

Alberta Elder Abuse Awareness Council Strategic Plan 2018-2021

Our Vision **Alberta’s older adults are valued and live free from abuse.**

Our Mission **We are a council of Albertans dedicated to increasing awareness and supporting community responses to elder abuse.**

GOAL 1	GOAL 2	GOAL 3	GOAL 4	GOAL 5
<p>The AEAAC has a strong marketing and communications strategy that will reach all Albertans</p>	<p>The AEAAC is a knowledge broker that informs, educates and connects communities to better respond to elder abuse</p>	<p>Albertans are well-equipped to recognize, refer, respond and reconnect when dealing with elder abuse situations.</p>	<p>The AEAAC will address staffing needs, board development, membership, and sustainability</p>	<p>AEAAC is positioned and works closely with government and/or other partners to strategically address current and emerging elder abuse issues.</p>
<ul style="list-style-type: none"> • Develop and implement a communication plan about the work of the Council • Develop & implement a marketing plan about: <ul style="list-style-type: none"> a) Work of the Council b) Social Issue of Elder Abuse 	<ul style="list-style-type: none"> • Host an elder abuse conference 2019/2020 • Be a leader with WEAAD in Alberta • Be the hub for provincial resources 	<ul style="list-style-type: none"> • Maintain and grow NFF 	<ul style="list-style-type: none"> • To determine staffing needs • Maintain/continue board development • To grow/develop the membership component • Sustainable plan for funding 	<ul style="list-style-type: none"> • Identify and link to family violence groups and build connections • Strengthening the relationship with government of Alberta and develop relationships with other levels of government • Identify and develop relationships with other potential partners and corporate sponsors

