

# Strategy to

# ACTION:

## Driving Change Across Canada



6th May 2025



1:00 PM - 2:30 PM (ET)  
10:00 AM - 11:30 AM (PT)

Facilitator: **Margaret MacPherson**



Centre for Research & Education  
on Violence Against Women & Children

[www.futureus.cnpea.ca](http://www.futureus.cnpea.ca)

Hosted by :

Provided with ASL 

Ontario 



CNPEA  RCPMTA

CANADIAN NETWORK for  
the PREVENTION of ELDER ABUSE  
RÉSEAU CANADIEN pour la PRÉVENTION  
du MAUVAIS TRAITEMENT des AÎNÉS



Elder Abuse  
Prevention  
Ontario

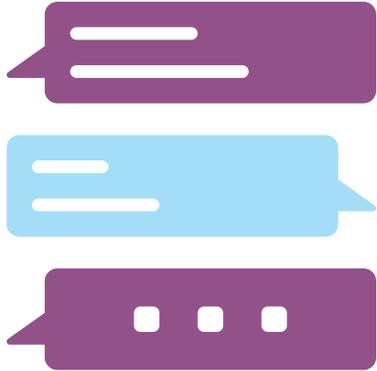
in partnership with  
Elder Abuse Networks  
from across Canada!

# LAND ACKNOWLEDGEMENT



# WEBINAR LOGISTICS

## Communication

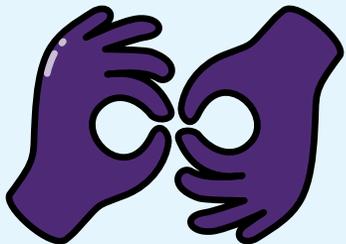


**Microphones:** All attendees will be muted during the webinar.

**CHAT Box** - Welcome to post comments during the session.

**Q & A** - Type your questions in Question/Answer Box and addressed after the presentation.

## ASL



- **Image and name** (ASL Interpreter) on screen
- **Speaker /Gallery view:** Grid at top of right corner of screen - choose the layout you prefer on your screen
- **Closed Captioning:** Enable or Disable

# WEBINAR LOGISTICS

## Evaluation



Your feedback on knowledge gain from the session and suggestions for future topics is appreciated.

- Follow-up email with survey link

## Recording



A recorded version of this webinar will be available on our EAPO and CNPEA websites.

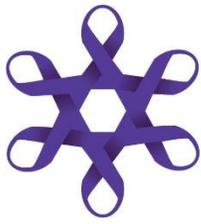
Links and documents shared during the webinar will also be posted.

## Respecting Privacy and Confidentiality



We appreciate there may be personal circumstances or issues which participants may wish to address. However, in keeping with our commitment to maintaining your privacy and confidentiality, today we will be answering general questions posed through the Q&A.

If someone wishes to discuss specific circumstances, we invite you to contact EAPO following this webinar to arrange for a confidential conversation so that we may further assist you.



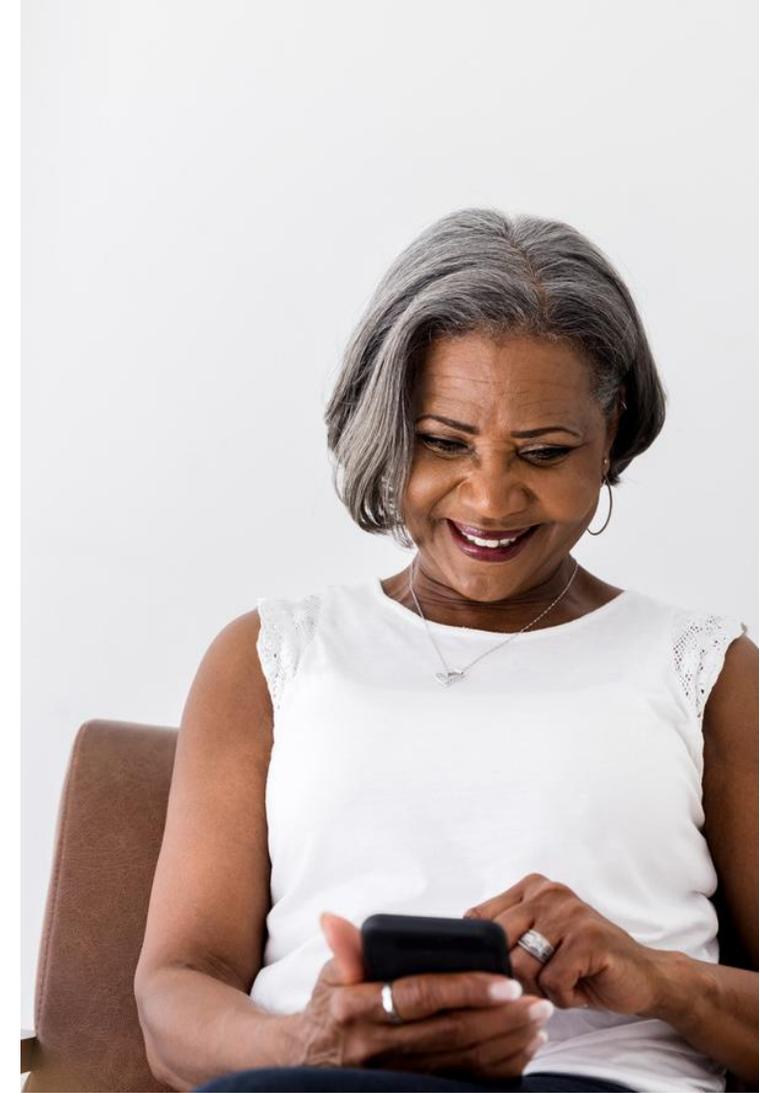
**Elder Abuse  
Prevention  
Ontario**

## **Vision**

EAPO envisions an Ontario where ALL seniors are free from ageism and abuse, where human rights are advanced, protected and respected.

**EAPO is mandated to support the implementation of Ontario's Strategy to Combat Elder Abuse.**

Funded by the ON Government, under the Ministry for Seniors and Accessibility (MSAA)



**STOP ABUSE –**

SIMPLY PUT, WE ALL HAVE A ROLE TO PLAY

**RESTORE RESPECT**



# Canadian Network For the Prevention of Elder Abuse

## MISSION

**The CNPEA works to improve awareness, supports, and capacity to develop a national coordinated approach to elder abuse and neglect. We promote the rights of seniors through knowledge mobilization, collaboration, policy reform and education.**

## VISION

**All seniors in Canada have access to the services and supports necessary to lead a quality life in their communities and live without fear of violence or neglect.**

@cnpea

[www.cnpea.ca](http://www.cnpea.ca)

