



Ending Abuse through Simple Interventions (E.A.S.I)

A toolkit enabling NSW local councils to drive continued and sustainable action to prevent and respond to abuse, neglect and exploitation of older people and adults with disability in their family, home and community.

Ageing and **Disability** Commission





Acknowledgment

Ending Abuse through Simple Interventions has been designed and informed by practices that are known to strengthen community capacity and raise awareness about abuse of older people and adults with disability in their family, home and community. The Ageing and Disability Commission encourages all organisations and services to consider what works for them and their community to better detect and respond to abuse. In particular, we believe that local councils play a significant role in supporting initiatives that better protect and promote of the rights of older people and adults with disability in their local area to live free from abuse.

This handbook has been developed by the NSW Ageing and Disability Commission.

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The Ageing and Disability Commission acknowledges Aboriginal People as the First Nations Peoples of NSW, and we pay our respects to Elders past, present and future. We acknowledge the ongoing connection Aboriginal people have to this land and recognise Aboriginal people as the original custodians of this land.

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Every local council is committed to ensuring their residents have access to services, information and can live in safety.



Purpose of this toolkit

Everyone has the right to live free from abuse in their family, home and community.

Older people and adults with disability can be at greater risk of abuse for a range of reasons, including being more reliant on others for support.

Every local council is committed to ensuring their residents have access to services, information and can live in safety.

This toolkit is intended to strengthen existing programs and provide new ideas that can better support local communities to improve their detection and response to abuse at a local level, and contribute to our collective efforts to end abuse of older people and adults with disability in their family, home and community.

About the Ageing and Disability Commission



The Ageing and Disability Commission (ADC) is an independent agency of the NSW Government, which promotes the rights of older people and adults with disability to live free from abuse, neglect and exploitation in their family, home and community. The ADC has a range of functions, including:

- Raising awareness and educating the public about abuse, neglect and exploitation of older people and adults with disability.
- Responding to reports of alleged abuse, neglect and exploitation of older people and adults with disability, including by providing advice, making referrals and conducting investigations, and taking further actions that are necessary to protect the adult.
- Inquiring into and reporting on systemic issues relating to abuse, neglect and exploitation, or the protection and promotion of the rights of older people and adults with disability.
- Administering the Official Community Visitor scheme.
- Meeting other obligations as outlined in the [Ageing and Disability Commissioner Act 2019](#).

Current understanding of abuse

Abuse of older people

Across Australia, it is estimated that as many as 185,000 older people will experience some form of abuse or neglect each year¹. The abuse of older people can affect anyone; however, particular groups may be at greater risk of abuse, neglect and exploitation. These groups include older people from culturally and linguistically diverse (CALD) backgrounds, older people living in regional and remote communities, adults from the LGBTIQI+ community and older people from First Nations communities.

Abuse of adults with disability

Research in Australia indicates that adults with disability are more likely to experience violence than adults without disability. It is estimated that 1 in 5 adults with disability have experienced abuse before the age of 18, with up to 32% of adults with disability experiencing high to very high psychological distress². People with disability are also more likely to feel unsafe in their own home than people without disability³. In particular, women with disability experience higher rates of abuse, including emotional and sexual abuse, than women without disability⁴.

Data from the ADC

The ADC collects valuable data related to matters of abuse, neglect and exploitation of older people and adults with disability in NSW. This data provides key information on reports to the ADC, including the parties involved, and the types of alleged abuse, neglect and exploitation that have been reported. You can always refer to [our website](#) where we publish quarterly data about the reports we have received.

There are some key recurrent themes emerging from our data, including:

- Most of the reports relate to abuse, neglect and exploitation of older people.
- For both older people and adults with disability, allegations of abuse against women are more commonly reported.
- **For older people:**
 - the subjects of allegation are most commonly family members, typically an adult child
 - it is mainly other family members who report the concerns to the ADC
 - the most commonly reported forms of abuse are psychological abuse and financial abuse.
- **For adults with disability:**
 - the subjects of allegation are most commonly the adult's parents
 - it is mainly service providers who report the concerns to the ADC
 - the most commonly reported forms of abuse are psychological abuse and neglect.
- Reports about older people and adults with disability from CALD communities make up less than 10% of all reports.
- Aboriginal and Torres Strait Islander older people and adults with disability comprise under 3% of all reports.

¹ National plan to respond to the abuse of older Australians 2019 – 2023.

² Australian Institute Health and Welfare, People with Disability Report September 2019.

³ 2020 Royal Commission into Violence, Abuse, Neglect and Exploitation of People with Disability. Issues Paper: Violence and abuse of people with disability at home.

⁴ 2020 Royal Commission into Violence, Abuse, Neglect and Exploitation of People with Disability. Issues Paper: Violence and abuse of people with disability at home.

What is the EASI toolkit?

Everyone can help prevent abuse of older people and adults with disability. This toolkit introduces practical strategies that can prevent and reduce abuse, neglect and exploitation of older people and adults with disability in their family, home and community. It details various approaches that aim to strengthen community initiatives and services, and change attitudes and practices that educate the community on the rights of older people and adults with disability, and encourage anyone to take action against abuse.

This toolkit offers an approach that enhances the power of community and strengthens the capacity of local councils to plan and implement relevant programs that meet the needs of their population, without over-burdening resources. It is broken up into four interdependent areas of work that allows for clear planning, development and implementation of actions.





Who is this toolkit for?

This toolkit has been designed for policy advisors, community workers and personnel within any local government area or community group who wants to work with their community to prevent and reduce abuse, neglect and exploitation of older people and adults with disability in their family, home and community. The benefit of this toolkit is that any of the actions outlined can be carried out in a wide range of settings, including where the community lives, works, seeks help and support, and connects with each other.

