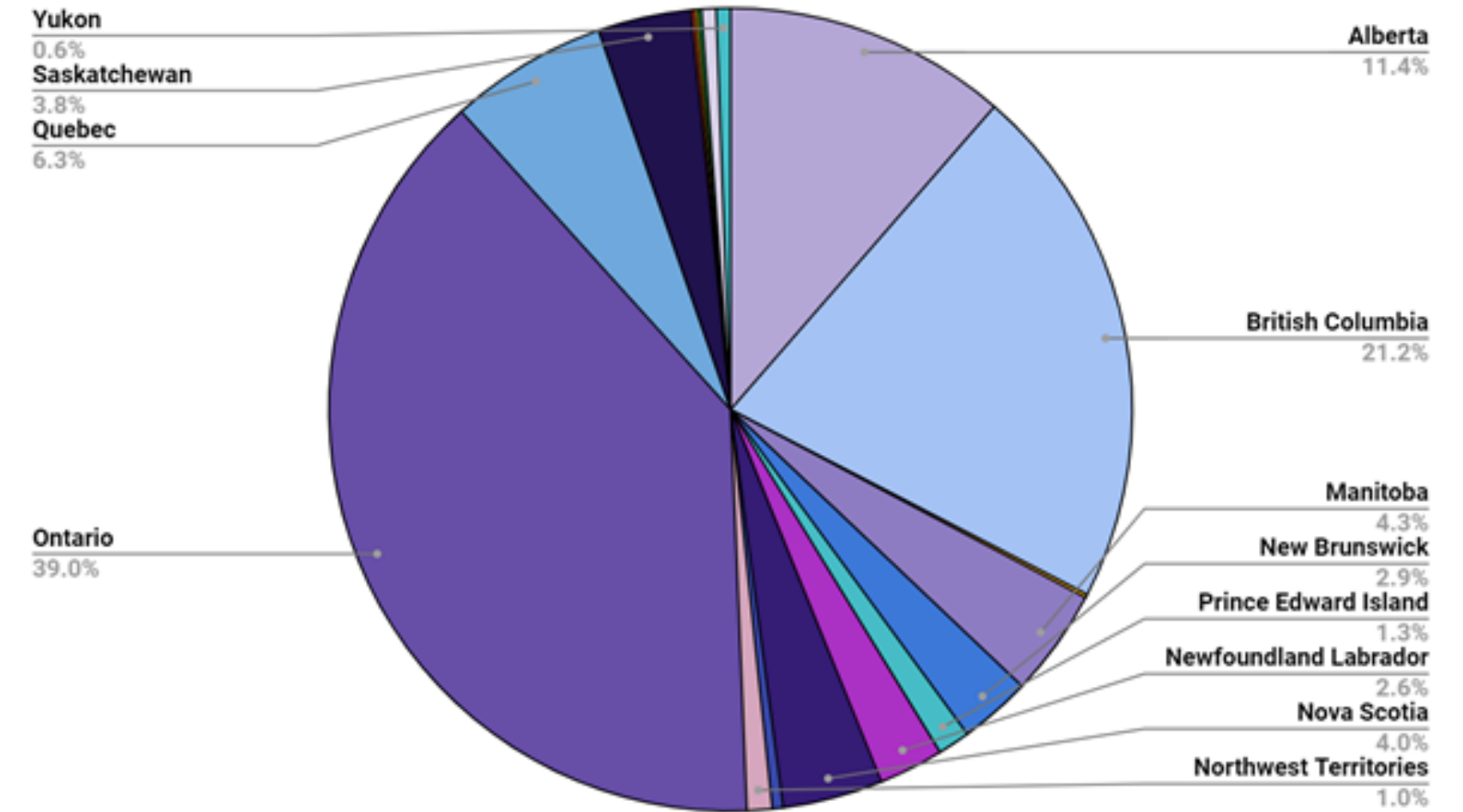
