



Meeting Notes September 15, 2017

Attendees: Betty Balderston, Jaye Martin and Kevin Cuddy-Legal Services for the Elderly; Judy Shaw-ME Office of Securities; Nichole Bilodeau- ME Bureau of Financial Institutions; Nicole Fish-Long-Term Care Ombudsman; Bonny Small-ME Health Care Association; Erin Salvo, DHHS-Adult Protective Services; Joel Merry, Sagadahoc Sheriff's Office/Maine Sheriff's Association; Cara Courchesne-ME Coalition Against Sexual Assault; Jane Margesson-AARP-Maine (phone); John Cronin-LPL Financial (phone)

Welcome: Judy Shaw

New MCEAP members include: Erin Salvo from Adult Protective Services; Sarah Ross, National Alliance for Mental Illness; Lyn Carter, ME Coalition to End Domestic Violence (returning member); Susan Banden, private individual; Darcy Shargo, ME Primary Care Association; Laure Johnson, SeniorsPlus. The Council currently has 92 members.

Minutes of 7/21/17 were accepted without change.

LSE Public Service Campaign (Jaye Martin)

Funding for the current public service campaign will be ending soon. One final public service announcement is being created that will highlight the bumper magnet.

Speakers Bureau (Judy Shaw)

With Betty retiring as of September 30th, it's important to create a Speakers Bureau to carry on the momentum from her statewide elder abuse outreach. Judy thanked Betty for her work, which included 52 presentations, reaching 1,169 individuals to-date. Several individuals recently attended a Train-the-Trainer session provided by Betty. The next step is to create a Work Plan for 2018 that will act as the infrastructure for the Speakers Bureau. Presentations and materials are already available. The issue is who will proactively seek outreach opportunities. Patty Kimball from the Elder Abuse Institute of ME had suggested at a past meeting that a VISTA volunteer who will be joining her organization this Fall may be able to help with administrative responsibilities. Larger civic organizations will be targeted. A brainstorming session with the group resulted in the following:

Speakers: Danyel Albert, Portland area; Nicole Bilodeau, Gardiner with the possibility of some travel in conjunction with work; Meredith Cook, Portland area; Kevin Cuddy, within 1-hour travel of Bangor (Waterville, Skowhegan, Houlton, Machias, Ellsworth); Pat Hood, Knox and Waldo Counties; Jane Margesson, Kennebec, York, Cumberland Counties with the possibility of other areas in conjunction with work; Polly Campbell, statewide travel as it relates to work; Judy Shaw, possibly statewide; Bonny Small, Dover-Foxcroft area; Erin Salvo, various areas; Joel Merry, Sagadahoc County; Kelley Glidden, Androscoggin County; possibly Nicole Fish, in conjunction with statewide work. The Council will reach out to SeniorsPlus to determine the availability of staff/volunteers for outreach in Western Maine. It was suggested that law enforcement be trained. Joel will check to see how it might fit into existing law enforcement training.

Target Audiences: Betty has created spreadsheets containing information on the audiences she spoke with and contact information for those groups. Rotaries, Kiwanis Clubs, Lions Clubs were all good civic organizations to target. Granges may be a possibility. The Maine Association of Retirees provided opportunities for speaking directly to seniors throughout the state. Adult Education Programs and Senior Colleges had minimal attendance. Other suggestions included libraries statewide, Senior Advisory Boards in specific towns, independent living facilities, churches, senior companion programs, chambers of commerce, area agencies on aging,

A Work Plan will be discussed at the Council's organizational meeting for 2018 on November 3rd.

Committee Reports

Education & Awareness (Jaye Martin): Registration for the Roundtable event went live recently. Council members were encouraged to participate.

Mandated Reporters (Jaye Martin): The PowerPoint is close to be ready for APS approval and will then be available on their website for use as online training.

Financial Exploitation (Judy Shaw): A focus group at the Maine Credit Union was videotaped and, with the help of financial and technology professionals, online training for new financial institution staff will be created.

Essay Contest (Jaye Martin): The group is currently taking a break until it's time to promote the contest within schools statewide. The Maine Federation of Women's Clubs continues to be interested in partnering with MCEAP for a statewide scholarship. Although funding comes from some Elder Abuse Task Forces for county scholarships, work to secure the \$50 scholarships needs to continue in areas not covered by a Task Force.

Multi-Jurisdictional Scams (Judy Shaw): The Working Group is continuing to work with Wal-Mart in Brunswick to develop a pilot project where officers from the Brunswick Police Department would be available to talk with seniors at Wal-Mart who are attempting to purchase large money cards. It was suggested that the group may also want to look at such a project with large supermarkets.

Community Partner Updates:

Judy Shaw noted that a recent Investment News article discussed the connection between the opioid epidemic and elder financial exploitation. She will email the article to MCEAP members.

Reminder: Register for the Roundtable event on October 26th.

Next Meeting: November 3rd in the Kennebec Room, 76 Northern Avenue, Gardiner. Meeting will focus on plans for 2018.

Meeting adjourned 10:30 a.m.

Submitted by:
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