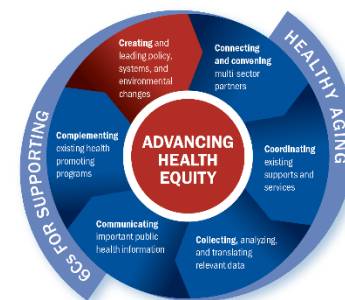


## C1: Creating and Leading Change

The most effective policy and programmatic changes in public health occur where there are champions and leaders committed to population health. Furthermore, because of this commitment to the public's health, the sector's leadership can help ensure sustainability of programs and create, champion, and implement policies that impact health.



Sidebar example of C1: Some states are prioritizing ageism awareness and creating leadership opportunities to reframe the narrative around older adults and the value of age in society. Maine's Council on Aging sponsors the [Leadership Exchange on Ageism](#), designed to educate business, policy, and community leaders on their roles in ending ageism including elder mistreatment.

**Alignment with the 10 Essential Public Health Services:** Developing and championing elder mistreatment prevention policies, plans, and laws is crucial to support community-dwelling older adults.

Strategies	Examples/Resources
Ensure that public health agencies and practitioners have the authority and resources to address elder mistreatment, promote interagency collaboration, and incorporate elder mistreatment awareness and prevention into existing aging and health promotion programs.	<ul style="list-style-type: none"><li>• <a href="#">CDC: About Abuse of Older Persons</a></li><li>• <a href="#">Multisector Plans for Aging</a></li><li>• <a href="#">Elder Abuse in Indian Country</a></li><li>• <a href="#">Financial Exploitation in Indian Country</a></li></ul>
Identify research needs around EM and work with researchers (universities and other public health-focused organizations) to identify and develop programmatic changes that support elder mistreatment prevention.	<ul style="list-style-type: none"><li>• <a href="#">National Center on Elder Abuse Research</a></li><li>• <a href="#">Building the Evidence Base for Adult Protective Services</a></li></ul>
Identify other national or state movements that include educational materials that can be disseminated at the local level.	<ul style="list-style-type: none"><li>• <a href="#">National Center on Elder Abuse</a></li><li>• <a href="#">Department of Justice, Elder Justice Initiative</a></li><li>• <a href="#">Administration for Community Living</a></li></ul>

	<ul style="list-style-type: none"> <li>• <a href="#">UC Irvine School of Medicine: Center of Excellence on Elder Abuse and Neglect</a></li> <li>• <a href="#">USC Center for Elder Justice</a></li> <li>• <a href="#">National Adult Protective Services Association</a></li> <li>• <a href="#">Elder Justice Coalition</a></li> </ul>
Raise awareness about ageism and how it may increase risk for elder mistreatment and provide education for public health practitioners in your jurisdiction about ageism. Apply positive aging strategies to this work.	<ul style="list-style-type: none"> <li>• <a href="#">National Center to Reframe Aging</a></li> <li>• <a href="#">Frameworks Institute</a></li> </ul>
Incorporate elder mistreatment education into public health curricula and provider licensure to ensure healthcare professionals are prepared to identify and address abuse, leading to earlier intervention and prevention.	<ul style="list-style-type: none"> <li>• <a href="#">Health Professionals Curriculum for Elder Abuse Prevention from UC Irvine</a></li> <li>• <a href="#">American Family Physician Detecting Elder Abuse and Neglect: Assessment and Intervention</a></li> <li>• <a href="#">Elder Abuse Curriculum for Medical Residents and Geriatric Fellows</a></li> </ul>
Seek funding from potential community business partners whose key values or customer outcomes align with the goals of elder mistreatment prevention (e.g., Zelle or banks who want to address financial exploitation).	<a href="#">Zelle Partners with National Council on Aging to Help Older Adults Combat Scams</a>
Identify and implement strategies to fund caregiver support and education programs to keep family members at home for as long as possible.	<a href="#">National Family Caregiver Support Program (NFCSP)</a>

*The AFPHS 6Cs Training and Implementation Guide was developed by Trust for America's Health with funding from The John A. Hartford Foundation, and in partnership with the Education Development Center and the National Alliance for Caregiving.*