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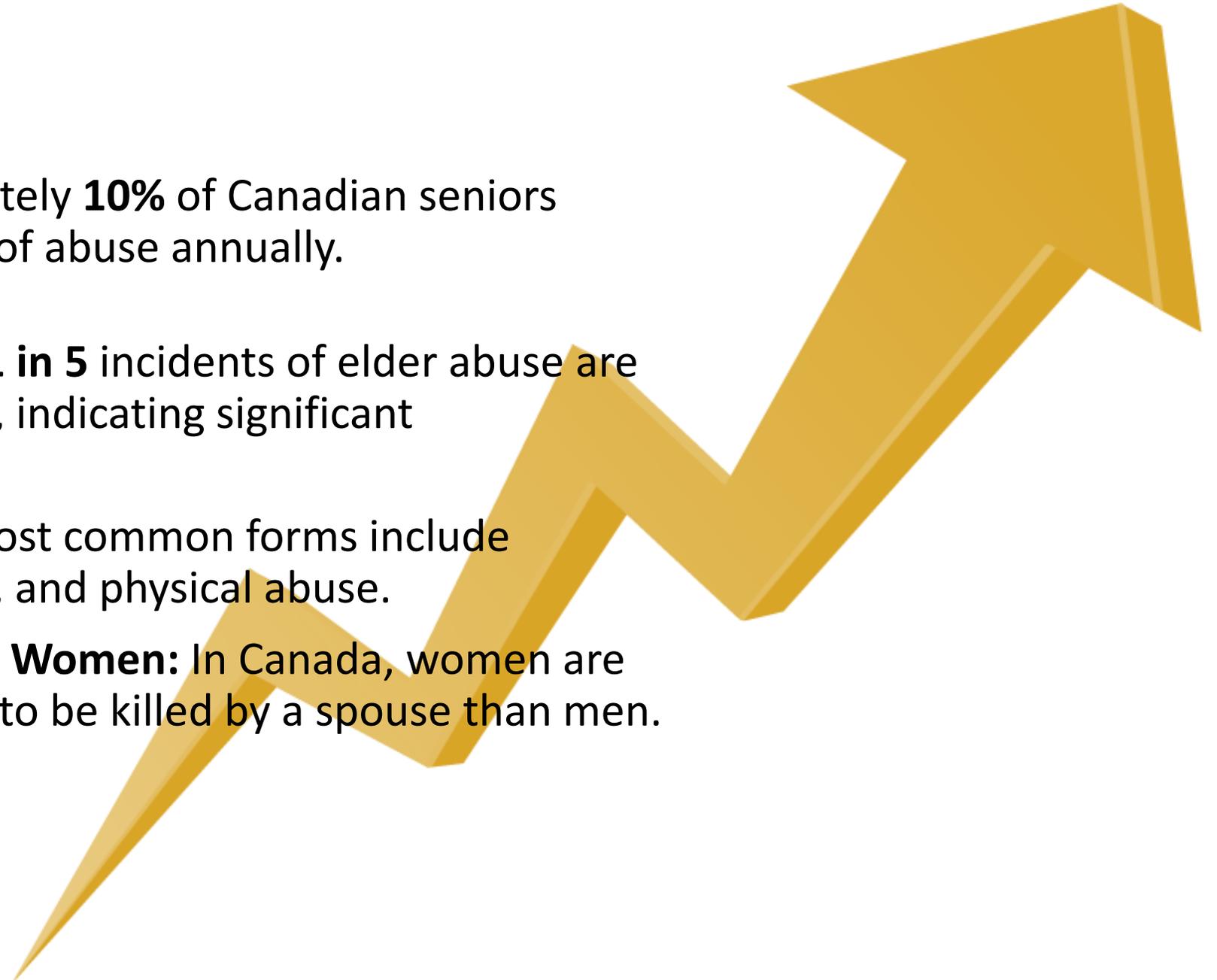
**PROGRESS REPORT**  
2022-2025

**Future Us: A Roadmap to the Prevention of Elder Abuse**



# Key Statistics:

- **Prevalence:** Approximately **10%** of Canadian seniors experience some form of abuse annually.  
Department of Justice 2021
- **Underreporting:** Only **1 in 5** incidents of elder abuse are reported to authorities, indicating significant underreporting.
- **Types of Abuse:** The most common forms include psychological, financial, and physical abuse.
- **Femicide Among Older Women:** In Canada, women are eight times more likely to be killed by a spouse than men.

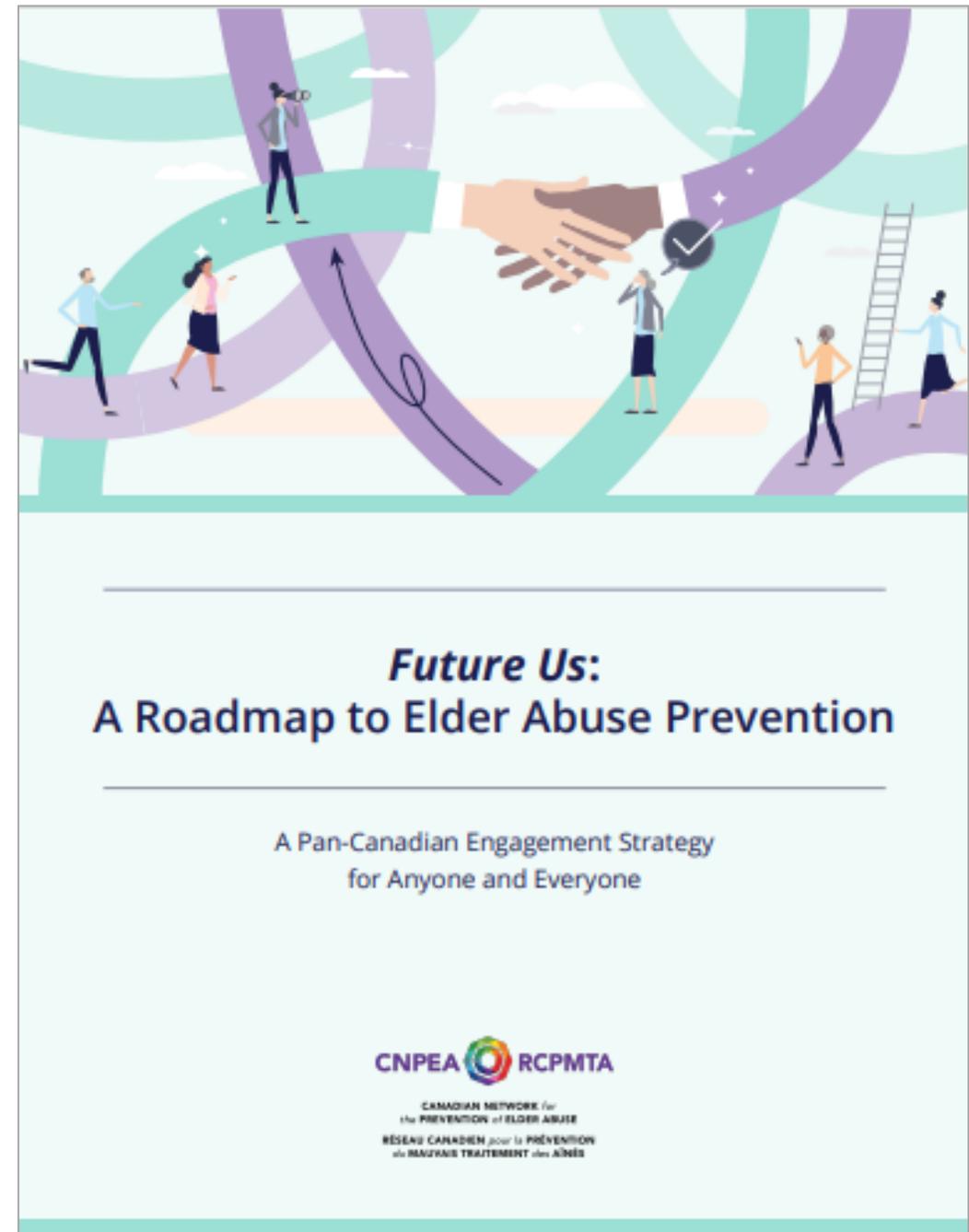




Launched on  
March 24, 2022

Available at:

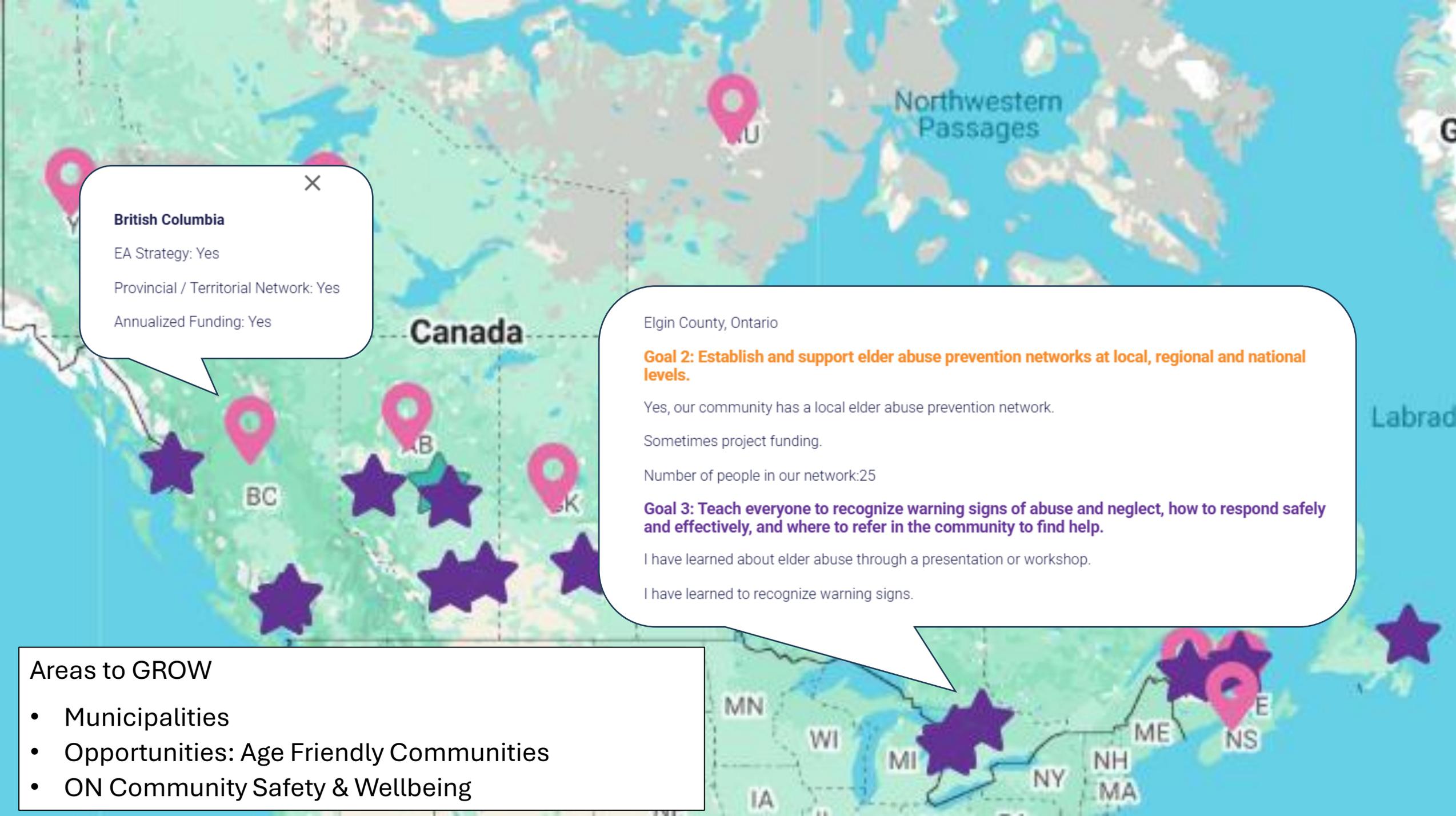
[www.futureus.cnpea.ca](http://www.futureus.cnpea.ca) in French and in English



## 3 Goals to guide the way:



1. **Prioritize prevention** of elder abuse and neglect in every community
2. **Establish and support elder abuse prevention networks** at local, regional, and national levels.
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.



**British Columbia**  
EA Strategy: Yes  
Provincial / Territorial Network: Yes  
Annualized Funding: Yes

Elgin County, Ontario

**Goal 2: Establish and support elder abuse prevention networks at local, regional and national levels.**

Yes, our community has a local elder abuse prevention network.

Sometimes project funding.

Number of people in our network:25

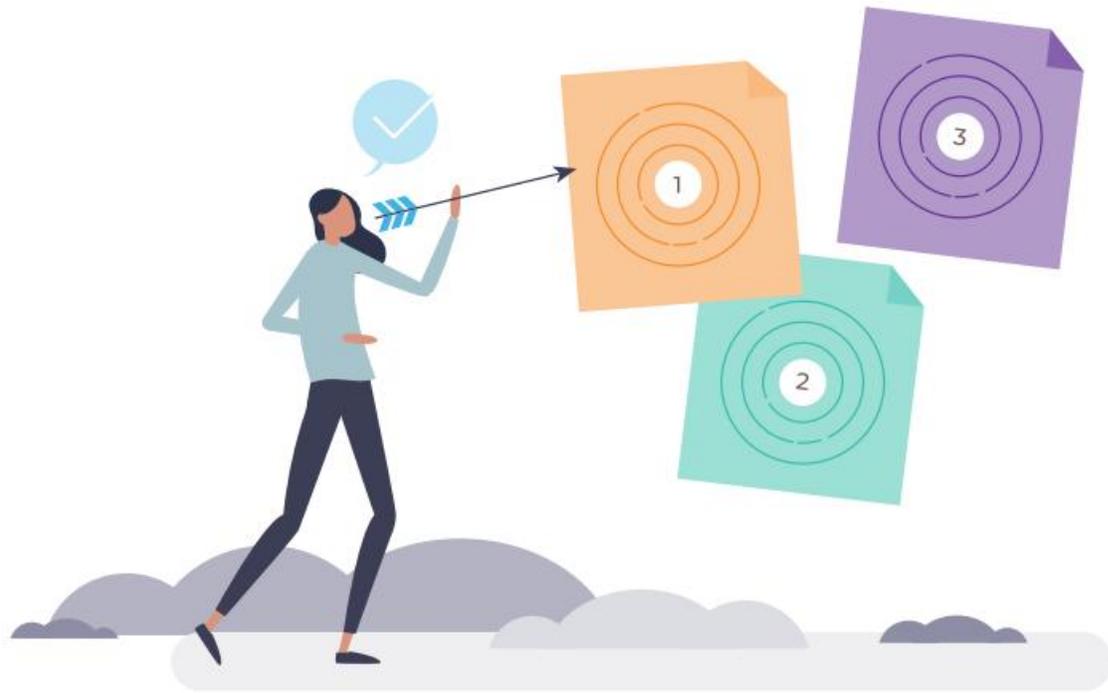
**Goal 3: Teach everyone to recognize warning signs of abuse and neglect, how to respond safely and effectively, and where to refer in the community to find help.**

