Remote Legal Outreach & Community Education

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Housekeeping

• All on mute. Use Questions function for substantive questions and for technical concerns.

• Problems getting on the webinar? Send an e-mail to NCLER@acl.hhs.gov.

• Written materials and a recording will be available at NCLER.acl.gov. See also the chat box for this web address.
About NCLER

The National Center on Law and Elder Rights (NCLER) provides the legal services and aging and disability communities with the tools and resources they need to serve older adults with the greatest economic and social needs. A centralized, one-stop shop for legal assistance, NCLER provides Legal Training, Case Consultations, and Technical Assistance on Legal Systems Development. Justice in Aging administers the NCLER through a contract with the Administration for Community Living’s Administration on Aging.
About The National Center on Elder Abuse

The National Center on Elder Abuse (NCEA) provides up-to-date information regarding policy, research, training, best practices, news and resources on elder abuse, neglect and exploitation for policy makers, professionals in the elder justice field and the public.

We stand united against elder abuse.
About Center for Elder Law & Justice

• The Center for Elder Law and Justice is a nonprofit legal services organization that uses the legal system and the provision of free civil legal services to help our clients live independently and with dignity. We provide legal advice and representation in healthcare, consumer credit, housing, kinship care, and elder abuse matters.

• In addition to traditional full-scope legal representation, CELJ also offers a suite of alternative service delivery methods to reach the underserved. Our Legal Advice Helpline, Surrogates Court Helpdesk, Mobile Legal Unit, Risk Detector App and Senior Financial Safety Tool all provide services to those who would otherwise not have access to traditional legal representation.
About National Council on Aging

OUR VISION
A just and caring society in which each of us, as we age, lives with dignity, purpose, and security

OUR MISSION
Improve the lives of millions of older adults, especially those who are struggling
• We are the longest-serving national organization focused on aging
• We work in community and online with thousands of partners across the country
About Justice in Aging

Justice in Aging is a national organization that uses the power of law to fight senior poverty by securing access to affordable health care, economic security, and the courts for older adults with limited resources.

Since 1972 we’ve focused our efforts primarily on populations that have traditionally lacked legal protection such as women, people of color, LGBT individuals, and people with limited English proficiency.
Key Lessons

• Remote legal outreach & community education are tools to help legal assistance providers reach older adults with the greatest social & economic needs

• Online education platforms offer a variety of options for conducting outreach remotely

• There are important messaging & communication strategies to consider when developing materials and promoting events

• Legal assistance providers are responding to this need in creative ways
Poll 1

Have you conducted a remote legal outreach or community education event?

A. Yes
B. No, but I would like to
C. No, and I am hesitant to host one
Poll 2

What concerns do you have about conducting outreach remotely?

A. Access to technology
B. Security
C. Staff time
D. Cost
E. All of the above
Role of Outreach

• Not separate, but a critical part of the full spectrum of legal services delivery
  • Education & awareness
  • Availability of resources
  • Recognition of legal issues
  • Reaching potential clients

• *Provides connections with communities & individuals*

• Keeping communication open is especially important right now to address ongoing and emerging legal needs
Remote Outreach

• Online, video-based education
• Social media
• Blogs & newsletters
• Written outreach materials
• Self-help materials
COVID-19 & Legal Issues

• Economic Impact Payments
• Nursing Facilities & Resident Rights
• Scams & Consumer Issues
• Elder Abuse & Neglect
• Home & Community Based Services
• Access to Nutrition Services
Important Considerations

• Opportunities to partner with other service providers
• Community needs and assets
• Connecting with the right audiences in an accessible way
• Positive and effective messaging
Reaching an Remote Audience
Video Conferencing
Plan First, Then Choose the Platform

- Always ask yourself:
  - Who is my primary audience? My secondary audience?
  - How many people will likely join?
  - What kind of technology do they most likely have?
  - What is the purpose of the session? What will/should the audience do as a result?
    - Informational/educational, collaboration, dialogue, research, etc.
  - What is my budget?
  - What is the optimal length of the session?
Teleconferencing

