Board of Supervisors Older Adults
Committee Meeting Summary

June 3, 2025, at 3:00 P.M.
Government Center Conference Room 11

Board of Supervisors Members Present:

Chairman Jeffrey C. McKay
Supervisor Walter L. Alcorn, Hunter Mill District (Committee Chairman)
Supervisor Par Herrity, Springfield District
Supervisor Andres F. Jimenez, Mason District
Supervisor Rodney L. Lusk, Franconia District
Supervisor Dalia A. Palchik, Providence District (Committee Vice-Chairman)
Supervisor Kathy L. Smith, Sully District
Supervisor Daniel G. Storck, Mount Vernon District

Link to agenda and meeting materials: June 3, 2025 | Older Adults Committee Meeting Page

The meeting was called to order at 3:00 P.M.

Item I: Opening Remarks

Supervisor Alcorn opened the meeting with brief comments highlighting the importance of addressing issues facing older adults in Fairfax County, with a particular focus on safety and well-being. Additionally, he congratulated the Fairfax Area Agency on Aging for being the recipient of the 2025 USAging Achievement Award for the Exploring the Dimensions of Aging through Virtual Reality Program in the Caregiving category.

Item II: Presentation: Older Adults and Scams

- **Melissa Smarr (Silver Shield, Code Specialist, Land Development Services)** outlined the success of Fairfax County's Silver Shield anti scam campaign, which since 2017 has reached over 60,000 people through over 160 outreach events. She highlighted common scams, such as EZ pass, jury duty, IRS, and romance scams. Additionally, she stressed the importance of continued education, community partnerships, and proactive outreach to protect residents.

- **Teebe Negasi (Assistant Division Director, Department of Family Services, Adult & Aging)** explained that the Financial Exploitation Task Force, created in 2016, supports Adult Protective Services (APS) in addressing complex financial exploitation cases of older and vulnerable adults through a multidisciplinary approach. While prosecution remains difficult, especially in cases involving unknown scammers, the task force collaborates with various local, state, and federal partners to investigate, recover funds, and provide victim support, emphasizing that prevention and education are essential as scams grow more sophisticated.

- **Captain Richard Cash (Fairfax County Police Department)** did not deliver a presentation; however, he contributed to the discussions by providing insight into scam reports received by law enforcement and efforts to educate the public.
- **Jason Kratovil (Chairperson, Fairfax County Consumer Protection Commission)** explained that the CPC has focused its efforts on combating scams and fraud, especially targeting older adults. After consulting with county and external stakeholders, the Commission adapted the UK's "Stop, Challenge, Protect" model for Fairfax to develop a simplified public awareness initiative called "Pause, Question, Protect". This initiative aims to provide residents with an easy-to-remember method to identify, question, and report fraud, thereby reducing scams in the community.
- **Ken Westbrook (Chief Executive Officer, Stop Scams Alliance)** was not present at the committee meeting; however, his slides were included in the Older Adults Committee Meeting presentation.
- **Discussion**
    - Discussion ensued around the growing threat of scams, particularly those targeting older adults, highlighting the need for a more unified, regional or statewide approach to prevention and public education. Board members supported consistent messaging and emphasized coordination through regional bodies to avoid fragmented efforts. Key scam trends included investment, romance, and real estate schemes, with increasing use of cryptocurrency and AI generated deep fakes. Law enforcement noted the difficulty of prosecuting international scammers and stressed the importance of timely reporting period. The board encouraged continued innovation in outreach and committed to strengthening education and prevention strategies across jurisdictions.
    - **Supervisor Lusk** pledged, as chairman of the Council of Governments (COG), to advance regional collaboration on the issue.

Item III: Presentation: SHAPE the Future of Aging Annual Update

Beth Ann Margetta (Assistant Program Manager, Department of Family Services, Fairfax Area Agency on Aging) shared updates on the second year of the SHAPE the Future of Aging Plan, which aligns with OneFairfax and the Countywide Strategic Plan and supports older adults, adults with disabilities and caregivers. She highlighted completed initiatives such as disability-focused community forums, SAGE Certification for AAA Staff in LGBTQ+ cultural competency training, and the awareness campaign for the Silver Shield Anti-Scam Program. New initiatives include efforts to build Dementia Friendly organizations, combating social isolation through the Fairfax Culture of Connection pilot, and supporting consumers with advanced care planning workshops in senior centers. In the second year of SHAPE implementation, efforts have been focused on promoting awareness of A&A services, creating valuable resources for consumers in multiple languages, and additional outreach has flourished through existing SHAPE partnerships. Additionally, Beth Ann announced that the Silver Shield anti-scam program initiative has met its awareness goals and will officially be housed within the Fairfax AAA as of October 1, 2025, providing it with a permanent home for continued coordination and support.

Item V: Adjournment

The meeting was adjourned at 4:13 P.M.