I have learned about elder abuse through a presentation or workshop.

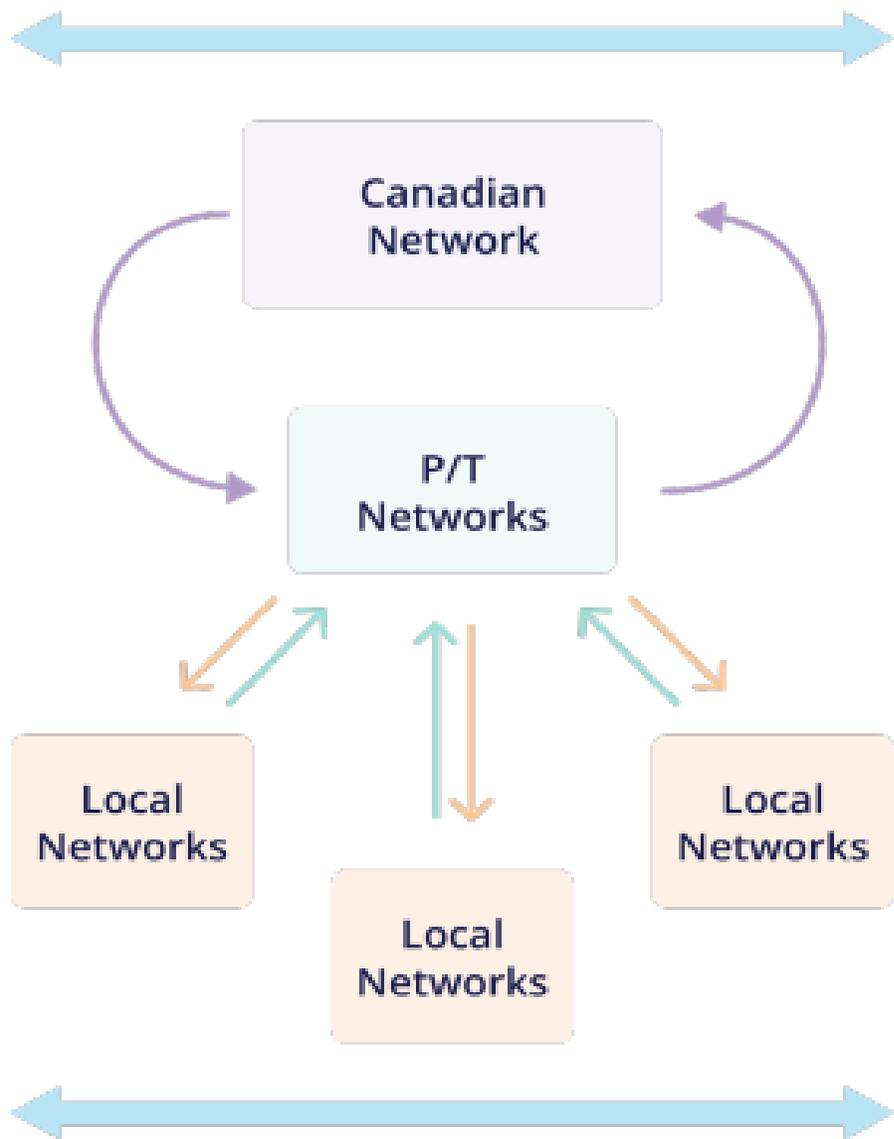
I have learned to recognize warning signs.

- Areas to GROW**
- Municipalities
  - Opportunities: Age Friendly Communities
  - ON Community Safety & Wellbeing

## 3 Goals to guide the way:



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Information and ideas flow up – down – and across the system

## Build infrastructure of networks

### Network Activities

#### CNPEA

- Knowledge Hub
- Convene / support P/T networks
- Webinars
- Learning network
- Research

#### P/T Networks

- Provide training
- Convene / support local networks
- Participate in national network

#### Local Networks

- Provide public education
- Lead on local community coordination
- Participate in P/T network

## What can Elder Abuse Networks do?

Funded, formalized networks:

- **Deliver public education** – from tailored, community-specific programs to pan-Canadian tested materials, to build skill and achieve consistent learning outcomes across the country.
- **Enhance community coordination** – networks do not provide direct service, but they can convene service providers working across sectors on prevention and response to ensure a coordinated community response.
- **Participate in knowledge sharing / mobilization** – the Canadian Network can serve as the backbone organization that connects through provinces and territories to move and share knowledge up, down and across the system. An important resource for communities and governments.
- **Contribute ideas, experience, and innovations** at regional and federal network tables about how to advance the pan-Canadian goals.
- **Support collective action** on national priorities by learning to pull together on common goals for meaningful impact at the local level.

