



March 2009



## World Day – Moving Forward Step by Step

In this issue of the Bulletin we report on the International Planning Committee Conference Call to finalize the WEAAD program. We are enormously indebted to Elizabeth Esteves, Ontario Seniors Secretariat and her assistant Anna De Simone for coordinating the call. Call participants included Luz Barreto (Lima, Peru); Lia Daichman (Buenos Aires, Argentina); Bridget Penhale (Sheffield, United Kingdom); Françoise Busby (France); Mala Kapur Shankardass (New Delhi, India); Toshio Tataru (Tokyo, Japan); Holly Ramsey-Klawnsnik (US); Betty Malks (California, US); Gloria Gutman (Canada); Cynthia Thomas (Maryland, US); Jessica Frank (Washington D.C., US); Toni Antonucci (Michigan, US); Charmaine Spencer (Canada); Elizabeth Podnieks (Toronto, Canada).

The meeting commenced with the unexpected news that we are unable to have a web cast at this time. We are however heartened that our partners AoA (Administration on Aging) and NAPSA (National Adult Protective Services Association) have graciously agreed to help us accomplish this goal in the near future. We are very grateful to Stephanie Whittier (AoA) and Kathleen Quinn (NAPSA) for their patience and collegiality in the discussions to make this a reality. With optimism we moved forward with "Plan B." In order to be interactive, albeit on a less sophisticated scale, we proposed having an E-mail Blast. This will allow participants on site to give and receive messages from the global audience. The day has the potential to be a groundbreaking and historic forum to create and deliver knowledge transfer and learning through interactive technology.

We have been offered support in marketing the E-Blast by AoA and NAPSA and we thank them for this. Further innovation is a panel of presenters giving a "snapshot" of their work and major interest. Since much we are attempting to do is a new experience the concept is being labeled "Show and Tell...the World." For example there will be a one hour collage of video clips from our members around the world. The collage will be posted on appropriate web sites on July 5<sup>th</sup> and marketed in advance. Each region will have equal time. Finally, an Interactive Dialogue will allow participants who have come to World Day to have their voices heard. This is an opportunity to ask questions, to tell what is happening in their jurisdictions, in other words, to become discussants, as opposed to being the recipients of information. It should be a rich opportunity to share and celebrate World Day. To succeed everyone needs to be involved. There are three months so it can be accomplished if we start now, work together, share our ideas, help and involve others, maintain open communication. Please start by writing to indicate that you want to contribute to the Show and Tell collage video ([elizabeth.podnieks@utoronto.ca](mailto:elizabeth.podnieks@utoronto.ca)).

We are delighted to include an article in English and Spanish from Luz Barreto, INPEA representative from Latin America. Luz discusses a recent initiative in Peru, the launching of a web site. It is particularly timely, as a finding of The World View Environmental Scan on Elder Abuse indicated that older people desperately wanted to be connected to the world of technology and listed the lack of these resources as a gap that needs to be addressed.



## **Social Legal Web Site in Peru**

Luz Barreto - INPEA, Peru

At the end of February the Social Legal Website ([www.derechospersonasmayores.org.pe](http://www.derechospersonasmayores.org.pe)) was launched that offers ample information on older people's human rights, according to the national and international legal bodies, it also presents the diverse types of mistreatments and abuses that are committed on the elderly, and identifies procedures and telephone lines available to denounce them. The launching was attended by older people, professionals from public and non-governmental institutions who considered the website to be useful for their tasks.

It is expected that the main users will be the elderly, which becomes an enormous challenge because the technology has left out many older people. For that reason one action is to motivate the public and private institutions and particularly the local governments to organize courses of digital alphabetization. This ensures that older people can contribute and make use of the Internet and have the opportunity to access the information that greatly affects them. The massive inclusion of older people as users of the Internet will have benefits as they break the isolation that has been demonstrated within the virtual community. Also the web site can be visited by professionals who work with older people and in general to people interested in offering gerontological information which would result in investigations and good practices. The website also offers the possibility to establish connections with other websites as well as consultations that will be made available on subjects of interest to the users. This service has been made possible at Center Proceso Social, thanks to the sponsor of HelpAge International and the European Union, under the auspices of the project "Improving the Means of Life for the Peruvian Vulnerable and Poor Population" that is currently operating in Peru.