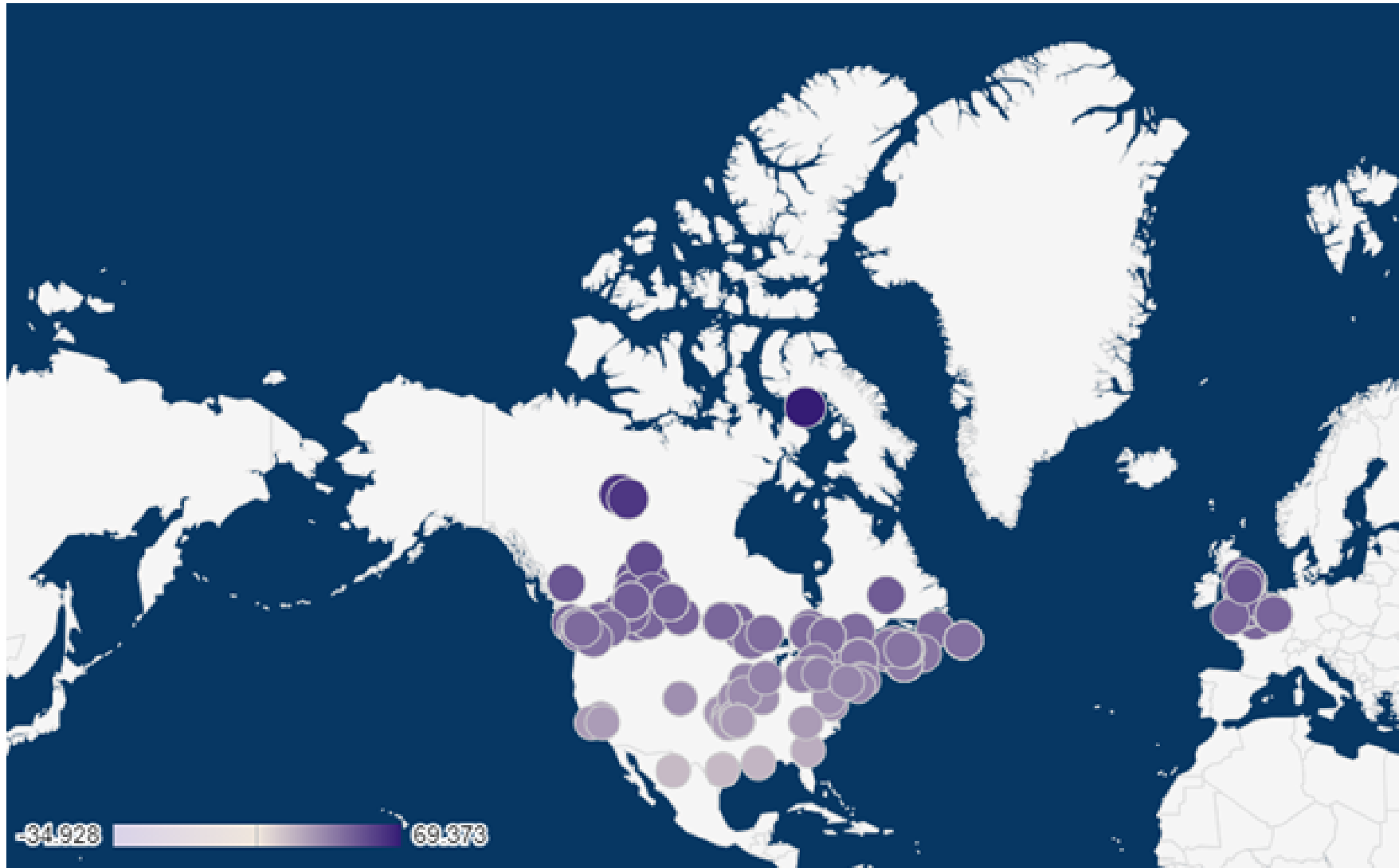
Sectors represented:

