



Seniors in Central Alberta suffer at the hands of loved ones and caregivers on a regular basis. The mission of SOAR is to reduce the number of Elder Abuse incidents in Red Deer by providing a 24-Hour Seniors Abuse Resource telephone information line answered by trained advocates who share this concern.

The Golden Circle Senior Resource Centre is the leader in Elder Abuse Awareness in Central Alberta. With the inception of SOAR, our vision is to advocate on behalf of elders who have suffered from abuse of any kind.

The SOAR Management Committee, a sub-committee of the Golden Circle Board of Directors, has developed an initiative to provide 24-Hour services in the specific areas of Outreach, Emergency Housing, Education and Referrals through our 24-Hour Seniors Abuse Resource Line.

As economic stress impacts families and caregivers, we expect the number of reported Elder Abuse cases to rise significantly. We are preparing now for this increased number of disclosures.

S.O.A.R.

**SENIORS OUTREACH
ABUSE RESOURCES**

Contact Information:

**FOR 24-HOUR SENIORS ABUSE
RESOURCE INFORMATION LINE**

CALL:

TOLL FREE: 1-877-544-1641

LOCAL: 403-341-1641

And ask to speak to an Advocate.

**We welcome your interest in SOAR
and would welcome your inquiries
about becoming a:**

Volunteer – Funder - Advocate

**Please contact Barb for more information
on any of these opportunities to make a
difference in the life of a senior.**

**DONATIONS TO THE SOAR PROGRAM
ARE GRATEFULLY ACCEPTED
THROUGH THE GOLDEN CIRCLE SENIOR
RESOURCE CENTRE.**

**Charitable Registration Number:
888674041RR0001**



S.O.A.R.

**SENIORS OUTREACH
ABUSE RESOURCES**

A program of the
Golden Circle Senior Resource Centre

Contact:

**Barb Beecroft-Berard
Program Coordinator
403-304-0899**

or

**Golden Circle
403-343-6074**

or

soar@goldencircle.ca

ALBERTA STATISTICS

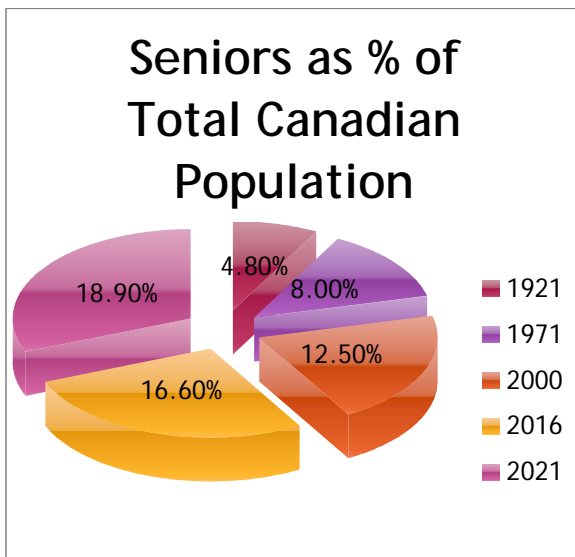
Statistics Canada projections for 2021 state "the senior population (Canadian) will increase to 19% of the total population and by 2041 that figure will increase to 25%."

2008 Alberta Population = 35,851,000

2008 Senior Population = 3,742,000

Unquestionably, the greatest increase in our senior population will be in the "Older Seniors" – those seniors 80 years and older. From 1991 to 2001 for the total Canadian population, the numbers SOARED by 41% (from 660,000 to 932,000)

Alberta For All Ages – Directive For the Future states, "Between 1999-2016 Alberta's Senior population will increase by 60-70% while the general population will increase by only 30%."



TYPES OF ABUSE

- ◆ **FINANCIAL** – misuse of funds or property through fraud, trickery, theft or force
- ◆ **EMOTIONAL** – verbal aggression, humiliation, isolation, intimidation, threats, inappropriate control of activities, removal of decision-making power while individual is competent, withholding affection for manipulative purposes, refusing access to grandchildren, denying privacy in institutions
- ◆ **PHYSICAL** – any form of physical assault such as: slapping, pushing, kicking, punching, injuring with an object or weapon, deliberate exposure to severe weather, unnecessary physical restraint
- ◆ **SEXUAL** – all unwanted sexual activity such as: verbal/suggestive behaviour, sexual intercourse, fondling or a lack of personal privacy
- ◆ **MEDICAL** – misuse of medications and prescriptions by: withholding, overmedicating, improper refilling, theft for the purpose of resale, refusing to act on possible side effects, refusal to obtain appropriate medical intervention
- ◆ **HUMAN RIGHTS** – any violation of rights including: withholding of information, denying privacy, visitors or religious worship, restricting

liberty, unwarranted confining to a hospital or institution, interfering with mail.

- ◆ **NEGLECT** – the intentional or unintentional failure to provide the necessities of life by either active or passive means, self-neglect in ways which disregard health or safety.

BARRIERS TO REPORTING

The most common forms of abuse disclosed by victims:

- ◆ Emotional
- ◆ Financial

The most common reasons for not reporting the abuse were:

- ◆ Fear of: reprisal, institutionalization, of rejection/abandonment, losing their caregiver, losing access to family, of the abuse reflecting poorly on family
- ◆ Love of the abuser
- ◆ Lack of understanding or impairment
- ◆ Shame and/or guilt
- ◆ Unaware of resource options
- ◆ Acceptance of abuse or neglect as being normal