



CNPEA Mission, Vision and Values (updated)

Mission

CNPEA builds awareness, support and capacity for a coordinated pan-Canadian approach to the prevention of elder abuse and neglect. We promote the rights of older adults through knowledge mobilization, collaboration, policy reform and education.

Vision

All older adults in Canada have the support they need to thrive within their communities and live free from violence and neglect.

Values

Collaboration and Capacity Building - We work across sectors and jurisdictions to foster a coordinated approach to the systemic prevention of elder abuse and neglect.

Respect and Inclusion - We defend older people's human rights and autonomy, root our work in anti-ageism, and seek to amplify the diverse voices and experiences of older people. We believe that violence and inequities affecting us as we age can only be addressed through an intersectional lens.

Accountability and Credibility - We are accountable to our members and stakeholders, including all older Canadians. Transparency and integrity guide our internal and external practices. We are committed to developing, supporting and mobilizing trusted, evidence-based resources.

Innovation - We seek and promote innovative approaches to expand knowledge, enrich our work and inform meaningful change to improve the lives of older adults.

Open-mindedness and Sensitivity - We take a "listen first" approach to our work, incorporating the diverse lived experience of older Canadians into every aspect of our work through thoughtful consultation. We consider and address the unique needs of communities across the country, without making sweeping or simplifying assumptions on the modern experience of aging.

August 15, 2023

Strategic Planning Committee



CNPEA Strategic Plan 2024 - 2027

Advocacy	CNPEA continues to advance program and policy development on issues related to preventing the abuse and neglect of older adults.					
	Year 1 (April 2024- March 2025)		Year 2 (April 2025- March 2026)		Year 3 (April 2026- March 2027)	
Strategic Goals	Activities	KPIs	Activities	KPIs	Activities	KPIs
Work collaboratively with Canadian stakeholders to prioritize elder abuse prevention in every community (<i>Future Us</i> Goal 1)	Advocate for explicit inclusion of elder abuse as a priority issue to be addressed by every Canadian community Populate <i>Future Us</i> engagement map to track initiatives related to elder abuse prevention	Identify age-friendly communities that include elder abuse prevention in their strategies 10 more initiatives added to the <i>Future Us</i> Map	Advocate for explicit inclusion of elder abuse as a priority issue to be addressed by every Canadian community Populate <i>Future Us</i> engagement map to track initiatives related to elder abuse prevention	3 more age-friendly communities include elder abuse prevention in their strategies 15 more initiatives added to the <i>Future Us</i> Map	Advocate for explicit inclusion of elder abuse as a priority issue to be addressed by every Canadian community Populate <i>Future Us</i> engagement map to track initiatives related to elder abuse prevention	5 more age-friendly communities that include elder abuse prevention in their strategies 20 more initiatives added to the <i>Future Us</i> Map