This toolkit offers an approach that enhances the power of community and strengthens the capacity of local government.

How to use this toolkit

This toolkit is based off the principle that different communities need different approaches according to their needs. Therefore, programs or actions need to be considered in the context of population, location and access to services. Importantly, there needs to be adequate resources from local councils and community groups to maintain momentum behind any actions taken. It also assumes that different local government areas will have different starting points depending on what work has been done previously.

This toolkit is complemented with data from the ADC on reports received about abuse, neglect and exploitation of older people and adults with disability in a local government or district over a 12 month period. This data should be used to help inform actions to best suit your community needs.

The toolkit details a way of working with the community to reduce and prevent abuse, neglect and exploitation of older people and adults with disability. It includes steps for undertaking prevention work in the community and some important considerations for the engagement required to create effective, long-lasting outcomes that empower the community to stand up for and safeguard the rights of older people and adults with disability.

It is important to engage your community and ensure activities focus on the strengths and opportunities within your local area that can help to change attitudes, raise awareness and promote the rights of older people and adults with disability. This may mean having challenging discussions, and looking at your community differently.

This toolkit also respects the need for programs and activities to be adaptable and recognises that local needs may and will change. It is intended to describe an approach and provide a range of tools that can support the implementation of a variety of community-led and community-based programs that can be initiated in **stages**. Being flexible is key. Take the time to read each section and consider what your community needs are.

The ADC is available to support your activities. We recognise that a collective effort is required to end the abuse of older people and adults with disability in their family, home and community across NSW.

Be flexible to the changing needs and issues that may face the community over time. Learn and refine actions and programs as community needs change.





Getting started

It is important to lay a good foundation and plan activities that can raise awareness about abuse and neglect in your community. To develop a clear plan, it helps to better understand your community needs, population and challenges.

In this section, focus on:

- community considerations and local needs
- creating a community profile informed by evidence and data
- identifying influential stakeholders.

Community considerations and local contexts

Any effective community awareness or engagement program should be designed to be relevant to local community needs. For example, tailoring initiatives to particular cohorts (such as older people or adults with disability), organisations (such as local service providers or agencies), or the community more broadly (local residents). It is also helpful to try and assess the community's current level of understanding of abuse, neglect and exploitation and gain a sound understanding of the culture and context of the community.

Each community is unique and influenced by a range of factors, including location, culture, ethnicity, employment, religion, current issues, socioeconomic status, and existing relationships with services. In addition to understanding the context of your local government area, it is important to understand external factors, such as living standards, household demographics, and employment vs unemployment rates. Creating a community profile will give you an overview of your community, and a starting point for where strategies or ideas can be supported.

Your community profile

A community profile is important to have a general understanding of how your community operates, engages and works together. This profile can include:

- key demographic data, including culturally diverse or Aboriginal populations, or LGBTIQ+ communities
- history
- infrastructure, including access to services, shops, medical needs
- reports about abuse and neglect.

The ADC collects information relating to reports to its Ageing and Disability Abuse Helpline. The information available to you includes:

- the number and gender of older people and adults with disability who are the subject of the reports
- the relationship of the reporters to the adults

- the relationship of the people who are the subjects of allegation to the adult
- the most commonly reported forms of abuse
- how the information sits in the context of your broader community, and population and household demographics.

The available information is collected over a 12 month period and grouped into an LGA, district or region. LGAs with fewer than 30 reports have been clustered by districts⁵ established by the Department of Communities and Justice (DCJ), to ensure the data is of statistical significance to a local area. Due to the method of classification used by the ADC, reports without street addresses may fall into several potential neighbouring LGAs. Therefore, grouping by DCJ districts can capture data across nearby geographical locations. Refer to your profile from the ADC as a starting point.

⁵You can see the full district map on the [DCJ website](#)

Why tailor responses to communities?

Abuse and neglect can happen to anyone. However, there can be some factors that can **contribute** to the risk of abuse and neglect. Social isolation and poor quality relationships are among the main risk factors associated with the abuse of older people in **community settings**⁶. For people with disability, a lack of understanding about disability and how to support a person with disability in family and community settings can **increase the likelihood of abuse and neglect**⁷.

Prevention initiatives or programs should be tailored so they are appropriate to your community and context, and take into account the experiences, needs, interests, roles and skills of the community, along with the resources you have to ensure programs are sustainable.

For example, if you have a high proportion of people who do not speak English as a first language, or identify as Aboriginal or Torres Strait Islander, consider how the programs you establish fit in with their cultural beliefs, particularly for a person who is older, or has disability.

Prevention programs should be tailored so they are appropriate to your community and take into account the experiences, needs, interests, roles and skills of the community, along with the resources you have to ensure programs are sustainable.

Know your key stakeholders

Developing a list of stakeholders, their role in your community, and how they can support your programs or actions can be helpful to further your work in your local government area. Stakeholder analyses can also help determine key resources, who needs to be involved in your activities, and how to garner support. By better understanding your stakeholders, you can be more purposeful in your communications with

your community, and more efficient in prioritising different programs based on need, available resources and areas of concern. A table like the below is easy to use and helps better understand each individual's role, how to work with them, and what you need from them throughout the stages of your projects.

