

MEMORANDUM

November 27, 2019

TO: Public Safety Committee

FROM: Susan J. Farag, Legislative Analyst *SJF*

SUBJECT: **Briefing: Senior Safety**

Today the Committee will receive a briefing on senior safety initiatives provided by various departments. Those expected to brief the Committee:

John McCarthy, State's Attorney
Chief Darryl McSwain, Park Police, Montgomery County Division
Chief Marcus Jones, Montgomery County Police Department (MCPD)
Eric Friedman, Director, Office of Consumer Protection (OCP)
Chief Scott Goldstein, Montgomery County Fire and Rescue Service (MCFRS)
Dr. Odile Brunetto, Acting Chief, Aging and Disability Services, Department of Health and Human Services (HHS)
Jim Resnick, Community Outreach, MCFRS
Beth Anne Nessel, Community Outreach, MCFRS

OVERVIEW

Multiple departments within the County provide a variety of senior safety initiatives. Most of these programs are proactive in nature, and are meant to help prevent seniors from being victims of crime or fraud, or from being injured. County agencies work together to provide comprehensive safety services.

FIRE AND RESCUE

MCFRS has a comprehensive outreach and risk reduction program for seniors that includes:

- a home safety visit program;
- group presentations;
- smoke alarm installations;
- medication management;
- injury prevention;
- door-to-door campaigns;

- HOA and Civic Association presentations;
- After the Fire program;
- Countywide initiatives; and
- Campaigns and outreach targeted toward reducing the risk of residential fires.

The initiatives are preventive in nature. Data collected during smoke alarm installation visits showed that almost 80% of the homes had no working smoke alarms, smoke alarms were missing, or the alarms were more than 10 years old. Home visits offer educational opportunities directed toward home fire hazards, cooking safety, fire prevention, and home escape planning and practice.

MCFRS is active in the community, and provides educational resources on their website, through local media, social media, and printed materials. MCFRS also has developed relationships with various local retailers and business associations. MCFRS presents at senior centers, schools, hospitals, the County Fair, and works closely with HHS's "Senior Village" program.

PARK POLICE

The Park Police has trained staff, including dispatchers to recognize crimes that target seniors. Staff participated in three sessions of Elder Abuse training in a program developed by the International Association of Chiefs of Police. The training covered crimes that are known to be perpetrated against seniors, such as financial fraud and physical abuse.

The Department also provides Rape Aggression Defense (RAD) for Seniors. This training is provided at the Park Police headquarters, and at other community venues. It teaches self-defense and situational awareness. Park Police are able to inform the public of its RAD classes through recreation centers, National Night Out events, HOA meetings, community liaison meetings, and senior centers.

The Park Police is developing a formal search and rescue program, which is close to being complete. This program will assist police in finding missing children and adults, and help prevent elopements by those suffering from autism, dementia, and intellectual developmental disabilities. The Department will also begin to participate in drug take-back programs for expired medications.

OFFICE OF CONSUMER PROTECTION

OCP enforces several laws to ensure marketplace integrity. The office receives and investigates complaints from seniors. It also initiates its own investigations of deceptive and unfair trade practices that target seniors.

OCP provides one-on-one consultations, helps resolve disputes, educates seniors regarding online and fiscal safety, and advocates for legislative enhancements. An example of OCP work is illustrated in a Consumer Alert clip, where a senior was defrauded of approximately \$22,000 by an unlicensed home improvement contractor.¹

¹ Consumer Alert video about fraud:

https://www.montgomerycountymd.gov/OCP/Resources/Files/OCP_News/Consumer%20Protection.mp3

OCP is examining how to reach more seniors to help familiarize them with the services OCP provides. OCP is looking at expanding the provision of educational materials through Meals-On-Wheels, providing more outreach programming through Villages, providing programming through adult day care and senior day care facilities, especially those that cater to non-English speaking communities. OCP will also try to expand partnerships with the Recreation Department, AARP, and work with other partners to enhance community education.

STATE'S ATTORNEY'S OFFICE

The State's Attorney's Office provides both educational outreach programs, and has a specialized criminal prosecution unit, the Crimes Against Seniors and Vulnerable Adults (CASVA) unit, that deals with neglect, financial abuse and exploitation, and physical and sexual abuse. Senior community outreach is conducted through both radio and television appearances as well as in person. Presentations have been held in Spanish, Korean, or Mandarin.

MCPD

MCPD has a program called Keeping Seniors Safe (KSS), which helps educate seniors on safety issues most likely to affect their community. This program is jointly operated by the Community Engagement Division (CED) and the Volunteer Resources Section. The program has 10 volunteers, who offer information on topics such as safe shopping habits and parking lot safety, home safety, frauds and scams, identity theft, and elder abuse resources. In 2017, KSS provided 59 presentations and reached over 1,100 members of the community.

MCPD's Financial Crimes Section has presented to 20 different community groups this year. The unit has additional presentations planned for December. The Financial Crimes Section also works closely with the Public Information Office to provide public warnings and advisory notices of current scams that target seniors. MCPD is seeking to expand its CED, and with that, services to seniors will increase.