• FreeConferenceCall
  • Teleconferences for up to 1,000 participants
  • Free email reports; calls can be recorded for a small fee

• UberConference

• Free.gotomeeting.com
## Two-Way Communication Platforms

<table>
<thead>
<tr>
<th>Platform Name</th>
<th>Description of Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoom</td>
<td>Free/fee-based video, easy to use, screen sharing, chat, breakout rooms, integrates with Facebook; security issues</td>
</tr>
<tr>
<td>Google Hangouts</td>
<td>Free/fee-based voice and video, easy to use; caps on participants</td>
</tr>
<tr>
<td>Skype</td>
<td>Free/fee-based voice and video, subtitling, end-to-end encryption, integrates with Alexa</td>
</tr>
<tr>
<td>OneClickChat</td>
<td>Fee-based video, easy to use, no downloads; cap on participants</td>
</tr>
</tbody>
</table>
## One-Way Communication Platforms

<table>
<thead>
<tr>
<th>Platform Name</th>
<th>Description of Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>GoToMeeting</td>
<td>Free/fee-based webinar platform, polls, typed chat, screen sharing</td>
</tr>
<tr>
<td>Webex</td>
<td>Free/fee-based webinars, up to 100 participants in free version, polls, typed chat, screen sharing</td>
</tr>
<tr>
<td>YouTube Live</td>
<td>Free public, unlisted, or private livestreams, analytics; cannot see participants</td>
</tr>
<tr>
<td>Facebook Live</td>
<td>Free public/private livestreams</td>
</tr>
</tbody>
</table>
Facebook Live Example: Southeast Louisiana Legal Services
You Tube Example: Northwest Justice Project
Tele-Town Hall Example: Legal Counsel for the Elderly

Legal Counsel for the Elderly

With so many nursing home residents becoming infected with COVID-19, what do residents and family members need to know about their rights? Please join LCE and AARP DC for a joint Tele-Town Hall this Thursday.

Tele-Town Hall
Long-Term Care Facilities and COVID-19
Thursday, May 21 at 11 am

Mark C. Miller
DC Ombudsman
Purley Jones
Project Manager
Mary Ann Parker
Senior Staff Attorney

Call: 877-229-8493
PIN: 19021
Online & Dial-In Example: Bet Tzedek Legal Services

TENANT PROTECTIONS DURING COVID-19

IN COLLABORATION WITH COUNCILMEMBER PAUL KORETZ

"KNOW YOUR RIGHTS" VIRTUAL PRESENTATION

LEARN ABOUT PROTECTIONS AND RESOURCES AVAILABLE TO YOU

MAY 5, 2020
5 PM PT

RSVP at bit.ly/tenantprotections
JOIN at bit.ly/tenantprotections1 or Dial by Phone: +1 (571) 317-3112
With Access Code: 363-241-949

FOR INQUIRIES, CALL 323-648-4760
Learn More

• NCOA’s [Tools for Reaching a Remote Audience Toolkit](#)

• [SeniorPlanet.org](#) offers regular and **free** trainings on platforms such as Zoom and Google Hangouts
Communications & Messaging
Developing Resources & Materials

• Use positive messaging and framing
  • Focus on the services that remain available and provide clear and simple guidance for accessing help

• Consider the legal needs that older adults are experiencing right now, and provide proactive steps
  • Frameworks Institute’s series of tips for framing COVID-19

• Utilize plain language and offer materials in a variety of languages

• Avoid ageist messaging
Ageism During COVID-19

• Ageist tendencies that have existed before have risen to forefront in the wake of COVID-19.

• The World Health Organization defines ageism as “the stereotyping, prejudice, and discrimination against people on the basis of their age.”

• Ageism stigmatizes people of the same age group as sharing all the same negative qualities and possessing a diminished level of authority.

