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Issue In the United States, 1 in 20 older adults indicate some form of perceived financial mistreatment occurring in the recent past. Equally distressing, only one in 44 cases of financial abuse are ever reported. The financial exploitation of America's senior citizens needs to stop becoming more common, and senior citizens need to know how they can protect themselves from financial abuse.

Project Description To address the financial exploitation of America's senior citizens, I prepared a powerpoint presentation about the types of financial abuse and the risks the elderly face. The constituency that is most at risk is Americans above the age of 50 with the more emphasis on those above the age of 65. Using information provided by the Mississippi Attorney General, Jim Hood, and Baylor College of Medicine, I created a brochure that details information about the financial exploitation faced by the elderly, how the elderly can protect themselves, and warning signs of financial abuse. I also included resources that senior citizens can use and/or contact to learn more about financial exploitation or to report elder abuse. Former students have already contacted senior living facilities and offered to present information about financial exploitation. We plan to contact civic organizations such as the Rotary, Civitan, and Lions Club, as well as the Armed Forces Retirement Home, the MOAA, the Mississippi Attorney General, Jim Hood, and other organizations. Fellow students and I will present information to these organizations using the PowerPoint and brochure I created. The communication methods I used include direct presentations with pre and post tests to assess the usefulness and organization of the presentation, as well as distributing flyers during the presentation. I will also be asking local drug stores to allow the placement of flyers in prominent locations in which customers can read and/or take home. Financial exploitation of the elderly is rapidly becoming more common in the US, and the key message of my project is that people need to be more aware of this issue and the harmful affects it can have on today's senior citizens. I also wanted to educate senior citizen on how to recognize and address financial exploitation.

Project Outcome As a result of my project, I realized how important it is to spread awareness of the exploitation of senior citizens and to educate today's public on how to prevent elder abuse. Based on the pre and post tests from my presentations, I found that the information was beneficial and that 67 percent answered the questions correct on the post test than the pre test. I hope that awareness on this subject continues to spread and more people realize its importance