

# Virginia HEAR is Helping Elders Access Resources

## Objectives — — — — — Outcomes

### Multimedia Intervention

**A solution focused, video intervention:** Recognizing and identifying **elder abuse**, the role of **ageism**, **barriers to reporting abuse and seeking services**, and best practices for **linking systems of care**.

**Focus on rural communities of interest**

Currently, no such intervention exists to address ageist attitudes and elder abuse, two issues that are inextricably linked.

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### Safety Connector

**Develop a web-based tool that is integrated with No Wrong Door Virginia:** Modeled after the linking systems of care best practice, the Safety Connector provides instant access to the resources and information people need to be safe and well.



### Implementation & Dissemination

The multimedia intervention will be implemented first in rural, **southwest Virginia**, then widely via statewide networks and agencies, including APS, Area Agencies on Aging, libraries, and more...

Web-based marketing campaigns will **reach 400,000 users**. **20,000 unique users** will engage and receive access to resources, making Virginia a safety state for people to age into elderhood.

### Knowledge, Trust & Identification



- Increase in knowledge about available resources and services.
- Understanding of what constitutes **elder abuse**.
- Knowledge for intervening/responding to abuse.
- **Decrease in ageist attitudes**.
- **Increased trust** between Adult Protective Services and other community organizations.
- Identify enduring and emerging challenges.

### Connected, Collaborative

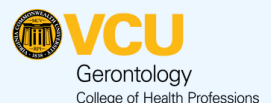


- Increase in referrals to and utilization of services that promote safety and well-being.
- More victimized older adults in Virginia will be accurately identified in a wide range of community settings and organizations.
- **Connection to needed resources and services**.
- **Increase in collaboration** with APS and other community partners.

### Streamlined Services & Policy Recommendations



- Increase in **interdisciplinary, efficient, and streamlined delivery of services**.
- Recommendations for **priority actions** in research, practice, and policy.
- Ensure that Virginia's older adults are served by a better linked and more efficient systems.
- Long term **shifting of attitudes about aging** to promote a less ageist society.



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