

# ELDER ABUSE: EFFECTIVENESS AND OUTCOMES OF AN AWARENESS CAMPAIGN

Domnica Sparkes & Les Jackson

Elder Abuse Prevention Unit

Lifeline Community Care Qld

May 2011

Funded by



**OUR SHARED VALUES** Compassion | Respect | Justice | Working Together | Leading through Learning

## **ABSTRACT**

The Elder Abuse Prevention Unit (EAPU) Queensland undertook an exploratory analysis of an elder abuse awareness campaign that was based on a literature review of previous awareness campaigns. The EAPU campaign used multimedia strategies to reach a target audience of family and friends of the abused older person and linked the campaign with synchronous awareness raising initiatives by the Queensland Government to maximise the effect. Simple statistical analyses showed that there was an increase in overall notifications to the EAPU Helpline as well as an increase in notifications from the family and friends target group. Notifiers reported that they found out about the EAPU Helpline through resources developed for the awareness campaign and newspaper articles resulting from the increased awareness activities. Recommendations from this study include further research into notifiers reporting motivations and the impact awareness campaigns have on target audiences.

## **Acknowledgements**

The Elder Abuse Prevention Unit (EAPU) would like to thank the people involved with this project for their support, encouragement and contributions. In particular we'd like to thank the Department of Communities Office for Seniors and Strategic Communication Branch and also Lifeline Community Care Queensland (LCCQ), for the encouragement to develop new strategies to raise awareness of elder abuse. We would also like to thank the Community Benefit Fund and Darren Fairbrother from BarkingBee for funding and developing a new database that enabled the EAPU to collect more comprehensive data about the relationships between the abused and abusers; Renee Mauro (Lifeline Psychology Intern) for her analysis and review of the EAPU database and constructive feedback for improvements; Linn Bartlemess (student on placement) for the background research and Belinda Wright (student on placement) for the research into developing the television commercials and consultations.

## **INTRODUCTION**

### **Background:**

The Elder Abuse Prevention Unit (EAPU) provides state-wide awareness and community education about elder abuse issues and prevention strategies. Incorporated in these awareness and community education strategies are campaigns that use both mass media and resource distribution in the community.

Another service provided by the EAPU is a state-wide Helpline (referred to as the Helpline) for people who experience, witness or suspect elder abuse is occurring to an older person. The Helpline is used to collect non-identifiable data for the purpose of identifying trends, issues and gaps in services and intervention for people experiencing elder abuse and their support networks. This data also identifies referral sources to the Helpline and the notifier demographics, which is useful for assessing the impact and success of awareness strategies.

The EAPU identified that there was a need to evaluate how successful these strategies were in reaching target audiences across Queensland. A two stage process was used; the first phase was a review of the literature to identify what methods had been used previously and how effective they had been. The second phase was to develop and run a campaign based on this research and to measure the effectiveness of the various mediums used.

Notifiers of elder abuse can often be families and friends who are concerned about the wellbeing and safety of the older person. An analysis of notifiers to the EAPU Helpline indicated that older people would self-notify in a quarter of elder abuse cases reported to the Helpline, workers (eg, personal care staff, nurses, allied health workers) made up another quarter with the last 50% of notifications to the Helpline being family, friends and neighbours of the older person. Therefore, community consultations were conducted to decide what to include in the advertisements and the type of message that would get the attention of people in the community.

### **Literature Review and Definitions:**

In a review of the literature on elder abuse, Sanderson and Mazerolle (2008) identified that there is no universally agreed upon definition or consistency of the types of abuse included in studies. Another issue to consider when developing a campaign is how Aboriginal, Torres Strait and South Sea Islander people interpret the word elder (Office of the Public Advocate, 2005). However, addressing these differences and incongruencies is beyond the scope of this paper. This article uses the definition of elder abuse that was agreed upon by the Australian Network for the Prevention of Elder Abuse (ANPEA): "Any act occurring within a relationship where there is an implication of trust, which results in harm to an older person. Abuse can include physical, sexual, financial, psychological and social abuse and/or neglect". (Elder Abuse Prevention Unit, 2008; Office of the Public Advocate, 2005, Kurrle & Naughtin, 2008).

Elder abuse has been identified as a growing epidemic that affects the whole community (Nerenberg, 2008). The last decade has seen an increase in community responses and education about elder abuse (Kurrle & Naughtin, 2008; Nerenberg, 2008). Service providers and agencies that work with older people who are victims of older people have identified the need for greater public understanding and education (Facinetti, 2002).

Nerenberg (2008) indicates that community education and outreach campaigns should aim to increase the level of understanding of elder abuse on individuals, their families and their communities, as well as encourage people to report abuse. Nerenberg suggests that outreach can also influence the improvement of policies and prevention and intervention responses for elder abuse victims. This opinion that marketing campaigns can and should motivate the target audience into action is also shared by Facinetti (2002).

Facinetti (2002) defined "marketing as the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organisational objectives" as a framework which is useful for raising the profile of elder abuse issues and the subsequent impacts in the community.

Donovan and Vlasis (2005) explain social marketing as the use of marketing techniques combined with community welfare concepts and theories to raise awareness of a social concern with the aim of achieving “a socially desirable goal”. These researchers explain that social marketing regardless of the message has a strong reliance on marketing concepts to maintain a “consumer orientation” and involves an exchange process between a social construct and behavioural modifications.

Nerenberg (2008) indicates that there are several goals of marketing campaigns beyond the initial awareness raising. These goals include the ability to generate support for an issue or cause and shape community attitudes towards seniors (in some cases even re-energising cultural beliefs that place older people in “high esteem”).

Community education through mass media has been demonstrated as an effective means of communicating important information aimed at health promotion or creating changes in attitudes (Apollonio & Malone, 2009; Facinetti, 2002). Facinetti promotes the concept of campaigns which utilise multiple mediums to promote their message, including “public service announcements, public relations, direct marketing, web-based database marketing, promotion, collateral materials, and training support and services for state and community level organizations.” He indicates that using multiple mediums to get the same message across to the community, enhances the effect of the campaign through market saturation and reinforcement.

Facinetti (2002) identifies that due to the information overload that people are exposed to it is important to use multiple communication mediums to attract attention to the cause (elder abuse) and make people conscious of the information that they are receiving. He indicates that campaigns using only one medium will not be effective and “be doomed to fail”.

There is little research into the impact of awareness-raising on elder abuse (Nerenberg, 2008) or even listings of marketing campaigns in online databases (Donovan & Vlasis, 2005). Donovan & Vlasis found only three campaigns about elder abuse which aimed to change attitudes and included preventative strategies in the message.

### Australian Domestic and Family Violence Campaigns:

Bagshaw, Chung, Couch, Lilburn and Wadham (2000) conducted a study to investigate new trends and preventative or intervention strategies for domestic and family violence in South Australia. These researchers found that language used in advertising campaigns impacted on whether victims perceived that the situation applied to them. Victims of abuse that did not identify with the “domestic violence” did identify with the term “relationship abuse”

Donovan & Vlasis (2005) reviewed campaigns aimed at reducing violence against women and discuss the objectives of the campaigns in terms of behavioural change in the target group as well as “communication objectives” and the strategies in the “message”. These reviewers found that, whilst campaigns were thorough and ambitious, there was little evaluation of the outcomes.

For example, “*Violence Against Women – Australia Says No*” was an Australia-wide campaign that ran between 2004 and 2005. This campaign targeted women who experienced violence and men who perpetrated violence or were at risk of becoming perpetrators. The aims were to encourage help seeking behaviour for both men and women and to encourage men to cease violent behaviours and to raise awareness that violence against women is a crime. The campaign used television, radio and magazine ads as well as a booklet, poster and brochure to disseminate this information to every household in Australia. The campaign was evaluated by measuring increases to calls to the Helpline displayed for people to contact for help; however, the results of the campaign were not made available to the public.

