MEMORANDUM
HEALTH AND HUMAN SERVICES
ADULT SYSTEM OF CARE
County of Placer

TO: Board of Supervisors
FROM: Jeffrey S. Brown, M.P.H., M.S.W., Director of Health and Human Services
Scott Owens, Placer County District Attorney

SUBJECT: Proclamation declaring June 2016 as Placer County Elder Abuse Awareness Month

ACTION REQUESTED
Approve a Proclamation declaring June 2016 as Placer County Elder Abuse Awareness Month.

BACKGROUND
Many of our elderly neighbors endure suffering every day. They are the victims of financial exploitation, neglect, and physical or emotional abuse. These frightened elders are from all walks of life, all races, and all ethnic groups, and they live in your neighborhood. These elders often cannot help themselves. They are afraid to speak out because the abuser is often a member of their own family, a caregiver upon whom they depend, or someone else that they know.

Placer County Adult System of Care and District Attorney’s Office work together on a daily basis to respond to the increasing number of reports called in to our 24 hour intake line: 888.886.5401. In FY 2014-15, 3,413 reports of elder abuse were received. Approximately one-third of these calls were financial abuse with psychological abuse, neglect, and physical abuse making up another sixty percent of the reports.

Raising awareness is a fundamental prevention strategy that requires not only learning new information but also changing attitudes and behavior. The goal for Elder Abuse Awareness Month is to share information about the many facets of abuse and neglect in later life, as a family violence problem, an intergenerational concern, and a health, justice and human rights issue.

Placer County Adult Protective Services and the District Attorney’s Office, in collaboration with Placer County Older Adult Advisory Commission, will be hosting an Elder Abuse Awareness Event on June 21, 2016, in Auburn, using various marketing strategies, and visiting senior living facilities throughout the month to educate those most affected by elder abuse.

This proclamation demonstrates the Placer County’s commitment to helping older adults stay safe and independent, and recognizes the impact of abuse on our elders and the importance of increasing awareness of elder abuse in Placer County.

We are requesting the Placer County Board of Supervisors proclaim the month of June, 2016, Placer County Elder Abuse Awareness Month.

FISCAL IMPACT
This action has no fiscal impact to the County General Fund.

ATTACHMENTS
Proclamation
IN THE MATTER OF A PROCLAMATION RECOGNIZING June 2016 AS, Placer County Elder Abuse Awareness Month

WHEREAS, Placer County seniors are valued members of society and it is our collective responsibility to ensure they live safely and with dignity, and

WHEREAS, Abuse of older people is a tragedy inflicted on vulnerable adults and an every-increasing problem in today's society that crosses socio-economic boundaries; and

WHEREAS, Combating abuse of elders will help improve the quality of life for all citizens and will allow elders to continue to live as independently as possible and contribute to the life and vibrancy of Placer County; and

WHEREAS, Placer County is committed to raising awareness about issues facing older Americans and helping all individuals thrive in communities of their choice for as long as possible; and

WHEREAS, We are all responsible for building safer communities for all our citizens; and

WHEREAS, Increased awareness of issues of abuse increases the likelihood of reporting and successfully prosecuting those who abuse Placer County's vulnerable seniors.

NOW, THEREFORE, BE IT PROCLAIMED, that the above PROCLAMATION was duly passed by the Board of Supervisors of the County of Placer, on behalf of the citizens of Placer County, at a regular meeting held, June 7th, 2016, proclaiming the month of June 2016 Placer County Elder Abuse Awareness Month. We urge every citizen to learn the signs of Elder Abuse and the steps they can take to prevent and respond to these issues.

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Robert M. Weygandt, Supervisor, District 2
Chairman 2016

Jack Duran, Supervisor, District 1
Jim Holmes, Supervisor, District 3
Kirk Uhler, Supervisor, District 4
Jennifer Montgomery, Supervisor, District 5