AGING AND DISABILITY SERVICES (HHS)

The public safety agencies have many government and community partners to help provide senior safety services. HHS is a close partner to many public safety agencies, and through its Adult Protective Services program, works with the State's Attorney's Office, Fire Department, and Police Department. HHS hopes to expand the mobile integrated health unit partnership with MCFRS by adding an APS nurse and social worker to the program.

This packet contains the following:

| | |
|-----------------------|----------|
| MCFRS Responses | © 1-5 |
| Park Police Responses | 6-7 |
| OCP Responses | 8-26 |
| HHS Responses | 27-28 |
| MCPD Responses | 29-30 |

COUNCIL

PS 9:30 AM - 3CCR Dec 2

- **Briefing: Senior Safety (Farag)**
- Briefing: Public Safety employees - mental health support services (Farag)
- Briefing: Crime Statistics (Farag)

Could you provide an overview of what your respective departments provide?

1. What programs are specifically targeted toward helping seniors? With fraud, elder abuse, fire/home safety, driver safety, online safety, etc.?
2. How do you advertise, promote, and educate the public on these initiatives?
3. What public and private partners do you work with?
4. Do you have any plans moving forward for expansion or enhancement of the services you provide?

1. What programs are specifically targeted toward helping seniors? With fraud, elder abuse, fire/home safety, driver safety, online safety, etc.?

Fire/Home Safety: Older adults aged 65 and older are the fastest growing segment of the population in the United States. Based on national analyses of home fire deaths, we can predict who is most likely to die/be injured in a home fire. Risk increases with age and MCFRS programs are directed to where the need is greatest – in the homes of older adults. Seniors and non-working smoke alarms have been a too common theme in fatal fires experienced in Montgomery County. The department has a strong public education program in place and directed at preventing, reducing and mitigating risks faced by its residents. MCFRS delivers a comprehensive outreach/risk reduction program that includes a home safety visit program, group presentations, smoke alarm installations, medicine management, injury prevention, door-to-door campaigns, HOA and Civic Association presentations, After the Fire programs, County-wide initiatives, campaigns and outreach all directed towards helping seniors to be safe in their homes and with the goal to reduce residential fires including property loss and occupant and firefighter injuries and deaths.

Time spent IN the homes of those most at risk through the home safety visit program provides rapid assessment and safety changes that can be made immediately and reduce at-risk situations. Time spent educating residents verses time spent fighting fires to save lives and property is a smart and strategic investment and saves lives. Nationally, programs that show the greatest promise and impact consistently install smoke alarms in homes and provide education, information and interventions on site. These studies support what MCFRS data reflects. Community-based fire safety and smoke alarm installation programs work and training groups that are already in the homes of seniors and high risk/vulnerable residents is a force multiplier.

Data collected during smoke alarm installation visits showed that almost 80% of the homes visited had no working smoke alarms, smoke alarms that were missing or were more than 10 years old. During the Home Safety Visit, the MCFRS team assesses the home for fire hazards and teaches residents the importance of working smoke alarms, proper testing and maintenance procedures, cooking safety, fire prevention and actual home escape planning and practice. We continue to work with existing

partners and seek new partners.

2. How do you advertise, promote, and educate the public on these initiatives?

Our programs are well publicized and we rely on a number of communication strategies that include but are not limited to:

- Website, local media, social media and printed materials
- Presentations and demonstrations to high-risk audiences, senior centers, large groups, agencies/organizations that serve the older adult and/or special needs population
- Pop up events at local retailers including programs at Lowes, Home Depot and training of their staff on smoke and carbon monoxide requirements
- Work with local realtors and the Greater Capital Area Association of Realtors
- Post card mailing to residents regarding changes to Smoke Alarm Law to homeowners
- Mobile billboards – our vehicles are wrapped in safety messages
- Train 311 staff to identify and refer residents to our programs
- Presentations to HOA and Civic Associations & information for e-lists
- County, school, Department of Recreation events
- Hospitals and post hospital rehab centers
- County Fair – Senior Day
- Events such as Councilmembers Katz and Friedson’s Senior Forums and resource fairs, World Elder Abuse Day all provide avenues to educate seniors and those that care for them on important life and fire safety issues, trends and innovations in safety equipment.
- Interdepartmental communications
- Work closely with the County’s HHS “Senior Village” program to provide information on the department’s programs and conduct large numbers of Home Safety and Smoke Alarm checks through each village
- Firefighters who respond to EMS calls regularly provide information on programs and File of Life packets
- Department of Health and Human Services, Adult Protective Services
- Department of Recreation, Senior and Community Centers

3. What public and private partners do you work with?

Working with community partners is a vital component of the department’s programs. MCFRS has an extensive list of public and private partners that we work with to champion fire safety. In addition to County departments and agencies (HHS, Recreation, Consumer Affairs, HOC, DHCA, Code Compliance, MCPD, OEM, State’s Attorney) we collaborate with local, regional and federal agencies representing a wide range of disciplines in order to accomplish complex initiatives. Collaborative partners also include a long and diverse list of public and private sector organizations and faith-based organizations who have been force multipliers in extending and excelling the reach to the senior demographic. Each of these partner organizations offer insightful solutions, proactive infrastructure and horsepower to support and deliver programs and to also build relationships to identify and help historically underserved communities.

