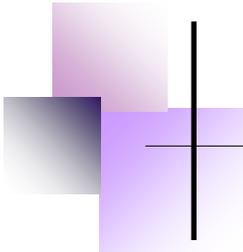


# Elder Abuse Awareness Community Guide Tool Kit

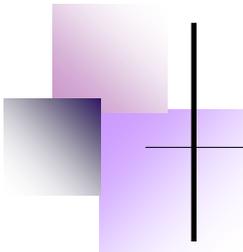




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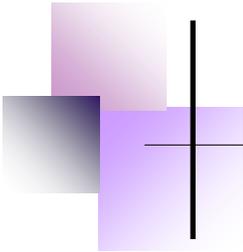
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# Acknowledgements

The past decade has been marked by increased public awareness of the mistreatment of older persons both in Canada and worldwide. Achievements have been marked by innovation and creativity, policy and program development and legislation. The Community Guide to Raise World Awareness on Adult Abuse was a initial step to assist communities develop prevention plans.

It is now the 5<sup>th</sup> anniversary since the launch of the initial guide and many new initiatives have taken place across the globe in recognition of World Elder Abuse Awareness Day. Given the increased availability of elder abuse resources internationally it was determined that the guide could be enhanced with the inclusion of new and additional material.

We are grateful to the Department of Human Resources and Skills Development Canada (HRSDC) who have generously provided the financial resources to undertake the revision of the guide. With this support a draft revision is now available for review and comment by those in the field of elder abuse prevention. The Canadian government has long been a forerunner in the global prevention of elder mistreatment and is recognized as a leader in the field.

The revision of this guide together with the development of a companion document, “Teen Elder Abuse Awareness Kit” which has been funded through the Public Health Agency of Canada (PHAC) reinforces the Canadian Government’s commitment to increasing elder abuse awareness globally. Together these two resources will be a powerful contribution and resource for any organization or person interested in minimising the instances of elder abuse.

We also acknowledge with thanks the original authors of the guide; Charmaine Spencer, Elizabeth Podnieks, Susan Somers, and other members of the International Network for the Prevention of Elder Abuse (INPEA) and the Canadian Network for the Prevention of Elder Abuse (CNPEA). We are building on the earlier work and look forward to a completed document that reflects the enormous progress made in the last five years.

Appreciation is also extended to International Federation on Ageing (IFA) for joining this exciting venture.

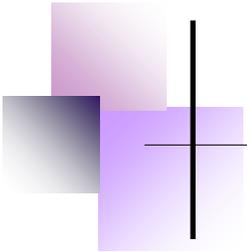
Authors:

Susan Susskind, Project Consultant

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Elizabeth Podnieks, INPEA, CNPEA

Greg Shaw, IFA



# INPEA, CNPEA and IFA

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The main goal of the International Network for the Prevention of Elder Abuse (INPEA), founded in 1997 is to increase society's ability, through international collaboration, to recognize and respond to the mistreatment of older people in whatever settings it occurs, so that each individual can achieve an optimal quality of life in keeping with his or her cultural values and tradition.

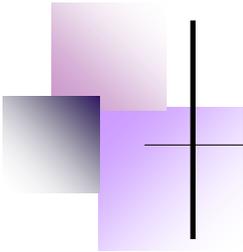
The Canadian Network for the Prevention of Elder Abuse (CNPEA) is a national non-profit organization dedicated to the prevention of the abuse of older people in Canada. Founded in 1998, they have been federally incorporated since 2000. Through communication and collaboration, the CNPEA seeks to increase Canadian society's ability to recognize and prevent mistreatment of older people so all adults can be free from abuse, neglect, and exploitation in later life.

The International Federation on Ageing is an international non-governmental organization with a membership base of NGOs, the corporate sector, academia, government, and individuals. It began operations in 1973. The IFA believes in generating positive change for older people throughout the world by stimulating, collecting, analyzing, and disseminating information on rights, policies,

## Introduction

Elder Abuse is a universal problem. It is prevalent everywhere. Abuse can occur anywhere, by anyone, but frequently it is familial, institutional and social. Raising awareness and prevention of elder abuse requires the involvement of everyone. Elder abuse will be successfully prevented only if we develop a global culture that fosters intergenerational solidarity.

To assist in raising awareness, the Community Guide Toolkit was developed. This is a resource that was created to help individuals, organizations and communities throughout the world plan for World Elder Abuse Awareness Day (WEAAD). WEAAD is held annually on June 15<sup>th</sup>. This Toolkit is also useful to plan for further awareness-raising activities, and also supports ongoing projects and events throughout the months and years to come.