⁶ 2019 Australian Institute of Family Studies: Elder Abuse. Key issues and emerging evidence

⁷ 2021 Royal Commission into Violence, Abuse, Neglect and Exploitation of People with Disability. Research report – Rapid Evidence Review: Violence, abuse, neglect and exploitation of people with disability

Table 1: Stakeholder influence analysis

Stakeholder	<i>E.g. Community at large</i>
What do they do?	<i>E.g. Live their life locally and often get information from local sources including newspapers and council newsletters</i>
Influence level	<i>E.g. High</i>
What do you need from them?	<i>E.g. To recognise signs of abuse in their community and talk to a professional about it</i>
Perceived risk or attitudes	<i>E.g. Resistance to recognise abuse or acknowledge it might happen in their area</i>
How can you involve them?	<i>E.g. Ask/consult with the community through engaging talks/events, frame conversations about having healthy relationships, build awareness of local services and ability to stand up for their community</i>

Case study

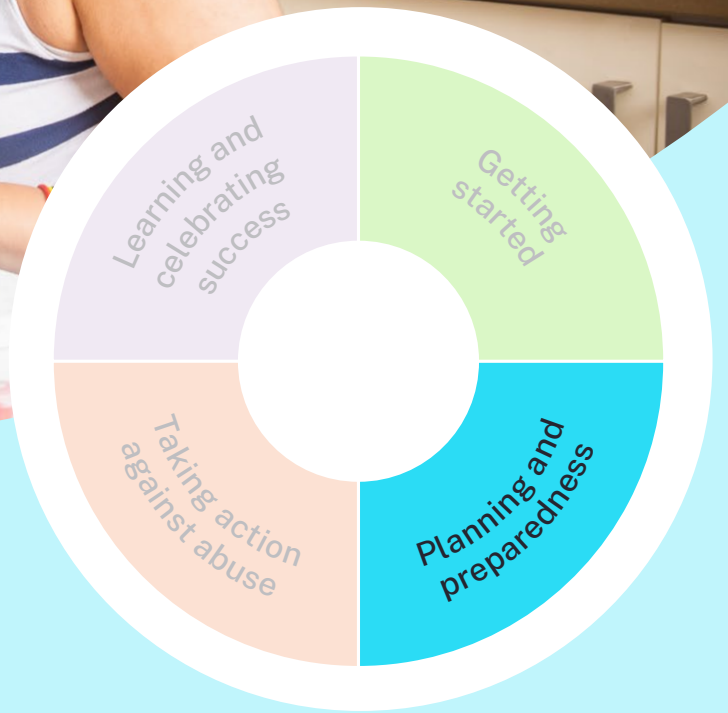
How the town of Woodfolk implemented actions from the E.A.S.I toolkit⁸

Woodfolk is a well-established town in Northern NSW. Woodfolk has a mixed population, with more people aged over 60 and approximately 30% speaking another language other than English at home. Most of their residents live in family households, with some single member households.

The local council reviewed their community profile from the ADC about reports related to abuse and neglect of older people and adults with disability in their area. They identified that most of the allegations related to psychological abuse and neglect of older people, mainly older women, but a proportion of psychological abuse matters also related to adults with disability.

Woodfolk also identified that service providers were making most of the reports to the ADC. Through further discussion with Policy and Program advisors within the Council, it was reported that some service providers had been concerned that older residents in their area were becoming increasingly isolated and needing support, but didn't know how to share their information or concerns with others.

⁸ 'Woodfolk' is a fictional name and is being used to illustrate how an LGA can implement actions from this toolkit.



Planning and preparedness

The success of any program requires good planning to clearly articulate how and why an activity or action is being implemented. The purpose of this section is to help you understand challenges facing your community, the goals you want to achieve, and your capacity to implement relevant abuse prevention programs. This stage includes some templates that can help you identify and agree on your local area key strengths, how to leverage those strengths, and how to overcome barriers.

In this section, focus on:

- your local strengths and community readiness
- setting the scope and goals
- assessing community resources.

Assessing community readiness

Understanding the level of readiness in your LGA to act to reduce and prevent abuse and neglect of older people and adults with disability is critical. It provides an opportunity to better understand what the community already knows, what they may do to help, and what they accept as a challenge facing their community.

Each community has specific challenges to overcome, clear strengths, and areas that may be more resistant to recognising that abuse occurs. Identifying these challenges, and developing an understanding of how open a community is to learning more about abuse and neglect and understanding the rights of older people and adults with disability, will help determine the best action(s) and approach to take.

A community might be ready to participate in an event that raises awareness about abuse, or rights, but be reluctant to talk about particular cultural characteristics that prevent open discussions about abuse and neglect in their own families. The better the understanding of the community, the more effective efforts to stimulate community change are likely to be. Individuals in the community may also be at different stages of readiness and change. It is not a reason to wait until attitudes change, rather to be aware of this and to encourage and support those who are most prepared to engage, and build relationships with others who may be less ready. You might also consider the role religious leaders and other influential groups can play to encourage these conversations with the community.

Planning programs and actions

Although there are a number of ways to plan a program, there are key elements to consider that help to prioritise and engage the community effectively. A plan needs to reflect an understanding of the broader issues of abuse and neglect facing older people and adults with disability, and the impact of local cultures, contexts and populations. The planning process should start by using an evidence base that allows for actions to be informed by the strengths of the community as well as the available data to identify challenges, gaps and opportunities.

A goal map (table 2) can be used to better understand what the current state/issue is in your community, and what the ideal state is. Using ADC data plus other local data sources can help inform this component of the project. In the context of your data and the current state of your community, consider what the current issue(s) are, the most ideal outcome, and what will drive or motivate the community to achieve a good outcome.



