

Project Brief

Educating Ethnic Communities on Elder Abuse and its prevention

The Ethnic Communities' Council of Victoria (ECCV) is coordinating a statewide project to deliver a community education campaign that will raise awareness of elder abuse, its prevention and relevant supports amongst culturally and linguistically diverse seniors in Victoria.

The project will be delivered in partnership with Seniors Rights Victoria (SRV). The first three-year project began in 2012 and ended in 2015. We worked with the Greek, Chinese, Macedonian, Filipino, Turkish and Serbian communities. The second stage of the project will take place 2015-2018, working with a further six communities, two per year.

Aim

To empower, inform and resource culturally diverse seniors, and ethnic community support services, by raising awareness about seniors' rights and elder abuse prevention, including the role of Seniors Rights Victoria and how to access this and other supports.

Objectives (measurable)

1. To continue to facilitate culturally sensitive elder abuse education for ethnic agencies and community leaders from the target ethnic communities that includes: elder abuse, its prevention and the role of Seniors Rights Victoria and other relevant supports.
2. To facilitate and deliver (in partnership with SRV) community education sessions on elder abuse to an additional six new communities, using a strong evidence base to select these communities, along with the development of bilingual training resources
3. To include information on Powers of Attorney and implications as an elder abuse preventative measure incorporated into community awareness raising and training resources, working with Seniors Rights Victoria, Office of the Public Advocate and Department of Justice.
4. To support a similar governance structure to ensure proper consultation occurs
5. To document project findings

Anticipated outcomes (long term changes or benefits)

1. Increased awareness of elder abuse in the targeted ethnic communities
2. Increased use by older people from CALD backgrounds and their families of measures providing protection against elder abuse.
3. Increased understanding of culturally appropriate community education strategies for relevant service providers.
4. Improved understanding of issues around elder abuse as they relate to ethnic communities targeted in the project.
5. Increased capacity of ethno-specific service providers (in targeted ethnic communities) to respond to incidents of elder abuse.

Project background

The ECCV discussion paper *Reclaiming Respect and Dignity: elder abuse prevention in ethnic communities* (2009) conducted an in-depth situational analysis of elder abuse issues in the ethnic sector. A key recommendation of the paper was the development of culturally and linguistically appropriate community education campaigns for the ethnic ageing community to raise awareness and understanding of elder abuse and neglect, and personal rights. There is no evidence to suggest that there is a higher prevalence of elder

abuse in ethnic communities. However, ECCV's broad-based consultations indicate that it may be more hidden due to shame, stigma and not knowing where to go for help.

ECCV was funded in 2012 for three years by the Victorian Department of Health to develop a community education program for CALD communities in partnership with Seniors Rights Victoria. This project worked with six communities (Greek, Chinese, Macedonian, Filipino, Turkish and Serbian) and developed culturally appropriate community education materials including community education kits, brochures and the film *Within my Walls*, overdubbed into seven languages. Principles of community education included using narratives, delivered by bilingual workers in the first language of the participants, and working closely with ethno-specific organisations and ethnic media to raise awareness.

This project methodology has proven successful in increasing awareness and the capacity of ethno-specific agencies to recognise and respond more effectively to elder abuse. Referrals to Seniors Rights Victoria have increased from many of the target communities.

The project has been funded for a further three years (2015-18) to allow the ECCV to extend the project to six new ethnic communities, as well as to continue to support the existing communities from the first three years.

ECCV profile

The **Ethnic Communities' Council of Victoria** (ECCV) was established in 1974 as a voluntary community based organisation. ECCV is a statewide peak advocacy body representing ethnic and multicultural communities in Victoria. The ECCV's role includes supporting, consulting, liaising with and providing information to Victoria's ethnic communities. ECCV has been a member of the Victorian Government's elder abuse advisory group since 2008

Project people

ECCV will manage and coordinate the project in partnership with Seniors Rights Victoria. The project will be guided by the professional advice and opinion of a steering committee that includes:

Steering committee

- ECCV
- Department of Health & Human Services
- Seniors Rights Victoria
- In Touch: multicultural centre against family violence
- Municipal Association of Victoria
- Anita Frayman, Australian Association of Gerontology

Key stakeholders

- Ethno-specific, multicultural agencies and local government that work extensively with target six communities
- Community leaders from six target communities
- Ethnic media organisations (print, radio and television)
- Ethnic seniors groups

This project will:

1. Develop culturally appropriate community education strategies

A good understanding of elder abuse in the context of specific ethnic communities is necessary in order to deliver community education that is culturally and linguistically meaningful to seniors from migrant backgrounds.

This will be achieved through working with an advisory group for each target community. The group will be made up of community leaders and relevant community ethno-specific or multi-ethnic service providers that act as gateways to support. The group will advise project staff on cultural and linguistic factors to consider in talking to the community about this sensitive topic.

Considerations for selection of new target communities:

- Number of people aged 65+
- Number of people aged 55-64 (emerging ageing communities)
- Level of English proficiency
- Requests for community education from that community to Seniors Rights Victoria
- Ethno-specific organisation to approach for involvement
- Previous work with that community by the ECCV
- Previous work by that community on elder abuse or family violence

Expressions of interest to participate in the project will be requested from the target communities.

2. Deliver community education to ethnic seniors groups

In order to raise awareness of elder abuse, its prevention and the role of SRV and other supports, we will deliver culturally sensitive community education sessions to ethnic seniors groups from six new target communities. ECCV and SRV will work in partnership to deliver the education sessions. Other agencies may be involved as appropriate. This will include training bilingual educators from the target communities to deliver community education, using a narrative approach, in the first language of the participants. This will include information on Powers of Attorney.

3. Raise awareness of elder abuse in the wider ethnic community

It is also important to raise awareness of elder abuse and pathways to support to those seniors that may not attend seniors groups, and other generations of community members. This will be achieved by implementing an ethnic media strategy alongside the delivery of the community education sessions. ECCV will work in partnership with relevant ethnic media organisations and community leaders.

4. Improve service sector response to elder abuse in CALD settings

This project seeks to build the capacity of services to respond to elder abuse in ethnic communities through:

- Supporting ethno-specific or multi-ethnic service providers to access professional development on elder abuse.
- Disseminating around the wider service sector, the culturally responsive strategies for community education for the six target communities. Project findings will be circulated via existing networks and presentations at relevant forums or conferences.

**For more information about the project please contact
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