## What is WEAAD?

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World Elder Abuse Awareness Day involves activities to bring greater recognition of mistreatment of older adults wherever they live throughout the world, and to highlight the need for appropriate action. It is intended to give abuse and neglect of older adults a global relevance that will sustain and move prevention efforts forward throughout the whole year and years to come.

World Elder Abuse Awareness Day involves national and international activities developed by countries, communities, neighbourhoods and organizations collaborating in multigenerational and multidisciplinary initiatives. It can encompass volunteer and educational programs, cultural and art events, as well as diverse use of information technology, all aiming to create an awareness of elder abuse and its consequences.

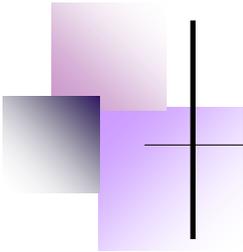
The Toolkit provides sample ideas and tools to help individuals and organizations plan and present special projects in their own jurisdictions. It includes examples of materials, resources, proclamations and messages, as well as information on other sources of support to communities.

In developing the Toolkit we recognize the considerable work that has already been done over the past decade to raise awareness in many countries, as well as the work that is currently underway. We look forward with hope and confidence to the future work that will be done. Through collaboration and sharing knowledge, practice and research, the world's collective efforts may actually dream our impossible dream: "My world, your world, our world – free of elder abuse."

No effort is too small to be counted in an awareness campaign. We invite you to use the toolkit as a stepping stone to continuous learning.

The Toolkit should be considered as open-ended guide and a work-in-progress. It is not intended to present a comprehensive picture of elder abuse awareness learning opportunities. Instead, it is designed to encourage a great deal of further exploration. Action is necessary at all levels of planning and decision-making in order to promote and provide information of elder abuse. There are unlimited possibilities for improving the growing recognition of the problem.

Please make it your own – find your own unique voice as you listen to the voices of people who have been touched by the misfortune of elder abuse.



# Why Raise Awareness?

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Throughout the world, abuse and neglect of older adults largely remains under-recognized, or treated as an unspoken problem. No community or country in the world is immune from this social problem.

Abuse and neglect of older adults is a complex and multi-faceted problem. Elder abuse encompasses many different types of harms and can occur in domestic, community or institutional settings.

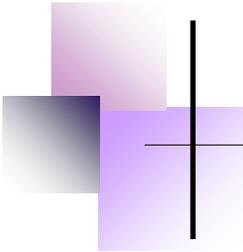
Raising awareness of elder abuse is a challenge. The issue requires complex, multiple and integrated responses from a very wide range of sources at individual, institutional, societal and global levels.

**The United Nations has noted that the world needs a global response to the problem, one which focuses on protecting the rights of older persons.**

At the 2nd World Assembly on Ageing held in Madrid, Spain in 2002, Secretary - General Kofi Annan released a WHO report which noted that "in some cases, mistreatment of older persons may be part of a broader landscape of poverty, structural inequalities and other human rights abuses."

This Toolkit offers strategies for people and groups wanting to make life better for older adults. These awareness strategies can help you persuade others beyond your organization to join you in helping to make freedom from abuse and neglect a reality for older adults in your community.

It is up to each and everyone of us to do our part in raising awareness. Elder Abuse has no limits as to who it affects, it could even one day happen to you. Please do your part to make this My World...Your World...Our World, Free of Elder Abuse!



# Why Have Elder Abuse Awareness Day?

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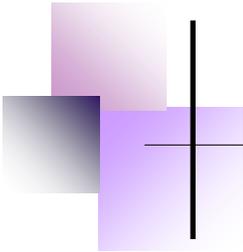
World Elder Abuse Awareness Day is one of many excellent opportunities to share information on the links and many facets of abuse and neglect in later life, as a family violence problem, an intergenerational concern, as well as a health, justice, and human rights issue. It is an opportunity to join together and recognize the many local and regional efforts to address the problem. These efforts are often overlooked. It is also a chance to speak with one voice on this important matter.

Governments, non-governmental organizations, educational institutions, religious groups and individuals can promote a better understanding of abuse and neglect in later life by organizing observances of the World Elder Abuse Awareness Day. The Day also provides an opportunity to increase knowledge of the cultural, social, economic and demographic processes affecting abuse and neglect of older adults living in community and institutional settings.

Education and public awareness campaigns have been vital for informing people in a growing number of countries about elder abuse. Raising awareness is a fundamental prevention strategy that involves not only teaching new information but also helping to change attitudes and behavior.

