

# Seniors Bullying: What is Happening in Ontario Webinar

The information and opinions expressed here today are not necessarily those of the Government of Ontario

**Monday June 4<sup>th</sup> 2018**

**Hosted by:  
Rochella Vassell,  
Regional Consultant, Elder Abuse Ontario**

**Speakers:**

**Kirsten Madsen, PhD**, The Centre for Elder Research at Sheridan College

**Patricia Spadafora, MSW**, Kaleidoscope Consulting



Social Sciences and Humanities  
Research Council of Canada

Conseil de recherches en  
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**Canada**



**Elder Abuse Ontario**  
Stop Abuse - Restore Respect



# Welcome to our webinar!

- All attendees will be muted during the webinar
- If you are experiencing issues please type into the chat/Question box and send to Mary Mead/Rochella Vassell
- If you have a question we will spend 30 minutes near the end on Questions and Answers
- You will be prompted to fill out an evaluation form once the session has ended, please fill out the form as your feedback will guide us for our future webinars. You will also receive an email link to the evaluation after the session.
- The speakers will provide their contact information at the end of their slide show and you can connect with them directly if you have further questions
- Participants will be sent the slides electronically after the webinar



# Kirsten Madsen & Patricia Spadafora

- Dr. Kirsten Madsen is a faculty member at Sheridan College. She received her PhD in Developmental Psychology from the University of Sheffield in England. Specifically, her graduate work was with the Sheffield University anti-bullying project. Since then she went on to assess what anti-bullying strategies were being implemented by schools across England. Dr. Madsen conducts research and has done extensive training with frontline staff in the area of bullying, aggression, age differences, gender differences, and program development. Currently she is the Project Director for the “Seniors bullying Seniors: What is happening in Ontario”, a project being conducted in partnership between Sheridan College and Elder Abuse Ontario that is funded by the Social Sciences and Humanities Council of Canada (SSHRC).
- Pat Spadafora, of Kaleidoscope Consulting, is the founder and former Director of the Centre for Elder Research, an applied research Centre of Excellence at Sheridan College in Ontario, Canada. The Centre, founded by Ms. Spadafora in 2003, enables researchers to go from “lab to life”<sup>®</sup> with its consumer driven focus and its emphasis on knowledge translation. With many years of experience in post-secondary education, social work and applied research, Ms. Spadafora has a proven track record of bringing innovative projects to fruition. Under Spadafora’s leadership, the Centre amassed an impressive body of work and developed a reputation for innovative research and community engagement. Ms. Spadafora’s expertise and interests include, but are not limited to, promoting positive images of aging, the human cost of social isolation and loneliness, the lived experiences of older immigrants, the needs and interests of older entrepreneurs, elder abuse and the health and well-being benefits of engagement in the creative and performing arts.



# Senior Bullying: What is Happening in Ontario (Prevalence Study)

June 4<sup>th</sup>, 2018

Kirsten Madsen, PhD., Sheridan College

Pat Spadafora MSW, Kaleidoscope Consulting



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# News Headlines.....

## [A surprising bullying battleground: Senior centers - SFGate](#)



- San Francisco Chronical, May 12, 2018
- [www.sfgate.com](http://www.sfgate.com)
- Matt Sedensky, Ap National Writer

People are trying hard to respond, but to date the information we have is anecdotal or limited:

- Robin Bonifas underway in Arizona
  - Residential
- Wood (2007) in Ohio
  - Nursing home
- Trompetter, Scholte, & Westerhof (2010)
  - Netherlands
  - Nursing home

- **Bonnie McCutcheon (New Horizon Grant)**
  - **Ottawa**
  - **N=85**
  - **Residential**



# Senior Bullying: What is Happening in Ontario (Prevalence Study)

A Partnership between Sheridan College & Elder Abuse Ontario

to better understand what is happening in Ontario, AND to use this data to create a resource package outlining best practices for seniors and those working with seniors to stop bullying.



