

ELDER JUSTICE NOW

A VIDEO ADVOCACY CAMPAIGN TO ENSURE
PASSAGE OF THE ELDER JUSTICE ACT



www.ncoa.org



www.witness.org

To heighten the visibility of elder abuse, neglect and exploitation, and to assist the over 600-member Elder Justice Coalition with its efforts to persuade Congress to pass the Elder Justice Act this year, the National Council on Aging (NCOA) partnered with WITNESS, an international human rights organization that uses video to affect change.

NCOA and WITNESS produced *An Age for Justice: Confronting Elder Abuse in America*, a documentary featuring stories told by four elder abuse victims or survivors. The documentary and 100 other stories by victims, caregivers, advocates and law enforcement officials were shared with Congress through the use of online, social and traditional media and through other grassroots advocacy tactics.

Over the course of the last decade, the Elder Justice Coalition, including NCOA, has been working to secure passage of the Elder Justice Act. This goal was realized in March 2010, when the legislation was signed into law as part of health reform. The Act provides increased federal resources and leadership to support state and community efforts to prevent, detect, treat, understand, intervene in and, where appropriate, prosecute elder abuse, neglect and exploitation. It also authorizes funding for broad-based education and awareness efforts.

To learn more about Elder Justice Now, the funding and implementation of the Elder Justice Act, and to get involved in protecting elder rights, please visit the following web sites:

- **Elder Justice Now** (www.elderjusticenow.org)
- **National Council on Aging** (www.ncoa.org/publi-policy/elder-justice/elder-justice.html)
- **Elder Justice Coalition** (www.elderjusticecoalition.com)

For more information about video advocacy, please contact:

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