World Elder Abuse Awareness Day and other elder abuse awareness initiatives can be an intensive period of focus on both a national and local level where organizations become engaged in this issue. It can become an opportunity to engage the support of key legislators to increase funding for public awareness and the provision/development of much needed community resources.

World Elder Abuse Awareness Day is also an opportunity to link nation-wide efforts to international initiatives. The joint cooperation can enable people to build new partnerships and engage a wider audience in saying "No" to mistreatment of older adults in all parts of the world.



# A Brief History of Building World Awareness

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## **1997 Adelaide, Australia**

A small group of committed individuals forms the International Network for the Prevention of Elder Abuse (INPEA). This begins a journey that expands over the next eight years to include 600 members and 132 regional and national representatives across five global regions.

Education has been at the very core of the INPEA Mission Statement and raising awareness within the World Community, a defining goal.

## **2002 World Health Organization**

WHO partners with INPEA on the seminal study “Missing Voices”. A major recommendation from this eight country research was to “mobilize civil society through raising awareness of the widespread magnitude of elder abuse”.

In April, 2002, the United Nations International Plan of Action is adopted by all countries in Madrid. The Plan of Action clearly recognized the role of education and training in elder abuse prevention.

## **2003, New York City, USA**

INPEA launches the World Elder Abuse Awareness Day to take place on June 15, 2006.

## **2003- 2006**

Communities throughout the world begin to plan their activities to raise awareness of abuse and neglect of older adults, and to celebrate the progress they have made in helping to reduce its occurrence.

## **2006**

First World Elder Abuse Awareness Day was held at the UN, New York.

## **2007**

INPEA was in Geneva for its International WEAAD celebrations.

## **2008**

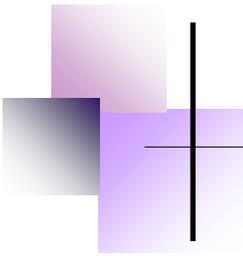
INPEA was in Ottawa for its International WEAAD celebrations.

## **2009**

INPEA was in Paris for its International WEAAD celebrations.

## **2010**

INPEA is in Toronto to celebrate the 5 year anniversary of World Elder Abuse Awareness Day.



## WEAAD Activities

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One of the greatest benefits of a specific occasion like World Elder Abuse Awareness Day or other awareness campaigns is the opportunity for seniors' groups, other community groups and non-government organizations as well as government bodies to plan and work together.

The event can often be a means to build and strengthen partnerships. When organizations only have a few resources, they may not feel they can accomplish as much as they would like. By working together, resources can be pooled to create a larger and better event than any one organization could accomplish alone.

Special days can come and go. Communities may want to plan and use the efforts for the Day to build a legacy of new information, products and publications, as well as action plans for the year and longer term.

When developing events across a country or in specific communities, it is useful to share information while planning, so that people know what others are doing to celebrate and recognize the event in their community or other jurisdictions. This can aid collaboration where appropriate, and avoid unnecessary duplication.

# WEAAD Event Flyer

## World Elder Abuse Awareness Day

~June 15th~



Celebrate  
*World Elder Abuse Awareness Day*

Show the world you care about ending elder abuse and  
neglect by wearing something purple on June 15th.

**IF YOU DON'T TAKE A STAND, WHO WILL?**

Insert your logo  
here

# INPEA, CNPEA and IFA Reporting Template Example

Age Friendly Indianapolis, IN

## Making Indianapolis, IN A City For All Ages

### PROPOSED ASSESSMENT ACTIVITIES

- ◊ Develop focus Groups on topics such as elder abuse.
- ◊ Hold 10 community forums
- ◊ Hold Roundtable discussions, each with at least 6 experts from different areas in the field of elder care
- ◊ Review research
- ◊ Constituent feedback forms-up to 500
- ◊ Self assessments of age-friendliness to be conducted



### Indianapolis Facts

Indianapolis is home to \_\_\_\_\_ million people. In 2010, approximately \_\_\_\_\_ million were 65 or older.  
\_\_\_\_\_% of older Indianapolis residents are of an ethnic minority group.  
Women outnumber men by \_\_\_\_\_ to \_\_\_\_\_. The fastest growing segments tend to be the poorest, including those that are 75 or older.



### Description of the Initiative

Partnership between Mayor, city Council and the city of Indianapolis.

Multi-sectorial: business, health, academia, social service providers.

Guided by a steering committee of representatives from the Office on Aging, service providers, older adults and academic institutions.

