

**Quality and Productivity Commission
28th Annual Productivity and Quality Awards Program
"Los Angeles County: Ahead of the Curve"**

2014 APPLICATION

Title of Project (Limited to 50 characters, including spaces, using Arial 12 point font):

NAME OF PROJECT: ELDER FINANCIAL ABUSE OUTREACH CAMPAIGN

DATE OF IMPLEMENTATION/ADOPTION: JANUARY 7, 2013
(Must have been implemented at least one year - on or before June 30, 2013)

PROJECT STATUS: Ongoing One-time only

HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT? Yes No

EXECUTIVE SUMMARY: Describe the project in 15 lines or less using Arial 12 point font. Summarize the problem, solution, and benefits of the project in a clear and direct manner.

1 Of the more than 10 million residents in Los Angeles County, approximately 1.1 million
2 are 65 years of age or older. Seniors, who have worked hard and saved for retirement,
3 hold 70% of this nation's wealth. Yet financial security can be destroyed by criminals
4 who prey on elders whose physical and/or cognitive abilities may be on the decline.
5 The District Attorney's Office has launched the Elder Financial Abuse Outreach
6 Campaign to combat this growing problem by training prosecutors, law enforcement
7 officers and other professionals how to identify criminal financial elder abuse. The
8 attorneys in the Elder Abuse Section also lecture at many senior organizations, directly
9 reaching out to provide seniors with sound advice on how to prevent victimization. The
10 office recently published a new brochure focusing on criminal financial elder abuse
11 called "Safeguarding Your Future – Tips to Help Seniors Avoid Financial Fraud." By
12 joining forces with other community groups, such as the Rotary Club of Los Angeles
13 (LA5), this brochure, and the valuable information it contains, has been distributed
14 throughout the county. Finally, District Attorney Jackie Lacey and her mother have
15 filmed a Public Service Announcement empowering seniors to protect themselves.

(1) ACTUAL/ESTIMATED ANNUAL COST AVOIDANCE	(2) ACTUAL/ESTIMATED ANNUAL COST SAVINGS	(3) ACTUAL/ESTIMATED ANNUAL REVENUE	(1) + (2) + (3) = TOTAL ANNUAL ACTUAL/ESTIMATED BENEFIT	SERVICE ENHANCEMENT PROJECT
\$ N/A	\$ N/A	\$ N/A	\$ N/A	<input type="checkbox"/>

ANNUAL = 12 MONTHS ONLY

SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS Los Angeles County District Attorney's Office - Elder Abuse Section 201 N. Figueroa St., Suite 1200 Los Angeles, CA 90012	TELEPHONE NUMBER (213) 580-3383
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PROGRAM MANAGER'S NAME Belle Chen, Deputy-in-Charge	TELEPHONE NUMBER (213) 580-3383
	EMAIL bchen@da.lacounty.gov

PRODUCTIVITY MANAGER'S NAME AND SIGNATURE (PLEASE CALL (213) 893-0322 IF YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME) Priscilla Cruz, Interim Director Bureau of Administrative Services	DATE 7/10/14	TELEPHONE NUMBER 213-202-7621
		EMAIL Pcruz@da.lacounty.gov

DEPARTMENT HEAD'S NAME AND SIGNATURE Jackie Lacey, District Attorney	DATE 7/14/14	TELEPHONE NUMBER 213-974-3500
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1st FACT SHEET – LIMITED TO 3 PAGES ONLY: Describe the **Challenge, Solution, and Benefits** of the project.

CHALLENGE

The Los Angeles District Attorney’s Office (LADA) has identified the ongoing problem of criminal financial elder abuse in which criminals prey on the elderly in our community. A top priority of District Attorney Jackie Lacey is “educating seniors on how to prevent financial scams.” Seniors hold 70% of our nation’s wealth. The State of California has the largest senior population in the country. Los Angeles County’s senior population is projected to double in the next two decades. As of January 1, 2014, approximately 11.5% of Los Angeles County’s 10,041,797 residents was 65 years of age or older. With 1.1 million potential victims of criminal financial elder abuse, Los Angeles County is a prime target for criminals.

Elders, who grew up in a time of different social mores, tend to be polite, trusting, and fiercely independent. Many have spent a lifetime working and saving so that they may spend their later years financially secure; their homes are paid off and there is money in the bank. Unfortunately, as seniors age they may suffer physical or cognitive limitations. These limitations can be exacerbated by the isolation many seniors experience as their children move to new locations and relatives and long-time friends pass away. These factors combine to make elders susceptible to financial fraud.

Fraudsters make contact with targeted seniors over the phone, in “random” face-to-face encounters in public places, and through mail, both traditional and email. Once a senior has fallen prey to one of these scams and actually given money to the crook, police investigation and criminal prosecution is very difficult.

SOLUTION

Beginning in January 2013, the Elder Abuse Section of the LADA embarked on an Elder Financial Abuse Outreach Campaign. This campaign is multi-faceted. The first component focuses on training prosecutors, law enforcement, and other professionals in the identification and investigation of Elder Abuse. The second component is direct outreach to seniors.

The Elder Abuse Section has presented training on financial elder abuse to the deputy district attorneys in our office’s Central Operations Division, Sex Crimes Division, Victim Impact Program Core College, and the Inter-Bureau Fraud Working Group. These trainings typically last one hour and include an overview of criminal elder abuse with a focus on financial abuse and scams targeting seniors.

