



## Launch of the **Keep Control** campaign

**Thursday 11<sup>th</sup> December 2014, 11am**  
**Ashling Hotel, Parkgate Street, Dublin 8**

The **Keep Control** campaign was developed for older people by the National Centre for the Protection of Older People at UCD in collaboration with the Older People’s Empowerment Network (OPEN). The campaign provides information and resources to empower older people and encourage them to protect themselves from financial abuse by keeping control over their money and financial affairs.

**Chair: Professor Gerard Fealy, Director, National Centre for the Protection of Older People, UCD**

<b>9.30 – 11.00</b>	<b>Registration and coffee</b>
<b>11.00 – 11.10</b>	<b>Welcome</b> Professor Andrew J Deeks, President of UCD
<b>11.10 – 11.25</b>	<b>Launch of the <b>Keep Control</b> campaign</b> Ms Kathleen Lynch TD, Minister of State, Department of Health and Department of Justice, Equality and Defence with responsibility for Disability, Older People, Equality and Mental Health
<b>11.25 – 11.55</b>	<b>Tackling Elder Financial Abuse</b> Professor Mary Gilhooly, Professor of Gerontology in the School of Health Sciences and Social Care, Brunel University London
<b>11.55 – 12.45</b>	<b>An overview of the <b>Keep Control</b> campaign</b> Dr Deirdre O’Donnell, National Centre for the Protection of Older People, UCD and the Older People’s Empowerment Network (OPEN)
<b>12.45 – 12.55</b>	<b>Response</b> Mr Paschal Moynihan, Specialist for Older Persons’ Services, HSE
<b>12.55 – 13.00</b>	<b>Close</b>
<b>13.00 – 14.00</b>	<b>Lunch</b>
<b>14.00 – 14.45</b>	<b>Viewing of the <b>Keep Control</b> DVD (optional)</b>



Please register for the event no later than Monday 8<sup>th</sup> December 2014.  
If you have any further queries, please email [ncpopevents@ucd.ie](mailto:ncpopevents@ucd.ie) or call 01 7166467