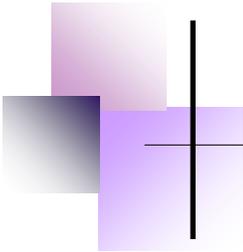


### CHALLENGES

- 1) Being responsive to and mediating partners and advocates.
- 2) Differentiating project from other currently being done by other organizations.
- 3) Trying to include hard to reach elders such as those that are isolated, home-bound etc.
- 4) Managing external factors such as the economic downturn.

### WHAT IS WORKING WELL

- 1) A new paradigm of planning for older adults by incorporating a vision of age-friendliness into planning across all sectors has generated great enthusiasm.
- 2) Government involvement has raised the awareness of this project and has brought new partners to the table.
- 3) Older Indianapolis residents want to be involved in this project.
- 4) Indianapolis' many strengths can be utilized in helping to improve the lives of older people as well as others.

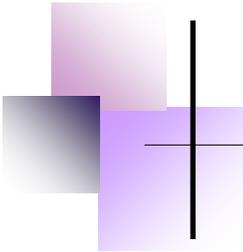


# Involving the Media

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When planning a WEAAD event, it is imperative to involve the media. This is the best way to reach the masses, in the hopes that they will participate in your event. Below are tips for getting the media interested in your event:

- 1) Make the media aware of your event by sending them a press release.
- 2) Ask a high profile person from the media to be an honorary chair person for your event.
- 3) Offer the media a story about someone who has benefited from the work you are doing. If you can "put a human face on it" so to speak, your chances of getting coverage will be more likely.
- 4) Look for opportunities to get media publicity prior to your event, especially on radio talk shows.
- 5) Pay close attention to the journalists and reporters who write on topics related to your event. These are the people you are going to want to contact with your story.
- 6) Find a media sponsor for your event. A media organization will often provide a charity with free publicity and advertising in exchange for association with the event.
- 7) Invite media to the event.
- 8) About a week before your event, you should distribute a media advisory to any media source that covers such events. This advisory is like an invitation for working media to come and cover the event.



# Sample Press Release

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**Contact Information:**

**Name:**

**Phone:**

**Email:**

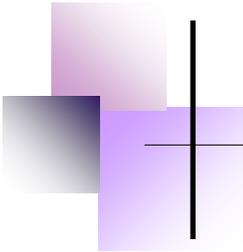
**FOR IMMEDIATE RELEASE**

**World Elder Abuse Awareness Day Walk : Working Together to Raise Awareness of Elder Abuse one Community at a Time!**

**Indianapolis, IN** – World Elder Abuse Awareness Day (WEAAD) is held annually on June 15th. WEAAD involves activities to bring greater recognition of mistreatment of older adults wherever they live throughout the world, and to highlight the need for appropriate action. It is intended to give abuse and neglect of older adults a global relevance that will sustain and move prevention efforts forward throughout the years to come.

A Walk to end Elder Abuse will be held on June 15th at the Boone County Fairgrounds in conjunction with the International Network for the Prevention of Elder Abuse (INPEA). To register or for more information, go online to INPEA's website, [www.inpea.net](http://www.inpea.net) or go to any Kroger grocery store location.

About INPEA: The main goal of the International Network for the Prevention of Elder Abuse (INPEA) is to increase society's ability, through international collaboration, to recognize and respond to the mistreatment of older people in whatever settings it occurs, so that each individual can achieve an optimal quality of life in keeping with his or her cultural values and tradition.



# Plan a Walk to Raise Awareness

## Steps for Organizing a Walk

- 1) The first step is to assemble a planning committee. This team will be made up of coworkers, health agencies and professionals, community volunteers and anyone else who is interested in raising awareness of elder abuse.
- 2) The next step is to decide what the name of your event should be. Also to be determined is how long the walk will be and where you would like to have it held.
- 3) Choose a location. Local parks, neighborhoods, etc. work well for these events. You must always check with local city officials and the police department to see if walks can be held at the location you are interested in and to find out what kind of accommodations need to be made, such as closing off streets etc.
- 4) Solicit and invite local area business, organizations, and individuals to help support your event. Inquire about monetary contributions, donations, coupons or gift certificates to help make your walk a success. This money can be used for securing a facility, for walk t-shirts, or for covering any other costs associated with your event.
- 5) The next step is to create a registration form and a waiver that will be filled out by each participant. Decide if there will be a registration fee, and how much it will be. It also needs to be decided how each walker will raise money and how much, and what the deadline for registration will be.
- 6) **GET THE WORD OUT!** Advertise on the radio, on lunch time news shows on television, in local newspapers and at local businesses. It is also helpful to place registration packets at popular neighborhood spots.
- 7) Gather refreshments to have available the day of your walk. These can be purchased with money you obtained through sponsors, or through donations. Examples of items that are good to provide are sports drinks, energy bars, water, healthy snacks and fruit.
- 8) Plan for the day of the event. You will need volunteers at all stations. Someone must be at the starting line, along the way of the course, the finish line, refreshment stands and by the prize table. Have registration forms and waivers at the event to check people in. Also have a safe place to collect additional donations that may be made.