Also, the “*Walk Away, Cool Down*” campaign ran in Far North Queensland and aimed to address the relationship between alcohol and domestic violence incidences which had been identified as a concern for the region. The Queensland Police Service wanted to emphasize that claiming intoxication would not be accepted as a reason for using violence against women. Perpetrators and potential perpetrators were the primary target audience for this campaign. A secondary target audience were women and children who experience or witness violence. The aim was to encourage potential perpetrators to use non-violent methods to solve disputes and avoid situations that could lead to violent confrontations. A secondary objective was to encourage help seeking behaviour from

victims and their families who were affected by the violence. A wide range of mediums were used to disseminate this message in the region including: television, newspaper, radio and magazine advertisements as well as newspaper articles, posters, brochures, stickers, beer coasters and resources for schools. However, Donovan and Vlais (2008) found that there was little evaluation to support the efficacy of the campaign.

The “*Safe at Home*” campaign was instigated by the Tasmanian state government as a result of changes to the domestic violence legislation. The target group for this campaign was women who were experiencing violence and perpetrators or potential perpetrators. Objectives of this campaign included raising awareness of the consequences as well as increasing the perception among perpetrators that there is a higher chance that they will be arrested and charged with a crime. The campaign aimed to encourage victims to report abuse and increase confidence in seeking help from the police as well as portraying an abuse free lifestyle as a basic human right. This message was conveyed using a multimedia strategy including television, radio and printed adverts. Additional advertising was done through advertising on the back of shopping receipts. Images in the advertising used sepia colours to remove cultural stereotypes and encourage a cross-cultural awareness of violence. The advertisements used sound effects (such as a prison door slamming shut) instead of speech to emphasise the messages in the pictures. Pre and post campaign evaluations were conducted to identify if there were any changes in behaviour due to the campaign. The evaluations used data from reports to a Family Violence Response and Referral Line as well as changes in the number of restraining order taken out and arrests for Family Violence, however post campaign data was not available for the researchers.

Donovan & Vlais (2005) describe many more campaigns in great detail, outlining their premise, objectives, target audience and recommendations for future campaigns. They found that campaigns that did evaluate the effectiveness used rates of contacts with Domestic and Family Violence Helplines. The researchers found that most campaigns did not evaluate how the community provided support for victims or the skills the community needed to provide appropriate support.

### US Awareness Campaigns:

Awareness campaigns using multimedia techniques have been used in state-wide campaigns in the United States (Nerenberg, 2008; Facinetti, 2002). Although Nerenberg (2008) describes several campaigns in detail, how they were evaluated and their impact was not covered.

Davis and Medina-Aziz (2001) explored the impact of increasing awareness of elder abuse in a 2001 study. Staff, from an outreach program, provided information sessions for people in 30 housing projects. Staff also placed posters in common areas of the projects and distributed information sheets that included information about elder abuse, their rights and who to contact for help. Counsellors visited randomly selected residents and discussed the options and services available to them, as well as encouraging people to call the police if the abuse persisted.

The study was evaluated based on the number of notifications to the police at six and twelve months after the campaign, from the housing projects (Davis & Medina-Aziz, 2001). The results showed that there were greater levels of reporting from households that received the intervention, particularly for incidents of physical abuse. The concerning finding that the researchers found was that although there was an increase in help seeking behaviour the incidents of abuse increased contrary to research predictions, which could be related to the increase in reporting rather than an increase in abuse per say.

### *Texas Elder Abuse Prevention Awareness Toolkit*

The Texas Department of Protective and Regulatory Services (TDPRS) developed resources for their regional branches to use in when they were raising awareness in their local communities. Resources developed were packaged as an “Elder Abuse Prevention Kit” which included artwork and public service announcements that offices and partner agencies could use (Nerenberg, 2008). The TDPRS worked with a production company and have developed multiple kits with varying the message over the years Nerenberg did not elaborate on whether these campaigns were evaluated or the impact these had on the state.

### *California – “Face it – It’s a crime”*

The state Attorney General’s office coordinated a state-wide campaign aimed at increasing reporting rates across California (Nerenberg, 2008). The campaign used recommendations from focus groups and interviews with both older people and professionals to guide the campaign message (Nerenberg, 2008). A multimedia strategy was used and focus was primarily on regions which showed little or low reporting rates (Nerenberg, 2008). Part of this campaign entailed creating a state-wide hotline for people to contact and seek help or information (Nerenberg, 2008).

### *Sacramento and Yolo Elder Abuse Campaigns, 1999*

Facinetti (2002) describes a campaign from 1999 using multi-media to raise awareness of elder abuse in Sacramento and Yolo counties. The awareness campaign was coordinated by multidisciplinary team of representatives from government, commercial businesses and community organisations. The campaign motto was: “Elder abuse is shameful. So is not reporting it.” Facinetti (2002) explained that following this campaign the responding agencies reported a spike in the reporting rates, although it is not identified who reported the abuse. The target group for this campaign were community members and family members whom the coordinating group felt would be the “ones to witness and report on the crime” (Facinetti, 2002).

All three examples used elder abuse multimedia campaigns to reach a wider audience and in one case there was even a need to establish a phone-line to cope with the requests for services generated through the campaign. They highlight the need for resources to be available to organisations who can’t afford expensive campaigns to raise awareness of services available to help victims of elder abuse.

Based on the literature reviewed it was identified that to increase the success of an awareness campaign a number of different mediums need to be included, target audiences need to be strategically chosen and the message should be structured such that the target audience would question the status quo about elder abuse being a private family matter.

The EAPU designed an awareness campaign based on recommendations taken from the what was indicated by the literature. The following trends were predicted:

- There will be a significant rise in calls to the Helpline.
- There will be an increase in notifications by Family and Friends of the abused person.
- There will be noticeable difference in where family and friends sourced the Helpline phone number

## **DESIGNING THE AWARENESS CAMPAIGN**

Collaboration between the EAPU staff members, Lifeline Media staff members and external media representatives was undertaken to identify different initiatives that could be incorporate into an awareness campaign. These initiatives included: television commercials, radio advertisements, newspaper advertisements and articles, library displays, internet advertisement, mall event and a billboard. The “*Is it Happening to Someone You Know?*” campaign was launched to coincide with World Elder Abuse Awareness Day (WEAAD) on 15<sup>th</sup> June. WEAAD was established by the World Health Organisation (WHO) to promote awareness of elder abuse and encourage prevention strategies. Linking the campaign to a media-worthy event was considered necessary to provide focus and capitalise on any media momentum.

The Queensland Department of Communities was approached and readily agreed to support an elder abuse awareness campaign in June 2010. A Domestic Violence poster campaign scheduled for May 2010 called “Act as 1 Against Domestic Violence” was easily adaptable for elder abuse. Posters were rebranded with the slogan “*Act as 1 Against Elder Abuse*” including images depicting elder abuse and promoting the Helpline phone number.

The Department’s “*Act as 1 Against Elder Abuse*” targeted the general community while the EAPU’s “*Is it Happening to Someone You Know?*” campaign targeted family and friends of the abused older person. However both had the same “Call to Action” – phoning the EAPU Helpline. Due to this synchronicity it was considered appropriate to include the Department’s promotion within this study design. The “*Act as 1 Against Elder Abuse*” campaign involved media releases and poster displays throughout strategic locations in Queensland.

### Department of Communities Campaign

The Department of Communities (referred to as the Department) commissioned a private advertising company (Convenience Advertising via Mediacom) to develop and place posters for displays in 40 venues throughout Queensland. Four posters were developed with some consultation from two services whose target group is abused older people. Two posters had male victims and the other two had female victims. This was aimed at dispelling myths that only women experience abuse in older age (see Appendix 4 for the posters developed and displayed).

Convenience Advertising provided the Department with 315 display points of the four posters. The posters were displayed between 1<sup>st</sup> July 2010 and 1 August 2010 (a one month period). 37 shopping centres and 3 cinemas were selected to display the posters in these 166 posters were placed in women's bathrooms, 145 in men's bathrooms and 4 in communal areas.

