



**CONCURRENT SESSION PROPOSAL FORM**

Please complete this form and submit electronically to Glenda Rogers at [grogers@capcog.org](mailto:grogers@capcog.org) indicating "2010 TCoA Session Proposal" in the subject line. Should you have questions about the proposal process, please contact Glenda at 512.916.6053.

**Proposals are due by Friday, October 30, 2009 and may only be submitted via email.**

SESSION INFORMATION				
<b>SESSION TITLE:</b> <i>(The session title should simply be a one-line heading for your session.)</i>	Protecting Older Adults from Financial and Healthcare Fraud			
<b>PRIMARY PRESENTER NAME:</b> <i>(Individual who develops, arranges for co-presenters, oversees and attends the session.)</i>	Barbara Parrott McGinity, LMSW			
<b>TITLE:</b>	Program Director			
<b>ORGANIZATION:</b>	Better Business Bureau Education Foundation			
<b>ADDRESS:</b>	1333 West Loop South, Ste. 1200 Houston, Texas 77027			
<b>TELEPHONE:</b>	713-341-6184			
<b>EMAIL:</b>	bmcginity@bbbhouston.org			
<i>(Attach a brief, maximum one-page, biography or vita for this presenter.)</i>				
<b>SESSION DESCRIPTION:</b> <i>(Please write a concise, action oriented description that provides important facts and generates excitement about the session. Focus on your primary session objective and let potential participants know what you expect will happen as a result of the session. Focus on issues and outcomes rather than the speakers. Please limit your description to 50 words. This description will be the basis of text used in promotional materials.)</i>	Older adults are targets of individuals who either want to steal their retirement funds or their healthcare dollars. They are vulnerable because they are: trusting, home alone, quick to answer the telephone; and, frequently in need of more services and money! Awareness of different scams is important to providing protection.			
LEARNING OBJECTIVES AND RELEVANCE TO FIELD OF AGING				
<b>LEARNING OBJECTIVES:</b> <i>(What do you want the audience to learn? Please indicate 2 or 3 learning objectives, being as specific as possible. Consider what the audience is likely to be looking for at the conference when crafting the session objectives.)</i>	<b>By the end of this session, attendees will:</b>			
	<table border="1" style="width: 100%;"> <tr> <td style="width: 5%; text-align: center;">1.</td> <td>Demonstrate knowledge of the types of scams targeting older adults.</td> </tr> <tr> <td style="text-align: center;">2.</td> <td>Describe the techniques scam artists use to mislead seniors.</td> </tr> </table>	1.	Demonstrate knowledge of the types of scams targeting older adults.	2.
1.	Demonstrate knowledge of the types of scams targeting older adults.			
2.	Describe the techniques scam artists use to mislead seniors.			

	<p>3. Identify ways seniors can protect themselves.</p>
<p><b>RELEVANCE TO FIELD OF AGING:</b>  <i>(How will your session add value to the field of aging? Briefly respond – a few sentences per question.)</i></p>	<p><b>1. Why would those working or interested in aging-related issues be interested in this session?</b>  Financial exploitation is a burgeoning problem that is being perpetrated against elders from all walks of life. It is incumbent upon providers to the elderly to be familiar with how older adults are exploited as a means to better protect this vulnerable population.</p> <p><b>2. How will the session explain a program implementation strategy and identify lessons learned in replicating it for others?</b>  The program provides information on resources and materials that can be provided to seniors as tools to protect themselves from financial exploitation.</p> <p><b>3. How is the specific issue or strategy in your session connected to other work being done on this issue, or how does it represent a change?</b>  There is a critical need to educate older adults about protecting both their personal finances and their health care dollars from scam artists. We have found that there is an ongoing need to educate people on how individuals are scammed and the types of scams that target older adults. It is even more critical today that we understand how older adults are financially exploited because many fear they will outlive their resources and are easy prey for promises of quick money. Many are overwhelmed by technology and change, creating confusion and an opening for scam artists. Fraud education and financial exploitation is important and should be on the front burner for everyone working with older adults.</p>
<b>ADDITIONAL PRESENTER(S)</b>	
<p><i>We prefer sessions that have no more than two presenters due to the limited time available per session. <b>NOTE:</b> Please tentatively confirm each presenter at this time. The final conference sessions will not be selected and announced until December. You may be asked to make changes to the session as proposed.</i></p>	
<p><b>ADDITIONAL PRESENTER NAME:</b></p>	
<p><b>TITLE:</b></p>	
<p><b>ORGANIZATION:</b></p>	
<p>(Attach a brief, <b>maximum one-page</b>, biography or vita for this presenter.)</p>	

<b>ADDITIONAL PRESENTER NAME:</b>	
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<b>ORGANIZATION:</b>	
(Attach a brief, <b>maximum one-page</b> , biography or vita for this presenter.)	

**SESSION FORMAT AND A GENDA**

(Briefly respond – a few sentences per question).

**1. PLEASE DESCRIBE THE FORMAT OF THE CONFERENCE SESSION:**

Interactive presentation with power point.

**2. HOW WILL YOU ENGAGE YOUR AUDIENCE?**

Stories of actual cases, taking questions ongoing. I encourage comments and exchange of information.

**3. PLEASE PROVIDE A SESSION OUTLINE THAT DETAILS HOW THE SESSION TIME WILL BE SPENT:**

1. Seniors are vulnerable to scams offering easy money and increased income.
2. Seniors receive mail, emails and calls that look and sound official plus they are often intimidated into giving out personal info.
3. Seniors need to be empowered to say no to scammers.
4. There are many resources available through state and local agencies to help educate and inform seniors about scams.

**AUDIOVISUAL NEEDS**

(For cost considerations, please indicate below only the A/V equipment that you actually plan to use. Flip charts, easels, LCD projectors, and laptops will be available upon request. We will attempt to supply other equipment as possible.)

	Flip Chart		Easel
x	Laptop Computer	x	LCD Projector
	Other (please list)		Other (please list)



The need for Special Accommodations will be respected. Please note what considerations

**you will            require:**

**THANK YOU FOR YOUR SESSION PROPOSAL**