Good planning using an evidence base is key to achieving successful outcomes

Table 2: Goal map

Current issue	Challenges	Goal/What do we want to achieve?	Driver or motivator for change
<i>E.g. local services have independently reported increasing concerns about older people being isolated, and social services being cut off</i>	<i>E.g. how do we get our services together to talk about issues across our LGA?</i>	<i>E.g. to have a dedicated working group focussed on raising awareness and improving local practices relating to responses to abuse of older people and adults with disability.</i>	<i>E.g. Data suggests service providers are one of the main reporters to the ADC. We need to ensure all our agencies are aware of the signs of abuse and are confident to take action.</i>
<i>E.g. there has been reduced engagement with adults with disability in the community</i>	<i>E.g. awareness about abuse and neglect of adults with disability is very low</i>	<i>E.g. Promote the rights of people with disability in our area in an accessible format, and encourage the community to be more aware about the signs of abuse.</i>	<i>E.g. ADC data indicates a low number of reports have been made about adults with disability in our community, yet we have a high population of people with disability</i>

Once you are clear about what your goals are, you can then turn that into a strategy. You can consider a planning tool to better establish what program is best suited to meet this goal and community need. You will read more about what strategies might be beneficial to your community in the next chapter, **Taking action against abuse**.

Consider resources

Some abuse prevention initiatives need to be supported by budgets. This may be to host forums, events, develop Easy Read and other accessible information, distribute communications or for staffing to support the development of programs. When considering any budget, consider the scope and length of time of the program. It is also worthwhile considering how the budget better supports programs that engage the whole community. Do you need Auslan interpreters, communication devices, or translators and interpreters?

Case study

How the town of Woodfolk implemented actions from the E.A.S.I toolkit⁹

After continued discussions about the local population of the Woodfolk community, members from the local council reached out to speak further with some local services about the information they had on hand.

Through these conversations, it was clear that the local services wanted to work better together. They felt that there was opportunity to help older people in their community become more aware about how to access help and support. But they also felt like some of their colleagues were feeling ‘stressed’ and ‘worried’ they were missing important signs when visiting older people in their homes.

While they were all stretched for time and resources, it was clear that most wanted to try and do something positive for their community.

⁹ ‘Woodfolk’ is a fictional name and is being used to illustrate how an LGA can implement actions from this toolkit.





Taking action against abuse

Every local area has different needs and challenges. However, we all agree that every older person and adult with disability has the right to live free from abuse in their family, home and community. Taking any action against abuse is an important step in operationalising the ideas from your earlier stages. Not all of these actions might be possible at once; however, by using the insights gathered in the planning stages, your available resources, data and needs, you can determine what is achievable for your community over the short, medium and long term.

In this stage, consider:

- your previous goals, and what action(s) will work best for your community
- developing an action plan.

Establishing an abuse prevention Collaborative

Collaboratives provide a valuable way for agencies within an LGA to develop local or regional protocols and practice guidelines aimed at preventing and responding to abuse of older people and adults with disability in the community.

A collaborative approach can benefit older people, adults with disability and their community by:

- improving supports for older people and adults with disability
- increasing awareness of abuse, neglect and exploitation, and encouraging earlier reporting to relevant organisations and improving the identification of abuse
- strengthening strategies for early intervention
- improving referral pathways among local organisations
- sharing better practices and ways of working.

Local Collaboratives are effective in:

- galvanizing the knowledge, skills and resources of relevant local agencies within an LGA
- building local capacity in preventing, identifying and responding to the abuse of older people and adults with disability
- bringing attention to early intervention strategies and local referral pathways
- increasing support for older people or adults with disability in the local area
- promoting best practice among service providers
- identifying patterns, trends and relevant local data to strengthen plans and responses
- creating awareness of the abuse of older people and adults with disability in the local community, and increasing reporting to local service providers and the Ageing and Disability Abuse Helpline.

Depending on the population, needs and issues identified, a Collaborative may be established to support **older people** and/or **adults with disability**.

The ADC recognises and supports the need for Collaboratives to focus on the needs of these groups individually or together as appropriate to the local area.

Some of the key outcome areas a Collaborative would achieve include:

- establishing local protocols and service agreements
- raising awareness in the local community about abuse, neglect and exploitation
- improving local capabilities to respond to abuse and neglect
- sharing resources and improved practices.

The ADC can help any LGA to establish an abuse prevention Collaborative, by taking you through the process, helping to identify your needs, and providing resources to support development of action plans and communications plans. We can also link you to other Collaboratives to learn from their experience.

You can also find out more about Collaboratives on the [ADC Collaborative Hub](#).

Developing a localised strategic communications plan

Communication is a key way to spread consistent messages about how to detect and respond to abuse, neglect and exploitation in the community. It can also be used to promote programs or initiatives that the local council or community groups are undertaking to help raise awareness of local services. You can consider a range of formats, including:

Media interviews via local media and community radio networks

- Local media partnerships can be an effective way to broadcast important prevention and awareness messages related to abuse, neglect and exploitation of older people and adults with disability.

- Consider partnerships with community radio and local papers on a regular basis, and refer to your key influencer’s matrix to consider what your message might be. For example, do you have a local community network connected to a CALD community group? Having information available in language may be a way to reach this audience via a channel they trust.

Distribution of flyers, brochures and resources

- All ADC communications resources can be downloaded or requested for free off our [website](#). These resources can be used at any community engagement event, including Seniors Week, White Ribbon events, World Elder Abuse Awareness Day, shopping centre stalls, and local community events.
- Also consider the use of local newspapers, local letterbox drops, or information that can be shared in council mail outs via rate notices or council newsletters.

Table 3: Communications plan

Target audience Who do you want to inform, and why?	
Key message What main point do you want to communicate?	
Method How are you going to tell them? Where do they receive information?	
Who Who will take lead responsibility?	
By when? When will this happen by? How often will you share this message?	

Social media

- Social media can be an effective tool to raise awareness and reach a broader audience, and can also be targeted to age and location. Consider leveraging existing pages from your council, local services or other relevant organisation to promote a consistent message, including the signs of abuse, contacts, and relevant support services.