**NUNAVUT**

- X EA Strategy
- X Provincial network
- X Annualized funding

**YUKON**

- X EA Strategy
- X Provincial network
- X Annualized funding

**NWT**

- ✓ EA Strategy
- ✓ Provincial network
- ✓ Annualized funding

**BRITISH COLUMBIA**

- ✓ EA Strategy
- ✓ Provincial network
- ✓ Annualized funding

**ALBERTA**

- ✓ EA Strategy
- ✓ Provincial network
- X Annualized funding

**SASKATCHEWAN**

- X EA Strategy
- X Provincial network
- X Annualized funding

**MANITOBA**

- ✓ EA Strategy
- ✓ Provincial network
- ✓ Annualized funding

**ONTARIO**

- ✓ EA Strategy
- ✓ Provincial network
- ✓ Annualized funding

**QUEBEC**

- ✓ EA Strategy
- ✓ Funded Regional Coordinators

**NFLD & LAB**

- ✓ EA Strategy
- ✓ Provincial network
- X Annualized funding

**NOVA SCOTIA**

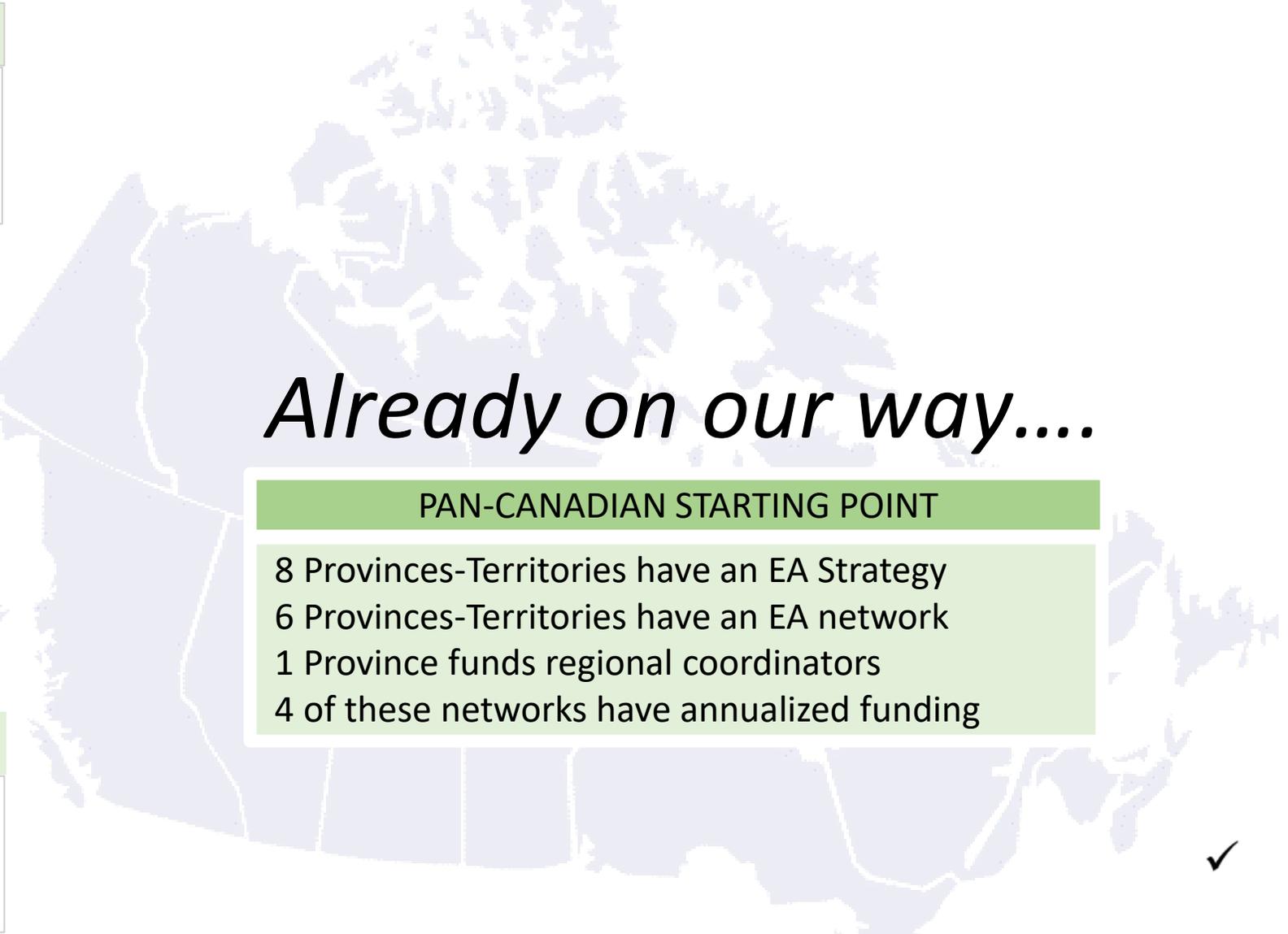
- ✓ EA Strategy
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- X Annualized funding

**PEI**

- X EA Strategy
- X Provincial Network
- X Annualized funding

**NEW BRUNSWICK**

- X EA Strategy
- X Provincial network
- X Annualized funding



*Already on our way....*

**PAN-CANADIAN STARTING POINT**

- 8 Provinces-Territories have an EA Strategy
- 6 Provinces-Territories have an EA network
- 1 Province funds regional coordinators
- 4 of these networks have annualized funding



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- ✓ Provincial network
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**PAN-CANADIAN STARTING POINT**

8 Provinces-Territories have an EA Strategy  
 7 Provinces-Territories have an EA network  
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 4 of these networks have annualized funding

*Already on our way....*





SeniorsNL

## Recognizing elder mistreatment

Elder abuse is a single or repeated attitude, word or act, or lack of appropriate action, occurring within a relationship with a person, community or institution where there is an expectation of trust, which, whether deliberately or not, causes harm or distress to an older adult.





Elder Abuse  
Prevention  
Ontario

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[Resources](#) ▾

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[Safety Exit](#)

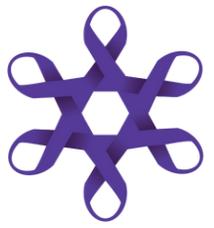


# Creating a safer Ontario for older adults

[LEARN HOW WE HELP](#) ...



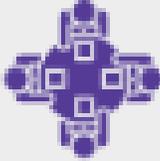
# STOP ABUSE – RESTORE RESPECT



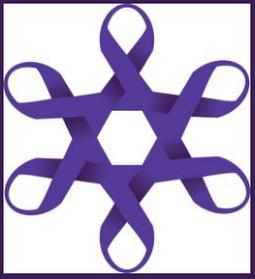
SIMPLY PUT, WE ALL HAVE A ROLE TO PLAY

EAPO is mandated to support the implementation of Ontario's Strategy to Combat Elder Abuse.

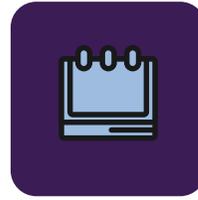


**8**   
**Board Directors**

**8**   
**Staff - Administration**  
**+ EA Prevention Consultants**



# EAPO'S OUTREACH & RESOURCES



Social media channels  
[@EAPreventionON](#)



Website  
[www.eapon.ca](http://www.eapon.ca)



Information and  
Referral



Tools and Resources



Support Provincial  
EA Networks



Training and Education



# EAPOO Education



72

Wellness Fairs  
*and* Seniors  
Community Events



251

Educational Forums  
for Seniors Groups



PODCAST



Elder Abuse  
Prevention  
Ontario

AGING VIBRANTLY



Conversations to  
Empower Seniors

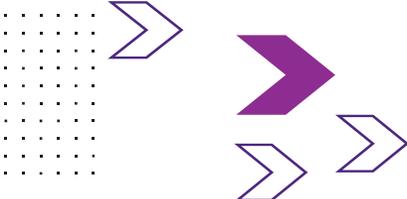
Funded by the  
Government of Canada's  
New Horizons for Seniors Program