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# Today's objectives

- Introduce ourselves
- Briefly describe the Sheridan Centre for Elder Research
- Provide background for the prevalence study
- Describe the importance of the partnership between Sheridan College and Elder Abuse Ontario
- Present a definition of senior bullying and the need for a common understanding about what constitutes senior bullying
- Outline the prevalence study
- Explain the process going forward – for example, survey distribution, accessing the website, languages available for the survey, print versions
- Q & A

# MEET THE TEAM

## SHERIDAN COLLEGE

- Kirsten Madsen  
(Principal Investigator)
- Kathryn Warren-Norton  
(The Sheridan Centre for Elder  
Research Liaison)
- Jordyn Sousa (Research Assistant)
- Rebecca Rodrigues  
(Research Assistant)
- Project Manager TBA

Pat Spadafora (Co-Investigator)

## Elder Abuse Ontario

- Rochella Vassell, Central West  
(Research Collaborator)
- Raeanne Rideout, Central East,  
(Research Collaborator)
- Stéphanie Cadieux, East,  
(Research Collaborator)



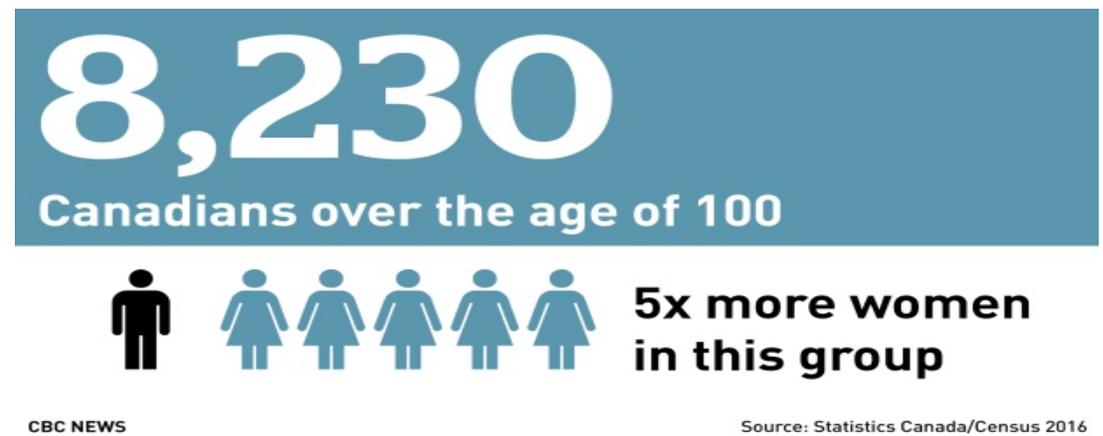
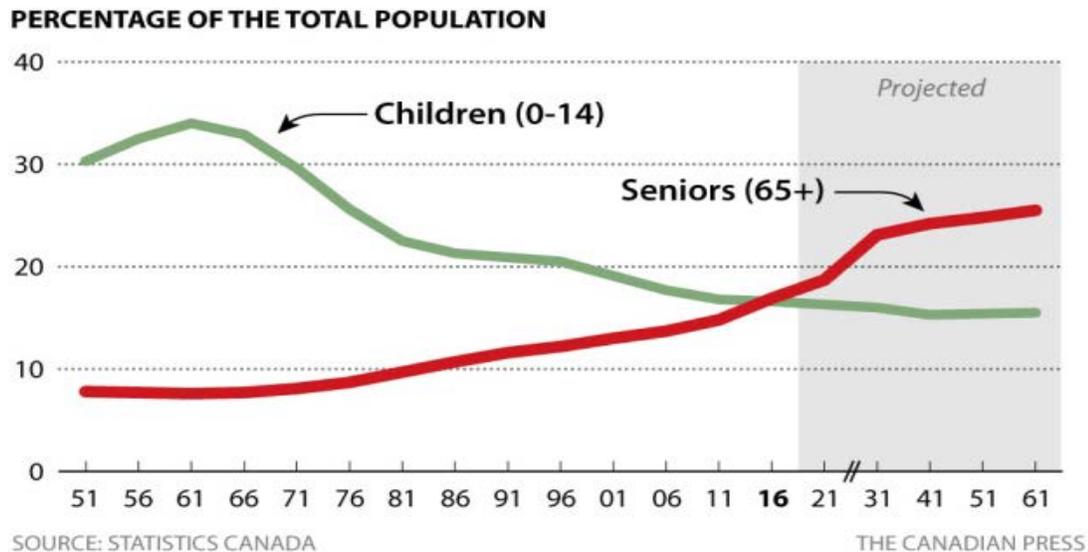
*AND YOU as an interested stakeholder!*