- Senior service providers
- Social workers
- Health Care Professionals
- Retirees
- Other - Undefined

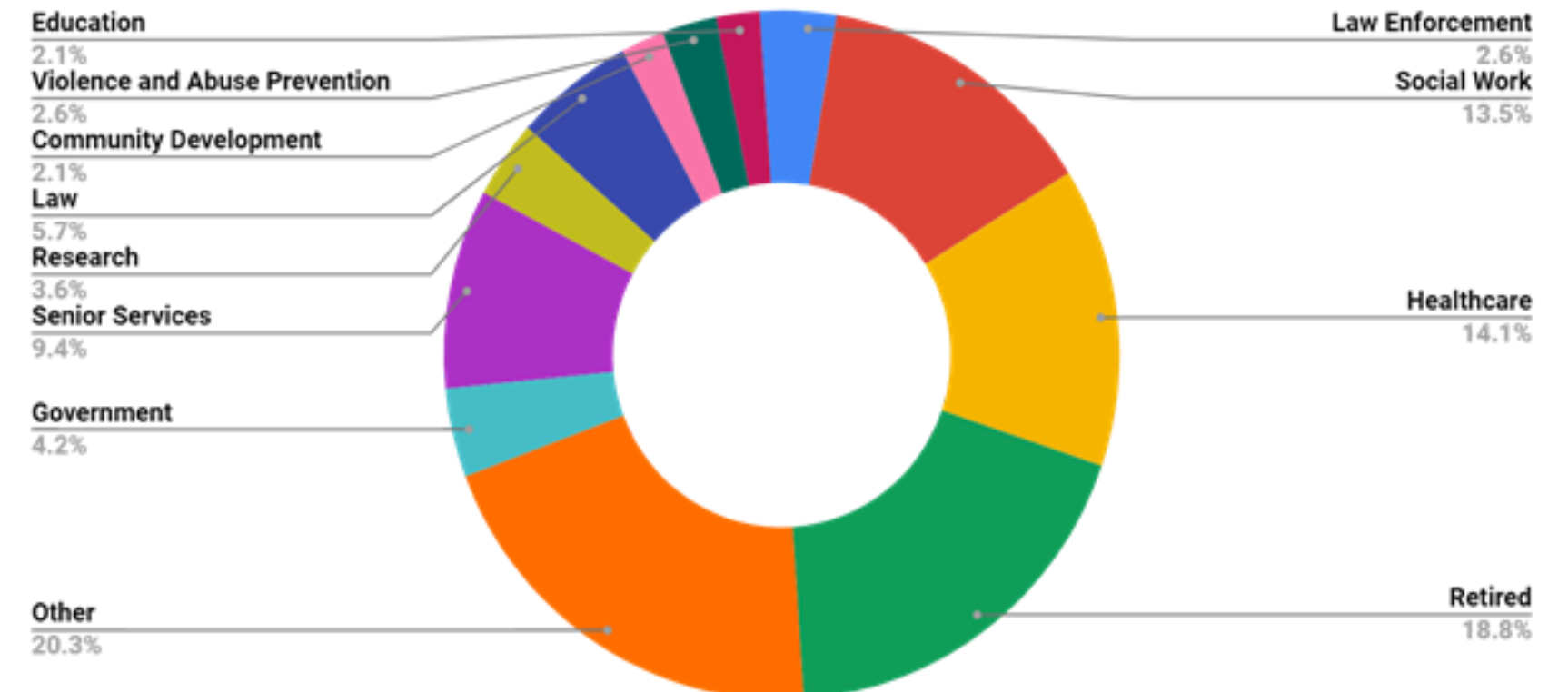




# OUR MEMBERSHIP



## Sectors Represented





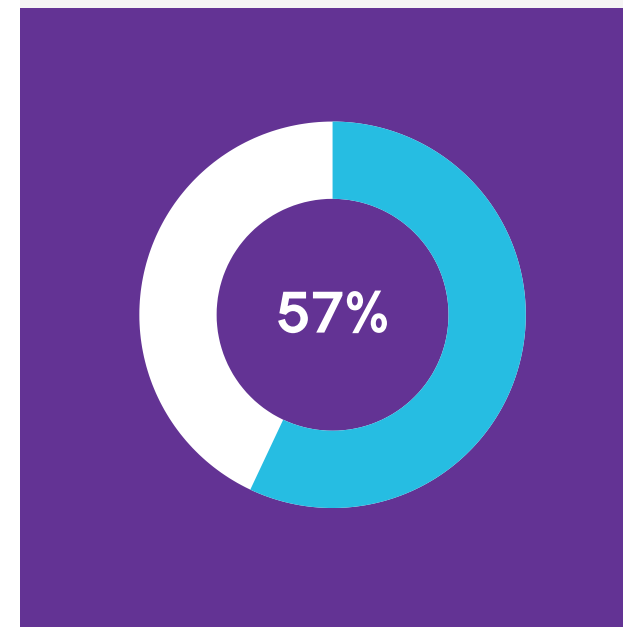
# The Hub at a glance

From September 2020 to July 2021

Our five-year strategic plan aimed high, with a strong focus on increasing public engagement and knowledge-sharing. We are proud to say that, this past year, we surpassed many of the goals that we had set for ourselves.

Over the past 12 months, we

- saw our online community of supporters grow significantly;
- provided access to over 4,800 resources on elder abuse;
- delivered webinars (live and via YouTube) about human rights, ageism and social isolation to close to 2,500 people;
- initiated two new projects which will change the deal for elder abuse prevention and response in Canada.



