



Minutes: 03.13.19

Led by: Nancy Moore (IAAAA/SMP)

Mission Statement: Empower Indiana communities to prevent and end senior exploitation and abuse.

Purpose

Today we want to discuss and/or finalize the following: proclamation, brochure, finalize event at Noble Naz, discuss launch week events, media release, invites, and website additions/edits

Welcome (Nancy)

- Approve minutes from 02.13.19
- Distribute contact list

Introductions

- New!: Daniel Rajsic, First Trust Credit Union
- New!: Carol Rauschenbach, First Trust Credit Union
- New!: Carrie Derda, Teachers Credit Union
- New!: Michelle Riggle, INOVA Federal Credit Union
- Joseph (JJ) De St Jean, US Postal Inspector
- Mandla Moya, AARP
- Nancy Moore, I4A/SMP
- Vanessa Convard, FSSA/Division of Aging
- Sarah Everett, IN LAVA
- Linda Peterson, Heritage Hospice
- Gretta Peterson, Heritage Hospice
- Justin Hazlett, Attorney General's Office
- Diane Dove, BBB
- Mary Wallace, I4A
- Pam Wellington, Health at Home

Send Invitation Letters

- Continue to invite folks as partners or members

Action Items

- Please review/edit the Google spreadsheet of our invite list
- Send Letter to assigned person

Proclamation

Review Current Draft

- Are we happy with the edits made in the last meeting? Yes.

- Nancy identified some statistics
 - National Council on Aging (NCOA) “Elders who have been abused have a 300% higher risk of death when compared to those who have not been mistreated. While likely under-reported, estimates of elder financial abuse and fraud costs to older Americans range from \$2.9 billion to \$36.5 billion annually. Yet, financial exploitation is self-reported at rates higher than emotional, physical, and sexual abuse or neglect.”
 - <https://www.ncoa.org/public-policy-action/elder-justice/elder-abuse-facts/>
 - <https://ncea.acl.gov/resources/docs/EA-Impact-What-You-Must-Know-2013.pdf>

Suggestions & Planned Modifications

- Do we want to add a final paragraph that mentions IN-CASE core members?
 - May be too extensive to add every agency, maybe just founding agencies and some would require permission
 - **Rough Draft of Statement: Whereas the Secretary of State is leading this endeavor in partnership with other state, public, and private organizations to declare the week leading up to World Elder Abuse Awareness Day as Indiana Elder Abuse Awareness Week.**
 - **May include founding members**
 - **SMP/I4A**
 - **AG**
 - **SOS**
 - **IN Legal Services/LAVA**
 - **Division of Aging**
 - **APS**
 - **AARP**
 - **BBB**
 - Greta volunteers to assist with marketing by putting a sign on her stroller (add to work groups)
 - *Example from Basketball Day: “Whereas, the Indiana High School Athletic Association, Indiana colleges and universities, FOX Sports Indiana, St. Vincent and Pacers Sports and Entertainment have joined together to celebrate January 19th as the state’s 3rd annual Basketball Day.”*

Action Items

- Finalize the proclamation
- Kelly will submit to Governor Holcomb’s office for review/approval

Brochure

Review and Edit First Draft

- Nancy worked with graphic designers on a brochure
- Modifications
 - Modify wording of sponsorship to “Website sponsored by the Better Business Bureau Serving Central Indiana (BBB)
 - Make the website text bigger