# WEADD Walk Registration Form

## World Elder Abuse Awareness Day Walk Registration Form

First Name: \_\_\_\_\_ Last Name \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

Age: \_\_\_\_\_ Date of Birth \_\_\_\_\_ Male  Female

Email Address: \_\_\_\_\_

Entry Fee: \$25/\$30 if registration is submitted after \_\_\_\_\_

Additional Donation: \_\_\_\_\_ T-Shirt Size (please circle) S M L XL 2XL

Make checks payable to:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please do not mail after \_\_\_\_\_  
Race day registration will be available.

Insert logo here

Printed Name

\_\_\_\_\_

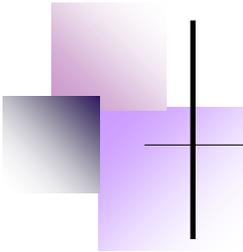
Signature

\_\_\_\_\_

Signature of Parent or Guardian if Under 18

\_\_\_\_\_

Emergency Contact \_\_\_\_\_ Phone Number \_\_\_\_\_



# Support a Declaration or Proclamation

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Declarations and proclamations are formal statements by a local, regional or national government or major national or international organization recognizing and identifying the significance of an issue. In some cases, it is tied to a formal event or ceremony. A locally developed declaration can be a stepping stone for a regional or national observance.

A government declaration is considered more valuable if it also tied to formal commitment of funding to help further needed community activities.

When considering the development of a declaration or proclamation, consider what role you expect the proclamation to have in the broader strategies you feel are needed.

Declarations and proclamations can be good opportunities for working with media, to establish and develop partnerships.

# Proclamation

## World Elder Abuse Awareness Day Proclamation

Whereas: \_\_\_\_\_'s seniors are valued members of society and it is our collective responsibility to ensure they live safely and with dignity.

Whereas: Abuse of older people is a tragedy inflicted on vulnerable seniors and an ever-increasing problem in today's society that crosses all socio-economic boundaries.

Whereas: Combating abuse of older people will help improve the quality of life for all seniors across this country and will allow seniors to continue to live as independently as possible and contribute to the life and vibrancy of \_\_\_\_\_.

Whereas: \_\_\_\_\_'s seniors are guaranteed that they will be treated with respect and dignity to enable them to continue to serve as leaders, mentors, volunteers and important and active members of this community.

Whereas: We are all responsible for building safer communities for \_\_\_\_\_'s seniors.

Whereas: The well-being of \_\_\_\_\_'s seniors is in the interest of all and further adds to the well-being of \_\_\_\_\_ communities.

I, Mayor of \_\_\_\_\_, do hereby proclaim June 15, \_\_\_\_\_ as Elder Abuse Awareness Day and encourage all \_\_\_\_\_'s residents to recognize and celebrate the accomplishments of \_\_\_\_\_'s seniors.

Dated in the Mayor's Office on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

Signed: \_\_\_\_\_, Mayor

Insert logo here

# Declaration

## World Elder Abuse Awareness Day Municipal Declaration

Whereas: \_\_\_\_\_'s seniors deserve to live safely with dignity, and as independently as possible, with the supports they need.

Whereas: Elder abuse is most often defined as any act that harms a senior or jeopardizes his or her health or welfare.

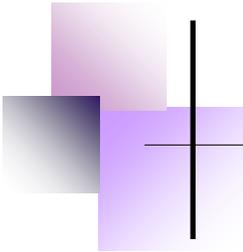
Whereas: Eliminating abuse to older persons is each community's responsibility; the community of \_\_\_\_\_ is concerned about the risk to their older residents who suffer from neglect or are victims of financial, emotional or physical abuse.

Whereas: All of our residents should watch for signs of abuse, such as physical trauma, withdrawal, depression, anxiety, fear of family members, friends, or caregivers.

Therefore: I, \_\_\_\_\_, on behalf of the community of \_\_\_\_\_, and the people of this great community, do hereby proclaim June 15, \_\_\_\_\_ as Elder Abuse Awareness Day and encourage everyone to commit to build a safer community for our elderly residents.