# Sheridan | Centre for Elder Research

The Centre for Elder Research conducts innovative **Lab to Life<sup>®</sup>** research that enhances the quality of life of older adults while serving as an education and resource hub for Sheridan and the broader community.

# Background – population aging Demographic shift in Canada

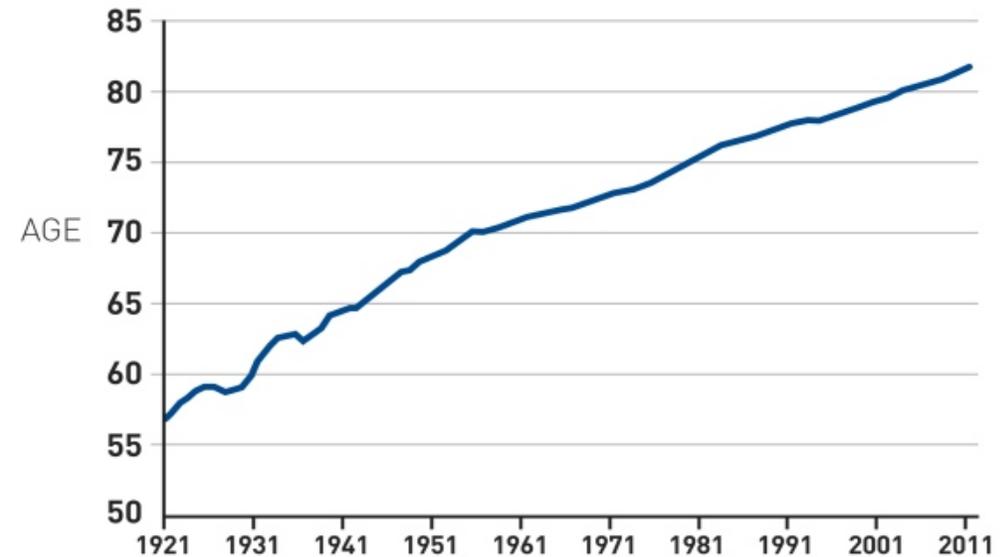
- As of 2015, there were more adults over 65 than children under the age of 14
- The 2011 census reported more people 100+ than ever before
- The number of people 65+ could double in the next 25 years



# Why is it important to investigate the prevalence of senior bullying?

We live in an era of longevity – a rapidly aging population compels us to be proactive in recognizing and responsive to factors that impact quality of life.

