



# Waukesha County

## Department of Health and Human Services

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**FOR IMMEDIATE RELEASE**  
Date: Monday, June 14th, 2021

### **WAUKESHA COUNTY AIMS TO EMPOWER SENIORS AGAINST FINANCIAL EXPLOITATION FOR WORLD ELDER ABUSE AWARENESS DAY**

**(WAUKESHA, WI)** – The Aging & Disability Resource Center (ADRC) of Waukesha County will bring awareness to elder abuse with a public display this week, and a presentation about how seniors can protect themselves from financial abuse at the end of the month. The events align with World Elder Abuse Awareness Day on Tuesday, June 15, a call-to-action for individuals, organizations, and communities to raise awareness about abuse, neglect, and exploitation of elders.

“A startling number of elders are victims of scams and have their identities stolen,” said ADRC Manager Mary Smith. “In 2020, financial elder abuse cost Waukesha County seniors more than \$1 million in losses. This event aims to increase awareness of the issue and to help seniors and their families prevent it from happening in Waukesha County.”

This week, 340 purple pinwheels will be on display in front of the Waukesha County Courthouse to represent the number of cases opened by Adult Protective Services in Waukesha County in 2020.

On Wednesday, June 23, the ADRC’s Adult Protective Services unit will host a virtual presentation for members of the public about Identity Theft and how seniors can protect themselves from scammers. A representative from the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), will lead the presentation with the goal of making seniors more aware of hazards and scams on the internet, and teach them the necessary steps should they become a victim of cybercrime or identity theft. Anyone can register for the virtual event by calling the ADRC at (262) 548-7848.

#### **About World Elder Abuse Awareness Day**

The International Network for the Prevention of Elder Abuse and the World Health Organization launched the first World Elder Abuse Awareness Day on June 15, 2006 in an effort to unite communities around the world in raising awareness about elder abuse. WEAAD is in support of the UN’s International Plan of Action acknowledging the significance of elder abuse as a public health and human rights issue.

#### **About the Aging and Disability Resource Center (ADRC)**

The ADRC, a division of the Waukesha County Department of Health and Human Services (HHS), provides older adults and people with physical or developmental/intellectual disabilities the resources needed to live with dignity and security and to achieve maximum independence and quality of life. Follow the ADRC on Facebook at [facebook.com/ADRCWC](https://facebook.com/ADRCWC) and follow HHS on Twitter at @WaukeshaCoHHS.