Signed: \_\_\_\_\_ Title: \_\_\_\_\_

Insert logo here



# Public Service announcement (PSA)

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Public service advertising campaigns are widespread around the world. Such advertising is generally produced and distributed on a cooperative basis by governmental agencies or nonprofit organizations acting in concert with private advertising and mass media companies. In most cases, the nonprofit provides the programming that is to be advertised, while the participating advertising agency and media companies provide creative services, media planning, and dissemination services on a pro bono basis. PSAs are intended to modify public attitudes by raising awareness about specific issues.

Radio or television Public service announcements can deliver brief prevention messages via the mainstream media or ethnic media. Ethnic media can be particularly useful for reaching people who have a limited fluency in a country's main language. In this context, PSAs provide timely messages about what you can do to protect yourself, your loved ones and your family from elder abuse.

# Sample PSA

## Public Service Announcement

*Working together to make this My World.... Your World.... Our World.... Free of Elder Abuse!*

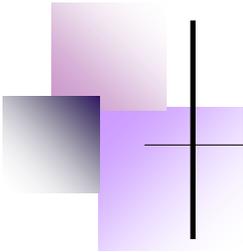
Many of our elderly neighbors endure suffering every day. They are the victims of financial exploitation, neglect and physical or emotional abuse. These frightened elders, are from all walks of life, all races, and all ethnic groups, and they live in your neighborhood. But, they cannot help themselves. They are afraid to speak out because the abuser is often a member of their own family, a caregiver upon whom they depend, or someone else that they know. They fear retribution, lack of care, embarrassment and institutionalization.

There is something you can do, something you must do. If you suspect that someone is a victim of elder abuse, please report your suspicions. This can be done anonymously. Don't turn away from the elders that need your help.

The tragedy of elder abuse is a reflection upon all of us. Our elders have given to us for many years, and it is now our turn to give back to them. If you suspect that someone is experiencing any form of elder abuse, please – Speak up and report it now. Help to make this My World..... Your World..... Our World, Free of Elder Abuse!

Insert logo and contact information here





# Present a World Elder Abuse Awareness Award

Organize an awards ceremony for June 15. Seek out individuals or groups of people who have worked to raise awareness of abuse issues in later life. These should be people who have worked to ensure fair treatment of older people in your community or at your workplace.

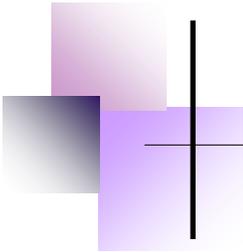
Who would qualify for this award? Examples include:

- People who have worked to help communities build bridges between individuals and organizations so they have a better understanding of abuse and neglect in later life.
- People who have worked with a particular ethnic community on abuse issues affecting older adults.
- People who have worked with administration to meet the cultural foods needs of ethnic seniors in a congregate setting.
- People who have worked to reduce the use of physical or chemical restraints in nursing homes.
- People who work to bridge the generation gap between older adults and children.
- People who conduct trainings to educate their communities about elder abuse.

Make your award a tradition every June 15th. These individuals who receive this award should be given a certificate acknowledging their participation and contribution.

# WEAAD Certificate





## Join or Form a Group

---

Establish a local group to address a community concern or begin a local chapter of a larger group or network. In many parts of the world, national and regional elder abuse awareness networks are in place or under development. Some of these networks will be identified on the INPEA website ([www.inpea.net](http://www.inpea.net)), the CNPEA website (<http://www.cnpea.ca/>) and the IFA website (<http://www.ifa-fiv.org/>).

Research the many groups that work to raise awareness of abuse in later life, as well as those that empower and protect older adults who are experiencing abuse. Link to others and build on each others' strengths.

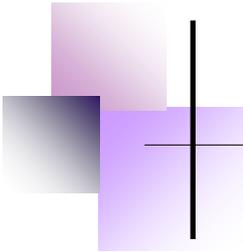
Establish a focus group. Focus groups are an excellent way to evaluate current services, educational pieces, research etc., or to establish new ideas. First step is to establish the major objective for the group. Determine what problem or need will be addressed by the information you will gather during your meetings. Focus groups usually meet several times so it is important to establish your guidelines from the start. It is important to have an agenda and stick to it, and to record your sessions so no information is lost.