As communities are diverse, the method used to share a message should be appropriate to the audience. Consistency is key, and there are a variety of communications approaches that can be used to reach large or more targeted parts of your community. Use the communications plan to help identify who you want to reach and how you will reach them.

Hosting local community events

Hosting regular local community events can bring together local services, agencies and community members in a fun and engaging way. Events provide opportunities to share information, promote local services, and raise awareness about the rights of older people and adults with disability.

Running an event can be designed based on the population, needs and resources available in your LGA. One approach is to leverage off existing events or programs that most communities are already aware of. Consider the following events as part of your action plan:

State, National or International Event	When it is and how to find out more information
Seniors Festival	Often falls in March – April every year. Check the Seniors Festival website to plan.
World Elder Abuse Awareness Day	Occurs every year on 15 June.
National Carers Week	Occurs every year in October. Check the National Carers Week website for information and dates.
International Day of People with Disability	Occurs every year on 3 December.
International Human Rights Day	Occurs every year on 10 December.
Grandparents Day	Occurs every year on 31 October.
Ageism Awareness Day	Occurs every year on 1 October.



Formalising training and professional development

Skill development is a crucial element to help local workers, volunteers and community members to feel confident and knowledgeable to identify and take action against abuse. Accessible training should be made available and be encouraged by all organisations to increase awareness and encourage conversations about abuse and neglect of older people and adults with disability in their family, home and community.



Consider a training program that offers anyone who engages, works or comes into contact with older people or adults with disability the opportunity to be better informed about abuse, how to take action...(and) report abuse in the person's family, home and community.

Consider a training program that offers anyone who engages, works or comes into contact with older people or adults with disability the opportunity to be better informed about abuse, how to take action, and how organisations can improve policies and practices that better support staff to report abuse in family, home and community settings. This might involve:

- Empowering frontline workers, volunteers or anyone who engages with older people and adults with disability in family, home and community settings to build confidence in detecting and responding to abuse. You might consider incentives or competitions to encourage workers to engage in the training, or feature as part of an event.
- Supporting and encourage workplaces to strengthen the way they respond to disclosures or allegations of abuse and neglect of older people and adults with disability in their family, home and community.
- Holding group training sessions with community that involve influential community members (refer to your stakeholder influencer matrix) to promote healthy and respectful relationships while increasing understanding of abuse, neglect and exploitation.
- Running events for older people or adults with disability to prevent, recognise and report abuse, and learn more about local services that can help them.



Empowering local workers

Councils want to become skilled in better identifying abuse and neglect, and want to empower their community members as well as providers to be confident in responding to concerns before abuse occurs. The first step is to provide all workers with a framework to better detect abuse in family, home and community settings.

The ADC's online training, *Module 1: The 5 practices to responding to abuse and neglect*,

offers a comprehensive overview of abuse indicators, how to engage with an older person or adult with disability about potential abuse, and how to accurately document concerns or observations. This module can be completed individually or as a team, and can be used as an effective training tool for all organisations within any LGA.

Anyone can access Module 1 from the [ADC website](#).

Supporting and strengthen the operations of local organisations

An ongoing, two-way conversation should exist between organisations and their staff about how a workplace responds to concerns or instances of abuse of older people and adults with disability in their family, home and community. Organisations can proactively create a more open culture that supports staff to talk about concerns and raise matters at an early point, and promote the importance of upholding the rights of older people and adults with disability.

The ADC's online training, *Module 2: a service wide approach to responding to abuse and neglect*,

gives services and providers who support older people and adults with disability the opportunity to improve workplace practices and establish a more open culture of reporting. This module can be reviewed by Executive and Leadership teams and, importantly, promotes a zero tolerance message about abuse within their organisation and to the community.

Anyone can access Module 2 from the [ADC website](#).

Making it work

An action plan is one way of ensuring whatever strategy you take on has a clear purpose, timelines, and is linked to the needs of your community. This tool is also important for accountability and to easily communicate key priorities to your stakeholders, identified earlier in your stakeholder influencer matrix.

Table 4: Action plan

Goal What did you identify in the goal map?	Action What action will help achieve this goal?	Timeline When can this be achieved by?	Responsibility Who will take the lead?
<i>E.g. to have a dedicated working group focusing on raising awareness and improving local practices relating to abuse of older people and adults with disability.</i>	<i>E.g. Establishing an abuse prevention collaborative that can raise awareness about our services, improve access, and raise awareness about abuse and neglect in the community</i>	<i>E.g. Over the next 12 months</i>	<i>E.g. Senior Policy Advisor</i>
<i>E.g. Promote the rights of people with disability in our area and encourage the community to be more aware about the signs of abuse.</i>	<i>E.g. Hosting 2 local community events for people in our community to become more aware about disability and how to get support</i>	<i>E.g. Over the next 12 months</i>	<i>E.g. Senior Policy Advisor and Communications Advisor</i>

Case study

How the town of Woodfolk implemented actions from the E.A.S.I toolkit¹⁰

Members from the Woodfolk Council, local Police and service providers decided that the best action for their community was to establish an abuse prevention Collaborative. They felt that bringing together the local experts with support of the local council would help them to: a) raise awareness about abuse and neglect, and b) increase confidence in their local agencies to better detect and respond to abuse while on home visits or out with the adult in the community.