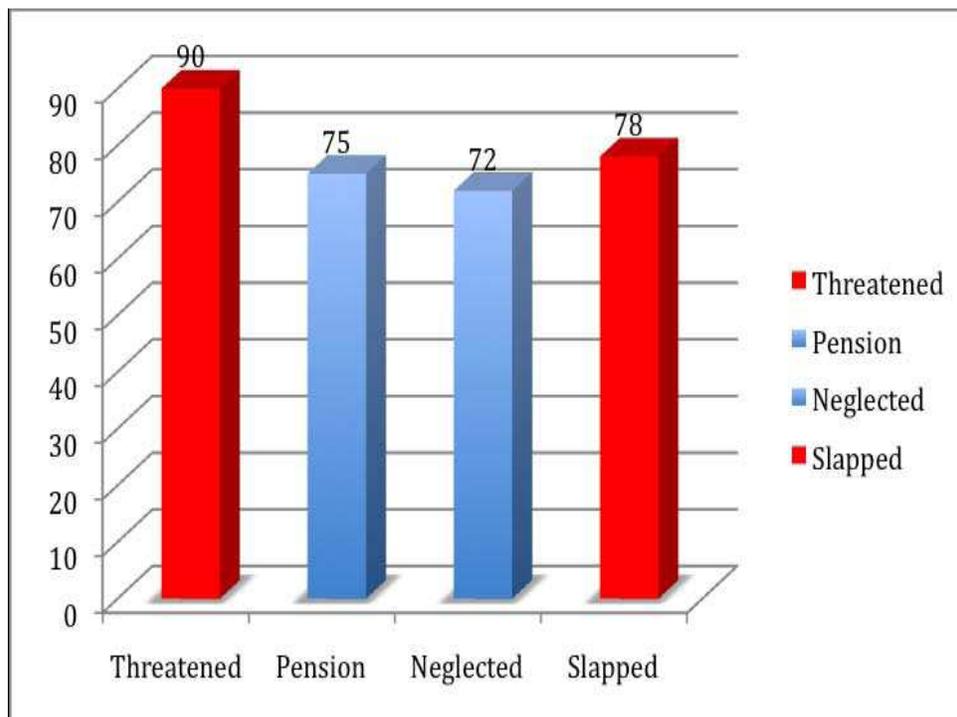


Figure 1. Distribution levels of each poster (courtesy of Convenience Advertising report for the Department of Communities, 2010).

The posters were also disseminated in the following locations around Queensland (in addition to the advertising commissioned through Convenience Advertising):

<b>Outlet</b>	<b>No.</b>
Seniors Legal / Support Services	5
Libraries	227
Neighbourhood Centres	30
Medical centres, GPs	1271
Police	348
Hospitals	52
Carelink & respite centres	13
Health and counselling	244
Community centres	52
Lifeline	19
DV services	54
MPs	93

**Table 3. Services who received poster packs for the Act as 1 Against Elder Abuse campaign**

The target group for the Department's campaign was the general community in Queensland – not limited to any particular portion of the Queensland population. The Department disseminated media releases to newspapers around Queensland.

### **Television Commercials**

There were three commercials developed as part of a project by a student on placement. These commercials were developed using focus groups which included 2 regional groups, 1 indigenous group and 3 Brisbane based groups. One of the Brisbane based groups was made up of seniors. These commercials were aired as Community Service Announcements on free to air television (see Table 1 for a list of the stations approached). These commercials were also placed onto YouTube and the EAPU website: [www.eapu.com.au](http://www.eapu.com.au).

Queensland, Regional Television	Queensland, Metropolitan Television
ABC TV Central Queensland	ABC TV Queensland
Prime TV Gold Coast	Seven Brisbane
Seven Queensland	Nine Brisbane
Southern Cross Ten Gold Coast	Ten Brisbane
Southern Cross Ten Queensland	
WIN TV Queensland	

**Table 1. Television stations approached to play the community service announcements.**

### **Radio**

As identified in the introduction radio is a cost effective means of reaching a large number of people. Unfortunately there was no budget for paid radio commercials. The EAPU therefore distributed the voiceovers from the TV Commercials for airing as community service announcements. Staff of the EAPU also made themselves available for radio interviews and several were conducted (see Table 2 for Radio stations approached).

612 ABC Brisbane	4LG / West FM	Cairns FM 89.1	91.9 Sea
Radio Tab	4GC	4CRB	92.7 Mix
4 Bay	Hot FM 95.9 Charters Towers	4CRM	92.5 Gold FM
4EB	Easy Mix AM 846	4DDB	93.9 Hitz FM
4MBC Classic FM	4BCB	4K1G	100.3 HOT FM
98.9 FM	4EEE	4RRR	101.9 SeaFM Fraser Coast
4ZZZ	4SB 1071 AM Kingaroy	4TTT 103.9 FM	102.3 4TO FM
101FM (4CBL)	Radio 4AY	Dalby Community Radio	HOT FM 103.5 Cairns
Radio 4RPH	4KZ	4EM-4DB	HOT FM Mount Isa
Nova 106.9	Kool-FM	Hot 91.1	4TOFM Townsville
Triple M / B105	4GR	Triple C FM	Zinc ZR
96five FM	Classic Hits	90.9 SEA	Rhema FM 91.9
99.7 FM	4AK	107.5 FM Fraser Coast Community Radio	100.7 Sea FM
97.3 FM	4WK	River 94.9 FM	Mix 106.3 FM
4OUR FM	4AM	Mix 103.5 FM	99.5 Sea FM
Zinc CC	4CA FM	4MK AM 1026	HOT FM Mackay
4HI	4VL	Sea FM HOT FM	

**Table 2. Radio Stations approached for airing a Community Service Announcement.**

## **Library**

Another initiative identified was the possibility of having displays in public libraries. There are 379 public libraries scattered over Queensland in which EAPU information brochures and posters as well as other promotional material could be displayed (refer to Appendix 3 for the order form and cover letter sent to the libraries). Due to the large number of libraries and the cross section of the community which access public libraries, a diverse section of the community could come in contact with promotional material. Additionally, due to the stigmatised nature of elder abuse, the library displays enables people to gain access to information without having to identify themselves to anyone. Although extensive planning could be involved in mailing out information and promotional material, the cost of this awareness initiative is quite minimal. Therefore, library displays can be seen as an effective means of raising the awareness of elder abuse in the community.

EAPU staff liaised with the State Library of Queensland who disseminated the packages to all the libraries around the state. Two pre-emptive notices were placed for librarians in their newsletter to alert them to the information pack they were to receive. Due to circumstances beyond the EAPU's control these packs arrived at the libraries after the World Elder Abuse Awareness Day (WEAAD). 14 Libraries in the Moreton Bay region did receive their display packs before WEAAD.

The target group for library displays was the family, friends and neighbours of older people who may be experiencing elder abuse. It also by default enabled older people who were being abused to access this information and access help.

## **Mall Event**

Cairns had hosted an awareness morning tea at the Cairns Mall which had received good reviews both by the local media as well as by other community agencies in Cairns. It was decided that the EAPU would again partner with the Elder Abuse Prevention Taskforce in Cairns to host this event, based on the success of a similar event the previous year. The target group for this event was older people who lived in their own homes as well as people who worked close to the shopping centre, who may come through the mall during their morning tea or lunch breaks. People were able to approach

representatives from various organisations to discuss their services and how to get assistance in circumstances where someone they knew was being abused.

### **Newspaper Articles and Advertisements**

The EAPU engaged the support of the Lifeline Community Care Queensland Communications and Fundraising department to include advertisements in regional newspapers around Queensland. An advertisement had been developed by EAPU staff which aimed to target family and friends of older people who were being abused. The EAPU placed advertisements in 27 regional newspapers across Queensland. The advertisements appeared either on the 15<sup>th</sup> or 17<sup>th</sup> June 2010. A sample of the advertisement can be viewed in Appendix 1 and a list of the newspapers that ran the advertisement is in Appendix 5.

Assistance was engaged from the Lifeline Community Care Queensland Communication and Fundraising Department to develop a media release and disseminate it to as many newspapers as possible for them to run a story about elder abuse on World Elder Abuse Awareness Day (refer to Appendix 6).

### **Internet /Website**

The internet has been a resource used by the EAPU to promote events and resources that are available from the Unit for service providers and the community. The EAPU website is a cost effective method of disseminating information and enables clients to access this information from the privacy of their own homes when it is convenient for them.

During May and June various resources were uploaded at staggered intervals onto the EAPU website and promoted on Twitter. A Twitter link was also added to the EAPU website to allow people to comment and view comments added by the EAPU.

The EAPU also liaised with Seniors Enquiry Line (SEL) and had a link from their home page to the EAPU Elder Abuse Awareness campaign. The link remained on the SEL homepage until 31 August 2010.