Social networking can also be very effective in raising awareness about elder abuse. Start a page on Facebook about Fighting Elder Abuse and World Elder Abuse Awareness Day. Start a discussion group on Linked In and invite people to join. Sign up on Twitter and send out daily messages about Elder Abuse and WEAAD. To join any of these social networking sites, go to the following links:

[www.facebook.com](http://www.facebook.com)

[www.linkedin.com](http://www.linkedin.com)

[www.twitter.com](http://www.twitter.com)



# Host a Lecture, Debate or Presentation

Sponsor a lecture, debate, speech or presentation on ways to prevent abuse and neglect in later life. Other topics that may be of interest include:

- How we respond to abuse in later life
- "Best practices" for working together effectively and problem solving
- Emerging challenges and problem solving
- Diversity and abuse
- How to reduce the prevalence of abuse and neglect in later life
- What is needed from the global community to move progress towards eliminating violence towards older adults.

Possible sources for speakers include:

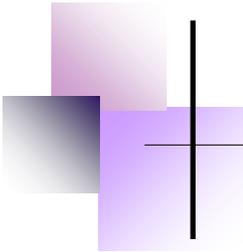
- Non-governmental and governmental organizations working for awareness and prevention of abuse in later life
- Community leaders
- Ethnic and multicultural group representatives
- Educators at community colleges and universities
- Labour unions or professional associations
- Faith organizations

If people seem to be unaware of the issues of elder abuse, invite them to join your lecture or debate as an opportunity to learn. When presenting, using a Power Point presentation can be a helpful tool. Print the Power Point out ahead of time, so people can take notes as you present them with information. An Elder Abuse Power Point is included in this tool kit.

It is extremely important to tailor your presentations to the group you are presenting to. A presentation to a group of doctors should be different than a presentation being given to a faith community or to seniors. Ask yourself the following questions:

- 1) Who will be in your audience?
- 2) What topics will the group be most interested in?
- 3) Does the audience have any prior knowledge of your topic?
- 4) What does the audience want to walk away with from your presentation?
- 5) What do you want the audience to walk away with/take away with from the presentation?

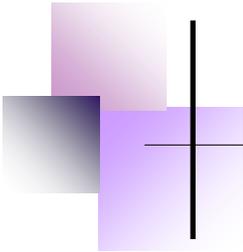
By addressing these issues, your audience will find value in what you have to say and in the material you are presenting.



# Tips For Successful Presentations

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- 1) Know who your audience will be and know in advance how many people will be attending. Make sure you have enough materials for everyone, and a few extra in case people show up that did not register.
- 2) Make sure you are well researched and that you have a strong understanding of the material you are presenting. The next several pages of this tool kit have research and reference links about elder abuse around the world for you to gain more knowledge in this area.
- 3) Don't memorize. Have note cards with key phrases or words, or present from a Power Point presentation, to keep you on track. If you attempt to memorize the whole presentation and suddenly cannot remember what comes next, you will have difficulty presenting the rest of your information.
- 4) Begin by telling a little about your self and why you are passionate about the material that you are presenting.
- 5) Have a catchy opening. It is good to grab ones attention from the very beginning. It also will spark interest. An opening can be a joke, a story, a quote or by asking a question. This will give your audience reason to listen further.
- 6) Encourage participation. If you lecture non-stop, you will quickly lose the attention of your audience. Encourage your audience to be involved by asking questions or by soliciting their thoughts on a topic.
- 7) Use clear language and maintain good eye contact and refrain from fidgeting while presenting.
- 8) Support your information with stories or examples. This helps the audience to picture what you are speaking about.
- 9) Have a strong closing statement. People are more likely to remember the last thing they hear, so make it count.



# Resource and Reference Links by Region

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## **North America**

[http://www.ncea.aoa.gov/NCEAroot/Main\\_Site/pdf/2-14-06%20FINAL%2060+REPORT.pdf](http://www.ncea.aoa.gov/NCEAroot/Main_Site/pdf/2-14-06%20FINAL%2060+REPORT.pdf)

[http://www.ncea.aoa.gov/ncearoot/Main\\_Site/pdf/publication/FinalStatistics050331.pdf](http://www.ncea.aoa.gov/ncearoot/Main_Site/pdf/publication/FinalStatistics050331.pdf)

[http://www.ncea.aoa.gov/NCEAroot/Main\\_Site/pdf/Elder\\_Abuse\\_issues\\_in\\_Indian\\_Country\\_June2005.pdf](http://www.ncea.aoa.gov/NCEAroot/Main_Site/pdf/Elder_Abuse_issues_in_Indian_Country_June2005.pdf)

[http://www.ncea.aoa.gov/NCEAroot/Main\\_Site/pdf/whatnew/litreview040707.pdf](http://www.ncea.aoa.gov/NCEAroot/Main_Site/pdf/whatnew/litreview040707.pdf)

<http://whqlibdoc.who.int/hq/2002/9241545615.pdf>

<http://assets.aarp.org/www.aarp.org/articles/international/revisedabusepaper1.pdf>

