

Telling Our Story – Public Awareness to Promote Community Support

Date and Location

DATE: March 5, 2020
LUNCH: 12:00PM-12:30PM
TRAINING: 12:30PM-3:30PM

NEW LOCATION: 4550 E Commerce Way
Sacramento, CA 95834

Learning Objective

Identify research-based, actionable communication strategies to put elder abuse on the public agenda. Apply Reframing Elder Abuse concepts to communicate proposed program changes to a diverse audience.

Intended Audience

This APS Leaders Institute workshop is intended for APS Program Managers and Adult Services Administrators.

Presenters

Julie Schoen brings her passion for all aspects of aging issues to her role as Deputy Director of the National Center on Elder Abuse (NCEA) at the Keck School of Medicine at USC. She is an attorney with a strong background in Medicare Advocacy who is now having impact in the area of Elder Abuse. Like you, she hopes to build public awareness by collaborating with experts in the field. She is an active board member of the Elder Financial Protection Network (EFPN) and the National Organization of Victim Assistance (NOVA). Julie's influence in the aging field has been well documented in the Wall Street Journal, the New York Times and USA Today as well as frequent guest appearance on KFWB, Talk Radio, Money 101.

Alyssa Neumann received her Bachelors in Arts in Sociology from the University of California, Berkeley in 2014. She has over five years of experience supporting public service organizations in communications, event coordination and internal operations. She is now a Project Coordinator for the National Center on Elder Abuse (NCEA), a national elder abuse resource center funded by the U.S. Administration on Aging. Currently, she is coordinating an NCEA project with the [FrameWorks Institute](#) that disseminates a new evidence-based communication strategy on the issue of elder abuse.

Agenda

12:30-12:45pm – Setting the Stage

12:45-2:00pm – Principles of Reframing Elder Abuse

- Activities
- Video

2:00-2:10pm – Break

2:10-3:10pm – Reframing Elder Abuse Skill Building/Concrete Application

- Culminating Activity

3:10-3:30pm – Closing/Feedback/Evaluation