Canada



Provincial Webinars  
available with ASL  
interpretation





# EAPO Training



**233** TRAINING  
SESSIONS

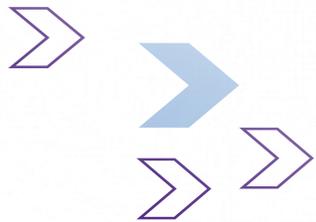
**6**

PROVINCIAL LEARNING PODS  
to building community  
response



**4** virtual  
conferences





# Advocacy / Position Papers

## Consultations: Legislation and Program Development

- Consumer Protection Act
- Retirement Home Act
- FPT Forum of Ministers Responsible for Seniors  
(to prevent/ address the financial abuse of older adults in Canada)

## Position Statements and Engagement

- [EAPO Federal Election Communique – March 2025](#)
- [Public Statement: More Beds, Better Care Act 2022 \(Bill 7\)](#)
- [Elder Abuse: Identifying the issue and combatting all types of Abuse](#)  
Report of the Standing Committee on Justice and Human Rights.
- [Advocating for the Rights of Older Persons](#)



# External Joint – Partnerships

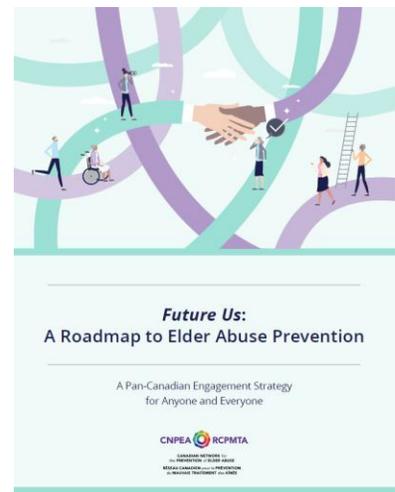
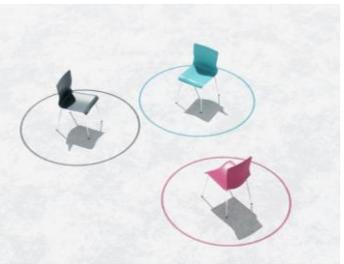
in realms of advocacy, research projects,  
cross sectoral inter-agency projects

**Be Bold : Age with Attitude**



**WORLD ELDER ABUSE  
AWARENESS DAY  
2025**

#WEAAD2025  
#BeBold  
#AgeWithAttitude



Invited to participate in **3** International Forums including **United Nations**

Founding Member of **Canadian Coalition Against Ageism**

working towards **UN convention on rights of older persons and tackling ageism in Canada**

THE GLOBAL ALLIANCE FOR THE RIGHTS OF OLDER PEOPLE MEMBER

HUMAN RIGHTS 75



<https://farfo.ca/rpmafo-maltraitance/>



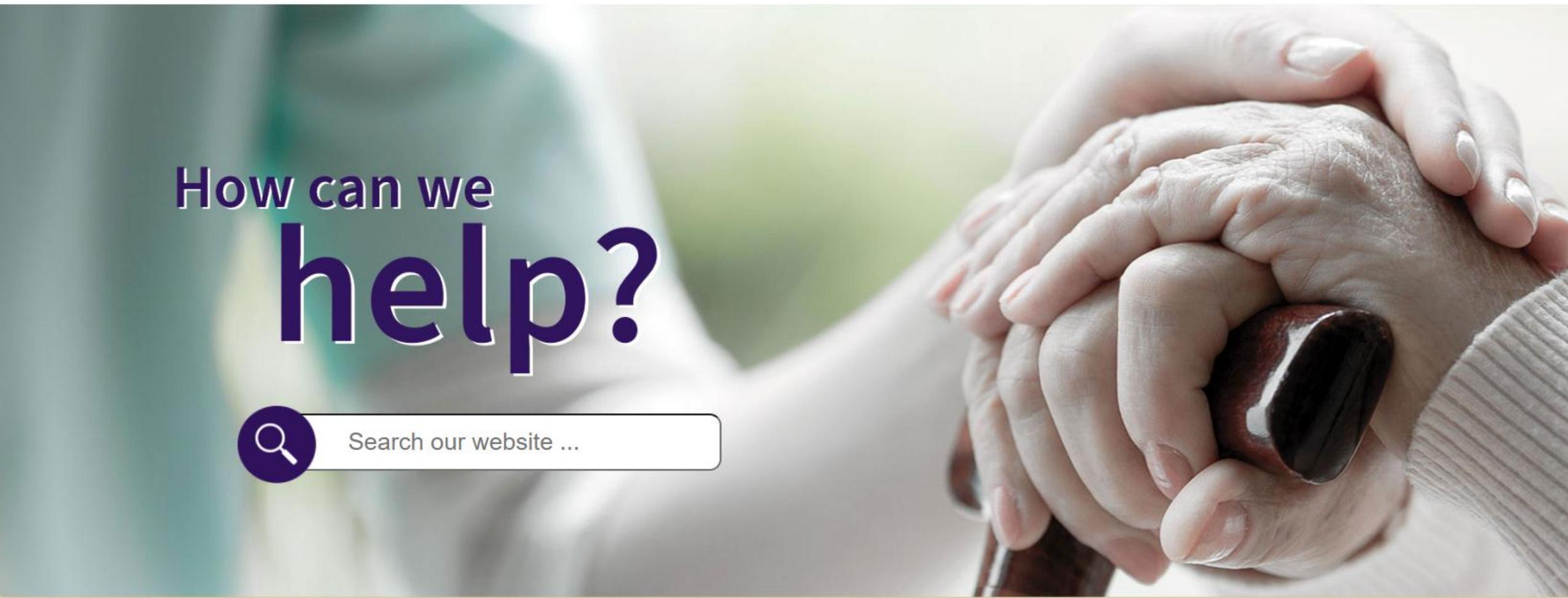
[CONTACT](#)

[Elder Abuse](#) | [Get Help](#) | [Training/Presentations](#) | [WEAAD - World Elder Abuse Awareness Day](#) |

How can we  
**help?**



Search our website ...



If you or someone you know is at immediate risk or harm call 911  
For 24 hour support and referral, call Family Violence Info Line 310-1818

## Be a Champion for Social Change. Learn about YOU Power



It's Not Right: Neighbours, Friends and  
Families for Older Adults Presentation





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# NWT Seniors' Society

Seniors' Helping Seniors

[ABOUT US](#)



## How CRNs can help you



## Upcoming Events

29 April 2025

✦ **CRN Coordinators WEAAD 2025 Brainstorming Session & Orientation!**

06 May 2025

➔ **Strategy to ACTION: Driving Change Canada (Virtual Event)** >

# Welcome!

SeniorsNL is a non-profit, charitable, volunteer organization administered by a board of directors. SeniorsNL serves individuals aged 55 and over across Newfoundland and Labrador through vital programs like information and referral services, community outreach, and engagement.

Our goal is to foster inclusivity and accessibility, ensuring that every senior can access the resources and support they need.