<p>Influence federal policy to ensure the inclusion of an elder abuse prevention lens.</p>	<p>Advocate for development of a national elder abuse strategy</p> <p>Continue involvement in the Canadian Coalition Against Ageism (CCAA)</p> <p>Collaborate with federal government via consultations to enhance laws and policies that address elder abuse</p> <p>Support development and adoption of a consistent, national definition of elder abuse to support strong data collection and analysis</p> <p>Promote and encourage the inclusion of older people's voices in all efforts to address elder abuse.</p>	<p>1 Position statement/policy paper published</p> <p>Submit pre-budget federal submission</p> <p>Hold 3 meetings / consultations with government</p>	<p>Advocate for development of a national elder abuse strategy</p> <p>Continue involvement in the Canadian Coalition Against Ageism</p> <p>Collaborate with federal government via consultations to enhance laws and policies that address elder abuse</p> <p>Support development and adoption of a consistent national definition of elder abuse to support strong data collection and analysis</p> <p>Promote and encourage the inclusion of older people's voices in all efforts to address elder abuse.</p>	<p>2 Position statements / policy papers published</p> <p>Submit pre-budget federal submission</p> <p>Hold 3 meetings / consultations with government</p>	<p>Advocate for development of a national elder abuse strategy</p> <p>Continue involvement in the Canadian Coalition Against Ageism (CCAA)</p> <p>Collaborate with federal government via consultations to enhance laws and policies that address elder abuse</p> <p>Support development and adoption of a consistent national definition of elder abuse to support strong data collection and analysis</p> <p>Promote and encourage the inclusion of older people's voices in all efforts to address elder abuse.</p>	<p>2 Position statements/ policy papers published</p> <p>Submit 3 pre-budget submissions for P/T (with focus on P/T w/out networks)</p> <p>Hold 3 meetings / consultations with government</p>
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<p>Support international initiatives that align with the WHO's Decade of Healthy Aging</p>	<p>Support development and declaration of a UN Convention on the rights of older people</p> <p>Contribute to international work leading up to the UN's Open Ended Working Group on Aging (OEWGA)</p> <p>Champion UN's Sustainable Development Goals #3,5,10</p> <p>Promote and support activities that fit within the WHO's framework for Age-Friendly cities</p>	<p>Make one submission to an international consultation on the rights and safety of older people</p> <p>Yearly report on CNPEA's contributions to OEWGA progress</p> <p>Participation in 2 key initiatives and campaigns relating to the international work on the rights of older people, their well-being and safety, and elder abuse prevention</p>	<p>Participate in <i>Age with Rights Campaign</i> (GAROP)</p> <p>Host national virtual event on international work toward a Convention on the rights of older people or other related topic</p>	<p>Attendance at OEWGA</p> <p>400 people attend/watch the national virtual event</p> <p>Letter sent to federal government in support of a Convention on the rights of older people</p>	<p>Develop a video on the rights of older people with partners</p> <p>Organize a letter-writing campaign in support of a Convention on the rights of older people</p>	<p>500 views for video</p> <p>500 participants in letter-writing campaign</p>
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Capacity building		CNPEA builds capacity for elder abuse prevention across sectors and jurisdictions, through knowledge-sharing and collaboration				
		Year 1 (April 2024 - March 2025)	Year 2 (April 2025- March 2026)	Year 3 (April 2026- March 2027)		
Strategic Goals	Activities	KPIs	Activities	KPIs	Activities	KPIs
Establish and support elder abuse prevention networks at local, regional and national levels (Future Us Goal 2)	Complete phase 2 of <i>Future Us</i> and launch Toolkit	10 consultations held during Phase 2 <i>Future Us</i> Phase 2 Toolkit launched 500 downloads and views in first year	Complete <i>Future Us</i> Phase 3 Provide extended support for emerging network in NB Sustain promotion and dissemination of <i>Future Us</i> toolkit	1 new EAPN initiated (New Brunswick) <i>Future Us</i> Toolkit and Case Study promoted in 5 third party newsletters/ articles/websites 2 webinars (EN and FR) to promote outcomes of <i>Future Us</i> Phase 3. 500 attend/view 500 downloads / views of Case	Translate <i>Future Us</i> key assets into a minority language Engage linguistic minority communities to support and adapt <i>Future Us</i>	<i>Future Us</i> presentations to 5 minority language community organizations 1 recorded presentation in minority language available on <i>Future Us</i> website 200 participants and views for presentations
	Build upon community engagement efforts, encouraging adoption of the <i>Future Us</i> roadmap	2 promotional webinars (EN and FR) - 500 attend/view 10 new communities added to Future Us map				
	Begin <i>Future Us</i> Phase 3 (New	Convene NB stakeholder group for				



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	Brunswick Case Study)	network development		study		
Support the development of standardized data collection on elder abuse across Canada	Engage with all levels of government to develop and implement standardized data collection mechanisms	3 consultations w/ government on this file	Support / contribute to research projects that aim to collect new data on older adults and elder abuse	2 research projects supported 3 recommendations identified and submitted to government	Engage with government stakeholders on interpreting the data and identifying next steps Work w/ gov. stakeholders to implement data-informed action plan	Standardized data collection practices established Federal elder abuse action plan implemented
Foster collaboration and engage with multi sectoral organizations to mobilize key initiatives in support of elder abuse prevention.	Lead projects and collaborate on partners' projects Pursue and	2 key projects led 2 key project supported 3 events/ presentations on projects led or supported by CNPEA	Lead projects and collaborate on partners' projects	2 key projects led 2 key project supported 3 events/ presentations on projects led or supported by CNPEA	Lead projects and collaborate on partners' projects Pursue and	2 key projects led 2 key project supported 3 events/ presentations on projects led or supported by CNPEA



