



2017 ONPHA Conference and Trade Show

Shaping
OUR
Future

508

**Healthy Relationships,
Healthy Communities:
Targeting Seniors Bullying**

PRESENTED BY:

Ubah Hersi, Ottawa Community Housing,
Community Developer



Learning goals

Learn a multiagency approach in tackling seniors bullying by promoting healthy relationships.

- ❖ Community Development
- ❖ Case Management Approach
- ❖ Evaluation





HAMPTON COURT

- Social housing building with 262 senior tenants.
- Existing collaboration with tenants association and service providers.



“Bullying is an issue”

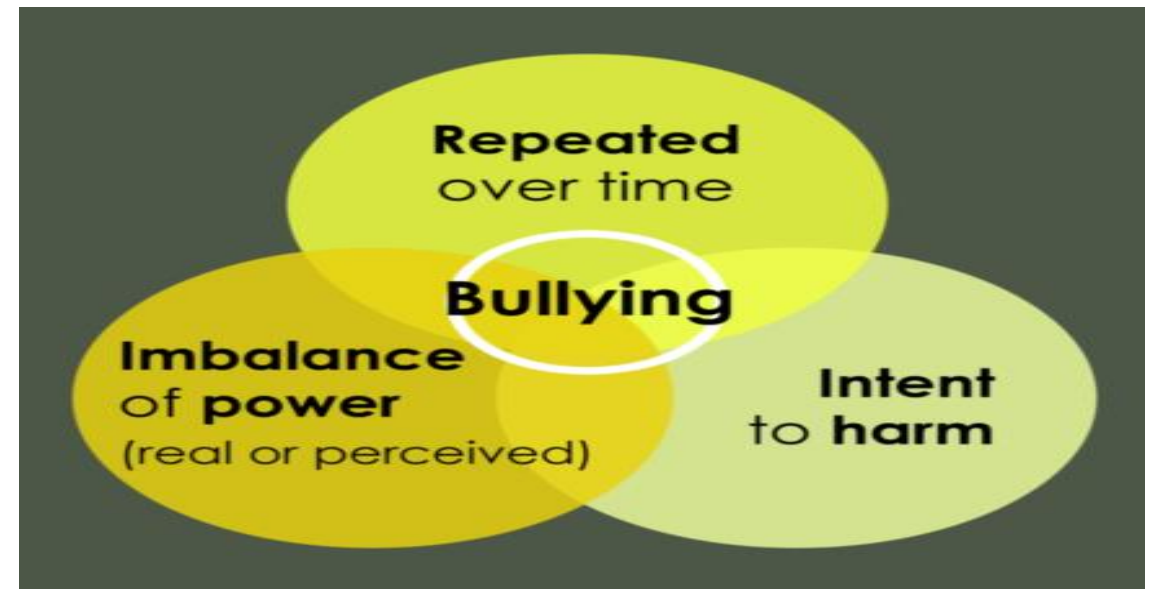


Definition

Bullying is a form of **ELDER ABUSE**

~Ontario Network for the Prevention of Elder Abuse

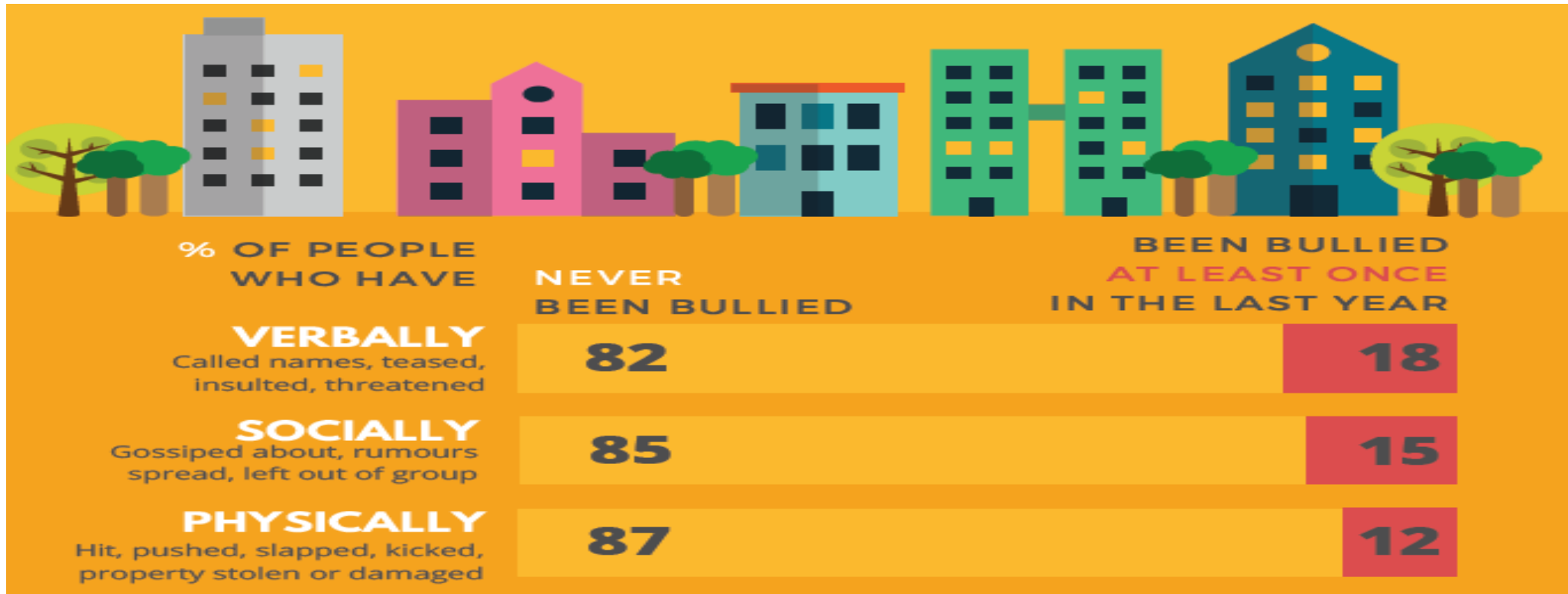
Bullying is defined as
an intentional, repetitive,
aggressive behaviour
involving an imbalance of power.
~ Violence Prevention Works, 2013