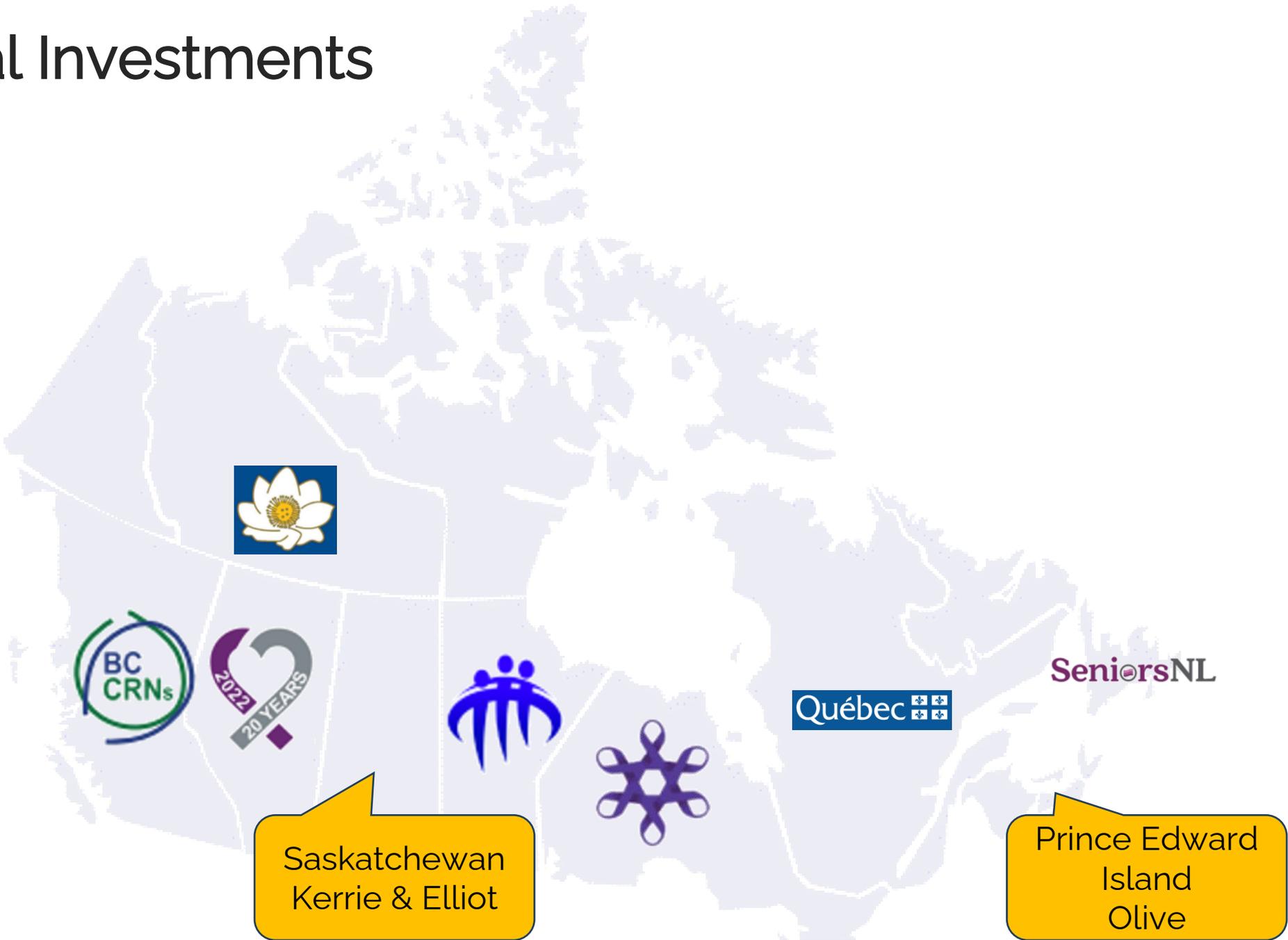
[Contact Us](#)

[Meet our CEO](#)

[Read our latest Newsletter](#)

[Check out our most recent YouTube video:](#)