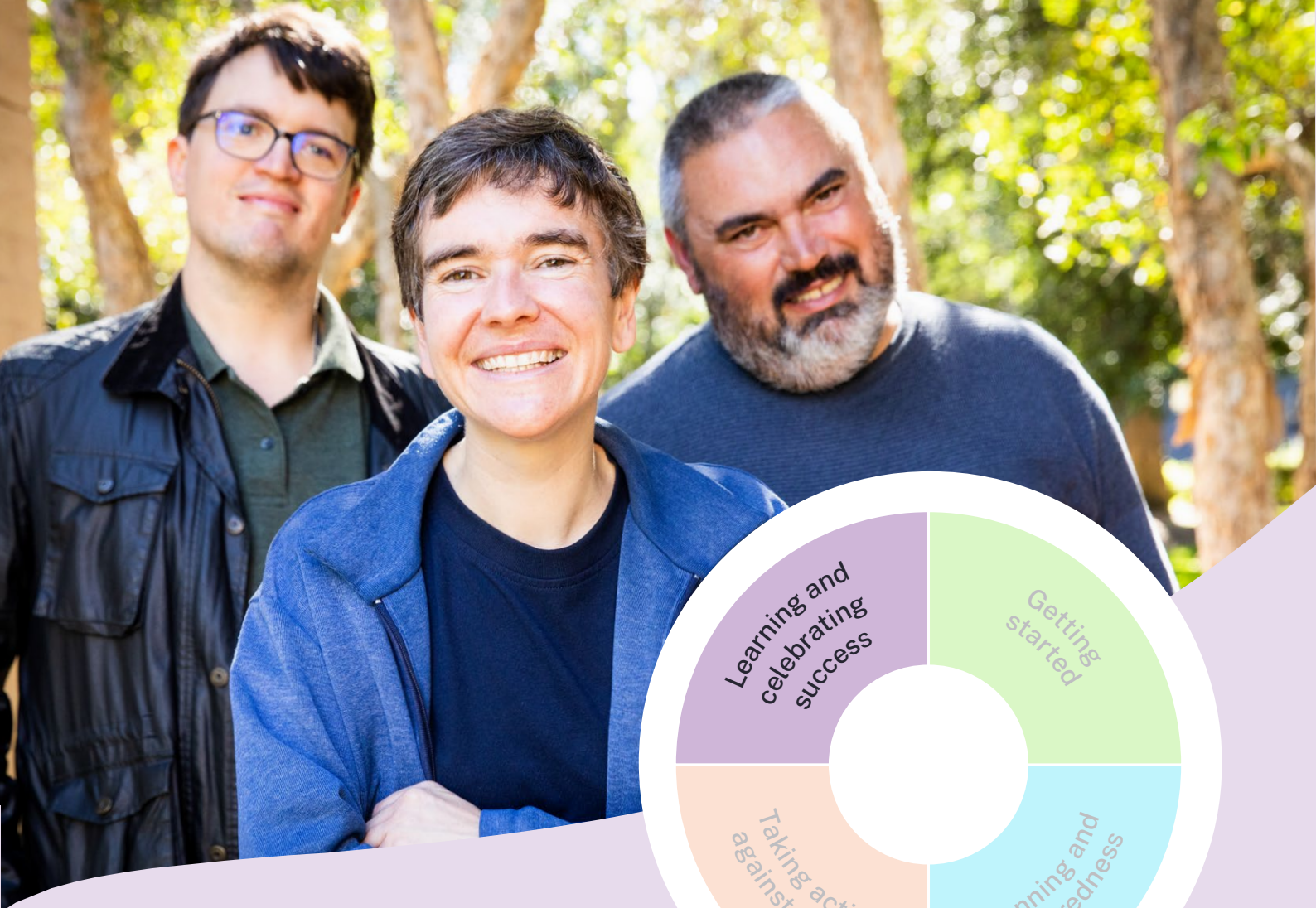
They decided to launch their Collaborative on 15 June, coinciding with World Elder Abuse Awareness Day. An event was arranged and promoted through local newspapers; the Mayor gave an interview on the local radio; and the ADC Commissioner attended the launch event. The Collaborative sought flyers and brochures from the ADC, including translated information relevant to their CALD community. They also called themselves the Woodfolk Abuse Prevention Collaborative.

Because of time and available staffing resources, they focused on two issues over a 12 month period that were critical to their community. The first was to hold two events over the calendar year – one for community members to better understand their rights in relation to services available in their area that can provide them with support, and respectful relationships (because psychological and neglect abuse were of noted concern); and another for local services to learn more about signs of abuse and how to take action.

Their second goal was for Collaborative members to speak with their respective organisations to implement the ADC training modules that provided a framework for detecting and responding to abuse in family, home and community settings.

¹⁰ 'Woodfolk' is a fictional name and is being used to illustrate how an LGA can implement actions from this toolkit.





Evaluating and celebrating success

Evaluating the actions you take helps to improve processes, outcomes, and changes in community attitudes. It also helps to continue building the capacity of your community. Tracking and celebrating what is working, and refining what might need improving, can also ensure your actions are meeting the needs of your community, and working to the common goal of reducing abuse and neglect of older people and adults with disability in their family, home and community.

In this section, focus on:

- setting up evaluation methods
- celebrating success and achievements.

Evaluation

Evaluation is a core component of any abuse prevention strategy. It helps to better understand the success of your actions, whether the community is recognising abuse, and even if reports are increasing as a result of your interventions. There are many ways to evaluate actions and activities, but some critical evaluation components include:

- What was your objective?
- What were the challenges?
- What was the outcome/result?
- How will that challenge be overcome next time?

