



Don't Call Me Honey – The Many Faces of Ageism

- Learn strategies to enhance your interactions with aging clients
- Interactive case scenario discussions to enhance conversation techniques

Tuesday, February 8, 2022
1:15 PM – 2:45 PM ET
Live Stream Series

**Complimentary CE Event
Courtesy of Home Care Assistance**

Scan QR code or register online at:

<https://bit.ly/HCA-020822>



1 CREDIT HOUR APPROVED FOR:

Social Workers – ASWB ACE; New York State Education Department's State Board for Social Work, NASW NJ – 1 General CE Credit

Nurses – CA Board of Registered Nursing – 1 Contact Hour

Case Managers – CCMC – 1 Contact Hour

Counselors – NBCC; New York State Education Department's State Board for Mental Health Practitioners – 1 Credit Hour

Long Term Care Administrators – NAB/NCERS – 1 Participant Hour

Attendance or applied credit certificate available for other credentials.

Please make sure to check with your own state board to ensure transferability of CE credit.

PRESENTERS:



Triff Cook, MBA, CMC

Director of Client Services at Home
Care Assistance



Jessica Leal, LMSW

Educational Consultant, CEU Creations

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Don't Call Me Honey – The Many Faces of Ageism

AGENDA

1:15 PM – 1:30 PM ET: Log-In and Virtual Networking

1:30 PM – 2:30 PM ET: Presentation

2:30 PM – 2:45 PM ET: Door Prizes

Ageism is in many ways the other “ism” that we often forget about, yet subtly, find ourselves perpetuating. Negative attitudes toward aging have been deep seeded into our global history. Dr. Robert N. Butler was the first to coin the term ageism to speak to the negative attitudes on aging. This workshop will dissect ageism and the subtle forms that we often see in our profession. Not only will we examine how the world views aging adults, but we will also dive into how seniors view themselves and the psychology of aging. This session will be highly interactive with case studies and role-play to help attendees understand the aging population. Attendees will leave with the takeaway tools necessary to be more sensitive and attuned to our interactions with older adults.

BY ATTENDING OUR WORKSHOP, YOU WILL BE ABLE TO:

- 1. State the definition of ageism**
- 2. Identify common psychosocial needs of older adults**
- 3. State the four types of ageism**

Course Interaction and Technical Requirements: This live webinar is fully interactive. Attendees may ask and answer questions throughout the presentation and participate in instructor-led discussions. A computer or mobile device is required. Zoom account is *not* required. You will receive an email approximately 24 hours prior to the start of the class with a link to the webinar.

In order to receive credit, you must login on time, attend the entire presentation, and complete an online evaluation within 30 minutes of the conclusion of the event. Attendance log and Zoom analytics will be reviewed by the CE Director. Certificates will be provided in approximately 5 business days.

Target audience: Social workers, case managers, discharge planners, nurses and other healthcare professionals – beginning content level.

SOCIAL WORKERS: CEU Creations, #1239, is approved to offer social work continuing education by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) program. Organizations, not individual courses, are approved as ACE providers. State and provincial regulatory boards have the final authority to determine whether an individual course may be accepted for continuing education credit. CEU Creations maintains responsibility for this course. ACE provider approval period: [11/22/2021-11/22/2024]. Social workers completing this course receive 1 General continuing education credit.

CEU Creations, Inc. is recognized by the New York State Education Department's State Board for Social Work as an approved provider of continuing education for licensed social workers #SW-0616. This activity is approved for 1 contact hour.

This course, Don't Call Me Honey – The Many Faces of Ageism, Approval #181025-1147R, provided by CEU Creations, is approved for continuing education by the New Jersey Social Work Continuing Education Approval Collaborative, which is administered by NASW-NJ. CE Approval Collaborative Approval Period: September 1, 2020 through August 31, 2022. New Jersey social workers will receive 1 Clinical CE credit for participating in this course.

NURSES: 1 Contact Hour - CEU Creations is an approved provider of nursing CEs through the California Board of Registered Nursing. Provider number: CEP16563. All states retain their own licensing authority through their own boards. Please make sure to check with your own state board to ensure transferability of the CE credits.

COUNSELORS: 1 Credit Hour –



CEU Creations has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 6941. Programs that do not qualify for NBCC credit are clearly identified. CEU Creations is solely responsible for all aspects of the programs.

CEU Creations, Inc. is recognized by the New York State Education Department's State Board for Mental Health Practitioners as an approved provider of continuing education for licensed mental health counselors. #MHC-0199. This activity is approved for 1 contact hour.

LONG TERM CARE ADMINISTRATORS: This program has been approved for Continuing Education for 1 total participant hour by NAB/NCERS—Approval # 20230207-1-A80960-DL

All states retain their own licensing authority through their own boards. Please make sure to check with your own state board to ensure transferability of the CE credits.

For more information on the course, accommodations for disability, grievances, or any other concerns, please contact CEU Creations via Anne McSweeney at info@ceucrationsinc.com



Triff Cook, MBA, CMC

Triff Cook, MBA, CMC is the Director of Client Services at Home Care Assistance. Home Care Assistance provides private duty personal care and oversight for people who need extra help to stay independent.

Triff is also a Geriatric Care Manager. A Geriatric Care Manager is a health and human services specialist who helps families who are caring for older relatives. The Geriatric Care Manager is trained and experienced in any of several fields related to care management. Triff is certified in Alzheimer's Care and is a resource for families of older adults and others with chronic needs, including helping those suffering from Alzheimer's Disease or Parkinson's or exhibiting symptoms of dementia. She speaks often to groups on topics related to healthy aging.

Triff is a graduate of Dartmouth College and has an MBA from Emory University. She received her certification in Geriatric Care Management in 2009 from the National Association of Professional Geriatric Care Managers, now known as Aging Life Care Association. A resident of Atlanta since 1980, Triff paints, gardens and is learning to play bridge-a game long associated with healthy aging!

Jessica Leal, LMSW, is a licensed social worker with over ten years of experience working in different systems. Jessica has a strong passion for teaching, training, and professional development. She also has a strong background around creating trauma informed systems, social emotional behavioral health and the implementation of community and individual support systems.

Jessica has created and facilitated many professional development trainings throughout her career. Jessica's role at CEU Creations will include developing curriculum, working with licensure boards, and presenting at various CE trainings.

Jessica holds a Bachelor's degree in organizational management and sociology from Ashford University. She received her Master's in Social Work from University of Iowa and is currently working on her Doctoral degree in Social Work. Jessica is a licensed Social Worker through the state of Iowa. Jessica currently lives in Iowa with her husband, four children, two dogs, and cat. Any spare moment that Jessica has is usually spent running or reading.



Jessica Leal, LMSW