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A fines de febrero se hizo el lanzamiento público del Portal de Orientación Socio Legal el cual ofrece amplia información sobre los derechos reconocidos a las personas mayores, la normatividad nacional e internacional existente, así como da a conocer los diversos tipos de malos tratos y abusos que se cometen, canales, procedimientos y líneas telefónicas disponibles para denunciarlos. El acto de lanzamiento fue acompañado por personas mayores de diversas instituciones así como profesionales de sectores públicos y privados quienes saludaron la puesta en circulación del portal por la utilidad que tendrá para sus quehaceres.

Se espera que los principales usuarios sean personas mayores lo cual constituye un gran reto por la brecha tecnológica que ha dejado fuera a la mayoría de personas mayores. En ese sentido se motivará a las instituciones públicas y privadas, y en especial a los gobiernos locales a desarrollar cursos de alfabetización digital que contribuyan a que cada vez más personas mayores hagan uso del Internet y puedan tener la oportunidad de acercarse a la información que permanentemente fluye por ella. La inclusión masiva de personas mayores como usuarias del Internet favorecerá como ya se ha comprobado a romper la soledad y el aislamiento al hacerse parte de la comunidad virtual. También el portal se pone al servicio de los profesionales que trabajan con personas mayores y en general a personas interesadas ofreciendo información gerontológica de actualidad, resultados de investigaciones y de buenas prácticas. El portal también ofrece la posibilidad de enlaces con otros portales así como se podrán realizar consultas sobre temas de interés de los usuarios. Este servicio a cargo del Centro Proceso Social, es posible gracias al auspicio de HelpAge International y de la Unión Europea, en el marco del proyecto Mejorando los Medios de Vida de Peruanos Pobres y Vulnerables que se viene ejecutando en el Perú.

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**World Elder Abuse Awareness Day (WEAAD)  
July 5, 2009  
Palais des Congrès, Paris  
Draft Program**

**COMING  
SOON!**  
Guidelines:  
E-Blast and video  
clips

10:00 am – 10:30 am	Official Opening – Welcome
10:30 am – 12:00 pm	Panel: 'Recent Developments on Research on Elder Abuse in Europe,' <b>Session Chairs:</b> Ariela Lowenstein & Simon Biggs, <b>Panel:</b> Mr. Jean Paul Le Divenah, Director; Old Age and Disabled Persons Government of France, Mme Françoise Busby: ALMA network, Professor Pearl Treacy & Dr. Jonathan Drennan: University College Dublin, Professor Ariela Lowenstein: Haifa University, Professor Simon Biggs, Dr. Melanie Doyle & Dr. Bob Erens: Institute of Gerontology King's College London, NatCen, London, Dr. Joachim Soares & Dr. Jutta Lindert: Karolinska Institutet, Stockholm, Professor Robert Moulias Université de Paris VI.
12:00 pm – 1:00 pm	Lunch – Hosted by ALMA
1:00 pm – 2:00 pm	Show and Tell – A video collage of elder abuse activities
2:00 pm – 3:00 pm	Show and Tell – Global snapshots <b>Chair:</b> Luz Barreto, INPEA – Regional Representative Latin America Europe – TBA Japan – Dr. Toshio Tatara – INPEA Board Member UN – Susan Somers – INPEA Secretary General North America – Dr. Mark Lachs – Cornell Medical Centre Africa – TBA
3:30 pm – 3:45 pm	Break
3:45 pm – 4:30 pm	An Interactive Dialogue Audience Show and Tell  Facilitators: Dr. Mala Kapur Shankardass – INPEA Representative India & South Asia, Dr. Astrid Stuckelberger; President, Geneva International Network on Aging (GINA).
4:30 pm – 5:45 pm	Reception made possible through generous funds from the Ontario Seniors Secretariat last year in Ottawa. Presentation of the <i>Rosalie Wolf Award</i> Press Conference
6:45 pm	Congress opens