Assessing the Problem



Survey Results



Survey Results Continued



- 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



What's going under the surface of this Issue of Seniors Bulling


- Sense of loss
- Seeking control



Community Development Approach

- Community engagement
- Steering Committee with 10 seniors and service providers
- Evaluation
- Workshops
- Community events
- Promotional Materials





“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

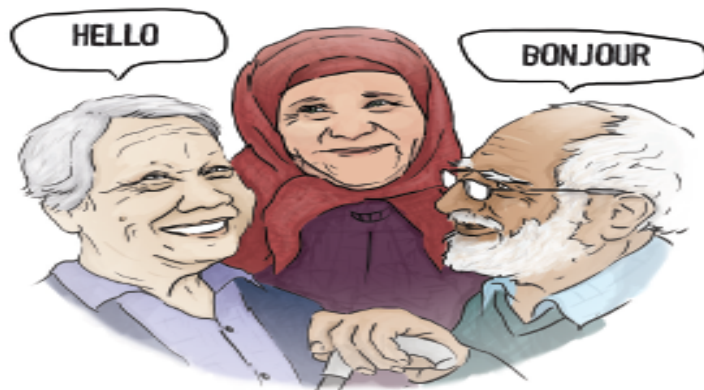


Anti-Bullying Workshops for Seniors

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



Let's build a safe and welcoming community.



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

If this is happening to you, or you see this happening to someone else,

SPEAK UP!

Together, let's build a safe and welcoming community.

"Hey, what's going on? Do you need any help?"

"That's gossip and it doesn't interest me. Let's talk about something else."

"I'm sorry this is happening to you; it's not okay. Let's get some help."

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



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 Childcare Centre



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

<https://www.thestar.com/news/gta/2016/02/09/magic-abounds-when-daycare-seniors-home-share-roof.html>



Shaping our Future • 2017 ONPHA Conference and Trade Show

Strengths

- Strong partnerships
- Engaged seniors as project champions
- Individual and community level interventions
- Development of resources for seniors
- Evaluation



References

- Barbera, E.F. (2015, March 24). 4 Steps to Preventing Senior Bullying in Long Term Care. Webinar.
- Bonifas, R. & Frankel M. (2012, February 8). Senior Bullying: Guest Post by Robin Bonifas PhD, MSW and Marsha Frankel LICSW featured on the blog post My Better Nursing Home. Retrieved from <http://www.mybetternursinghome.com/senior-bullying-guest-post-by-robin-bonifas-phd-msw-and-marsha-frankel-licsw/>
- Bonifas, R.P., Simons, K., Biel, B. & Kramer, C. (2014). Aging and Place in Long-Term Care Settings: Influence on Social Relationships. Journal of Aging and Health 26(8), 1320-1139
- Gutman, G.M. (2013). Senior-to-Senior Bullying: What do we know about it? How is it being dealt with? INPEA 8th World Conference and WEAAD commemoration, Seoul, Korea, June 23, 2013. Retrieved from: <https://policywise.com/wp-content/uploads/2016/07/Gloria-Gutman-Older-Adult-Bullying-Psychological-Abuse-by-a-Different-Name.pdf>



References

- Hazelden Foundation (2008, 2012) See <http://www.violencepreventionworks.org/public/bullying.page>
- Keashly, L. (2012, November 8). Bullying in Senior Communities: Old Enough to Know Better? Wayne State University. PDF.
- The Ottawa Bullying Prevention Council <http://ottawabullyingpreventioncoalition.com/>
- Rex-Lear, M. (2011). Not just a playground issue: Bullying among older adults. Unpublished PhD thesis University of Texas Arlington. Retrieved from <https://uta-ir.tdl.org/uta-ir/handle/10106/6207>
- Shumaker, L.K. (n.d.). What to do when Seniors Bully! Pennsylvania Behavioral Health and Aging Coalition. Retrieved from: <http://www.olderpa.org/Resources/Documents/Trainings/UnderstandingSeniorBullying2013%20handout.ppt>
- 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.



References

- Thompson, M. (2015). Elder Abuse and Senior Bullying. Ontario Network for the Prevention of Elder Abuse. PowerPoint presentation.
- Weiner, J. (2015, January 17). Mean Girls in Retirement Homes. The New York Times. Retrieved from <http://nyti.ms/1KStZ4j>
- Wood, F. (2007). Bullying in nursing homes: prevalence and consequences to psychological health. Unpublished PhD Dissertation, Walden University.