Some of the organizations we regularly partner with:

Montgomery County Departments, Agencies or Commissions

Commission on Aging
Montgomery County Dept. of HHS – Aging & Disability
Montgomery County Dept. of HHS – Social Workers
Montgomery County Dept. of HHS – Age Friendly Montgomery Public Safety Task Force
Montgomery County Dept. of HHS – WISH (Wellness and independence for seniors at home)
Montgomery County Police
Office of Emergency Management and Homeland Security
Department of Recreation
Department of Public Libraries
Office of Public Information
Department of Housing and Community Affairs
Department of Permitting Services – Fire Prevention and Code Compliance Section
Department of Transportation
Housing Opportunities Commission – Senior Housing

Faith-Based, Senior-Focused Organizations

Seneca Community Church
West Montgomery United Methodist Church
Cambodian Buddhist Temple (Colesville)
Peoples Community Baptist Church (Colesville)
St. Anne’s Episcopal Church (Damascus)
Jewish Community Center (Rockville)
Bender Jewish Community Center of Greater Washington (Rockville)
Epiphany Lutheran Church (Burtonsville)
Southern Asian Seventh Day Adventist Church (Fairland)
Islamic Society of the Washington Area (Burtonsville)
Congregation Beth Al of Montgomery County (Bethesda)
Taiwanese Presbyterian Church of Washington (Derwood)

Villages:

Bannockburn Neighbors Assisting Neighbors
Bethesda Metro Area Village
Bradley Hills
King Farm
Millcreek Village
Maplewood Village
Olney Home for Life
Village of Takoma Park
Silver Spring Village
Chevy Chase at Home
Town of Garrett Park Senior Committee
Potomac Community Village
Little Falls Village
East County Senior Village
Greater Stonegate Village
Wyngate Neighbors Helping Neighbors
Manor Connections
Muslim Community Center

North Chevy Chase Connections

Meals on Wheels:

Damascus
Germantown
Takoma Park
JSSA
Central Maryland
Bethesda Chevy-Chase
Rockville
Colesville
Wheaton

Senior Centers:

Rockville
Holiday Park
Schweinhaut
Long Branch
Longwood
Gaithersburg

Statewide

FABSCOM (Fire and Burn Coalition of Maryland)
State Smoke Alarm Technology Committee

Other:

Rebuilding Together
Hospitals and Rehab Centers
African American Health Alliance
UMD Nurses
American Red Cross
Visiting Angels
Veterans Administration
Deaf and Hearing Impaired Organizations
Mobile Integrated Health Program

4. Do you have any plans moving forward for expansion or enhancement of the services you provide?

The Fire Chief's commitment to CRR begins when first responders arrive on the scene. With the majority of the department's dispatches EMS-related, first responders check smoke alarms, as practical, after an incident has been mitigated to ensure they are working. This is part of the Fire Chief's "Every Incident, Every Call" initiative and commitment to data-driven risk reduction. The presence of one risk factor magnifies the risk linked to a second risk factor and illustrates the criticality of the program in reducing specific risks in the community focused on the County's older and most vulnerable populations.

Direct impact programs such as the department's Home Safety Visit program have ensured hundreds of homes belonging to the County's most vulnerable residents have up-to-date smoke alarms and the knowledge of what to do in the event of a fire resulting in safer communities and reduced risk to first

responders. Using the data and metrics from each home safety visit has been instrumental in developing algorithms to direct the department's efforts and resources to those most at risk.

The department's CRR/Outreach programs are leading the way in providing cost-effective community risk reduction programs that will save lives across the County and reduce the threat of fire to the elderly and most at-risk members of the County. Working with community partners is a vital component of the department's outreach programs. Requests for programs and assistance continue to far exceed resources. Requests have grown exponentially and the momentum for community-based fire safety and injury prevention programs, while augmented with on-duty firefighters and community partners, exceeds current staffing capacity and demand is expected to only increase as we continue to prepare for the projected and unprecedented growth of the senior population already underway.

With over a million residents, we have a lot of work to do to ensure that homes have working smoke alarms and that residents, especially seniors, know what to do to prevent and/or survive a fire. While the rate of death by fire has fallen sharply since the 1970s, progress has leveled off. Saving lives and further reducing the number of fire-related fatalities is possible if we commit to making fire prevention a priority with the goal, and my goal, of ZERO fire deaths every year. At this time, staffing resources are not adequate to expand our programs and staff continue to explore new and innovative strategies and technologies to support increased demand for programs.