88,000 downloads  
on cnpea.ca  
+57% in a year



**57.5K**

Pageviews on  
cnpea.ca



Twitter audience:  
+10.5%  
Facebook audience:  
+51%



**+22.5%**

Webinar attendees  
Total live  
participants: 1,695



# 2021 Highlights

2021 began just as 2020 ended, on a note of funding uncertainty and limited capacity. Between April 2021 and August 2021, CNPEA obtained three grants, from Justice Canada, Canada Summer Jobs, and lastly, from Women and Gender Equality Canada, which allowed us to hire summer staff and kickstart two significant new projects:

- A pan Canadian engagement strategy to enhance elder abuse prevention. We have led extensive consultations at the P/T level and are currently drafting the final document (the Roadmap) with national partners.

- Our new STOP-GBV project which aims to develop promising practices for front-line workers to better address the needs of older women experiencing gender-based violence. This will be a large, 5-year project, involving numerous fantastic partners who will help us develop a meaningful, intersectional tool and set of practices.

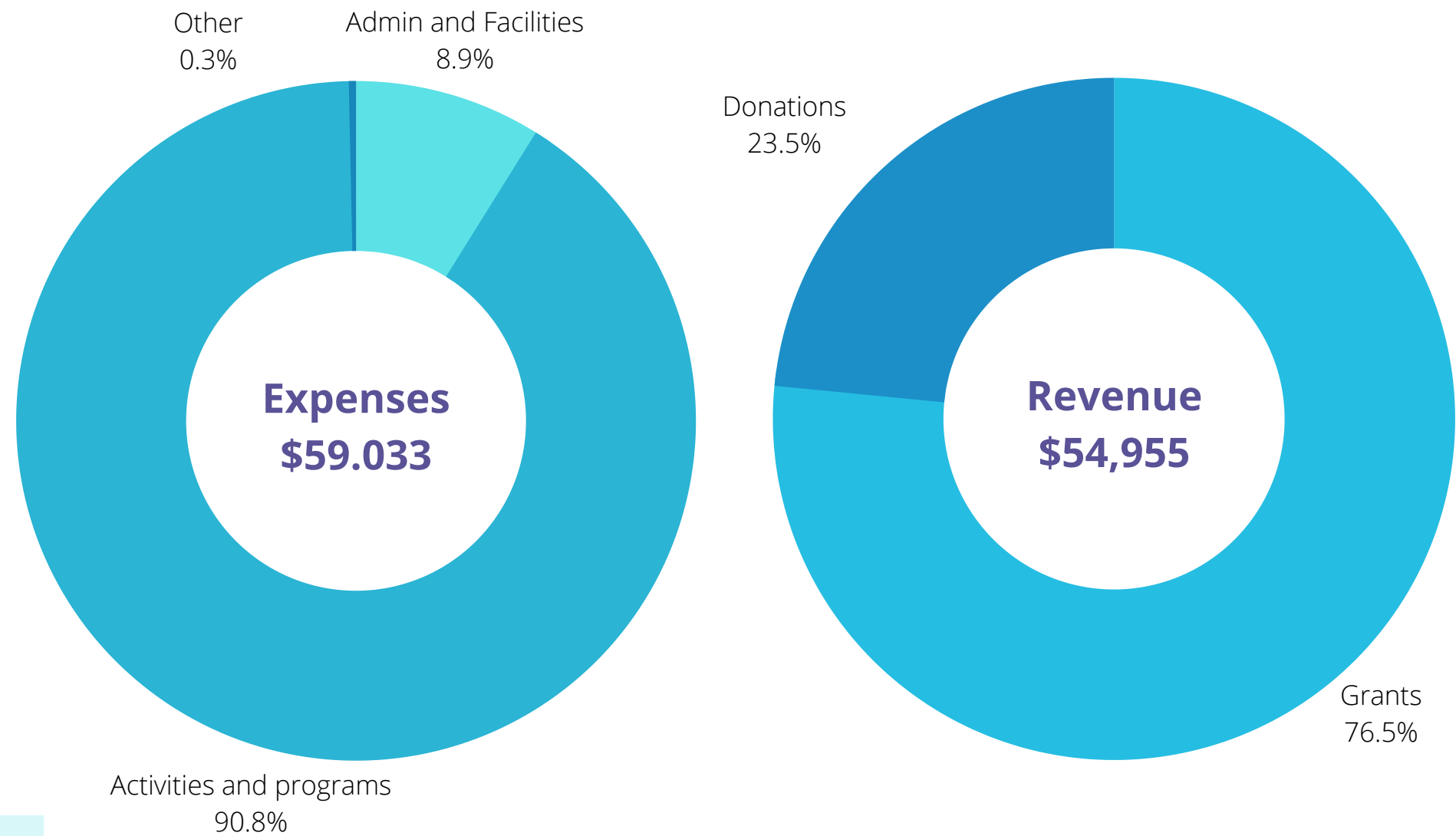
Knowledge Sharing & Collaborations	Awareness & Education	Government relations & Policy
<p>CNPEA leads the development of a <b>pan Canadian engagement strategy</b> (the Roadmap) to increase the prevention of elder abuse . Coming late 2021</p>	<p><b>5 interactive webinars in 2021</b></p> <ul style="list-style-type: none"> <li>- 4 in English, 1 in French</li> <li>- Nearly 1,700 participants</li> <li>- 600+ views on YouTube</li> </ul>	<p><b>CNPEA appeared before 2 House of Commons Standing Committees</b> to address <u>elder abuse</u> and the <u>impact of Covid 19 on seniors</u>.</p>
<p>CNPEA is supporting the National Initiative for the Care of the Elderly in the development of <b>workshops focused on Dementia and Elder Abuse</b> (coming this Fall)</p>	<p><b>WEAAD Campaign "Rights Do Not Get Old"</b></p> <ul style="list-style-type: none"> <li>- Pan Canadian &amp; International participation</li> <li>- 55K impressions on Social Media</li> <li>- Multiple radio/news features and interviews.</li> </ul>	<p>CNPEA was invited to address F/P/T Ministers and Seniors Stakeholder during the <b>FPT Symposium "The Future of Aging in Canada"</b>, co hosted by the Hons. Deb Schulte and Josephine Pon.</p>
<p><b>Advisory roles</b> in multiple initiatives with the International Longevity Centre Canada, the Cegep de Drummondville and the Canadian Femicide Observatory for Justice and Accountability.</p>	<p><b>Increased student engagement</b></p> <ul style="list-style-type: none"> <li>- Practicum, McEwan University, Social Work Program</li> <li>- Canada Summer Jobs Placement, Summer 2021</li> </ul>	<p>CNPEA joined the <b>Federal Roundtable</b> on the creation of a federal policy definition of senior abuse.</p>