Table 5: Evaluation plan

Goal	Task(s) or activities delivered	Outcomes	Challenges	Impact/ considerations for future plans
<i>E.g. to have a dedicated working group focusing on raising awareness and improving local practices relating to abuse of older people and adults with disability.</i>	<i>E.g. established an Abuse Prevention Collaborative that worked to have mandatory training from the ADC across all involved agencies.</i>	<i>E.g. all members of the Collaborative and associated agencies completed all ADC training modules, and implemented new policy and procedures to respond to abuse in family, home and community settings</i>	<i>E.g. some organisations difficult to mandate training.</i>	<i>E.g. how do we maintain ongoing learning and development programs?</i>
<i>E.g. Promote the rights of people with disability in our area and encourage the community to be more aware about the signs of abuse.</i>	<i>E.g. community forums, talks, engagements or media opportunities delivered.</i>	<i>E.g. how many people were reached with engagement activities; media results in terms of reach/social media data?</i>	<i>E.g. COVID-19 impacts, other social or community impacts?</i>	<i>E.g. how to adapt formats for cohorts, change delivery methods to ensure reach of messages still achieved?</i>

Celebrating success!

It is important to recognise efforts to promote the rights of older people and adults with disability to live free from abuse in their family, home and community. Talking about abuse can be hard. Recognising positive efforts can help to support those who took the action, and encourage others to get involved.

Use the data you collect and the information from the ADC to also acknowledge the work you are doing in your local area. Changing behaviours and community attitudes takes a long time; it's important to celebrate all the work you and your community are doing, no matter the scale of the program.

Neighbouring LGAs and communities will also want to learn from what you are doing. Be open to sharing your achievements. The more we can encourage our communities to have big, challenging conversations, the more we can all push to ensure the rights of older people and adults with disability are upheld.

We can all play a part. We thank you for taking the time to go through this guide. Any action you take will have a positive impact in your community, and contribute to our goal where older people and adults with disability live free from abuse, neglect or exploitation in their family, home and community.

Case study

How the town of Woodfolk implemented actions from the E.A.S.I toolkit¹¹

The Woodfolk Abuse Prevention Collaborative ensured that they put together an evaluation plan to measure their impact and success. They ran a survey to gain information about who attended their events and whether the community found them helpful. This informed how to run events the following year.

They also sought feedback from their respective organisations about the implementation of the training. All organisations confirmed that staff completed Module 1 from the ADC, and that they were working to refine policies and procedures to better support staff to respond to abuse. They reported that their staff were less 'worried' and 'concerned' about missing important signs, and felt more confident to take action.

The following year, the ADC report showed that there was a continued increase in reports from service providers in the Woodfolk LGA, which was seen as a positive sign that potential abuse was being better identified by local providers and action was being taken. There were also more reports coming from the adult themselves.

The Collaborative used this information to plan their second year of activities.

¹¹ 'Woodfolk' is a fictional name and is being used to illustrate how an LGA can implement actions from this toolkit.

Handy websites and resources

Advocacy and support for older people

Agency	Contact details	How can they help you?
Beyond Blue Services for Older People	1300 224 636 www.beyondblue.org.au/who-does-it-affect/older-people	Supporting older people with the knowledge and skills to maintain their own good mental health and well-being, and recognise symptoms in people close to them.
Carers NSW	02 9280 4744 www.carersnsw.org.au	Carers play an important role in the lives of older people and people with disability, and also need support due to the often physical and emotional demands of caring. Carers NSW offers information and support for carers.
Carer Gateway	1800 422 737 www.carergateway.gov.au	The Carer Gateway aims to make your life easier. By calling Carer Gateway, you will be connected with a new Australia-wide network of Carer Gateway service providers. They will talk through what you need and help you to find local services and support to help you.
Compass	www.compass.info/about	Compass is a national website helping the community navigate services and information about elder abuse in Australia. Compass aims to create a national focus on elder abuse by raising awareness of this growing social issue, and simplify the process of connecting people to services and information tackling elder abuse.
Dementia Australia	1800 100 500 https://www.dementia.org.au/	People with dementia are at higher risk of elder abuse, but dementia can also make it harder to detect abuse because symptoms, including withdrawal, can be similar. Contact Dementia Australia for information, support and referral services if you are concerned about memory loss or the behaviours of an older person.
Ethnic Communities Council	(02) 9319 0288 http://www.eccnsw.org.au	The abuse of older people or terms such as 'elder abuse' can take on different meanings for people from culturally and linguistically diverse backgrounds. The Ethnic Communities Council offers advocacy and education for any older person who does not speak English as a first language, and can support you to make a report to an agency related to abuse, neglect and exploitation.
Seniors Rights Service	1800 424 079 https://seniorsrightsservice.org.au	Free independent legal advice about areas of law affecting older people, plus aged care advocacy to people receiving in-home and residential aged care services.
Relationships Australia	1300 364 277 www.relationshipsnsw.org.au/support-services/lets-talk-elder-support-and-mediation-service/	Let's Talk: Elder Support and Mediation Service assists older people and their families to prevent or resolve family conflict, and have difficult conversations including about medical, health, financial or living arrangements.
ACON	(02) 9206 2000 www.acon.org.au	Information on health issues affecting lesbian, gay, bisexual, transgender and inter-sex (LGBTI) people and services, including in the areas of mental health and ageing.