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Strategic Goals	Activities	KPIs	Activities	KPIs	Activities	KPIs
	<p>expand work with Safe Spaces Group & Francophone Table</p> <p>Identify opportunities to develop new products / programs to support elder abuse prevention</p>	<p>4 meetings /year for each group</p> <p>Submit applications for 5 capacity building grants</p>	<p>Pursue and expand work with Safe Spaces Group & Francophone Table</p> <p>Identify opportunities to develop new products / programs to support elder abuse prevention</p>	<p>4 meetings / year for each group</p> <p>Submit applications for 5 capacity-building grants</p>	<p>expand work with Safe Spaces Group & Francophone Table</p> <p>Identify and address critical gaps in capacity to develop and deliver coordinated elder abuse prevention activities.</p>	<p>4 meetings / year for each group</p> <p>WAGE project completed</p> <p>Launch 1 capacity-building project</p>



Awareness and Education		CNPEA acts as the national leader in elder abuse prevention, raising awareness and understanding of elder abuse through the mobilization of credible, accessible information for all.				
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Strategic Goals	Activities	KPIs	Activities	KPIs	Activities	KPIs
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. (Future Us Goal 3)	Webinar program	8-10 webinars/ year 2,500 webinar attendees /views	Webinar program	8-10 webinars/ year 2,750 webinar attendees/views	Webinar program	8-10 webinars/ year 3,000 webinar attendees/views
	Develop resources (newsletters, videos, infographics, etc)	10-12 newsletters/ year 3 other resources/ year	Develop resources (newsletters, videos, infographics, etc) Develop an elder abuse prevention certification training program.	10-12 newsletters/ year 3 other resources/ year Certification program drafted	Develop resources (newsletters, videos, infographics, etc) Implement elder abuse prevention certification training program.	10-12 newsletters/ year 3 other resources/ year 30 participants to pilot certification training program



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Mobilize credible information in support of elder abuse prevention	Curate and maintain the Hub	5% increase in downloads / site visits 5% increase in website users	Curate and maintain the Hub	5% increase in downloads / site visits 5% increase in website users	Curate and maintain the Hub	5% increase in downloads / site visits 5% increase in website users
	Launch website redesign project	Website project milestones achieved	Continue website redesign project	Launch new website		



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Generate awareness of elder abuse and neglect		Annual WEAAD campaign Annual National Seniors Day campaign	5% more people engaged in online events 5% increase in social media reach during campaigns over past year 3% increase in membership / year Key government stakeholder participation	Annual WEAAD campaign Annual National Seniors Day campaign Develop public education campaign on elder abuse (leveraging Future Us roadmap)	5% more people engaged in online event 5% increase in social media reach during campaigns over past year 5% increase in membership / year Key government stakeholder participation	Annual WEAAD campaign Annual National Seniors Day campaign Launch public education campaign on elder abuse (leveraging Future Us roadmap)	5% more people engaged in online event 5% increase in social media reach during campaigns over past year 5% increase in membership per year Key government stakeholder participation
Support impactful research and knowledge mobilization related to elder abuse prevention		Support research filling gaps in elder abuse data	Participate in 2 surveys or studies Share 5 studies or research projects	Support research filling gaps in elder abuse data	Participate in 2 surveys or studies Share 5 studies or research projects	Support research filling gaps in elder abuse data	Participate in 2 surveys or studies Share 5 studies or research projects



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Strategic Goals		Activities	KPIs	Activities	KPIs	Activities	KPIs
		Strengthen student placement program	1-2 student placements / year	Strengthen student placement program	1-2 student placements / year	Strengthen student placement program	1-2 student placements / year