## FINANCIAL STATEMENTS

FISCAL YEAR 2020-21 (APRIL 2020-MARCH 2021)



# Looking forward

We have been working diligently behind the scenes to secure a steadier path for CNPEA. The hard work we put in, while also trying to meet the challenges of the past year and a half, is finally paying off. With guaranteed project funding now in place for the next 5 years, we will be able to focus on an exciting new project while also developing a corporate donor strategy to further support our sustainability.

Next in our Roadmap project is the development of webinars and online learning modules in support of the upcoming release of our engagement strategy.

The Stop-GBV project begins this Fall, with a large scoping review by project partners NICE and Disabled Women's Network (DAWN Canada).

We will also work on increasing our resources' accessibility, and we hope to start planning for a future Summit on Elder Abuse.

Above all, we look forward to engaging with the new Government to resume the conversation and encourage our leaders to make elder abuse prevention a priority, nationally and in every jurisdiction.



## With Gratitude

A network is nothing without its members. We wish to thank all who have contributed to our knowledge-sharing work in 2021.

Many thanks to our current and departing Board members. Your steadfastness through personal and professional challenges this past year was pivotal for the organization. Much gratitude to Kelly Heisz in particular, our longest running Board member and institutional knowledge-holder, who has reached the end of her term.

Many thanks to our funders, Justice Canada and Women and Gender Equality Canada for supporting our projects.

To our donors, thank you for believing in this work. Your gifts provide us with certainty that our work matters and that we will be able to keep going during very uncertain times. We are honoured that you stand with us.





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@ CNPEA



Our donors and partners make our work possible and help us get one step closer to realizing our vision of a Canadian society where older adults can live free from abuse.

**Charitable donations fund our critical work. Please consider making a donation today at** <https://cnpea.ca/en/donate>.

To discuss a legacy gift to the Gloria Gutman Fund, held in trust at the Vancouver Foundation, visit

[www.vancouverfoundation.ca/gloriagutman](http://www.vancouverfoundation.ca/gloriagutman)  
or contact us at: [benedictes.cnpea@gmail.com](mailto:benedictes.cnpea@gmail.com)

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