

Alberta Elder Abuse Awareness Council – Strategic Plan 2023-2027

Goal 1: The Council is an evolving, engaged, and sustainable organization.

Goal 2: The Council will increase awareness and understanding of the issue of elder abuse.

Goal 3: The Council will ensure standards of excellence in service delivery.

Goal 4: The Council will be a changemaker to improve the lives of older adults.

1.1 Advocate to government for sustainable funding for the AEAAC and front-line service providers

1.2 Develop and implement a fundraising plan and calendar

1.3 Has appropriate staffing and a full and engaged, diverse Board of Directors

1.4 Evolve into a governance board and ensure needed policies are developed.

Benefits:

- Increased capacity, infrastructure, and investment
- Coordinated elder abuse services and community of practice

2.1 Enhance WEAAD resources and raise awareness of elder abuse as part of family violence month in November

2.2 Translate AEAAC resources into different languages and explore ways to make our services more accessible

2.3 Create a schedule of on going and specialized training and education

2.4 Develop a process for presenters, payment, and record keeping process for those who've taken training

2.5 Identify new sectors to train and develop new sector specific training

Benefits:

- Increased knowledge
- Increased sharing of learnings and best practices
- Increased capacity to support older adults at risk of experiencing elder abuse in Alberta

3.1 Collect and leverage data to drive service delivery improvement, sector response, and prevention strategies

3.2 Learn from other organizations and professionals to identify and move forward with prevention strategies

3.3 Develop key measurement indicators (or targets) for the AEAAC

Benefits:

- Improved access to services
- Improved service delivery
- Increased safety of older adults

4.1 Develop new partnerships and collaborations

4.2 Strengthen relationships with current communities and build connections with new ones

4.3 Engage all levels of government to understand and take action against elder abuse

4.4 Create change within government by sharing data, gaps, concerns, and suggestions

Benefits:

- Policy Changes
- Respected voice on elder abuse