



STOP. LISTEN. CARE.

CURRENT DATE OF KICK OFF

Dear Business Owner,

In just minutes you can help create a healthier, happier community by reaching out to those who support your business.

Does an elderly customer seem a little sadder than usual? Maybe she seems just a little desperate for your time and attention? Perhaps his clothes are tattered and soiled?

All of these may be signs of social isolation, which is not at all uncommon among senior citizens and dependent adults. Friends and family may have moved away or died. Or, as the elderly find it harder and harder to get to their churches, synagogues, hair appointments or social gatherings, their isolation grows.

Not your problem, you say? None of your business? Maybe. But the fact is, you can make a profound difference in less than five minutes. Here's how:

"How are you? Have you been getting out and seeing friends? What have you been doing for fun? How's your family?"

It's that simple. Just ask the questions. Show you care. Give your customer a minute or two of your attention. If everyone she encountered did the same, her sense of isolation might lift considerably.

But what if the answers to your questions cause you even more concern? What if your customer appears to need more help than you can comfortably offer? What if you suspect physical or financial abuse?

All you need to do is pick up the phone. There are several services you can choose from to get the help you need, quickly and easily.

- **211 Sacramento (211 or 916.498.1000)** is the county's information and referral service. An InfoLine referral specialist will take your call and choose from over 2,400 nonprofit and public programs to recommend the ones that can best help you. Your call is confidential.
- **Caring Neighborhoods (916.808.1594)** helps organize neighbors' efforts to reach out to seniors. This group has lots of great ideas for you. Just call.
- **Sacramento County Adult Protective Services (916.874.9377)** is specially prepared to aid seniors or dependent adults over the age of 18 who are neglected — and to rescue those who have become victims of abuse. Your call is confidential.

The "Stop. Listen. Care." project was developed by the Sacramento Community System of Protection for Seniors and Dependent Adults to help foster a sense of caring and personal connection in our communities. When we provide a safety net for each other, and help protect the most vulnerable among us, we create the kind of community we'd all like to be a part of.

Show you care. We'll all feel better for it.

Sincerely,

Peggy Forseth-Andrews, Chair

Community Awareness Subcommittee
Senior and Dependent Adult System of Protection

P.S. Why not post the enclosed poster in a prominent place in your business. You'd be surprised at how many people are unaware of this problem and how much this poster might raise their awareness. Do it right now while you're thinking of it.

P.P.S. As a business owner, you are in the perfect position to detect whether a customer is being financially abused. Take a look at the attached brochure for some important information on financial abuse and what to do about it.