- Mandatory mental health evaluations when an employee is involved in a critical incident to prevent assumptions that only the “weak” seek help and/or to address acute trauma at the beginning stages in hopes of preventing chronic debilitating affects later.
- Integrate a holistic health curriculum in annual in-service trainings. A combination of certified guest and agency presenters will be utilized to address various topics such as physical fitness, mental health, understanding the symptoms of post-traumatic stress disorder, nutrition, and substance abuse.
- Strengthen confidentiality protocols within the agency in all related activities to include being mindful to not transport an employee to a mental health appointment in a marked vehicle or uniform.

Senior Safety

What programs are specifically targeted toward helping seniors? With fraud, elder abuse, fire/home safety, driver safety, online safety, etc?

Elder Abuse - Division personnel (including dispatchers) participated in three sessions of Elder Abuse training in a program developed by the International Association of Chiefs of Police. The training covered crimes that are known to be perpetrated against the elderly such as financial fraud and physical abuse.

Rape Aggression Defense (RAD) for Seniors – This training is provided at the Park Police headquarters and within community venues. It teaches self-defense and situational awareness. We have two officers that are instructors and frequently conduct classes for the public.

How do you advertise, promote and educate the public on these initiatives?

Park Police informs the public about the RAD classes through recreation centers, National Night Out events, HOA meetings, community liaison meetings (African American and Latino) and senior centers.

What private and public partners do you work with?

Primarily the Recreation Department where senior classes are held and with private senior citizen facilities throughout the county

Memorandum – Park Police
November 25, 2019
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Do you have any plans moving forward for expansion or enhancement of the services you provide?

As we continue to enhance our website and expand our social media platforms, we will utilize those additional sources to advertise various community training/education opportunities such as those specific to the senior community.

Current partnerships with the Faith Community has provided additional opportunities to conduct situational awareness presentations at local houses of worship. This audience typically includes seniors.

Park Police will begin to take part in the drug take back program for expired medications.

Our formal search and rescue program is close to being complete. In addition to providing lifesaving resources to find critically missing children and adults alike, we will avail ourselves to the prevention of elopements by those suffering from autism, dementia, and intellectual developmental disabilities by educating family members or caretakers.

cc: Mike Riley
Senior Command Staff

Office of Consumer Protection

Senior Safety Initiatives

1. What programs are specifically targeted toward helping seniors? With fraud, elder abuse, fire/home safety, driver safety, online safety, etc.?

The Office of Consumer Protection (OCP) enforces several laws to ensure integrity in our marketplace. OCP receives and investigates complaints and inquiries from seniors, and initiates its own investigations of deceptive and unfair trade practices targeting seniors. OCP's mission programs include multiple services designed to prevent and resolve financial crimes targeted at seniors. These services include investigating complaints, providing one-on-one consultations, resolving disputes, educating seniors regarding online and fiscal safety (e.g., phone, door-to-door, mail, internet and romance scams), and advocating for legislative enhancements. OCP's complaint form was amended to permit consumers to self-identify as over 65 years old.

2. How do you advertise, promote, and educate the public on these initiatives?

OCP organizes and participates in numerous outreach events to provide consumer education directly to large groups of seniors. These events are conducted throughout Montgomery County through Villages, alumni groups, and at senior centers or senior residential communities in English and non-English languages. These events are frequently coordinated and co-sponsored with elected officials and other organizations (see attached sample) and contain a resource fair component. Therein, OCP distributes "rack cards" and other consumer education material relevant to the senior community, in English and several other languages¹ which describe the services provided by the office. OCP provides extensive consumer protection information to seniors via video alerts which are posted on OCP's YouTube channel "*ConsumerWise*," and disseminated on social media (Facebook, Twitter, Instagram, Nextdoor and Gov Delivery). OCP issues News Releases and disseminates Newsletters regarding current scams and enforcement action. OCP places informational advertisements in senior publications such as the Beacon. OCP has explored and experimented with creative advertising including signs on Ride-On buses, flyers on community, library and recreation center bulletin boards, and inserts in property tax bills.

¹ Spanish, Mandarin, Korean, Vietnamese, French and Amharic.

3. What public and private partners do you work with?

OCP collaborates with numerous county, state, and federal agencies to educate and protect consumers. Public agencies include the Department of Health and Human Services (DHHS), Department of Environmental Protection (DEP), Public Libraries, Department of Recreation, Public Information Office (PIO), Police, Fire Rescue Services (FRS), State's Attorney's Office, Maryland Attorney General's Office, Maryland Insurance Administration, Maryland Comptroller's Office, Federal Trade Commission (FTC), and Consumer Financial Protection Bureau (CFBP). OCP collaborates with numerous elected officials to conduct outreach events, including Montgomery County Councilmembers, State Delegates and Senators, U.S. Representatives and Senators. OCP works with non-profit consumer organization including the Consumer Federation of America (CFA), Maryland Consumer Rights Coalition (MCRC), and AARP.

4. Do you have any plans moving forward for expansion or enhancement of the services you provide?

Providing sufficient outreach remains a daunting task. Numerous seniors in Montgomery County may not be familiar with the services provided by our office. Restricting factors include outreach expenses and identifying the most effective outreach platform.

