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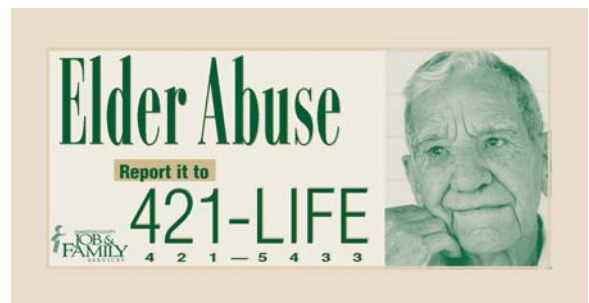
Campaign promotes prevention of elder abuse

Abuse, neglect, self-neglect and exploitation of the elderly is a hidden problem that is expected to grow as the population ages. It's important for people to know to prevent and respond to elder abuse and neglect.

In Hamilton County, the place to start is 421-LIFE (421-5433), the county's 24-hour telephone line for reporting abuse and neglect of the elderly. 421-LIFE is operated by the Adult Protective Services division of the Hamilton County Department of Job and Family Services (HCJFS). When it began in 1990, 421-LIFE was one of the country's first centralized elder abuse reporting lines.

As part of an Elder Abuse awareness campaign, billboards will be up during the next three months at these locations:

Warsaw and Purcell avenues
Sunset and Queen City avenues
Anthony Wayne Avenue at Galbraith Road
Vine Street at Clifton Avenue
13th and Main streets
Burnet and Northern avenues
Colerain Avenue and Lambston Street
Madison and Kenwood roads
Spring Grove Avenue and Arlington Street
Montgomery Road and Lawndale Avenue.



The billboards urge people to call 421-LIFE.

HCJFS investigated 733 reports of elder abuse, neglect and exploitation in 2004 and 632 reports through September, 2005. For more information about elder abuse and how Hamilton County responds to it, please visit www.hcjfs.org or call (513) 946-2189 and ask for our new elder abuse brochure.