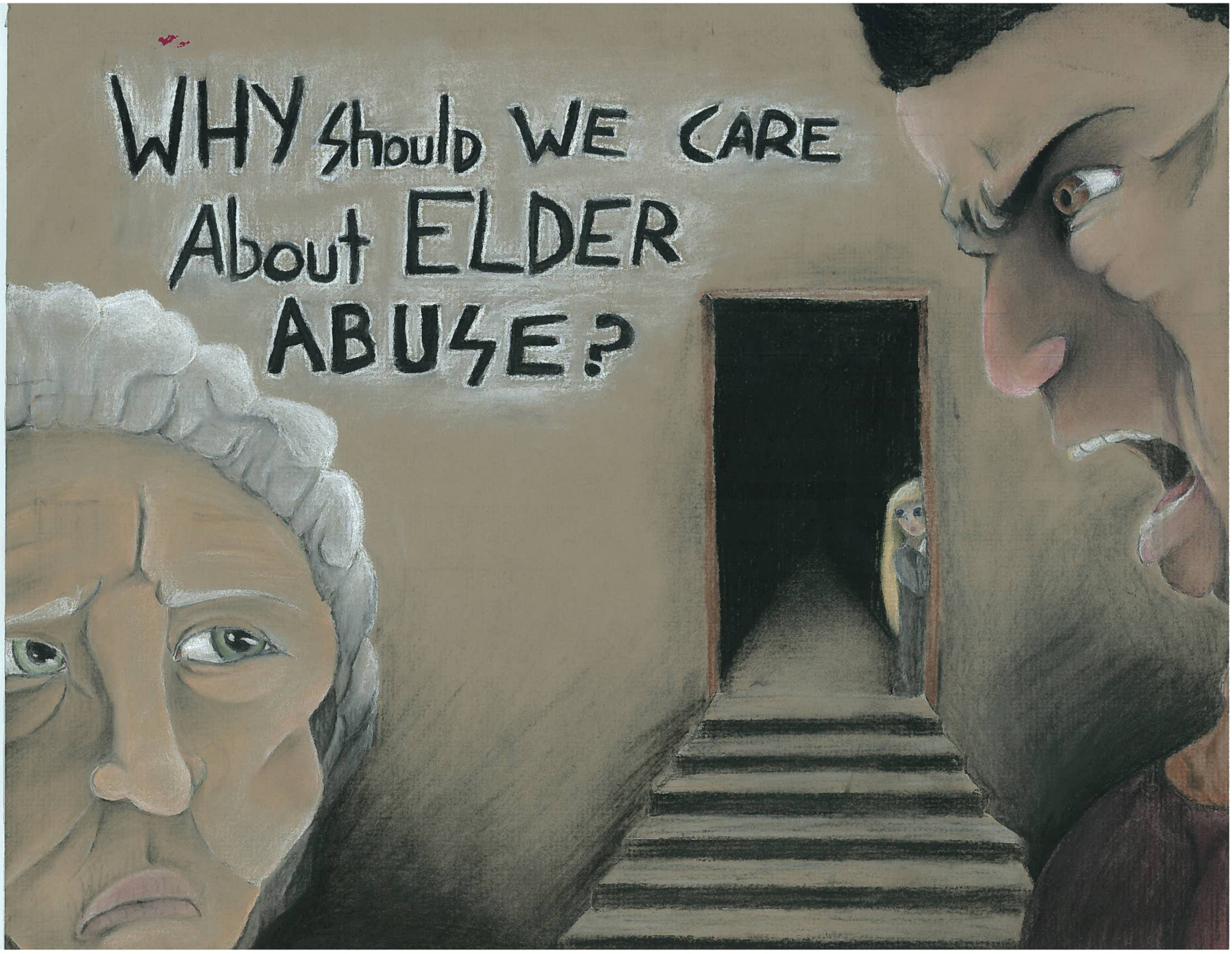WHY should WE CARE About ELDER ABUSE?