Potential plans for expansion of the services provided by OCP includes:

1. Expanding the provision of educational materials through Meals-on-Wheels;
2. Providing more outreach programming through Villages;
3. Providing programming through Adult Day Care and Senior Day Care facilities especially those catering to the non-English speaking communities;
4. Expanding partnerships with Department of Recreation for programming at senior centers;
5. Expanding partnership with AARP for a "Scam Jam" a free fraud fighting event² modeled on a similar program in Fairfax County;
6. Preparing a senior forum in conjunction with Age-Friendly Montgomery's Public Safety Task Force (MCPD, MCFRS, OEMHS) and SAO to include presentations and breakout workshops;
7. Developing partnerships with community-based non-profits to provide a new avenue of outreach.

² <https://states.aarp.org/virginia/fairfaxscamjam>



Montgomery County
Councilmember
Sidney Katz
invites you to a
Montgomery County

SENIOR FORUM

Spotting Elder Abuse
Avoiding Senior Scams
Living Life to the Fullest

Friday, October 27th
Activity Center at Bohrer Park
506 S. Frederick Ave., Gaithersburg

Resource Fair begins at 9:30am | Speakers begin at 10am

Speakers:

John McCarthy, State's Attorney, Montgomery County
Eric Friedman, Director, Montgomery County Office of Consumer Protection
Gretchen Zekiel, Senior Fellow/Program Manager, RSVP Program, Montgomery County Volunteer Center

Questions? Contact Mary Gies in Councilmember Katz's Office at 240-777-7817
Mary.Gies@montgomerycountymd.gov

**Protecting
Seniors from
Fraud & Abuse
with Emily
and Andrew**



**Join Councilmember Andrew Friedson
and Delegate Emily Shetty
for a discussion on how to identify and avoid
financial scams, fraud, and abuse
Wednesday, July 24th, 1:00 pm - 3:00 pm
Kensington Park Senior Living - Activities Room
3620 Littledale Rd, Kensington, MD 20895**

11



Protecting Your Consumer Rights: What You Need to Know



A CONSUMER PROTECTION FORUM

with

U.S. Senator Chris Van Hollen,
Maryland Attorney General Brian Frosh and
The Montgomery County Office of Consumer
Protection

at

Bethesda-Chevy Chase High School

4301 East West Highway, Bethesda, MD 20814

March 1, 2018

6:30-8:30 p.m.

Join U.S. Senator Chris Van Hollen, Maryland Attorney General Brian Frosh and the Montgomery County Office of Consumer Protection for a discussion focused on your rights as a consumer. The forum will feature an update from Capitol Hill and the State of Maryland and a question/answer period. Various consumer organizations will be represented to provide important consumer information.

RSVP Now

MAPS

Questions: events@vanhollen.senate.gov or call (301) 545-1500.

Note: Overflow parking is available at
Our Lady of Lourdes Catholic Church, 7500 Pearl Street, Bethesda.



Rep. Jamie Raskin

invites you to attend his first annual

ConsumerFest

in partnership w/ the MoCo Office of Consumer Protection

7 – 8:30 p.m. on Tues. July 24th

1 Veterans Plaza, Silver Spring, MD 20910

WHO: Congressman Jamie Raskin, Representative for Maryland's 8th District in the U.S. House of Representatives, Maryland Attorney General Brian Frosh, and Eric Friedman, Director of the Montgomery County Office of Consumer Protection

WHEN: Tuesday, July 24, 2018 – Doors open at 6:30 p.m. for resource fair. Program starts at 7 p.m.

WHERE: Silver Spring Civic Building – 1 Veterans Plaza, Silver Spring, Maryland

WHAT: Consumer Protection Forum and Resource Fair on identity theft prevention, internet safety, and online financial protection

RSVP: For tickets, visit: <http://bit.ly/ConsumerFest>

Please call Congressman Raskin's District Office at 301-354-1000 if you have any questions or if you require any special accommodations (such as a sign language interpreter)

Visit us online at Raskin.House.Gov.



Montgomery County
Councilmember
Sidney Katz
invites you to a

SENIOR FORUM

Avoiding Senior Scams

Fire Prevention and Safety

Public Safety in the Senior Community

Spotting Elder Abuse

Friday, October 19th

Resource Fair begins at 9:30am | Speakers begin at 10am

Twinbrook Community Recreation Center

12920 Twinbrook Parkway, Rockville

Thank you to the City of Rockville for their generous support!