This mode of awareness raising was targeted at family and friends of older people who were being abused or suspected of being abused, or service providers who were investigating methods of raising awareness of elder abuse or similar topics.

## **EVALUATION METHOD OF THE AWARENESS CAMPAIGN**

The evaluation period for the awareness campaign was between 1 June 2010 and 31 August 2010 as this also coincided with World Elder Abuse Awareness Day on the 15<sup>th</sup> June and also included the Queensland Seniors week (14 – 22 August 2010).

Data was collected using two methods simultaneously. The first method was on tally sheets (see Appendix 2) developed in-house in the EAPU to allow for additional information to be added that is not included in the EAPU database.

The second method of data collection was through the EAPU database which has the capacity to collect data about various campaigns, as well as non-identifiable data about the notifier, abused individual/s and alleged abuser/s. The EAPU database was developed in 2009 with funding from the Gambling Community Benefit fund.

### **Media Monitoring**

Throughout the campaign media was monitored to collate information about additional stories and information that was disseminated that was not instigated by the EAPU.

Several Radio stations replied to the invitation to use the community service announcements:

- Rhema FM 91.9 – Gladstone
- 4ZZZ FM – Brisbane

The radio stations advised that they would run the announcements for the month of July 2010.

WIN Regional is the only television station that confirmed they would run the community services announcements. They advised that they would run the community service announcements for the month of July 2010.

WIN regional covers:

- Central Queensland
- Darling Downs
- Far North Queensland
- Mackay & Whitsundays
- North Queensland
- Sunshine Coast, and
- Wide Bay

A total of 11 media items were found from the dissemination requests by the EAPU during June and July, 7 newspaper articles and 4 radio interviews. The Department of Communities had a total of 12 media items found from the dissemination requests 9 newspaper articles and 3 radio interviews. These items were found using web-searches (such as Google media alerts) and Media Monitors. All the media coverage found advertised the EAPU Helpline to encourage people to seek information or assistance.

### **Baseline Analysis**

A baseline analysis was conducted to determine what the benchmark was for determining if any of the mediums used to raise awareness had any effect on willingness to call the Helpline about an elder abuse situation. The baseline data was between 1 June 2006 – 31 August 2009. The analysis was only for the months of June, July and August, to correspond with the months of investigation of this study.

For comparisons to be made whether the campaign had the desired effect the following baselines had to be established:

1. Average number of new elder abuse notification to the Helpline for the months.
2. Proportion of each notifier type.
3. Proportions of where notifiers found out about the Helpline.
4. Average number of hits on the EAPU website

Additional baseline information that was of interest but not related to the research question was the proportion of abuse types during June, July and August, as well as demographic data about both the abused and alleged abuser reported to the Helpline.

## 1. Number of Calls to the Helpline between June – August

The average number of calls, over the three month period, to the EAPU Helpline was 56.1 calls per month.

Month	2006	2007	2008	2009	Total	Average
June	46	44	41	74	205	51
July	48	59	69	60	236	59
August	46	64	60	55	225	56
Total	140	167	170	189	666	N/A

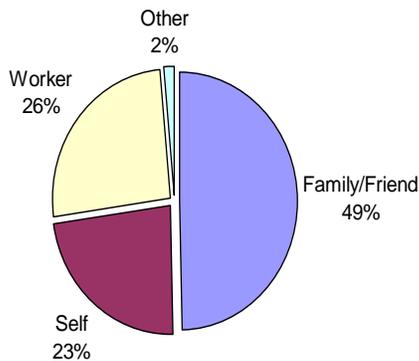
Table 4. Monthly call rates to the Helpline between June – August each year.

## 2. Proportion of Notifier Types

The Elder Abuse Awareness campaign predicts that there will be an increase in awareness and reporting of family and friends of the older person. Family includes: adult sons and daughters, nieces, nephews, grandchildren, siblings, and in-laws. The friends label includes both friends and neighbours of the older person. Table 5. below highlights the number of callers to the EAPU Helpline in each notifier category for June, July and August between 2006 – 2009.

Month	Family/Friend	Self	Worker	Other	Total
Jun-06	23	9	14	0	46
Jul-06	20	11	17	0	48
Aug-06	20	15	9	2	46
Jun-07	28	10	6	1	44
Jul-07	30	13	15	1	59
Aug-07	34	9	21	0	64
Jun-08	24	12	5	0	41
Jul-08	32	17	20	0	69
Aug-08	28	12	18	2	60
Jun-09	35	16	20	3	74
Jul-09	33	11	12	0	60
Aug-09	23	18	13	1	55
Total	330	153	170	10	666

Table 5. Number of each notifier type to the EAPU Helpline for the baseline period.



**Figure 2. Proportion of types of notifiers to the EAPU Helpline for the baseline period.**

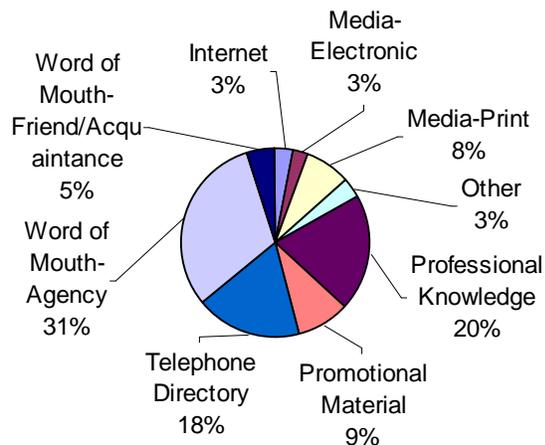
The largest proportion of notifiers to the EAPU Helpline for the baseline period was found to be Family and Friends of the older person. Although it is important to note that there is a significant number of older people who are confident to seek information and assistance themselves for abuse they may be experiencing.

### 3. Proportion of Referral Sources to the Helpline

The campaign used television and radio advertising and radio interview which are incorporated in Media-Electronic as well as Newspaper stories and advertising which is included in Media-Print.

Promotional material includes brochures, posters, library displays, Helpline cards and bookmarks. Internet refers to the EAPU website or any website that provided them with the EAPU Helpline number.

Table 6. shows where notifiers found the EAPU Helpline number during June, July and August between 2006 - 2009.



**Figure 3. Referral sources for notifiers to the EAPU Helpline during the baseline period.**

Most of the notifiers found the EAPU Helpline number from an agency they had previously contacted. The second most common method of finding the Helpline was through the Telephone Directory (refer to Figure 3).

Referral Source	Baseline Year				
	2006	2007	2008	2009	Total
Internet	4	6	9	3	22
Media-Electronic	2	8	5	2	17
Media-Print	16	9	11	15	51
Other	4	7	5	12	28
Professional Knowledge	33	29	23	36	121
Promotional Material	11	25	18	10	64
Telephone Directory	22	25	38	37	122
Advised by Agency	40	48	56	64	208
Advised by Family/Friend	8	10	5	10	33
<b>Grand Total</b>	140	167	170	189	666

Table 6. Referral sources to the EAPU Helpline for June, July and August each year.

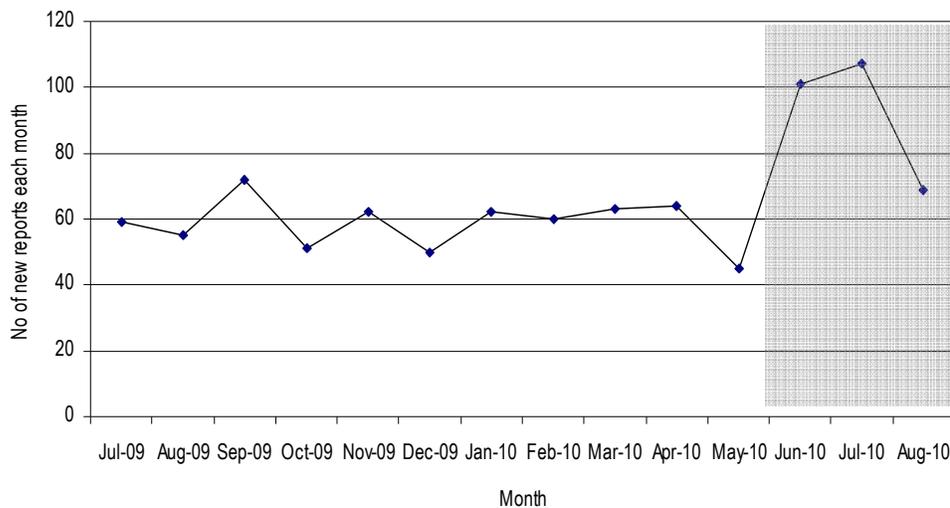
#### 4. Average number of hits on the EAPU website

Unfortunately a baseline for website hits was unable to be established for the same four year block due to changes in providers and data collection methods used by each development company. There were 399 website hits in June 2008 and 445 hits in June 2009. There were 402 website hits in July 2008 and 408 hits in July 2009, and finally there were 402 and 408 hits in August 2008 and 2009 respectively. The average for the three months over the two years was 411 visits per month. The analysis was done using data from Google Analytics.

