

## **Nation's #1 Senior Care Franchise Leads By Example to Help Prevent, Raise Concern for Elder Abuse**

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*Home Helpers Forms Partnership with International Network for the Prevention of Elder Abuse (INPEA)*

**CINCINNATI, OH.** – The idea of an elderly parent or grandparent being abused is a sickening thought for most people; however, national statistics confirm that as many as 300,000 senior citizens are abused or neglected each year. Such a tragedy is cause for immediate action, and as a result, Home Helpers, the nation's leading senior care franchise, has partnered with the International Network for the Prevention of Elder Abuse (INPEA) to bring elder abuse to the forefront of societal concern and aid its prevention.

With a presence in more than 500 communities across North America, Home Helpers is a leading voice in geriatric care, known for its compassionate non-medical, in-home personal and companion care to thousands of seniors each year. Wanting to use its influence for the betterment of the entire elderly population, Home Helpers joined forces with INPEA to increase public awareness and knowledge of elder abuse, and to promote the education of professionals and community members in the identification, treatment and prevention of this issue.

“Elder abuse is a worldwide concern, and Home Helpers, INPEA and other leading organizations will do everything we can to raise awareness for this issue, one community at a time,” said Home Helpers President Emma Dickison. “Senior citizens have done so much to enhance our lives, they deserve the utmost compassion, care and respect as they age. Isn't that the same treatment we'd expect for ourselves?”

Defined as intentional and/or negligent actions causing harm to a vulnerable adult, elder abuse can be in the form of physical, emotional, sexual, financial, negligence or abandonment.

INPEA, a 501 (c)(3) Non Profit organization, has a mission to increase society's ability, through international collaboration, to recognize and respond to the mistreatment of elder people in whatever settings it occurs, so that each individual can achieve an optimal quality of life.

INPEA's objectives were in clear alignment with those of Home Helpers, as Home Helpers defines itself as promoting independence, longevity and quality of life for seniors and being the “extended family when the family can't be there.”

Communities everywhere will place a greater emphasis on the reduction and education of elder abuse on June 15, the annual World Elder Abuse Awareness Day.

For more information on Home Helpers, please visit [www.HomeHelpers.CC](http://www.HomeHelpers.CC), and for more information on INPEA, please visit [www.inpea.net](http://www.inpea.net).

## **ABOUT HOME HELPERS**

Founded in 1997, Cincinnati-based Home Helpers is the nation's leading senior care franchise specializing in non-medical and personal care and companionship for seniors, new mothers, those recovering from illness or injury and individuals facing lifelong challenges. Home Helpers currently has a presence in more than 500 markets across North America and is seeking qualified franchise candidates in strategic markets throughout the country. Home Helpers was recently ranked the #1 Senior Care Franchise and "Best of the Best" by *Entrepreneur* magazine for the fourth straight year and continues to lead the way in the senior care industry. Home Helpers is affiliated with Direct Link<sup>®</sup> In-Home Emergency Monitoring, a 24-hour in-home emergency monitoring system that enables seniors to feel safer and live independently at home for longer than might otherwise be possible. For more information on Home Helpers and franchising opportunities, visit the company's Web site at [www.HomeHelpers.CC](http://www.HomeHelpers.CC).

## **ABOUT INPEA**

Founded in 1997, INPEA is an International Non Governmental Organization with Special Consultative Status to the United Nations. INPEA is dedicated to promote education and training of professionals and paraprofessionals in the identification, treatments and prevention of elder abuse worldwide.

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