Presenter Disclosure

**Presenters:**

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**Relationships to commercial interests:**

- Grants/Research Support: None
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- Consulting Fees: None
- Other: None
Healthy Relationships Healthy Communities:

A Community-Development Approach to Seniors Bullying

Shift the Conversation: Community Health and Wellbeing conference

June 8, 2017, Toronto, Ontario
Hampton Court

Social housing building with 262 senior tenants.

Existing collaboration tenants association and service providers.
“Bullying is an issue”
Bullying is a form of **ELDER ABUSE**

~ Ontario Network for the Prevention of Elder Abuse

Bullying is defined as an intentional, repetitive, aggressive behaviour involving an imbalance of power.

~ Violence Prevention Works, 2013
Issues Related to Senior Bullying

• Sense of loss
• Seeking control
• Increased risk of social isolation
Project Goal

• To promote healthy relationships through expanding awareness of elder abuse and supporting social participation and inclusion of seniors at Hampton Court.
  • Community development approach
  • Case management approach
  • Evaluation
Community Development

- Community engagement
- Steering Committee with 10 seniors and service providers
- Gain more information on seniors bullying
- Evaluation
- Workshops
- Community events
- Promotional Materials
Assessing the Problem
<table>
<thead>
<tr>
<th>% of People Who Have</th>
<th>Verbally</th>
<th>Socially</th>
<th>Physically</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never Been Bullied</td>
<td>82</td>
<td>85</td>
<td>87</td>
</tr>
<tr>
<td>Been Bullied At Least Once In The Last Year</td>
<td>18</td>
<td>15</td>
<td>12</td>
</tr>
</tbody>
</table>

- Verbally: Called names, teased, insulted, threatened
- Socially: Gossiped about, rumours spread, left out of group
- Physically: Hit, pushed, slapped, kicked, property stolen or damaged
Survey Results

• Women experience verbal and social bullying
• Men experience social and physical bullying
• 70-79 year olds most vulnerable to bullying
• Common spaces
• Unsure how to respond to bullying
“Bullying affects atmosphere of building, like the lounge. If a person gets away with bullying then it spreads throughout the building. It also impacts the number of people coming down for breakfast. It results in losing that community spirit.”

~ Resident at Hampton Court
Anti-Bullying Workshops for Seniors

1. What is Bullying?

2. How to Respond to Bullying

3. Community and Police Perspectives on Elder Abuse

4. Creating a Community Code of Conduct
SENIORS BULLYING SENIORS
Did you know that bullying isn’t only a problem with kids and teenagers? Seniors can bully other seniors too. Learn more about bullying and how to respond if it’s happening to you or someone you know.

WHAT IS BULLYING?
Bullying is a pattern of repeated aggressive behaviour, with negative intent, directed from one person to another, where there is an imbalance of power. (Violence Prevention Works, 2013).

TYPES OF BULLYING
Social Bullying: gossiping, spreading rumours, excluding or shunning someone from a group.
Verbal Bullying: calling names, yelling, teasing, insulting or threatening someone.
Physical Bullying: hitting, pushing, slapping, kicking, punching, stealing or destroying property.

HOW TO RESPOND TO BULLYING
- Avoid bullying situations or walk away
- Take a stand and tell the bully to stop:
  “I feel uncomfortable and I want you to stop.”
  “This is bullying and I want you to stop.”
- Build connections by having friends around

GET HELP
- Is there an immediate danger? Call 9-1-1
- Reach out to a family member or friend

RESOURCES:
Tenant and Community Support Worker at Ottawa Community Housing
613-729-3136 x0
Aging in Place Coordinator
613-728-6016
Elder Abuse Response and Referral Service
613-596-5626 x230
Seniors Safety Line (150 languages)
1-866-299-1011
Community Events

• BBQ with live music
• Celebration of life – Memorial service
• Multi-cultural dance performances and food
• Random acts of kindness
Case Management Approach

• How to handle disputes?
• What will Ottawa Community Housing do?
• What steps should I take?
Youth vs. Seniors Bullying

- Same principles, softer approach
- Difficulty in enforcing zero tolerance to bullying policy in a landlord-tenant arrangement
Project Results

**Significant Increase**

- Sense of safety
- Understanding of bullying and elder abuse
- Sense of belonging to the community
- Volunteer capacity

**Increased**

- Confidence in addressing bullying
- Awareness of community resources
- Involvement in community activities
Limitations and Lessons Learned

• Ongoing problem
• Bullying vs inappropriate behaviours
• Limited consequences for bullies
• One year project
• Competing agency priorities
Kipling Acres long term care home and Early Learning and Child Care Centre

Toronto’s Kipling Acres long-term care home and Kipling Early Learning and Child Care Centre – Toronto Star

Strengths

• Strong partnerships
• Engaged seniors as project champions
• Individual and community level interventions
• Development of resources for seniors
• Evaluation
Thank you!
References


References


• Keashly, L. (2012, November 8). Bullying in Senior Communities: Old Enough to Know Better? Wayne State University. PDF.

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References

- Stimson, S. (2013). Senior bullying Across the Ages: Senior’s Bullying Other Seniors, Regional Elder Abuse Conference Central West Ontario, Oakville, ON, October 2, 2013.