## RESULTS

### 1. Notifications

Figure 4 clearly indicates that there was an increase in new notifications to Lifeline's EAPU Helpline during the period of the WEAAD 2010 awareness campaign (1<sup>st</sup> June – 31<sup>st</sup> August 2010). The previous average number of new elder abuse notifications each month increased from 56.1 to an average of 92.3 notifications as recorded during the three month campaign period. This represents an increase in new elder abuse notifications of 64%.



**Figure 4. New elder abuse notifications.**

During this period 5% of calls found out about the Helpline from the “*Act as One Against Elder Abuse*” campaign posters in shopping centres, especially on the back of toilet doors. A further 12% of calls found the Helpline number through the “Is it happening to someone you know campaign?”

## **2. Proportion of Notifiers**

The following table (Table 7) provides a general comparison of Helpline notifiers for the baseline and WEAAD 2010 periods. Note the notifier categories identified in bold and italics were grouped to form the target category of “Family & Friends” as used in this research.

Relationship of Notifier	Number (Baseline)	% (Baseline)	Number (2010)	% (2010)
<i>Daughter</i>	130	19.52	64	23.1
<i>Son</i>	46	6.91	22	7.9
<i>Friend</i>	51	7.66	29	10.5
<i>Grandchild</i>	9	1.35	6	2.2
<i>Informal Carer (Commences 2010)</i>	0	0	2	0.7
<i>Intimate personal (Commences 2010)</i>	0	0	1	0.4
<i>Neighbour</i>	32	4.8	8	2.9
<i>Other relative</i>	56	8.41	18	6.5
<i>Partner/spouse</i>	5	0.75	4	1.4
Other	14	2.1	4	1.4
Self	153	22.97	73	26.4
Worker	170	25.53	46	16.6
<b>Grand Totals</b>	666	100	277	100

Table 7. Comparison for Notifiers rate between the Baseline and 2010 reports.

The effect of the WEAAD 2010 campaign upon the target audience of Family and Friends can be shown more clearly in Figure 5, with a 5.73% increase in the proportion of notifications from this category. The other item of interest is that notifications from agency workers (“Worker” category) were 9.16% fewer for this period while there was a small increase in self notifications during the campaign period (1%).

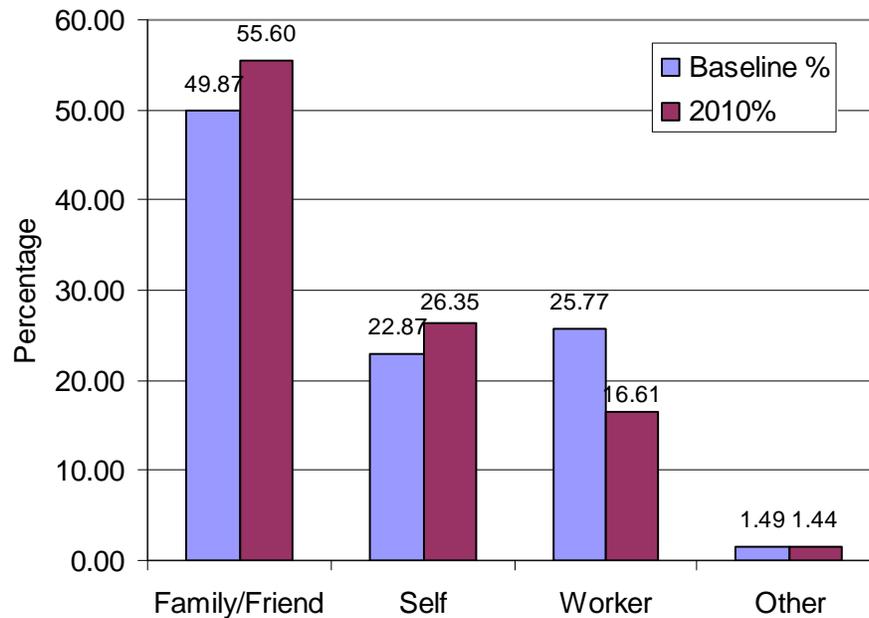


Figure 5. Notifier comparison: Baseline with 2010.

### 3. Referral Sources

Notifiers were asked how they found out about the Helpline. Simple statistical analyses were done to identify whether there was a difference between the baseline referral sources and referral sources for callers to the Helpline during the campaign period. Figure 6 shows the proportions of where notifiers found the Helpline. Higher proportions of notifiers said they found the Helpline through Print media (eg. newspapers, magazines and newsletters), promotional material (eg. posters, brochures, bookmarks) and the internet.

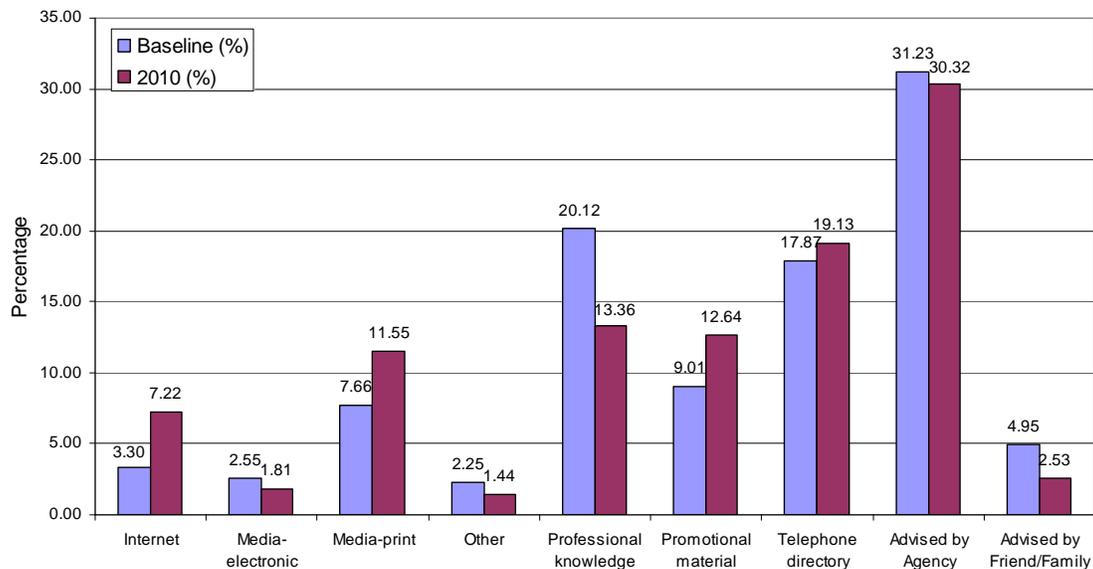
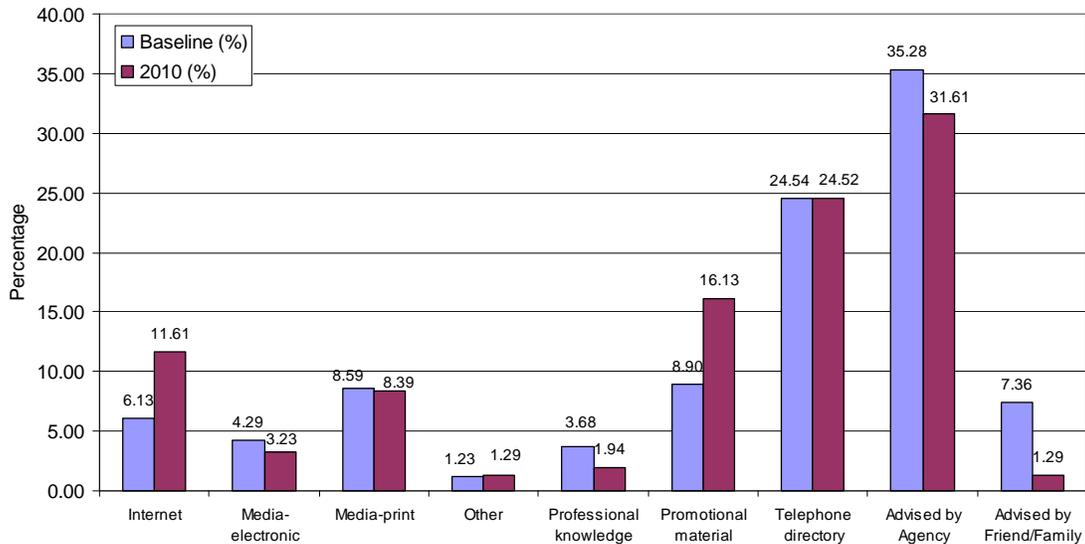


