

## Media Release (SAMPLE)

**(Insert date, year)**

*For Immediate Release*

### **Gatekeeper Program Now Available in Our Community!**

**(Insert Community)** The Gatekeeper Program, a best practice for identifying vulnerable, at-risk adults and connecting them to critical community services, is now available in **(insert name of your community here)**.

This important, interactive program is designed to help identify high-risk adults, particularly those who are isolated and may benefit from some type of assistance by training people who have regular contact with this group. The objective of Gatekeeper is to “look out for each other” by helping individuals identify signs of possible abuse, neglect, and self-neglect, and understanding how to respectfully and appropriately respond. Gatekeepers can help to ensure people get the help they need before a situation becomes critical.

The Gatekeeper Program was originally developed by Ray Raschko, M.S.W., and Francie Coleman, M.S.W. in 1978 when Raschko, a social worker with the Spokane, WA, Mental Health Department noticed several seniors were coming to the attention of the agency for the first time when they showed up at the emergency department of the local hospitals. Raschko had the idea to reach out to people who were in regular contact with older adults, such as postal workers, beauticians and other community service providers, to invite them to make confidential referrals to the mental health agency, which would then follow up with the person who was referred.

Gatekeeper is available to groups of ten to twenty people, and is intended for business people, volunteers, service clubs, employees, human service staff, and concerned citizens who have regular contact with at-risk adults through their daily routines.

To arrange a session contact **(Insert full name, title, phone number and email)**.

The **(insert community)** CRN is part of the BC CRN, whose mandate is to work with community, agencies, and government to develop a coordinated response to cases of abuse and neglect of vulnerable adults. Visit [www.bccrns.ca](http://www.bccrns.ca) to learn more about how we can stop adult abuse and neglect together.

For more on the Gatekeeper Program, visit: <http://www.bccrns.ca/generated/resourcesgatekeeper.php>.

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**Contact:** **(Insert full name, phone number and email)**