

# SAEB JUNE BULLETIN



Safeguarding Adults  
Executive Board

SAFEGUARDING AMBASSADORS

JUNE 2025

## Top updates in this bulletin



Our online library



Scams and online safety



World Elder Abuse Day -  
Stay Curious Campaign



Mariya Stoeva,  
Chair, Safeguarding  
Ambassador Group

Hello everyone and welcome to our latest bulletin! Summer has finally arrived, and our group is joyfully participating in local events both online and in-person. We are thrilled to be out and about again, connecting with our community at important events such as the **Dementia Action Week Event** that took place in Kensington Town Hall in May, and the upcoming **Staying Safe from Scams** Event in June, led by the Metropolitan Police Fraud and Digital Asset Crime Prevention Team. We continue to work closely with both the Police and the Council's Digital Teams to raise awareness of online safety.

## Updates in this bulletin

### Safeguarding and Ageism

This month, we've been actively discussing safeguarding, including topics like Discriminatory Abuse and Ageism and we've put together a concise 7-point briefing on this subject on page 2, which we hope you find useful.



### Celebrating World Elder Abuse Day Tea and Talk

### Let's Stay Curious and stir a cuppa online together

This month we extend a warm invitation to everyone to celebrate **World Elder Abuse Day** and join us for an online cuppa and chat on **Tuesday 17<sup>th</sup> June at 3:00pm** where we will watch our powerful video titled **"I am someone, please see me"** and discuss the 7-minute briefing we created to support raising awareness that every individual is seen, heard, and supported.

To join us you can register [here](#)



METROPOLITAN  
POLICE



### Scams and Online Safety

Have you seen our recently uploaded [Romance Fraud Webinar](#) .

Romance scams are one of the most expensive types of scams. In this webinar key topics include:

- the red flags of a romance scam
- a real-life case study
- how you can prevent your money and information from being stolen.

# Safeguarding Ambassadors: Safeguarding and Ageism

## 7 Point Learning Briefing



### Did you know?

Discriminatory Abuse, particularly age discrimination, is a form of abuse that can be overlooked in safeguarding inquiries as it is sometimes masked by other issues and can be addressed through better understanding and recognition. Older adults, who make up a smaller part of the adult population, are involved in safeguarding investigations more often. This suggests that age discrimination may be a significant factor in their experiences of abuse and neglect. Discriminatory abuse is defined as harassment, slurs, or similar treatment based on protected characteristics like age, race, gender, disability, sexual orientation, or religion.

1. **Ageism:** Ageism, or age-based discrimination, is a key aspect of Discriminatory Abuse, often targeting older adults.
2. **Underreporting:** Discriminatory abuse is often underreported, making it difficult to fully understand the extent of the problem and the specific ways in which it manifests.
3. **Recognising Discrimination:** It's crucial to recognise that discrimination can lead to or be a feature of abuse and neglect, and to understand the role it plays in both the abuse itself and the safeguarding response.
4. **Impact on Safeguarding Inquiries:** The fact that older adults are often involved in safeguarding inquiries, even though they represent a smaller percentage of the adult population, suggests that age discrimination may be a significant factor.
5. **Need for Education and Awareness:** Addressing Discriminatory Abuse requires education and awareness for both professionals and the public, as well as a commitment to create a culture of respect and inclusion for all ages.
6. **Intersections:** Discriminatory abuse can also be linked to other forms of abuse, such as neglect or physical abuse, and it's important to consider how different forms of discrimination intersect and impact individuals.
7. **Reporting and Support:** If someone is experiencing Discriminatory Abuse, they should report it to their local adult social care service or the police.

**Kensington and Chelsea**

T: 020 7361 3013

E: [socialservices@rbkc.gov.uk](mailto:socialservices@rbkc.gov.uk)

**Westminster**

T: 020 7641 2176

E: [adultsocialcare@westminster.gov.uk](mailto:adultsocialcare@westminster.gov.uk)

**In an emergency call the Police on 999.**

**You can also contact the Police on 101 for non-emergency situations.**

### Safeguarding Ambassador Key Takeaways

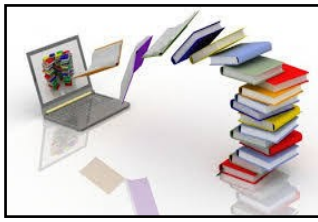
1. Discriminatory abuse, particularly age discrimination, is a serious issue
2. Older adults are involved in safeguarding investigations more often, suggesting that age discrimination may be a significant factor.
3. **The SAEB Safeguarding Ambassadors encourage everyone to recognise the signs of abuse and raise awareness about the help and support available.** Our 'Say No to Abuse' Booklets below include a variety of our video resources to help support everyone to understand a range of safeguarding topics, as well as information on what happens after you report a safeguarding concern.

[Say No to Abuse \(digital version\)](#)

[Say No to Abuse \(print version\)](#)

[Say No to Abuse Easy Read \(digital version\)](#)

[Say No to Abuse Easy Read \(print version\)](#)



## SAEB Learning Programme

### Online Safeguarding Video Resource Library

We are thrilled to announce that, in response to numerous requests from our community groups, we have compiled a comprehensive list of all our online resources and videos in one convenient place for you to explore! Just click this link [here](#)

We are eager to hear your feedback on how you utilise these resources. Many organisations have shared the idea of hosting weekly gatherings to watch and discuss these resources over lunch or a cup of tea. We would love to know how useful you find them and how they enhance your safeguarding discussions.

**Please share your thoughts and feedback with us at:**  
[makingsafeguardingpersonal@rbkc.gov.uk](mailto:makingsafeguardingpersonal@rbkc.gov.uk)

Your input is invaluable to us!

Happy viewing and thank you for being a part of our community.

We look forward to your continued support and participation!

Warm regards,

*Mariya*

**Please send your news, updates and comments to share in upcoming  
bulletins to:**

[makingsafeguardingpersonal@rbkc.gov.uk](mailto:makingsafeguardingpersonal@rbkc.gov.uk)

**The SAEB Safeguarding Ambassadors**



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