



Value

# Justice

Why does it matter? What's at stake?



## The story you're telling:

Creating a just society includes treating older people as equal members of that society. It also means making sure we are all connected to our communities as we age, so that we can prevent and address elder abuse.



Strategically redirects thinking away from patterns such as:

- Paternalism • Fatalism • Spotlight on Individuals • Modern Life Is the Problem
- Only Solution = Surveillance and Prosecution



## Concepts and ideas included in this frame element:

- A just society means recognizing that all people are equal.
- No matter how old we are, justice requires that we be treated as full members of our communities.
- Our society currently does not keep people connected to their communities at all stages of life. That leaves older people at greater risk of being neglected and abused.
- To correct this, we need to ensure that our communities are set up to reduce social isolation, which will help us prevent and immediately address elder abuse.
- Living up to our belief in treating everyone equally requires that we change how our society thinks about older people and what we can do to enable their participation.



Explanatory Metaphor

# Social Structure

A metaphor for addressing the social conditions that enable elder abuse



## The story you're telling:

Just like a stable building requires a strong set of support beams, we need a solid social structure so that older people can live their lives to the fullest, participate in our communities, and live free from abuse.



Strategically redirects thinking away from patterns such as:

- Dependency = Vulnerability • Fatalism • Spotlight on Individuals
- Only Solution = Surveillance and Prosecution



### Concepts and ideas included in this frame element:

- A social structure needs support beams that are interconnected, securely joined, and frequently maintained. Just as a structure won't stand when one beam is weak or missing, preventing and addressing elder abuse requires an integrated team of professionals.
- One beam alone cannot support a strong building. Likewise, individuals and families need a broader structure to support them in preventing and addressing elder abuse.
- Even when support beams are already in place, good maintenance requires tightening the bolts, replacing some of the weakened beams, and adding new ones to strengthen the existing structure. Similarly, services and supports to prevent and address elder abuse can be continually improved.
- Just as we can construct a building that keeps the people inside safe, we can build and remodel systems that prevent elder abuse.



### User Notes:

- When using this metaphor, communicators should make a point of offering specific, concrete examples of social supports and policy initiatives that prevent and address elder abuse. This is important in helping the public understand exactly how elder abuse can be solved through coordinated, collective action.