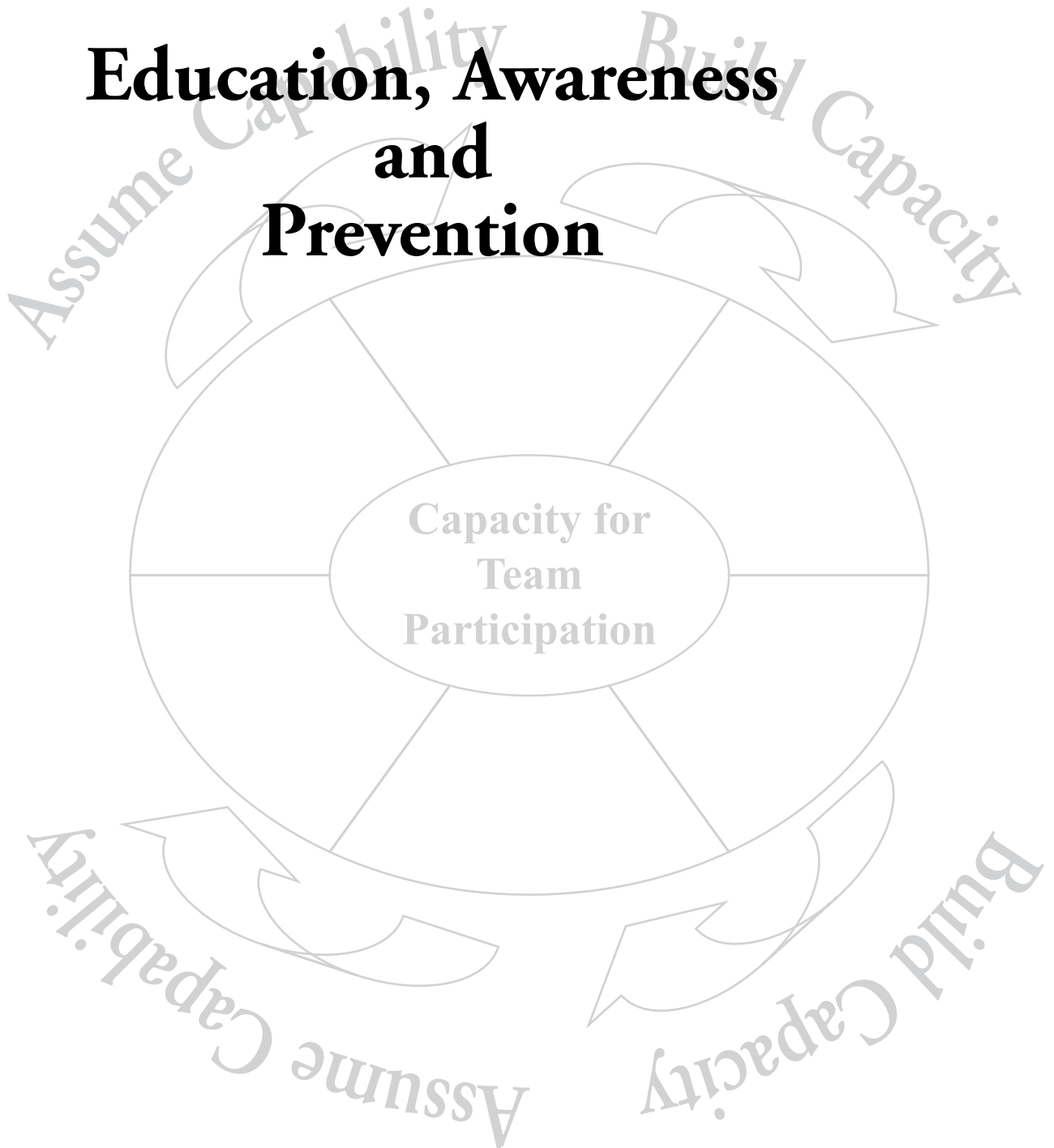
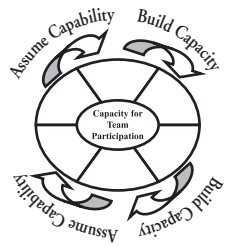


# PART THREE:

## Education, Awareness and Prevention





# EDUCATION, AWARENESS AND PREVENTION

## Summary of Education, Awareness and Prevention Activities

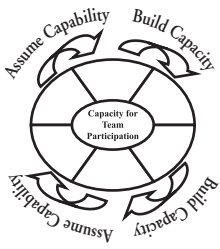
Throughout the province, CRN groups are involved in providing information and education, raising community awareness about abuse, neglect and self-neglect and talking about prevention. Topics covered by these efforts include:

- ▶▶ the community development approach to creating a CRN
- ▶▶ how CRN development is proceeding in different places around the province
- ▶▶ the definitions of abuse, neglect and self-neglect – where there is agreement and different points of view
- ▶▶ the dynamics of abuse
- ▶▶ sensitizing people to the personal circumstances of others; for example, what is it like to live with an acquired brain injury, mental illness, etc?
- ▶▶ information about rights; for example, how adults deserve to be treated, what constitutes financial abuse or fraud
- ▶▶ advocacy – what it is, what is needed
- ▶▶ understanding the new adult guardianship legislation
- ▶▶ how the criminal justice system works in relation to the abuse and neglect provisions of the adult guardianship legislation

Communities have found the following strategies useful:

1. holding workshops and educational events or meeting with groups upon request
2. using video and print resources; for example, Money Matters for Seniors, The ABCs of Fraud
3. producing and airing radio ads or cable television programs
4. submitting articles to local newspapers and newsletters and writing and distributing a short CRN newsletter
5. creating a provincial CRN networking website

Some specific examples of the work done by communities follow.



## 1. Workshops and Educational Events

### ▶▶ **Speaker's Bureau - East Kootenay, Parkville/Qualicum**

Members of the CRN who are well versed in issues of abuse and neglect, familiar with the legislation, and/or familiar with community services and supports volunteer to speak at clubs, agencies, groups etc.

### ▶▶ **Education re: Abuse, Neglect and Self-Neglect for Steering Committee Members – Quesnel, Dawson Creek, Victoria**

Many communities have talked about abuse and neglect, the escalation of abuse over time and the factors that put people at risk. Some have used the Connecting materials developed by the BC Coalition to Eliminate the Abuse of Seniors (BC CEAS).

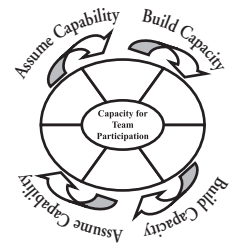
### ▶▶ **Workshops - Simon Fraser, Burnaby/New Westminster, Trail, Grand Forks**

Workshops are a great way to present information to a lot of people at once. Some CRNs have chosen to bring in an “outside” facilitator for certain events, while others have used their local coordinator or other members to lead. Workshops can be done on a wide variety of subjects and can be designed to suit any group or time frame.

### ▶▶ **Theatre - Kaslo, Abbotsford, Burnaby, Powell River**

Theatre attracts a wide audience and allows people who might not usually have exposure to issues of abuse and neglect to become aware of them in a non-threatening way. In Kaslo, members of the Youth Theatre assisted with the production and a huge cross-section of the community attended plays aimed at raising awareness about issues and options for assisting people (see **Community Stories - Kaslo** for the script).

The Abbotsford Players have done productions in many communities including Sea-to-Sky. Burnaby worked with the Back Door Theatre group to explore issues affecting people who have developmental disabilities. Call Powell River – they were exploring doing theatre work too!



▶▶ **Speak at College and University Classes - Abbotsford**

A number of university and college programs welcome information about the legislation and about abuse, neglect and self-neglect. The Abbotsford CRN has spoken to Human Service Worker programs, Law programs, Ethics, Nursing and Social Work courses and programs.

▶▶ **Regional Meetings - Cariboo, East Kootenays, Vancouver**

Many people feel that the education, connecting and ongoing relationship development taking place at Regional Meetings has been invaluable.

▶▶ **Community Forums - Castlegar, Sea-to-Sky, Quesnel**

Open invitation educational and discussion sessions can be an excellent way to inform a large number of people and to invite broad participation in the CRN.

▶▶ **Call the Mentors - Cariboo, East Kootenays**

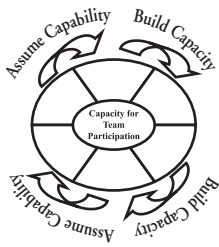
Many coordinators and groups have taken advantage of the information, workshops, and “cheerleading” available from the people contracted to act as mentors by the Public Guardian and Trustee. Call Alison Leaney to find out who is available as a mentor.

▶▶ **In-Services for Staff of Different Agencies - East Kootenay, Richmond**

Members of the Cranbrook CRN made themselves available to do short educational sessions with the staff of agencies and groups in town that would benefit from information about the legislation and about abuse, neglect and self-neglect. In Richmond, information on the dynamics of abuse, neglect and self-neglect was integrated into Home Support’s training program.

▶▶ **Take a Rights Approach- Simon Fraser, Vernon, Castlegar**

There is still a great sensitivity to certain words and labels like abuse and neglect. In talking about rights instead, it is easier to establish when those rights have not been respected. People are often more open to hearing the information when it is presented this way.



