



June 15, 2026

We can take action to protect each other from abuse, neglect, and exploitation

The Dane County Elder Abuse Coordinated Community Response Team is sponsoring the following events:

505 Purple Pinwheels

to represent the number of elder abuse and/or neglect cases investigated in 2025. Will be displayed on social media.

Warner Park Shredfest / Electronic Event

at Warner Park parking lot on 6/12, from 11am to 1pm. To help seniors safely destroy confidential documents and small electronics.

Hilldale Farmers' Market

at Hilldale parking lot off Segoe Rd. on 6/10, from 8am to 1pm.

What is elder abuse?

Intentional or negligent acts by a “trusted” individual that causes (or potentially causes) harm to an older person.

Why does it occur?

Risk increases in communities that lack awareness, trainings, and social services to prevent the abuse. By strengthening these activities, we can prevent elder abuse and make sure all of us have the opportunity to thrive as we age.

What should we do if we suspect elder abuse?

In cases of immediate danger, call 911. Otherwise, call the Dane County Adult Protective Services Helpline at (608) 261-9933. For more information on agencies that can help, visit ncea.acl.gov or call 1-855-500-3537 (ELDR).

Plan

Talk to your bank or credit union before opening a joint account.

Inform Each Other

Speak up about supports and awareness.

Stay Connected

Keep in touch with others regularly. Isolation can increase risk.

Report

Making a report in instances of abuse or neglect is the right thing to do. A reporter’s identity is protected by law.

Red Flags of Investment Fraud

- **High pressure sales tactics**, such as asking you to make an investment decision right away without time to read the documentation or time for a second opinion
- The person offering the investment is promising **high returns with little or no risk**
- There is **no written information**, or what is provided is riddled with misspellings and grammatical errors
- The person asking you to invest **tells you to keep the opportunity quiet**, since it is only being offered to a few carefully chosen people, or they **ask you to misrepresent your assets and income** on a form
- The **opportunity is unsolicited** and you are **told to invest by wiring money overseas, using prepaid gift cards, or bitcoin**
- The person selling the investment is **not registered with Department of Financial Institutions** to offer securities

Visit [BrokerCheck.FINRA.org](https://www.brokercheck.finra.org) or [IARD.sec.gov](https://www.iard.sec.gov) or call the Examiner of the Day (608) 266-2139 to check out the salesperson.

Staff can help explain the information in BrokerCheck or IARD.

Choosing to work with a registered financial professional can decrease the risk of fraud, but you should be aware that red flags may also exist in transactions involving registered professionals.

The sooner a scam is reported, the better the chances it can be shut down while there is still money to repay victims and prevent the scammer from defrauding others.

Key Points:

- **Call 911** if someone you know is in immediate danger
- **Report suspected abuse or exploitation** to the Dane Co. Adult Protective Services Helpline at (608) 261-9933
- **Learn about resources and service options** at the Dane Co. Aging & Disability Resource Center (www.daneadrc.org)
- **Experts in financial abuse are available** at the Federal Trade Commission (www.ftc.gov) or the Consumer Financial Protection Bureau (www.consumerfinance.gov)
- **Follow health and wellness guidelines** issued by the Center for Disease Control (www.cdc.gov)
- **Stay up to date on your vaccines**

To learn more about elder abuse, go to: www.ncea.acl.gov or find ways to take action at: www.eldermistreatment.usc.edu/weaad-home