- Put IN-CASE website on every page, including front page, keep the “www”
- Add mission statement (replace one of the vision statements?)
- Should the long text that begins with “By the year 2030” be in bullets or broken up somehow? The inner spread in general looks like a lot of text
 - Lead with the authority who developed IN-CASE
 - The quote maybe shouldn’t come from the prosecutor’s office, because it may make some people avoid us as they do not want to prosecute; we don’t want imply that is the goal
 - There is a quote under “Proclamation” that may work, or may be too morbid?
- IN-CASE logo on front page is cropped on the right, missing the “n” and part of the “L”
- The pictures on the inner flap are overlapping with the black flap
 - What is that picture on the top?? (It is someone’s hand)
- Front picture: people may mistake that person for her son, and adult siblings are the most likely perpetrators
 - Have something that suggests the empowerment of seniors
 - A multi-cultural group of people
- Add an insert with list of partners, “refer to website for complete list and contact info”
- Can the front page mimic the IN-CASE graphic (Mary’s idea, could be very cool)
- Brochure Subcommittee: Nancy, Mary, Vanessa, Linda, Greta
 - Action Plan: Set time to meet
- Who is the intended audience of this brochure?
 - Should we edit the pictures depending on the audience? The whole brochure?
 - This is currently our general brochure for partners & residents
 - We may want two different brochures?
 - Is this a limited-run brochure? Then we can probably keep it general
- How do we plan to use the brochure?

Suggestions & Planned Modifications

- See above for other modifications

Action Items

- Kelly to provide hi-res logo

Launch Week - World Elder Abuse Awareness Day (WEAAD) -Saturday, June 15, 2019- International Annual Awareness Day

Events

- Should try for five events, one each day of the work week
 - Four corners of the state and Indy
 - Heritage Place (Butler Tarkington), Indy interested in hosting event (Nancy Moore)
 - Stage in basement; maybe 10 tables; “lively group”; parking
 - Elmcroft Senior Living, West Lafayette interested in hosting event (Diane Dove)
 - Andwright Area 10 AAA in Ellettsville (Diane Dove)
 - Salvation Army organizes a lot of events and may have ideas of who can host
 - Anderson Triad (Sarah Everett)

- Brown County Triad (Diane Dove)
 - Kelly has contacts with Centier Bank in the northwest region
 - Kelly has contacts with BBB in Evansville for southwest region
 - Ideas for northeast?
 - Ideas for southeast?
 - Event sponsors (lunch)
 - Media partners?

Action Items

- Reach out to contacts (see above for who)
- Brainstorm new places before next meeting

Media, Website & Social Media

Media

Subtask 1

- Need person to chair committee and members

Website

Subtask 1

- Need person to chair committee and members

Social Media

Subtask 1

- Need person to chair committee and members

Suggestions & Planned Modifications

- Details

Action Items

- Details

Committees/Work Groups (groups in development)

All Workgroups

Members

- Various people have volunteered for different workgroups

Refining Groups

- Discussed ways to refine identified groups

Suggestions & Planned Modifications

- Several groups were combined and sub-committees were formed
- Everyone has volunteered for at least one committee

Action Items

- Get a google doc going for who is in each committee and subcommittee: Vanessa
- Send google doc link to group: Vanessa
- We will need a list of partners willing to speak at different events and for different agencies; we will put this on our website. An email will be sent requesting info from the group: Vanessa

Upcoming Events

Fraud Forum-For Love or Money and Other Common Scams

April 3, 2019

9:30 am-12 Noon (Lunch 12 Noon- 1 pm)

Noblesville Naz Church, 1391 Greenfield Ave, Noblesville

- Bob Segall, Emcee
- Organized by Nancy Moore and Kelly Griese
- Part of Money Smart Week
- SMP boosting event via Facebook
- Please share with your networks (flyer and meme attached)

All Action Items

- Everyone: Send Partner Invite Letters to Assigned Agency
- Kelly: Finalize the proclamation
- Kelly: submit to Governor Holcomb's office for review/approval
- Kelly: provide hi-res logo for brochure
- Nancy, Diane, Sarah, Kelly: Reach out to contacts for events
- Everyone: Brainstorm contacts for potential events
- Vanessa: Create and email google doc of workgroups and subcommittees with current volunteers
- Vanessa: Send email requesting speakers to current partners

Next Meeting

Date: April 10, 2019

9a-10:30a

CICOA Aging & In-Home Solutions Conference Room C

8440 Woodfield Crossing Blvd, Ste 175, 46240