▶▶ **Involvement of People Personally Affected in Doing Education - North Okanagan, West Kootenay**

People more personally affected by abuse or neglect freely deciding to tell their stories and educating the community has a huge and powerful impact on those present.

▶▶ **Sensitivity and Consciousness Raising Workshop - Burnaby/ New Westminster**

These two communities joined forces and put on two workshops for the community and service providers geared at helping people to understand what it might be like to be a whole person who happens to be living with a mental health diagnosis or a developmental disability.

▶▶ **Take Advantage of Related Training and Networking Opportunities, eg. BC CEAS AGM - Kamloops, Parksville/Qualicum, Delta**

Opportunities for networking and training abound at various events across the province. Taking advantage of local conferences, workshops etc. can be an excellent way to learn, share ideas and get connected.

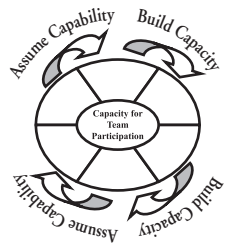
▶▶ **Piggyback on Other Initiatives - West Kootenay, South Fraser, Vancouver/ Richmond**

Some CRNs have joined forces with others in their community to get something accomplished. The International Year of the Older Person provided a perfect opportunity for this.

## 2. Video and Print Resources

▶▶ **Connecting Workshop Modules - BC CEAS - West Kootenay, Simon Fraser, Quesnel**

This four-day workshop series is comprehensive, interactive and up-to-date. It focuses on issues of abuse and neglect and looks at recognizing when it is occurring, understanding the dynamics involved and supports the development of support strategies directed by the adult as much as possible.



▶▶ **Money Matters for Seniors - BC CEAS - East Kootenay, Mount Waddington, Delta**

This excellent video, available through the British Columbia Coalition to Eliminate the Abuse of Seniors, has been named widely as a great tool to educate financial institutions, seniors, their families, and the community at large.

▶▶ **North Vancouver Modules - North Island, Castlegar, Trail**

Seven booklets entitled Developing Community Response Networks, each with a different subtitle, are a guide to CRN development produced by North Shore Community Services, in partnership with Health Canada's Family Violence Prevention Division and the Seniors Independence Program. Although they are now six years old, these booklets are an excellent resource.

▶▶ **Accessibility of Information - Braille, Pictograms etc. - North Okanagan, Kamloops, Castlegar, Grand Forks, Vancouver**

It cannot be assumed that some of the people we are trying to reach, read or speak English. Some communities have worked to ensure that information is available in a variety of languages, and in Braille, pictograms or on tape.

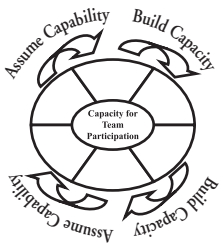
▶▶ **Resources Developed and Distributed by the Public Guardian and Trustee of BC**

Many resources are regularly developed and updated and are readily available to any CRN. People have indicated repeatedly that they find the "Guides", in particular, to be excellent tools.

### 3. Televison and Radio

▶▶ **Radio & TV Spots - North Okanagan, Delta, Sea-to-Sky**

Some communities have used radio and television to bring awareness to the issues of abuse, neglect and self-neglect. The North Okanagan produced radio ads and Delta and Sea-to-Sky produced programs with their local cable companies.



#### 4. Submissions to Newspapers and Newsletters and Writing Short CRN Newsletters

▶▶ **Newspaper Articles about the Legislation and CRN - Kelowna, Ladysmith, Summerland, Victoria, Duncan, Port Alberni, Peachland, Parksville/Qualicum**

Articles have appeared in several BC newspapers about the legislation, some sponsored by local financial institutions and one submitted by a law firm to Forever Young, a national magazine.

▶▶ **Newsletter - North Shore, Comox Valley**

The North Shore has a newsletter shared by the CRN and the OAK Tree Project. The fall 1999 edition has short features about proclamation of the Adult Guardianship Legislation, the four Acts, reaching out to adults at risk of abuse and neglect, as well as some emergency contact information. (See **Community Stories - North Shore** for a sample copy).

#### 5. CRN Websites

▶▶ **Website - North Okanagan,**

The Social Planning Council for the North Okanagan has a provincial website, which is undergoing major enhancement for the benefit of all interested in CRNs around the province. It can be accessed at “[www.spcno.bc.ca](http://www.spcno.bc.ca)” by clicking on the “North Okanagan Guardianship Project”. There will likely be a domain for each CRN in BC to post information to share with other CRNs.