Government organisations

Agency	Contact details	How can they help you?
Ageing and Disability Commission	1800 628 221 (M-F, 9-5) nswadc@adc.nsw.gov.au www.adc.nsw.gov.au	The Ageing and Disability Commission (ADC) is an independent NSW government agency, which works to promote the rights and protect older people and adults with disability, so they can live free from abuse, neglect and exploitation. Contact the ADC for information, support or to make a report about abuse, neglect and exploitation of an older person or adult with disability in their family, home and community.
Aged Care Quality and Safety Commission	1800 200 422 www.agedcarequality.gov.au	People receiving aged care have the same legal rights as all Australians. Oversight and regulates aged care services. Handles complaints, including about abuse, neglect and exploitation of aged care recipients by approved aged care providers.
Health Care Complaints Commission	1800 043 159 www.hccc.nsw.gov.au	To make a complaint about a health service or the professional conduct of a health practitioner, including in relation to abuse, neglect and exploitation.
NDIS Quality and Safeguards Commission	1800 1800 110 www.ndiscommission.gov.au	An independent Commonwealth Government agency established to improve the quality and safety of NDIS supports and services. Oversight and regulates NDIS providers and workers. Handles complaints, including about abuse, neglect and exploitation of NDIS participants by NDIS providers and workers.
NSW Trustee and Guardian	1300 364 103 www.tag.nsw.gov.au	NSW Trustee & Guardian services help support and protect some of the most vulnerable members of the community as well as supporting people at vulnerable moments in their life. NSW Trustee & Guardian does this by providing independent and impartial financial management, guardianship and trustee services that support customers and help them manage their health, lifestyle and financial affairs.
NSW Domestic Violence Line	1800 656 463 (24/7) www.facs.nsw.gov.au/domestic-violence	Abuse of older people and people with disability can involve domestic and family violence. This service is for anyone in NSW who has experienced, or is at risk of, domestic and family violence, or sexual assault. This is a free call.
Victims Services NSW	1800 633 063 www.victimsservices.justice.nsw.gov.au	Provides support services, including free counselling and financial assistance, to people who are victims of violent crime in NSW.

Assault and Crime

Agency	Contact details	How can they help you?
Aboriginal Contact Line	1800 019 123 www.victimsservices.justice.nsw.gov.au https://www.victimsservices.justice.nsw.gov.au/Documents/PT12_ATSI-Contact-Line.pdf	Provides support services, including free counselling and financial assistance, to Aboriginal people who are victims of violent crime in NSW.
NSW Police	131 444 www.police.nsw.gov.au	If you believe a crime has been committed but the incident is not life threatening or a critical emergency – for example, theft, fraud, harassment. In an emergency, call 000.

Advocacy and support for adults with disability

Agency	Contact details	How can they help you?
BEING Mental Health Consumers	1300 234 640 https://being.org.au/	BEING – Mental Health Consumers is the independent, NSW peak organisation speaking with and for people with lived/living experience of mental health issues and emotional distress, with a primary focus is to ensure the voices of people with mental health issues are heard by decision makers, service providers, and the community, to lead and influence systemic change in services and systems.
Council for Intellectual Disability (CID)	1800 424 065 https://cid.org.au/contact-us/	Information, support and resources for people with intellectual disability, and for anybody spending time with people with intellectual disability.
Disability Gateway	1800 643 787 www.disabilitygateway.gov.au	The Disability Gateway assists all people with disability, their families and carers to locate and access services across Australia.
Intellectual Disability Rights Service (IDRS)	1800 666 611 https://idrs.org.au/contact-us/	A free service for people with cognitive impairment that can provide help with legal problems, support at police stations and courts, and NDIS appeals.
Multicultural Disability Advocacy Association of NSW (MDAA)	1800 629 071 http://mdaa.org.au/contact/	People from multicultural backgrounds and who have disability can face challenges in understanding their rights, and what abuse, neglect or exploitation is. MDAA can provide advocacy support specifically for people with disability from non-English speaking and culturally and linguistically diverse backgrounds.
People with Disability Australia (PWDA)	1800 422 015 https://pwd.org.au/get-help/individual-advocacy/	A free advocacy service for people with disability who have serious and urgent problems, or who need support to report abuse, neglect and exploitation to an organisation.
Physical Disability Council of NSW	1800 688 831 www.pdcnsw.org.au	The Physical Disability Council of NSW (PDCN) is the peak representative organisation of, and for, people with physical disability across New South Wales. We assist people with a physical disability to live ordinary lives as contributing members of the community by providing opportunities for individuals to gain the information, knowledge and skills necessary to manage their own lives.

Legal services

Agency	Contact details	How can they help you?
Legal Aid NSW	1300 888 529 www.legalaid.nsw.gov.au	For free information and legal assistance.
NSW Civil and Administrative Tribunal (NCAT)	1300 006 228 www.ncat.nsw.gov.au	NCAT provides specialist tribunal services to help you resolve an issue or dispute fairly and according to the law.
Women's Legal Service	1800 801 501 www.wlsnsw.org.au	A community legal centre providing all women free legal services relating to domestic violence, sexual assault, family law, discrimination, victims support, child protection, human rights and access to justice.
Wirringa Baiya	02 9569 3847 or 1800 686 587 www.wirringabaiya.org.au	A statewide community legal centre providing Aboriginal and Torres Strait Islander women and children in NSW with a gender-specific service sensitive to their culturally diverse needs, and access to appropriate legal representation, advocacy, advice, and referrals.



(E.A.S.I) resources

Ageing and Disability Commission



Stakeholder influence analysis

Stakeholder	
What do they do?	
Influence level	
What do you need from them?	
Perceived risk or attitudes	
How can you involve them?	

Goal map

Current issue	
Challenges	
Goal/What do we want to achieve?	
Driver or motivator for change	

Communications plan

Target audience Who do you want to inform, and why?	
Key message What main point do you want to communicate?	
Method How are you going to tell them? Where do they receive information?	
Who Who will take lead responsibility?	
By when? When will this happen by? How often will you share this message?	

Action plan

<p>Goal</p> <p>What did you identify in the goal map?</p>	
<p>Action</p> <p>What action will help achieve this goal?</p>	
<p>Timeline</p> <p>When can this be achieved by?</p>	
<p>Responsibility</p> <p>Who will take the lead?</p>	

Evaluation plan

Goal	
Task(s) or activities delivered	
Outcomes	
Challenges	
Impact/considerations for future plans	

