

Alberta Elder Abuse Awareness Council Strategic Plan 2021-2023

Our Vision

Alberta's older adults are valued and live free from abuse.

Our Mission

We are a council of Albertans dedicated to increasing awareness and supporting community responses to elder abuse.

GOAL 1

The AEAAC has a strong marketing and communications strategy that will reach all Albertans

- Develop and implement an awareness campaign about:
 - * The work of the Council
 - * Elder abuse
 - * It's Not Right: Neighbours, Friends, and Family by-stander training
 - * Resources available to address elder abuse in communities

GOAL 2

The AEAAC is a knowledge broker that informs, educates and connects communities to better understand and respond to elder abuse

- Be a leader with WEAAD in Alberta
- Be the go-to organization for elder abuse information and messaging
- Use the website to promote access to and support providing resources through CORE Alberta, CNPEA website, and others

GOAL 3

Albertans are well-equipped to recognize, refer, respond and reconnect when dealing with elder abuse situations.

- Maintain and grow NFF
- Provide training opportunities for service providers through the CORE Alberta platform (including webinars and Taking Action Against Elder Abuse training)
- Takes the lead in developing standards of practice for elder abuse case management

GOAL 4

The AEAAC will address staffing needs, board development, and membership

- To determine staffing needs
- Maintain/continue board development
- To grow/develop the membership component '
 - Clearly define the structure and sub-committee roles of the Council
- Secure sustainable funding

GOAL 5

AEAAC is positioned and works closely with government and/or other partners to strategically address current and emerging elder abuse issues.

- Identify and link to family violence groups and build connections
- Strengthening the relationship with government of Alberta and develop relationships with other levels of government
- Identify and develop relationships with other potential partners and corporate sponsors

Potential new goal - Goal 6: AEAAC is adaptive and responsive to needs in the field and able to assist through resource development, training and education, programming, and advocating.

- Advocate for changes in legislation
- Case managers/navigators
- Any other program development