Speakers:

- **John McCarthy**, State's Attorney, Montgomery County
- **Eric Friedman**, Director, Montgomery County Office of Consumer Protection
- **Jim Resnick**, Program Manager, Senior Outreach & Education, Montgomery County Fire and Rescue Service
- **Dana Stroman**, Community Services Officer, 2nd District, Montgomery County Police Department

Questions? Contact Mary Gies at 240-777-7817 or Mary.Gies@montgomerycountymd.gov



OFFICE OF CONSUMER PROTECTION

Ensuring Integrity in our Marketplace

WHAT WE DO



Enforce Laws



Investigate Complaints



Educate Consumers &
Businesses



Prevent Scams



Resolve Disputes



License Businesses



Mediate Conflicts



COMPLAINTS REGARDING

- Retail Purchases
- Advertising & Warranties
- Auto Repair & Sales
- Home Improvement
- Towing
- New Homes
- Financial Scams
- Internet Fraud

...and much more

KEEP IN TOUCH

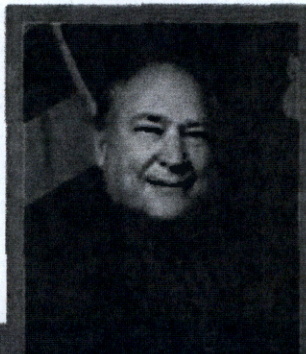


consumerprotection@montgomerycountymd.gov
www.montgomerycountymd.gov/ocp

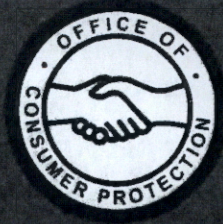
100 Maryland Avenue, Suite 3600
Rockville, MD 20850

240.777.3636

MC 311



Marc Elrich - County Executive



消費者保護辦公室

確保我們市場的公平性

我們的工作範圍如下



法律的實施



調查投訴



教育消費者和企業



防止詐騙



解決爭議



許可證業務



調解衝突



我們調查有關以下問題的投訴

- 零售購買
- 廣告和保修
- 機動車維修和銷售
- 房屋裝修與改建
- 拖走車輛
- 新建房屋
- 金融詐騙
- 網絡詐騙

還有其它項目

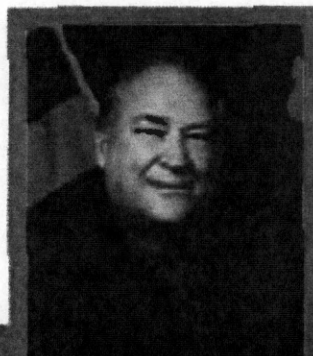
可由以下方式聯絡我們



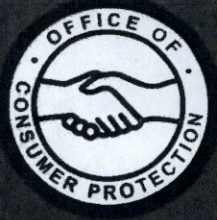
consumerprotection@montgomerycountymd.gov
www.montgomerycountymd.gov/ocp

我們的地址和電話

100 Maryland Avenue, Suite 3600
Rockville, MD 20850
240.777.3636
MC 311



Marc Elrich - County Executive



VĂN PHÒNG BẢO VỆ NGƯỜI TIÊU DÙNG

Đảm bảo tính toàn vẹn trong thị trường của chúng tôi

Điều chúng tôi làm



Thực thi pháp luật



Điều tra khiếu nại



Giáo dục người tiêu dùng và
doanh nghiệp



Ngăn chặn lừa đảo



Giải quyết tranh chấp



Cấp giấy phép kinh doanh



Giải quyết xung đột



CHÚNG TÔI ĐIỀU TRA CÁC KHIẾU NẠI VỀ NHỮNG VẤN ĐỀ THEO SAU:

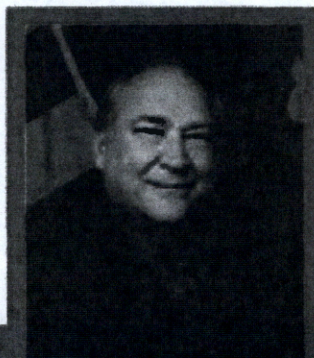
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- quảng cáo và sự bảo đảm
- sửa chữa xe và việc bán xe
- sửa chữa nhà cửa
- việc kéo xe
- nhà mới xây
- mưu đồ bất lương về tài chính
- sự gian lận ở trên mạng

GIỮ LIÊN LẠC

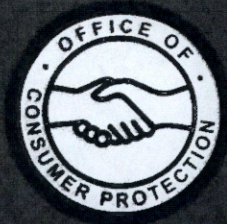


consumerprotection@montgomerycountymd.gov
www.montgomerycountymd.gov/ocp

100 Maryland Avenue, Suite 3600
Rockville, MD 20850
240.777.3636
MC 311



Marc Elrich - County Executive



BUREAU DE LA
**Protection des
Consommateurs**

Veiller à l'intégrité de nos marchés
CE QUE NOUS FAISONS



Faire appliquer les lois



Enquêter sur les plaintes



Eduquer les Entreprises et
les Consommateurs



Prevention des
escroqueries et fraudes



Résoudre les contentions



Octroi des permis aux
entreprises



Faire de la médiation en
cas de litiges



NOUS ENQUETONS SUR LES PLAINTS CONCERNANT:

- Achats
- Publicités et garanties
- Ventes et réparations de véhicules
- Modification des habitations
- Remorquages
- Nouvelles Maisons
- Fraudes financières
- Fraudes sur Internet