• Ageism skews our understanding of healthy aging and diversity within our older adult population.
Ageist Attitudes

• Can result in disparate treatment for older adults.
• Impedes accurate understanding of older adults and promotes divisiveness.
• Can be a predicate for elder mistreatment.
Reframing Aging
Leaders of Aging Organizations
Reframing Aging

As a society we can influence the public discourse by changing the way we talk about aging and older people.
Justice Concepts in Legal Outreach Communications

• Frame as a shared concern that impacts us all as a community.

• Collectively work to support policies that promote fairness and equality for older people and the community at large.

• Through messaging, remind people that justice for older adults is justice for all.
Talk About Ageism

• The public may not be attuned to recognize ageist messaging or may be desensitized, unaware of its pervasiveness and the impact it has on older adults.

• Educate the public on ageism.

• Explain what ageism is, the scope of the problem, its impact, and the importance of collective solutions to build support for a more effective discourse on aging.
Communication Choices

• How we communicate a message is at least as important as the message itself.

• If we talk about older adults as a group as frail, dependent, and vulnerable, we are fostering inaccurate and ineffective perceptions of the older community.

• Highlighting older adult capabilities and contributions can shift public understanding.
NCEA Tuesday Tips

NCEA COVID-19 Tuesday Tips

Our COVID-19 Tuesday Tips provide useful information, resources, and practical tips to consider to remain socially connected with older adults while practicing physical distancing.
Positive Messaging in Outreach Communications

Read the latest about our community response to Covid-19

Older Adults and COVID-19
Solutions-based Messaging

• Universalize the problem.

• Balance the urgency with the efficacy of solutions.

• Invoke collective responsibility to effect systemic changes to prevent and address ageism and elder abuse.
Reframing Elder Abuse

Reframing Elder Abuse Project

About

The NCEA, in partnership with the FrameWorks institute, developed a communications strategy and toolkit that reimagines our cultural dialogue on elder abuse. The Talking Elder Abuse Toolkit provides resources and tips to improve the public’s awareness of elder abuse, enhance understanding of the underpinning issues, and elevate public exchange on the topic.

Reframing Elder Abuse is a project that disseminates the Talking Elder Abuse Toolkit through presentations, webinars, social media, and listservs. The Reframing Elder Abuse Project has received funding from the Administration on Community Living (ACL), Archstone Foundation, and Grantmakers in Aging.
Training Resources on Elder Abuse

A searchable database of elder abuse related training materials designed for professionals, caregivers and the community.

Inspired by the Elder Justice Roadmap, our goal is to increase the number of professionals, caregivers and community members who receive high quality training on elder abuse.

Need assistance with an elder abuse inquiry? Visit the National Center on Elder Abuse (NCEA).

New and Notable

- USC Judith D. Tamkin Symposium on Elder Abuse
- The National Center on Law & Elder Rights' Elder Justice Toolkit, with national resources on civil legal aid and elder abuse. Is now available on their website

Visit Resources
World Elder Abuse Awareness Day

World Elder Abuse Awareness Day is June 15th

World Elder Abuse Awareness Day (WEAAD) was launched by the International Network for the Prevention of Elder Abuse and the World Health Organization at the United Nations. The purpose of WEAAD is to provide an opportunity for communities around the world to promote a better understanding of abuse and neglect of older persons by raising awareness of the cultural, social, economic and demographic processes affecting elder abuse and neglect.

The National Center on Elder Abuse (NCEA) and the National Clearinghouse on Abuse in Later Life (NCALL) invite you to join us in Lifting Up Voices for World Elder Abuse Awareness Day (WEAAD) 2020. This theme serves as a platform for unifying Elder Justice and Violence Against Women by sharing the lived experiences of older people.
Contact the NCEA

• Call us on our Information and Referral Line
  • 1-855-500-3537 (ELDR)

• Email Us:
  • NCEA@med.usc.edu
Remote Outreach in Action
Scope of Remote Outreach

• Reaching clients who can no longer come to physical offices
• Reaching clients who already were homebound or geographically remote
• Outreach methods include education and information about our services
Outreach as Education

