

Stopping Elder Financial Abuse: Promising Practices and How to Bring Them to Your Community



Presenters: Julie Schoen, Esq. and Shawna Reeves, MSW

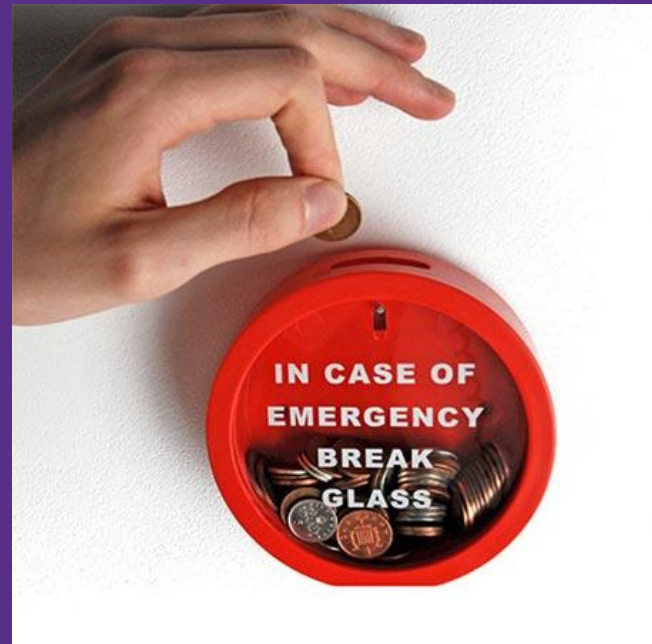
December 12, 2011 11:00 am – 12:00 pm

Webinar hosted by Center of Excellence on Elder Abuse & Neglect at UC Irvine



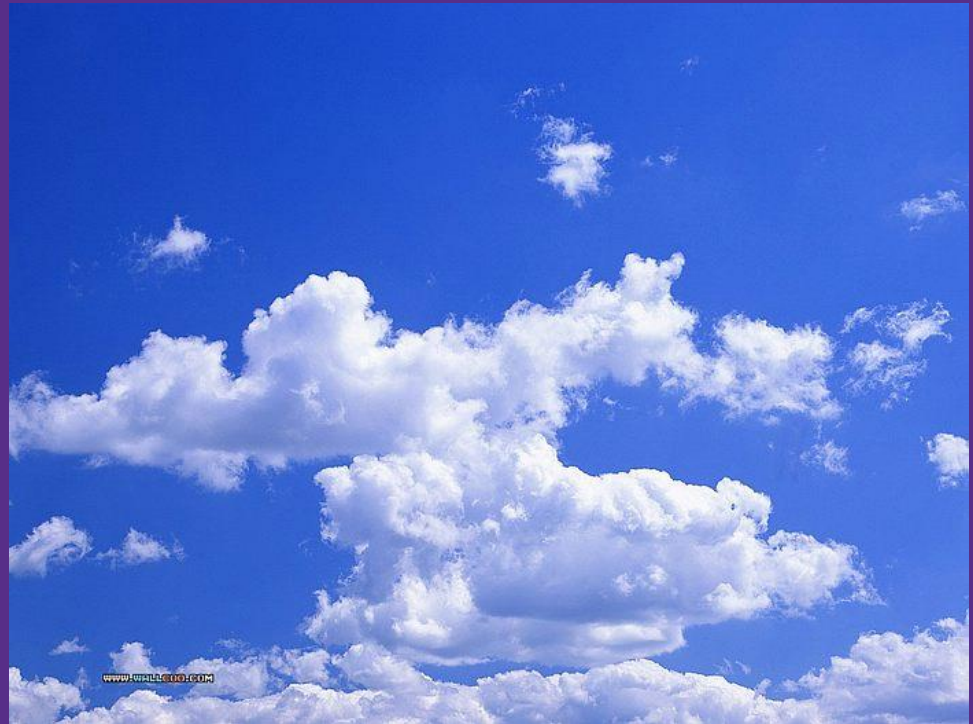
Cheap and Easy Ways to “Guerilla Market” Your Elder Financial Protection Concepts





Are you short on cash?

Is the sky blue?



There is still hope for you!!

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 - What are you marketing exactly?
 - Who is your audience?
 - Pamphlets v. flyers v. press releases
 - Useful distribution channels



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- **Senior Center Newsletters, etc.**
 - Blurbs are best
 - Vignettes are powerful
 - Pre-established readership, trust
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- **“Think Like a Scammer”**

- Info that is simple, relevant
- Go to where the seniors are
- Affinity networking

Hungry for more?

Reeves, S., & Wysong, J. (2010). Strategies to address financial abuse, *Journal of Elder Abuse & Neglect*, 22(3), 328 – 334.

Reeves, S. (2011). *Three simple ways you can prevent elder abuse*. American Society on Aging:
<http://www.asaging.org/blog/three-simple-ways-you-can-prevent-elder-financial-abuse>



But wait....

- What about a FAST/MDT???

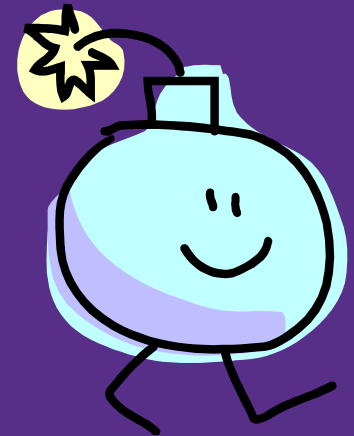


Blocking financial
predators from
senior centers



Blocking financial predators from senior centers

aka... “There are scammers in the senior centers?!”



Examples

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* Securities and Exchange Commission (2007, September). *Protecting senior investors: Report on examinations of securities firms providing "Free Lunch" sales seminars.*

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What do we do about it?

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PROTECTION PLAN



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- Introducing the **Senior Center Protection "Think Tank"**
 - Prescott Cole, senior attorney at California Advocates for Nursing Home Reform
 - Neil Granger, licensed life insurance agent and expert witness on annuities and long-term care insurance
 - Yours Truly



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- How the SCPP brings transparency instead of censorship

Want more
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See:

<http://www.centeronelderabuse.org/docs/ElderAbuseinHomeLendingProtection.doc>



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NO, REALLY!

Benefits of Financial Elder Abuse Specialist Teams and..... Tips on Using them



Case Example

Expenses in setting up a FAST

- Several FASTs are completely volunteer based
- Most effective to have some level of paid coordination to keep the agenda moving forward

Effectiveness of FAST

- Definite benefit to the affiliate agencies
 - Ombudsman
 - APS
- Educational resource to the community
- Conduit for Change

Reverse Mortgage Protection



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- What should seniors know about reverse mortgages?
- What are the alternatives to reverse mortgages?
- Where can I go for more information?



Reverse Mortgage 411



Garcia, N.P., Cole, P., & Reeves, S. (2010). *Faulty foundations in today's reverse mortgages*. Consumers Union:
www.consumersunion.org/pdf/reverse-mortgage-report-2010.pdf

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See also:

http://www.centeronelderabuse.org/docs/Reverse_Mortgage_Letter.doc

Thank you



- Shawna Reeves, MSW
- Julie Schoen, Esq
- The Archstone Foundation
- Participants

Please share your feedback using our short
online survey

<http://www.surveymonkey.com/s/StoppingFinancialAbuse>