...et bien d'autres

RESTER EN CONTACT



ConsumerWise

OCP.ConsumerWise

@ConsumerWise

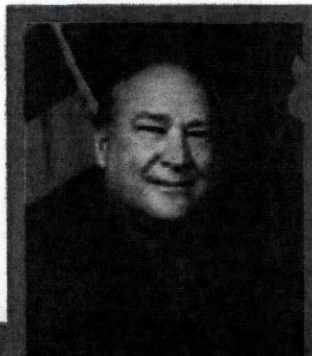
@ConsumerWise

consumerprotection@montgomerycountymd.gov
www.montgomerycountymd.gov/ocp

100 Maryland Avenue, Suite 3600
Rockville, MD 20850

240.777.3636

MC 311



Marc Elrich - County Executive





LA OFICINA DE
**PROTECCIÓN
AL CONSUMIDOR**
Asegurando Integridad en el Comercio

LO QUE HACEMOS



Hacer Cumplir las Leyes



Investigar Reclamos



Educar a Consumidores
y Empresas



Evitar Estafas



Resolver Disputas



Licenciar Empresas



Mediar Conflictos



INVESTIGAMOS QUEJAS SOBRE LOS TEMAS SIGUIENTES:

- Compras Minoristas
- Remolque de Autos
- Publicidad y Garantías
- Compra de Casas Nuevas
- Reparación y Ventas de Automóviles
- Estafas Financieras
- Mejoras en el Hogar
- Fraude del Internet

...y mucho más

MANTÉNERSE EN CONTACTO



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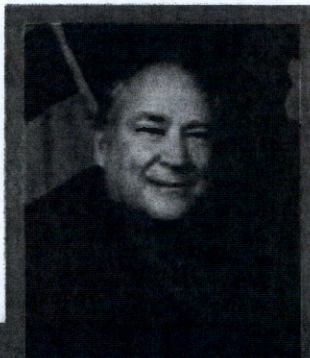
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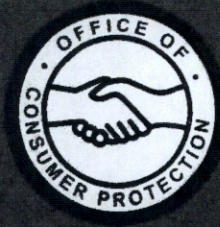
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240.777.3636

MC 311



Marc Elrich - Ejecutivo del Condado



소비자 보호국

시장의 공정한 질서를 위하여



법 집행



소비자 불만 조사



소비자 및 사업자 교육



사기 예방



갈등 해결



사업자 면허



분쟁 조정



소비자 보호국에서 다루는 민원들:

- 소매 상품 구매
- 자동차 견인
- 광고 및 품질 보증
- 새 주택
- 자동차 수리 및 판매
- 금융 사기
- 주택 개선
- 인터넷 사기

... 기타 다수

저희에게 연락 주세요

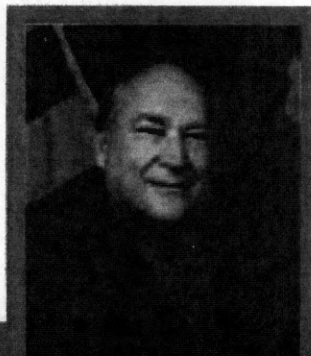


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Marc Elrich - County Executive

(210)

Farag, Susan

To: Brunetto, Odile
Subject: RE: Plz see below information for Council work session on Senior safety Dec 2

From: Brunetto, Odile [REDACTED]
Sent: Tuesday, November 19, 2019 8:51 AM
To: Farag, Susan [REDACTED]
Subject: Fw: Plz see below information for Council work session on Senior safety Dec 2

Dear Susan, please see information below regarding HHS/Adult Protective Services , a State mandated Program for the investigation of abuse, neglect, exploitation, self neglect of adults over the age of 18 . Many THX

Odile Brunetto, Ed.D.

Acting Chief, Aging and Disability Services

Montgomery County Department of Health and Human Services

[REDACTED]

----- Original message -----

From: "Wawrzusin, Mario" <[REDACTED]>
Date: 11/18/19 7:28 PM (GMT-05:00)
To: "Feinstein, Debbie" <[REDACTED]> "Brunetto, Odile"
Cc: "Roslund, Bryan" <[REDACTED]>

Odile,

I'll put in short responses for today (given deadline) from APS perspective:

Could you provide an overview of what your respective departments provide?

1. What programs are specifically targeted toward helping seniors? With fraud, elder abuse, fire/home safety, driver safety, online safety, etc

50+ Presentations on Elder Abuse + Prevention annually by APS Supervisors, Administrator and with the Elder/Vulnerable Adult Abuse Task Force to community members, senior building leadership and residents, Hospital staff, senior centers, in various languages as requested. Annual World Elder Abuse Awareness Day event, recognized at State and National level, working with Task force and partners - reached over 700 seniors in person, in multiple languages, and also on Montgomery Cable, radio (English and Spanish) *Beacon*, and SAO aired on major local news channels and WTOP. Red Flags of Abuse Ride-On Bus campaign for 4th year in a row.