- People need content that they can trust!
  - Outreach education can counteract fake news and scams

- Blog and Internet content
  - Frequent updates are key
  - COVID-related information becomes outdated quickly
  - Use this opportunity to remotely educate about other legal or social issues

- Earned Media
  - Media outlets are all looking for content
  - TV interviews, newspaper articles, and radio spots can highlight important information for the audience
COVID-19: WHAT NEW YORKERS NEED TO KNOW

May 18, 2020 | 2

Erin Riker, Esq.
Coordinator, CELJ Legal Advice Helpline

This blog entry contains information about changes in laws, emergency declarations, and other government actions that affect your life in the wake of the COVID-19 outbreak. This is a rapidly developing situation, so this article will be updated regularly as conditions change. This entry is current as of 3:00 on May 18, 2020. This article is for general informational purposes only, is not meant to create an attorney client relationship, and should not be construed as specific legal advice.

WHAT DOES IT MEAN TO BE IN A STATE OF EMERGENCY?
WHAT IS IN THE NEW FEDERAL STIMULUS PACKAGE (CARES ACT)?
MY CHILD’S SCHOOL IS CLOSED, AND THEY RECEIVE FREE/REDUCED PRICE BREAKFAST AND LUNCH. HOW WILL THEY BE ABLE TO ACCESS THESE MEALS?
WHAT SERVICES ARE AVAILABLE, AND HOW ARE BUSINESSES DEEMED ESSENTIAL?
CAN I GET IN TROUBLE FOR VIOLATING NY PAUSE?
I'M EMPLOYED BY AN ESSENTIAL BUSINESS. DO I NEED TO COME TO WORK?
ARE THE COURTS CONTINUING TO FUNCTION?
WHAT HAPPENS IF I GET SICK, OR IF MY FAMILY MEMBER GETS SICK?
I'M IN RECOVERY FROM ADDICTION, BUT SOCIAL DISTANCING MEANS I CAN'T GO TO MEETINGS… WHAT CAN I DO?
Outreach to Advertise Services

• Need to get creative!
• Use services that are more popular due to Pandemic:
  • Grocery deliveries
  • Pharmacy deliveries
  • Meals on Wheels
  • Food banks (particularly mobile options)
Partnerships to Advertise Services

• Ask elected officials for help
  • Many officials have newsletters or regular mailings
  • City, county, and state officials give regular press conferences
  • Also maintain lists for constituents of COVID-related resources
    • Make sure your resource is on their list
  • Regular contact with elected officials will also alert them that your service is essential to seniors – important for obtaining and maintaining government funding
Earned Media to Advertise Services

• Earned media can help here as well
  • Media outlets anxious to provide information about services
  • Issue press releases letting media know you are still up and running, and about any changes/expansions of services
  • Use interviews to direct audience to your agency and position yourselves as experts in your field
  • TV and radio community bulletins
COVID-19 Resources

• NCLER: [Past Trainings & Resources](#)
  • Remote Legal Assistance
  • Court-Based Advocacy
  • Protections for Consumers
  • Economic Impact Payments

• ACL: [COVID-19 Resources](#)

• [Disaster Legal Aid Resource Center](#)

• [Legal Services National Technology Assistance Project](#)

• Self Represented Litigation Network: [COVID-19 Resources](#)
Poll # 3

• Has your organization changed what it provides to clients in response to COVID-19?
  • Yes
  • No
Poll #4

• How much of your day-to-day client work has changed due to COVID-19?
  • 0%
  • 1 – 25%
  • 25- 50%
  • 50% or more
Visit Our Website: ncler.acl.gov

Search for resources
Read practice tips
Sign up for the email list
Request a case consultation
Learn about upcoming trainings

ncler.acl.gov
Case Consultations

Case consultation assistance is available for attorneys and professionals seeking more information to help older adults. Contact NCLER at ConsultNCLER@acl.hhs.gov.