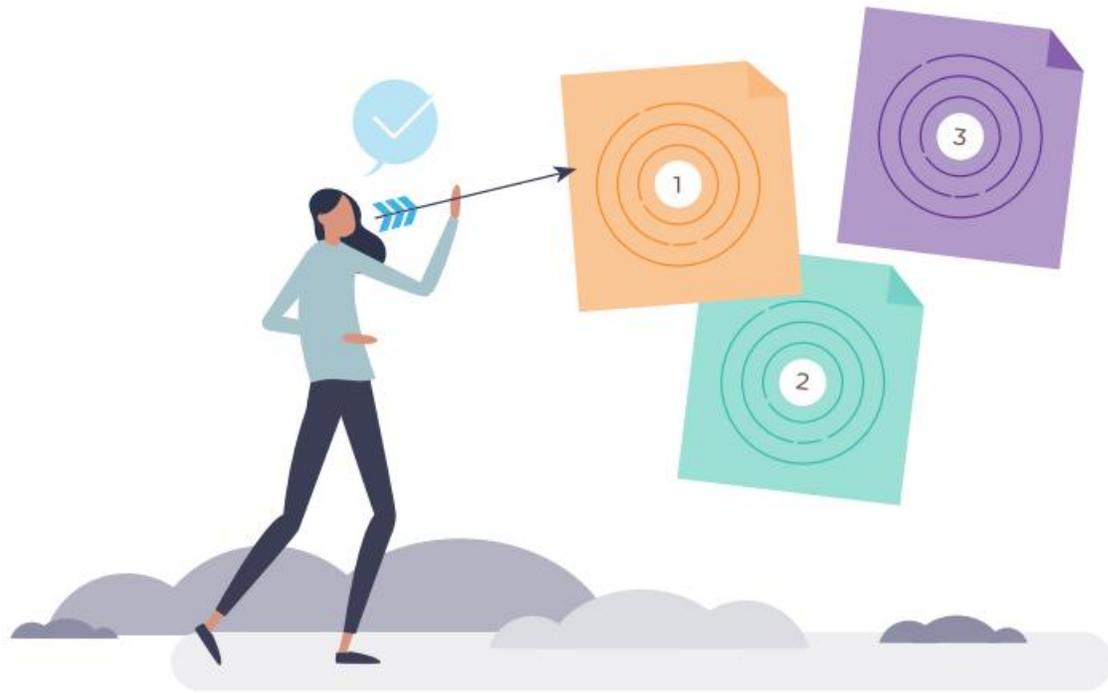
# Individual Investments



Saskatchewan  
Kerrie & Elliot

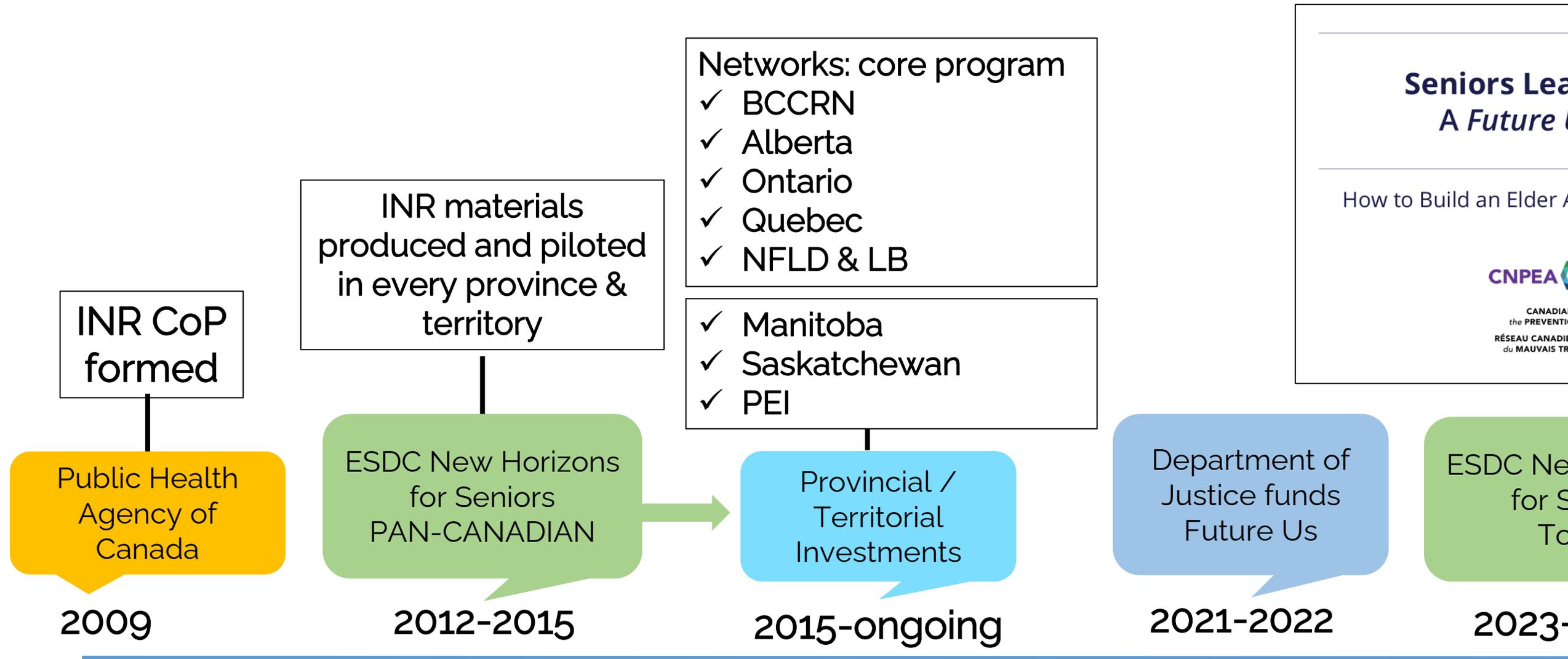
Prince Edward  
Island  
Olive

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# It's Not Right! NFF for Older Adults



- Networks: core program
- ✓ BCCRN
  - ✓ Alberta
  - ✓ Ontario
  - ✓ Quebec
  - ✓ NFLD & LB
- ✓ Manitoba
  - ✓ Saskatchewan
  - ✓ PEI

**Seniors Learning A Future Us**

How to Build an Elder A...

**CNPEA**

CANADIAN the PREVENTION  
RÉSEAU CANADIEN du MAUVAIS TRAITEMENT

# INR Adaptation & Evolution



UPCOMING WEBINAR: June 3

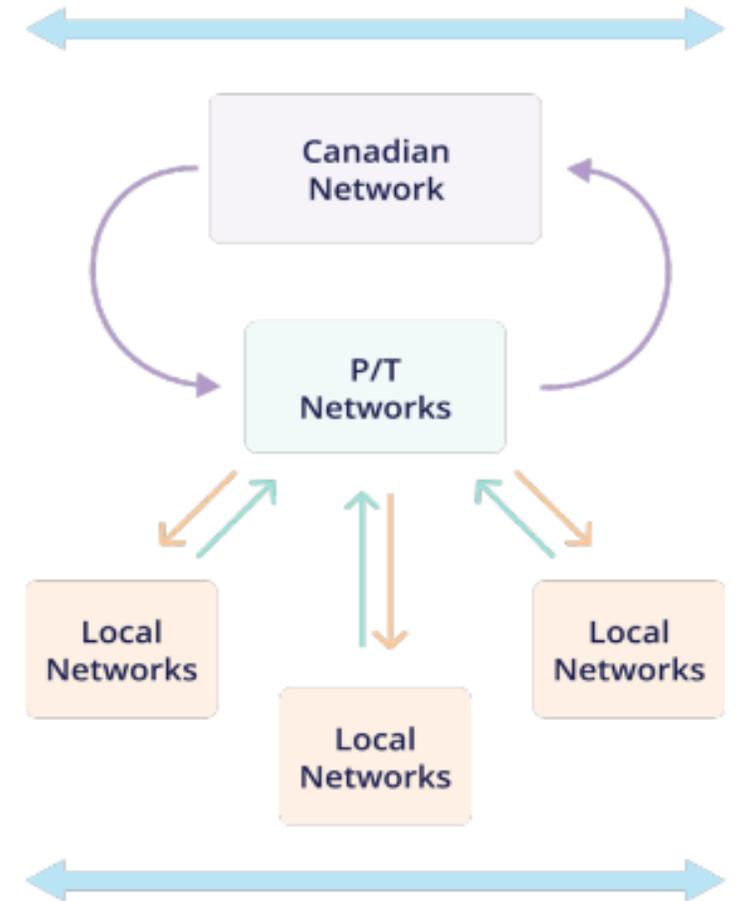
# Address disparity among provinces and territories



# Government are partners with a role to play

## Integrated & aligned infrastructure investments

- **Federal investments** to support elder abuse prevention in every province & territory – address the disparity
- **P/T investments** to ensure provincial connection in local communities and to plug into pan-Canadian network as partners and support – connect up local efforts
- **Municipal investments** to build relationships, convene and connect multi-sectors, learn to reduce and manage risk as a community, ensure engagement of diverse communities



# Making the Case for Investments

- ✓ Look at what has grown from initial investments!!!
- ✓ Opportunity to align efforts under 3 common goals
- ✓ Pan-Canadian potential to grow through CNPEA
- ✓ Opportunity to align with other initiatives (Age-Friendly etc)
- ✓ Address PT disparity – federal gov't role
- ✓ Evaluation
- ✓ A changing population - the need to invest in prevention now



Call to action: Everyone has a role to play, here is what you can do:

# Engagement is the key



- ✓ Join your local elder abuse network
- ✓ Start a network
- ✓ Host a presentation
- ✓ Meet with elected officials to inform & involve them in the issues