Page 2

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The LADA hosted a one-day training for law enforcement entitled “Investigating Financial Elder Abuse” on March 19, 2014. This training had speakers from the Elder Abuse Section, the Los Angeles County Sheriff’s Department’s Commercial Crimes Bureau, and the Los Angeles Police Department’s Commercial Crimes Division Elder Estate Fraud Unit. More than 100 law enforcement offices from 20 different agencies attended. Smaller informal training has been provided to California Highway Patrol detectives investigating elder abuse incidents in state-run nursing homes.

To train other professionals on how to identify and combat criminal financial elder abuse the District Attorney’s Office has hosted two Elder Abuse Symposiums; June 27, 2013 and June 26, 2014. These Symposiums were one-day conferences attended by professionals in the field of elder abuse. In both 2013 and 2014 the attendance was well over 200 people. These Symposiums covered topics such as financial elder abuse cases, the Elder and Dependent Adult Death Review Team, and physical abuse and neglect cases involving elder and dependent adult victims.

In addition, attorneys from the Elder Abuse Section regularly train employees and volunteers of other public agencies on elder abuse topics. We have presented to volunteers at the Long Term Care Ombudsman Office, new social workers at the Department of Community and Senior Services, volunteers at Sojourn House (domestic violence shelter), volunteers at the Palos Verdes Police Department, South Bay Estate Planning Council, San Fernando Valley Estate Planning Council, San Gabriel Valley Financial Planning Group, the Southern Chapter of the Professional Fiduciaries of California, Public Counsel, and the Southern California Chapter of ACAMS (Association of Certified Anti-Money Laundering Specialists). Educating professionals who routinely work with elders on criminal financial elder abuse and its prevention is essential to identifying criminal financial elder abuse and putting a stop to it.

Attorneys from the Elder Abuse Section regularly speak to seniors directly at various functions. They have spoken as part of a panel at twelve different Senior Scam Stoppers. These Senior Scam Stopper events, hosted by a local politician and the Contractors State License Board, are held at senior centers, libraries and other public venues. These events have been in Los Angeles, Pico Rivera, Redondo Beach, and other areas of Los Angeles County. They have participated in Senior Fraud Awareness Day in May 2013 and May 2014, and have spoken at senior centers in Long Beach, Los Angeles, and Rancho Palos Verdes. They have also presented to a group of seniors at The User Group (TUG) Network, and spoken to a foster grandparent group at Eternal Baptist Church. In addition, the attorneys presented on the subject of financial elder abuse to a Pierce College Encore class on senior finance.

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LINKAGE TO THE COUNTY STRATEGIC PLAN (DETAIL IS REQUIRED FOR COUNTY DEPARTMENTS):

INTEGRATED SERVICE DELIVERY – IMPROVES PUBLIC SAFETY FOR SENIORS

Attorneys participated in Congresswoman Janice Hahn’s Annual Senior Briefing in 2013. The emphasis at all of these functions is to warn the senior audience about financial elder abuse and common scams.

In addition, the LADA created a new brochure called “Safeguarding Your Future – Tips to Help Seniors Avoid Financial Fraud.” The brochure, printed in a clear, large font for enhanced visibility, gives information about criminal financial elder abuse and also a practical list of do’s and don’ts for seniors and their loved ones.

The most recent development in this campaign is the Senior Scam Awareness Outreach, a unique partnership between the LADA and the LA5 Rotary Club of Los Angeles. The concept is simple yet effective. The LADA has developed a PowerPoint presentation describing 10 different scams commonly used on elders. The Deputy-in-Charge of the Elder Abuse Section trains a Rotarian on how to make the presentation and how to respond to common questions. We also provide the LA5 Rotary Club with a special edition of “Safeguarding Your Future” brochures to be handed out at the trainings. With this exciting partnership we are able to reach many more seniors than if our office worked alone. Since February of 2014, the LA5 Rotary Club, through its extensive networks, has distributed over 3,700 brochures through the Salvation Army Senior Programs, Meals on Wheels through St. Vincent elder food recipients, and the California Institute of Social Services Church.

Finally, District Attorney Jackie Lacey and her mother filmed a public service announcement (“PSA”) that is being aired on the County cable channel and online. This PSA warns seniors about the dangers of scams and again gives a brief list of things to do and not do.

In conclusion, the ultimate goal of the District Attorney Elder Financial Abuse Outreach Campaign is to give the seniors of Los Angeles County the knowledge they need to protect themselves from becoming victims of criminal financial elder abuse.

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COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFIT): If you are claiming cost benefits, include a calculation on this page. You must include an explanation of the County cost savings, cost avoidance or new revenue that matches the numbers in the box. Remember to keep your supporting documentation.

Cost Avoidance: Costs that are eliminated or not incurred as a result of program outcomes.

Cost Savings: A reduction or lessening of expenditures as a result of program outcomes.

Revenue: Increases in existing revenue streams or new revenue sources to the County as a result of program outcomes.

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FOR COLLABORATING DEPARTMENTS ONLY

(For single department submissions, do not include this page)

DEPARTMENT NO. 2 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE	DEPARTMENT HEAD'S NAME AND SIGNATURE
DEPARTMENT NO. 3 NAME AND COMPLETE ADDRESS	
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE	DEPARTMENT HEAD'S NAME AND SIGNATURE
DEPARTMENT NO. 4 NAME AND COMPLETE ADDRESS	
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DEPARTMENT NO. 5 NAME AND COMPLETE ADDRESS	
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DEPARTMENT NO. 6 NAME AND COMPLETE ADDRESS	
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