1. How do you advertise, promote, and educate the public on these initiatives? **Social Media, Presentations, Beacon, Resource Tables at multiple senior events throughout the County, Brochures in multiple languages, work closely with HHS African-American, Asian-American and Latin-American Health Initiatives. Radio, Cable, TV, Ride-On Bus Campaign.**
2. What public and private partners do you work with? **State's Attorney's Office, Police, County Attorney's Office, HHS, EMS/FRS, ElderSAFE Center, Charles E. Smith Life Communities, JSSA, local banks regarding financial exploitation and reporting to APS.**
3. Do you have any plans moving forward for expansion or enhancement of the services you provide? **Expanded service with APS nurse and social worker in the EMS/FRS Mobile Integrated Healthcare program. Enhanced NAPSA (National Adult Protective Services Association) training for APS staff, leading to new, national certification. Multi-disciplinary case teaming, staff training and ongoing case collaboration.**

If you could provide responses to me by November 25, that would be great. Please call or e-mail me if you have any questions.

Thanks!

Susan



Susan J. Farag, Legislative Analyst

Montgomery County Council

1. What programs are specifically targeted toward helping seniors? With fraud, elder abuse, fire/home safety, driver safety, online safety, etc.?

The department is engaged in a variety of programs that have a specific emphasis on seniors. This is in addition to outreach being conducted to other groups which have a tangential relationship with the senior population in Montgomery County.

The bulk of the work being done by the department in this space is through the "Keeping Seniors Safe" (KSS) program. This is a program jointly operated by the Community Engagement Division (CED) and the Volunteer Resources Section. KSS is a volunteer program consisting of 10 volunteers, whose origin traces back to the 1990's. These volunteers provide training and programs to senior groups throughout the county. Topics provided through this program include safety tips, fraud, scam and identity theft identification and prevention, who to call for services in Montgomery County and home preparedness in case of a sudden emergency. In 2017, KSS provided 59 presentations and reached over 1100 members of the community.

In addition to the work provided by KSS, other units within the department provide outreach as well. The department's Financial Crimes Section is responsible for fraud investigations in the county. Because of the high levels of senior victimization for fraud, this unit frequently presents to various community groups to include senior specific groups. In 2019 to date, the Financial Crimes Section has presented to 20 different community groups throughout the county. In the month of December, Financial Crimes has additional presentations planned that involve direct communication with senior groups. Finally, the Financial Crimes Section works closely with the department's Public Information Office to provide public warnings and advisory notices of current scams which target seniors. This is in addition to the actual investigation and arrest of individuals who commit financial crimes.

The department's Community Engagement Division is involved in numerous types of outreach to the senior community. On a quarterly basis, the CED meets with "Age Friendly Montgomery", and through this group assists with providing outreach on topics of concern to the county's senior community. The CED has also provided active shooter safety training to many community groups in the county, to include senior groups.

In terms of traffic safety, the department's Traffic Division is active in topics that affect the senior community. The division has provided training on traffic safety topics directly through the Age Friendly Montgomery program. Additionally, the traffic division has partnered with the Motor Vehicle Administration to provide training on senior citizen related issues to police departments and concerned family members.

In addition to these specific units, the department as a whole is constantly trying to find new and innovative ways to provide outreach to the senior community. On several occasions, the command staff of the 5th District has conducted town-hall style meetings at retirement communities in the Germantown community. Additionally, officers in the 6th District have developed positive relationships with the staff and community in the Asbury Village community. For many years, the 4th District has enjoyed a positive working relationship with the staff and community in the Leisure World development.

2. How do you advertise, promote, and educate the public on these initiatives?

When appropriate, the department uses social media and traditional media to educate the public on these initiatives. However, these types of communications are often not as effective with the senior community. In these circumstances, the department often relies on word of mouth between different senior groups or other concerned organizations to maximize the effectiveness of our outreach.

3. What public and private partners do you work with?

The department has many public and private partners in which we work with. In terms of the prosecution of crimes against seniors, the department works closely with our partners in the States Attorney's Office to ensure successful prosecution of cases. Additionally, the departments Financial Crimes Section works closely with federal prosecutors on cases, and when appropriate, will seek federal charges in certain matters.

One of the main sources of referral for the department is Adult Protective Services. This is true for fraud cases as well as elder-abuse cases. When investigating mail fraud, including mail fraud targeting seniors, the department works closely with the United States Postal Inspection Service. The department also enjoys working relationships with entities such as the Motor Vehicle Administration, Financial Industry Regulatory Authority (FINRA), and the Montgomery County Office of Consumer Affairs.

In the private world, the department works closely with the various retirement and assisted-living communities in the county. This is in addition to the various community groups which represent other cohorts of the population, of which include a robust senior presence.

4. Do you have any plans moving forward for expansion or enhancement of the services you provide?

The department will continue to provide outreach to seniors where possible, and is always looking for new and creative ways to engage all members of the community, including and especially our seniors. As the department scales up its community engagement efforts, the department would seek to proportionally increase its outreach to senior groups in the county. Additionally, the department will always make the investigation of crimes against our most vulnerable a priority, and that is especially true for those who target senior citizens as victims of crime.