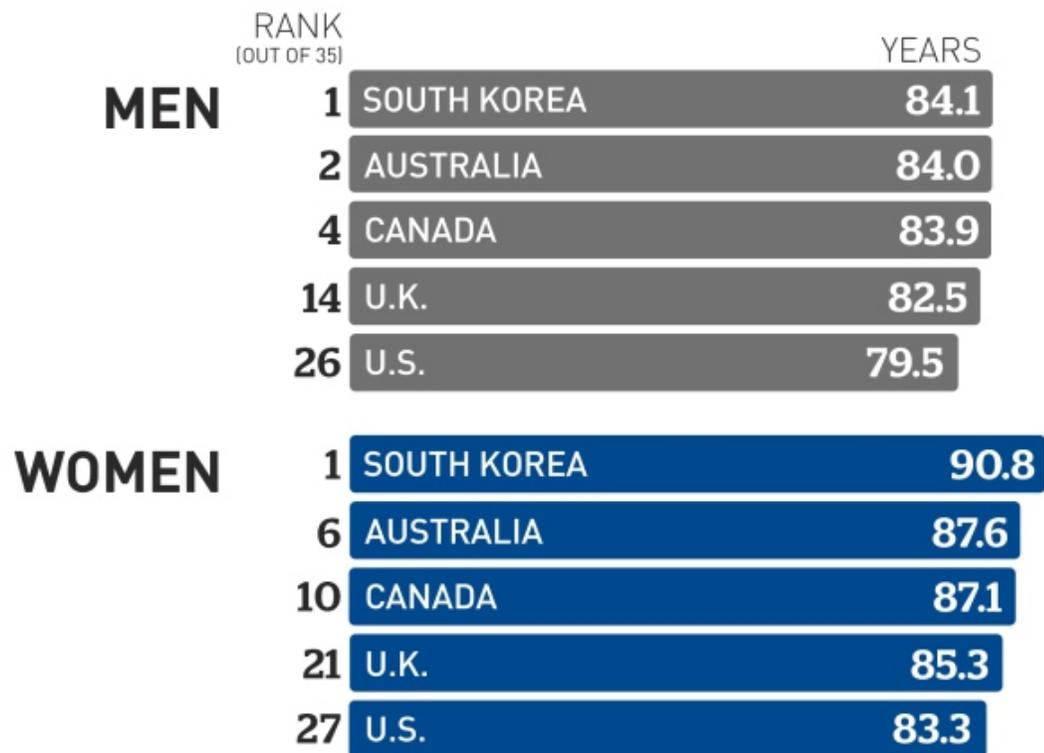
**Change in life expectancy at birth**  
CANADA SINCE 1921



CBC NEWS

Source: Statistics Canada

## Projected life expectancy at birth in 2030



# Additional background

- Senior to senior bullying is a very real concern but most bullying research has focused on children and youth
- Need to create strategies to identify and support at risk older adults
- The genesis of the current research was the Ottawa survey that explored the prevalence and nature of bullying between adults 55+ living in senior's apartments and participating in activities targeting older adults.
- SSHRC funding opportunity
- Importance of the partnership between Sheridan College Elder Abuse Ontario (EAO) and EAO networks throughout Ontario

# What is senior bullying?

**“Bullying is sometimes called harassment and happens when someone hurts, intimidates or scares a peer consciously or unconsciously. When someone is being bullied they often have a hard time defending themselves. Bullying is usually not a one-time event. It can happen over and over again.”**

*This survey relates to bullying which is based on peer to peer interactions, and not perpetrated by a person who is in a position of trust.*

# PROJECT AIMS:

- Collect data on the prevalence and nature of Senior to Senior bullying in Ontario;
- Use this data to create a resource package outlining best practices for seniors and those working with seniors to stop bullying.

# Survey

- Older Adults (55+)
- Ottawa, Peterborough Region, Toronto, Halton, and Peel
- Recruitment: Internet & Senior Centres across Ontario, so this will include those living in the community as well as residing in seniors' residences.
- Geographic regions (rural, urban)
- Languages: Both official English and French languages. Plus, the top 5 languages in Ontario, as identified by the Ontario Government: Punjabi, Simplified Chinese, Portuguese, Italian and Spanish.
- All surveys are available through the Senior Bullying Project Webpages:
- <https://www.sheridancollege.ca/research/active-research/serc/bullying-between-older-adults>
- Survey will be available in print and on-line (*Print version surveys in all identified languages are available by emailing the Project Team at: [senior.bullyingproject@sheridancollege.ca](mailto:senior.bullyingproject@sheridancollege.ca).*
- English survey: <https://www.surveymonkey.com/r/SeniorBullyingProject>

# Survey Questions:

- How prevalent is bullying behaviour among older adults in Ontario (aged 55+)
- What types of behaviours are occurring
- Typical profile of someone who is bullied
- Typical profile of someone who has engaged in bullying behaviours
- Perceived reasons for bullying
- Perceived consequences of bullying

# APPLICATION OF DATA:

- Information sharing on the website
- Autumn 2018 2<sup>nd</sup> webinar to present updates
- **Phase 2:**
  - 4 workshops: Halton and Peel Region, OAE South Central (GTA), South East (Peterborough), and East (Ottawa).
  - With stakeholders across Ontario to obtain feedback on the data.
  - Use data and feedback to develop a resource package of best practices for older adults, frontline staff and agencies to use in order to prevent and respond to bullying.