Figure 6. Notifier referral source comparison: Baseline with 2010.

#### ***Family and Friends Referral Source***

The effect of the promotional initiatives can be seen on Figure 7 which shows that although agency referrals and the phone book were used by most Family and Friends, sourcing the Helpline number from the internet and promotional materials almost doubled during the campaign period. There was also a large decrease in the proportion of family and friend notifiers who sourced the Helpline number from other family and friends (7.36% down to 1.29%).

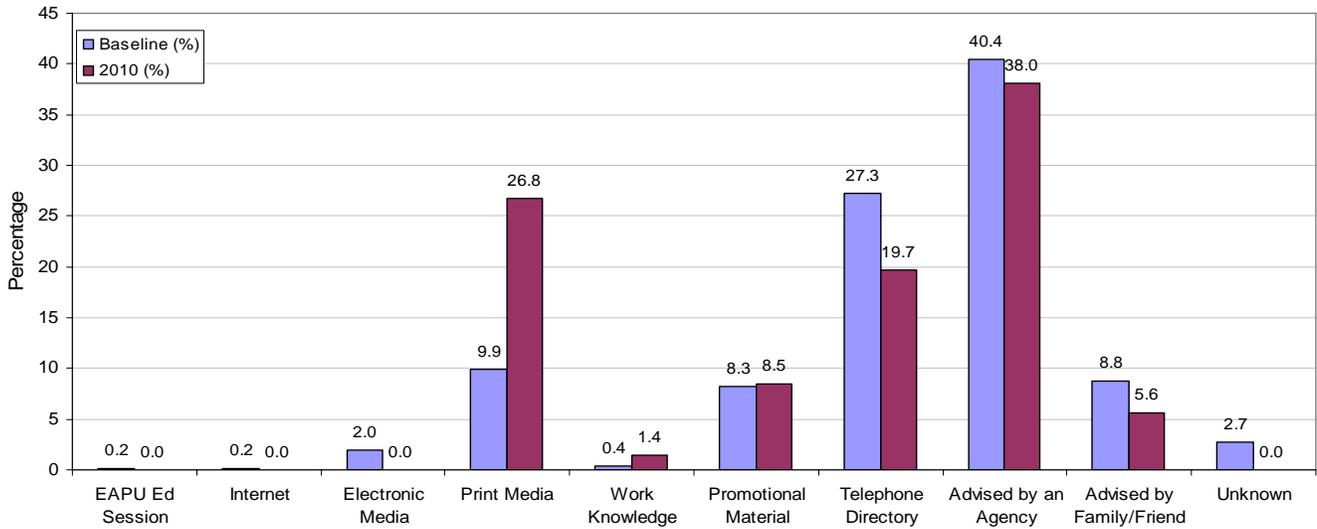


**Figure 7. Family or Friend as notifier referral source comparison: Baseline with 2010.**

The Department’s strategic placement of posters and signs at public places including bus stops, shopping centres and public toilets are considered the main reason for the effect seen in the “Promotional Material” category. The use of “e” based promotions through the EAPU, Lifeline, Department and other participating websites as well as sending “Tweets” etc may not fully explain the rise in the internet as a source. It is likely, as suggested in EAPU’s prior research that another medium, such as a radio interview, may have triggered the notifier to track down the Helpline number via the internet.

### ***Abused Seniors Referral Source***

It is also worthwhile to consider the effect of the campaign on the older person. It was assumed that the campaign would raise awareness about elder abuse just as effectively for seniors even though they were not the primary audience. The 17% jump in “Print Media” as the source where seniors found the Helpline number is the dominant feature of Figure 8. Although the proportion of self reporting seniors remained the same, at a quarter of all notifiers, this rise in accessing the number from newspapers, newsletters etc may indicate that this is a more convenient way of providing the Helpline number than from the other usual sources such as the telephone directory which dropped by 7.6%.



**Figure 8. Abused senior as notifier referral source comparison: Baseline with 2010.**

The WEAAD 2010 campaign did not focus on any particular form of elder abuse although both the EAPU and Department campaigns used more subtle examples to broaden the public's perception of what constitutes elder abuse. As such the types of elder abuse recorded during the campaign did not differ greatly from baseline measurements as shown in the following chart.

#### 4. Website Hits

There was an increase in the number of hits to the EAPU website. The average number of hits to the website was 632.67 for June, July and August 2010.

Month	2008	2009	2010
June	399	445	756
July	402	408	485
August	402	408	657
<b>Total</b>	1203	1261	1898

**Table 8. Number of hits on the website.**

The baseline hits to the website for the two years prior were averaged. There was an increase of 222 hits for the three month investigation period (refer to Table 8).

## **DISCUSSION & CONCLUSION**

The results supported all three hypotheses. The first hypothesis that there would be an increase in the overall number of notifications to the EAPU Helpline during the campaign was supported by the data, with an average increase of 64% in the three month campaign period compared to the same three month period in previous years. This increase in calls to the EAPU Helpline is consistent with reports from previous campaigns (Nerenberg, 2008, Donovan & Vlasis, 2005). Donovan & Vlasis concluded that all the campaigns they evaluated reported an increase in calls to the Helplines provided for people who sought more information and help, as was the case with this study.

Analysis of notifier during the campaign period (June, July and August 2010) supported the second hypothesis that there would be an increase in the number of family and friends making calls to the EAPU Helpline (Refer to Figure 5). Although some elder abuse awareness campaigns have been evaluated, the success rate of these campaigns was measured by the overall reporting rates without an analysis of the target audience response rates. This study also identified a noticeable increase in self notifications.

Donovan & Vlasis (2005) described the target audience for the domestic and family violence campaigns however none of the campaigns provided a breakdown of notifiers to the Helplines that experienced the increase in calls as a result of the campaign/s. It is difficult to provide comparison between the findings of this study with those from previous literature as they are not available.

The third and final hypothesis was also supported by the data with people reporting that they found out about the Helpline through promotional material, print media and the internet. As with the notifier hypothesis there is no literature available for comparison with our study on either elder abuse awareness campaigns or domestic and family violence campaigns.

There were many limitations to this study including the inability to secure funding for promotion of the Radio/Television advertisements and which meant that they were

distributed as Community Service Announcements thereby limiting their effect. However, indications are that significant results have been achieved through strategic and often inexpensive awareness initiatives. This would certainly have cost saving implications for services with limited resources to undertake awareness raising initiatives.

Confounds with the data arose with people who called and mentioned that they learnt about the Helpline from a newspaper article. This made it difficult to determine if it was an article that promoted the Department of Communities campaign or an interview with a member of the EAPU.

The results of this study may not be generalisable to other Australian states or territories as the focus of the campaign was on Queensland residents. Also the data analysed was from reports to the EAPU Helpline which could be skewed as there may be other people who saw the promotional material but could not access help or who sought help from other service providers.