# WEBSITE..

- Links through the Sheridan Centre for Elder Research & Elder Abuse Ontario
- <https://www.sheridancollege.ca/research/active-research/serc/bullying-between-older-adults>
- You can go directly to English Survey at:
- <https://www.surveymonkey.com/r/SeniorBullyingProject>

# Process going forward and staying connected

- **Webpages and surveys went live June 1<sup>st</sup> 2018**
- Senior Bullying Project Webpages:
- <https://www.sheridancollege.ca/research/active-research/serc/bullying-between-older-adults>
- the online survey is available at English survey: <https://www.surveymonkey.com/r/SeniorBullyingProject>
- For print versions contact: [senior.bullyingproject@sheridancollege.ca](mailto:senior.bullyingproject@sheridancollege.ca) If you know of older adults who do not have access to the internet or who do not feel comfortable with an online survey, please call or email us for print version surveys in self addressed envelopes.
- Autumn 2018 2<sup>nd</sup> webinar to present updates
- Spring/Summer 2019 Stakeholder Workshops
- Spring 2020 Resource Package/Final Report

*Throughout the project updates will be made available.*



# Provincial Campaign

SEEDS FOR CHANGE



Elder Abuse Ontario  
Stop Abuse - Restore Respect  
Maltraitance des personnes âgées Ontario  
Arrêtez les mauvais traitements - Restaurez le respect

**WORLD ELDER ABUSE  
AWARENESS DAY - JUNE 15**

**#growtheconversation**

[www.elderabuseontario.com](http://www.elderabuseontario.com)

Remove the seeded paper ribbon from the card, and plant under 1/8" of soil. Keep moist and in sunny area to grow wildflowers.



Elder Abuse Ontario  
Stop Abuse - Restore Respect



It's Not Right!  
Neighbours, Friends & Families for Older Adults



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Stop Abuse - Restore Respect  
Maltraitance des personnes âgées Ontario  
Arrêtez les mauvais traitements - Restaurez le respect



World Elder Abuse  
**AWARENESS DAY**  
WEAAD ONTARIO

**June 15 World Elder Abuse Awareness Day**

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<http://weaad.elderabuseontario.com/>



Elder  
Stop Abu

**ELDER ABUSE IS EVERYONE'S BUSINESS**  
**LEARN MORE ABOUT ELDER ABUSE & WHAT YOU CAN DO TO HELP**

**Get Help  
Now**

**Call the Seniors Safety Line**

**1-866-299-1011**

Free to call  
Confidential  
24 hours a day  
7 days a week



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# CONNECT WITH US

## Connect With Us



To learn more about Elder Abuse Call  
416-916-6728

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## Stay Connected

A dark blue rectangular graphic with the text 'Stay Connected' in large white font. Above the text are four colorful speech bubbles: blue for 'Center Events', green for 'Bonus Alerts', orange for 'Center Updates', and red for 'Special Promotions'.

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**Questions**



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# CONTACT ELDER ABUSE ONTARIO

## EAO Head Office

2 Billingham Rd, Suite #306  
Toronto, ON  
M9B 6E1

**Tel: 416-916-6728**

**Email: [admin@elderabuseontario.com](mailto:admin@elderabuseontario.com)**

**Website: [www.elderabuseontario.com](http://www.elderabuseontario.com)**

## Regional Consultant Offices

Rochella Vassell  
Central West Consultant,  
**Tel: 416-916-6728 Ext. 225**

**Email: [centralwest@elderabuseontario.com](mailto:centralwest@elderabuseontario.com)**

Raeann Rideout  
Central East Consultant,  
**Tel: 705-876-1122 Ext 327**

**Email: [centraleast@elderabuseontario.com](mailto:centraleast@elderabuseontario.com)**

Stephanie Cadieux  
East Consultant,  
**Tel: 613-406-6025**

**Email: [east@elderabuseontario.com](mailto:east@elderabuseontario.com)**



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