### ***Recommendations***

This study confirmed the need for greater strategic efforts to raise awareness of elder abuse in the general population. Several recommendations can be made from the experience gained through this study:

1. A statewide and even a national prevalence study to create a baseline for both the prevalence and nature of elder abuse in Queensland and Australia. It is difficult to say for certain the impact this campaign has had on the awareness levels of people in Queensland without first identifying the awareness rates in the community and prevalence rate of elder abuse.
2. Research into notifiers and how they came across the service is a gap in the research for both the domestic and family violence field and the elder abuse field. To help target awareness strategies it would be beneficial to have thorough research into who calls for help and how they came across that information.
3. Research into what made notifiers seek help – triggers and/or motivators. Identifying what was the driving force behind the notification (self notifier, family or friend or service provider). This information would help in the development of

campaigns that are more effective and have a greater impact on the target audience.

4. Greater awareness raising efforts to target family and friends of the older abused person. This study identified a need for general awareness raising to be provided to support networks of the older person.
5. Coordinated awareness raising efforts to maximise resources for promotional efforts. This would increase the breadth of outreach for an awareness campaign and subsequently the impact the campaign has on the target audience.
6. Increasing awareness raising efforts in rural and remote regions to educate people about elder abuse.
7. Develop tailored strategic awareness raising for special needs groups such as LGBTI, CALD and Indigenous groups.

## Appendix 1 – Promotional Material used by the EAPU

### Poster

**26,000 older Queenslanders are abused each year by someone they know and trust...**

**Abuse and mistreatment can be emotional, financial, physical, sexual, or neglect.**

**Is it happening to someone you know?**

**Elder Abuse Prevention Unit**  
Promoting the right of all older people to live free from abuse

**First port of call for confidential information, support and referrals**

**1300 651 192**

- Cost of a local call from anywhere in Queensland
- During business hours (after hours message bank)
- Callers may remain anonymous
- Mobile or Interstate callers phone: 07 3250 1836 (International charges apply so please ask us to call you back)
- [www.eapu.com.au](http://www.eapu.com.au)

Logos: Queensland Government, Lifeline, Queensland Community Care, Queensland Health, Queensland Police Service, Queensland Fire and Emergency Services, Queensland Ambulance Service, Queensland Police Service, Queensland Fire and Emergency Services, Queensland Ambulance Service.

### Newspaper Ads

**ELDER ABUSE**

When an older person is abused, mistreated or exploited by someone they know and trust.

**Is it happening to someone you know?**

Call the Elder Abuse Helpline  
**1300 651 192**  
9am-5pm Monday - Friday

The first port of call for information, referrals and support.

A Queensland-Wide Service for the cost of a local call.

Callers may remain anonymous.

A Lifeline Community Care Queensland program funded by the Department of Communities.

Some older people are abused, mistreated or exploited by someone they know and trust.

**Is it happening to someone you know?**

Call the Elder Abuse Helpline  
**1300 651 192**

### Billboard at Central Railway Station Brisbane

**Elder Abuse**

**Is it happening to someone you know?**

**Elder abuse can be:**

- Emotional
- Financial
- Physical
- Sexual
- Neglect

**1300 651 192**

[www.eapu.com.au](http://www.eapu.com.au) For Information, Support and Referrals

Logos: Queensland Government, Lifeline, Queensland Community Care, Queensland Health, Queensland Police Service, Queensland Fire and Emergency Services, Queensland Ambulance Service.

### Bookmark (for library displays)

**1300 651 192**

9-5 Monday - Friday - The first port of call for support, information and referrals

A Queensland-Wide service for the cost of a local call.  
For interstate and mobile callers (07) 3250 1836

CALLERS MAY REMAIN ANONYMOUS

A Lifeline Brisbane program funded by the Department of Communities

Logos: Lifeline, Queensland Community Care, Queensland Health, Queensland Police Service, Queensland Fire and Emergency Services, Queensland Ambulance Service.

**A full list of EAPU promotional material including TV Adverts can be viewed at**

**[www.eapu.com.au](http://www.eapu.com.au)**

Appendix 2 – Campaign Evaluation Tally Sheet

Date of Call: \_\_\_\_\_ EAPU ID: \_\_\_\_\_

- Billboard
- TV ad
- Newspaper ad
- Newspaper story
- Library Display
- EAPU Website
- Cairns Mall event
- Radio announcement
- 

Details (Which newspaper, what library etc)

.....  
Date of Call: \_\_\_\_\_ EAPU ID: \_\_\_\_\_

- Billboard
- TV ad
- Newspaper ad
- Newspaper story
- Library Display
- EAPU Website
- Cairns Mall event
- Radio announcement
- 

Details (Which newspaper, what library etc)

.....  
Date of Call: \_\_\_\_\_ EAPU ID: \_\_\_\_\_

- Billboard
- TV ad
- Newspaper ad
- Newspaper story
- Library Display
- EAPU Website
- Cairns Mall event
- Radio announcement
- 

Details (Which newspaper, what library etc)

.....  
Date of Call: \_\_\_\_\_ EAPU ID: \_\_\_\_\_

- Billboard
- TV ad
- Newspaper ad
- Newspaper story
- Library Display
- EAPU Website
- Cairns Mall event
- Radio announcement
- 

Details (Which newspaper, what library etc)



## Library Display Order Form

To order more resources for your displays please forward your order to the Elder Abuse Prevention Unit on:

Phone: 07 3250 1836

Fax: 07 3250 1929

Email: [eapu@lccq.org.au](mailto:eapu@lccq.org.au)

Mail: PO Box 108 Fortitude Valley QLD 4006

Product	Qty
EAPU A3 Poster – Is it happening to someone you know?	
EAPU (Tri-fold DL) Brochure – Elder Abuse	
EAPU Helpline Cards	
EAPU Bookmarks	
EAPU Information Sheet – Is it happening to someone you know?	
EAPU Information Sheet – World Elder Abuse Awareness Day	
Seniors Enquiry Line - Brochure	
Department of Communities Brochure – Important information for Queensland Seniors	
Seniors Legal and Support Service Information Sheets (all 8 as a kit) : 1 – Sharing a home with friends or family 2 – Financial gifts and loans 3 – Decision making and power of attorney 4 – Raising money from the family home 5 – Talking about financial matters 6 – Residential aged care and community care arrangements 7 – Dodgy deals 8 – Preventing violence	

## **IS IT HAPPENING TO SOMEONE YOU KNOW?**

An Awareness Campaign for World Elder Abuse Awareness Day

Mark your calendars for **World Elder Abuse Awareness Day (WEAAD) on Tuesday, June 15, 2010!**

World Elder Abuse Awareness Day is an initiative of the International Network for the Prevention of Elder Abuse (INPEA) and this year is supported by the Elder Abuse Prevention Unit (EAPU) with a Queensland wide awareness campaign “**Is it Happening to Someone You Know?**”

**What is WEAAD?** *“The day is in support of the United Nations International Plan of Action which recognizes the significance of elder abuse as a public health and human rights issue. Governments, non-governmental organizations, educational institutions, religious groups, professionals in the field of aging, interested individuals as well as older persons themselves will promote a better understanding of abuse and neglect of older persons by organizing activities around the world to raise awareness of the cultural, social, economic and demographic processes affecting elder abuse and neglect.”* (INPEA Press Release)

**Call-to Action** The EAPU’s elder abuse awareness campaign links into INPEA’s Call-to-Action by encouraging Family and Friends of older people to ask themselves the question “**Is it Happening to Someone You Know?**”, and if abuse is suspected to seek advice through the EAPU Helpline 1300 651 192 on what course of action can be taken.

**Rights & Safety** The best course of action can differ widely with each elder abuse situation but safety and respecting the rights of the older person are paramount. Sometimes these two areas may conflict and any action will need to carefully weigh the wishes of the older person, their safety, the type of abuse, the location of the person and what local services are available and whether the older person has the capacity to make decisions. **This is why there is an Elder Abuse Helpline.** It has fully trained and experienced operators that can explore each situation and the options available.

### **EAPU Awareness activities for WEAAD**

**Public Library displays** (Queensland libraries were sent resource material encouraging librarians to put a display on the 15<sup>th</sup> June)

**Billboard** in a major metropolitan train station

**Television** through community service announcements

**Newspaper media releases & advertising**

**Cairns mall** event in partnership with **Seniors Legal and Support Service and other services in Cairns** (see page 3)

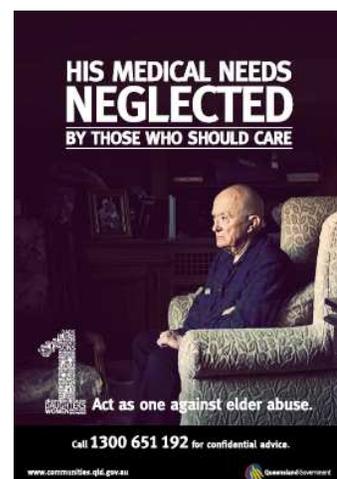
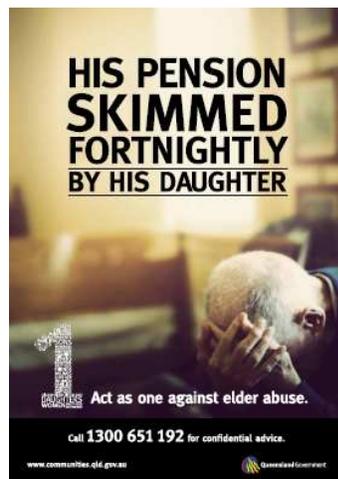
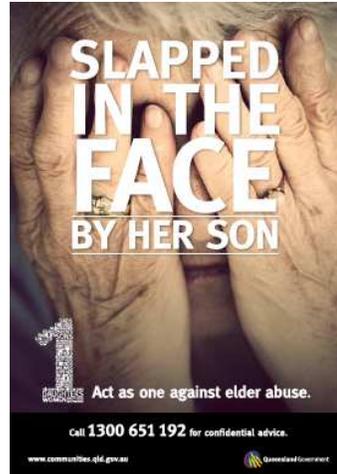
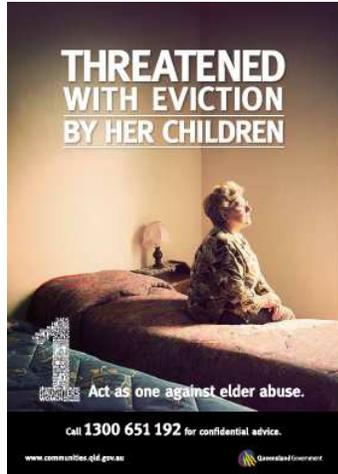
**Website, email newsgroups, e-newsletters**

**Do Your Bit!**

For ideas go to the INPEA website - [www.inpea.net](http://www.inpea.net)

For EAPU resources, brochures, posters, bookmarks, etc contact [eapu@lccq.org.au](mailto:eapu@lccq.org.au) or phone 07 3250 1836

Appendix 4: Posters from the Department of Communities “Act as 1” Campaign



Appendix 5: List of Newspapers used for advertising

**APN AUSTRALIAN PUBLISHING NEWSPAPERS**

Mackay Daily Mercury  
Rockhampton Morning Bulletin  
Gladstone Observer  
Bundaberg News Mail  
Fraser Coast Chronicle  
Gympie Times  
Cooloola Advertiser  
Sunshine Coast Daily  
Noosa News  
Ipswich QT  
Toowoomba Chronicle  
Warwick Daily News  
Gold Coast Mail  
Tweed Border Mail  
Mt Isa North West Star  
Chinchilla News  
Childers Isis Town & Country  
Kolan Recorder  
Dalby Northern Downs News  
Emerald Central Queensland News  
Blackwater Herald  
Charleville Western Times  
Kingaroy South Burnett Times  
Gayndah Central & North Burnett Times  
Roma Western Star  
St George Balonne Beacon  
Stanthorpe Border Post

Appendix 6: Newspapers where a media release was sent

The Courier Mail	Clifton Courier	Miners Midweek	Tully Times
The Sunday Mail	Coolum & North Shore Advertiser	The Fraser Coast Chronicle	Warwick Daily News
mX	The Warrego Watchman	Maryborough Herald	The Western Cape Bulletin Incorporating Weipa Bulletin
The Tablelander	Dalby Herald	Central & North Burnett Times	Yarrabah News
The Coastal Rag	The Northern Downs News	The North West Star	Millstream Times
Whitsunday Times	Central Queensland News	The Pittsworth Sentinel	Crow's Nest Advertiser
Allora Advertiser	Gatton, Lockyer & Brisbane Valley Star	Port Douglas & Mossman Gazette	Tamborine Times
The Tablelands Advertiser	The Observer	The Whitsunday Coast Guardian	Moreton Border News
The Advocate	Gold Coast Bulletin	Rockhampton & Fitzroy News	The Noosa Journal
Beaudesert Times	The Gold Coast Mail	The Morning Bulletin	The Range News
The Central Telegraph	Gold Coast Sun	The Western Star	The Westerner
The Blackwater Herald	Goondiwindi Argus	South Burnett Times	Caloundra City News
Fassifern Guardian	The Gympie Times	Balonne Beacon	The Express
Bowen Independent	Hervey Bay Independent Newspaper	The Stanthorpe Border Post	Capricorn Coast Mirror
Brisbane Valley Sun	Hervey Bay Observer	The Nambour & District Chronicle	The Weekly
Coastline and Country	Home Hill Observer	Noosa News	Sunday
The Guardian incorporating The Drum	Herbert River Express	Sunshine Coast Daily	Gladstone News Weekly
NewsMail	Innisfail Advocate	Sunshine Coast Weekly	Oakey Champion
Caboolture News	The Ipswich Advertiser	The Chronicle	The Local Bulletin
Caboolture Shire Herald	The Queensland Times	Torres News	Jimboomba Times
The Cairns Post	Kilcoy Sentinel	Northern Services Courier (NSC)	North Queensland Register
Cairns Sun	The Longreach Leader	Townsville Bulletin	Highfields Herald
The Northern Miner	The Daily Mercury	Townsville Sun	Weekender
Chinchilla News	The Mackay Midweek		

## Reference

- Apollonio, D. E. & Malone, R. E. (2009). Turning a negative into a positive: public health mass media campaigns and negative advertising. Retrieved January 19, 2011 from <http://her.oxfordjournals.org/content/24/3/483.full.pdf+html>
- Bagshaw, D., Chung, D., Couch, M., Lilburn, S. & Wadham, B. (2000) *Reshaping responses to domestic violence*. Partnerships Against Domestic Violence Taskforce: Australia
- Davis, R. C. & Median-Aziz, J. (2001). Results from an elder abuse prevention experiment in New York City. Retrieved February 21, 2011 from <http://www.ncjrs.gov/pdffiles1/nij/188675.pdf>
- Donovan, R. J. & Vlasis, R. (2005). VicHealth review of communication components of social marketing/public education campaigns focusing on violence against women. Retrieved February 1, 2011 from [http://www.vichealth.vic.gov.au/~media/ProgramsandProjects/MentalHealthandWellBeing/DiscriminationandViolence/ViolenceAgainstWomen/CAS\\_Paper2\\_SocialMarketing.ashx](http://www.vichealth.vic.gov.au/~media/ProgramsandProjects/MentalHealthandWellBeing/DiscriminationandViolence/ViolenceAgainstWomen/CAS_Paper2_SocialMarketing.ashx)
- Elder Abuse Prevention Unit. (2008a). Elder Abuse. Retrieved January 21, 2011 from <http://www.eapu.com.au/ElderAbuse.aspx>
- Faccinetti, J. D. (2002). Making strategic communications work to prevent elder abuse. *Journal of Elder Abuse & Neglect*, 14 (4), 11-20.
- Kurrle, S., & Naughtin, G. (2008). An overview of elder abuse and neglect in Australia. *Journal of Elder Abuse and Neglect*, 20 (2). 108-125.
- Nerenberg, L. (2008). *Elder abuse prevention: Emerging trends and promising strategies*. New York: Springer Publishing Company.
- Office of the Public Advocate. (2005). *Mistreatment of older people in aboriginal communities project: an investigation into elder abuse in aboriginal communities*. Office of the Public Advocate: Western Australia.
- Sanderson, J & Mazerolle, P. (2008). Executive Summary Literature Review – Elder Abuse. Key Centre for Ethics, Law, Justice and Governance, Griffith University: Queensland.