## **Spain**

[http://www.inpea.net/images/Spain\\_Report\\_2008\\_Elder.pdf](http://www.inpea.net/images/Spain_Report_2008_Elder.pdf)

## **Asia**

[http://www.searo.who.int/LinkFiles/Disability\\_Injury\\_Prevention\\_&\\_Rehabilitation\\_abuse.pdf](http://www.searo.who.int/LinkFiles/Disability_Injury_Prevention_&_Rehabilitation_abuse.pdf)

<http://www.apiahf.org/index.php/programs/domestic-violence.html>

## **UK**

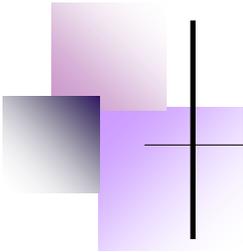
<http://www.publications.parliament.uk/pa/cm200304/cmselect/cmhealth/111/111.pdf>

[http://www.bmj.com/cgi/pdf\\_extract/305/6860/998](http://www.bmj.com/cgi/pdf_extract/305/6860/998)

[http://www.inpea.net/images/UK\\_Study\\_Abuse\\_Neglect\\_2007.pdf](http://www.inpea.net/images/UK_Study_Abuse_Neglect_2007.pdf)

[www.elderabuse.org.uk/](http://www.elderabuse.org.uk/)

[www.ageconcern.org.uk/](http://www.ageconcern.org.uk/)



# Resource and Reference Links by Region

## Canada

[http://www.albertaelderabuse.ca/resourceDocs/Elder\\_Abuse\\_Resources.pdf](http://www.albertaelderabuse.ca/resourceDocs/Elder_Abuse_Resources.pdf)

[http://www.seniors.gov.ab.ca/services\\_resources/elderabuse/](http://www.seniors.gov.ab.ca/services_resources/elderabuse/)

[http://www.gov.ns.ca/seniors/pubs/elderabuse/elder\\_abuse\\_sept.07.pdf](http://www.gov.ns.ca/seniors/pubs/elderabuse/elder_abuse_sept.07.pdf)

[http://www.agingincanada.ca/elder\\_abuse\\_links\\_and\\_resources.htm](http://www.agingincanada.ca/elder_abuse_links_and_resources.htm)

<http://www.oak-net.org/search.html>

<http://www.cnpea.ca/>

<http://www.onpea.org/>

[http://www.albertaelderabuse.ca/resourceDocs/Elder\\_Abuse\\_Resources.pdf](http://www.albertaelderabuse.ca/resourceDocs/Elder_Abuse_Resources.pdf)

<http://www.fsatoronto.com/programs/seniors/abuseresources.html>

<http://www.seniors.gc.ca/c.4nt.2nt@.jsp?cid=160>

<http://www.seniorsinfo.ca/en/categories/540>

<http://canada.justice.gc.ca/eng/pi/fv-vf/pub/elder-aines/index.html>

<http://people.ucalgary.ca/~crilf/publications/AlbertaBooklet.pdf>

<http://www.albertaelderabuse.ca/page.cfm?pgID=8>

[http://www.who.int/ageing/projects/elder\\_abuse/alc\\_ea\\_can.pdf](http://www.who.int/ageing/projects/elder_abuse/alc_ea_can.pdf)

<http://www.cnpea.ca>

## Europe

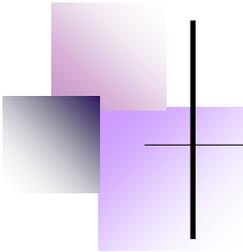
[http://www.age-platform.org/EN/IMG/Leaflet\\_AGE\\_mauve.pdf](http://www.age-platform.org/EN/IMG/Leaflet_AGE_mauve.pdf)

[http://www.inthenameofthemothet.com/doc/Report\\_elder\\_abuse\\_in\\_Italy.pdf](http://www.inthenameofthemothet.com/doc/Report_elder_abuse_in_Italy.pdf)

## Israel

[http://hw.haifa.ac.il/gero/CenterResearchAging/Elder%20Abuse\\_EisikovitsZ.pdf](http://hw.haifa.ac.il/gero/CenterResearchAging/Elder%20Abuse_EisikovitsZ.pdf)

[http://www.inpea.net/images/Israel\\_NationalSurvey2004.pdf](http://www.inpea.net/images/Israel_NationalSurvey2004.pdf)



# Resource and Reference Links by Region

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## **Australia**

<http://www.anzsgm.org/documents/Revision-ElderAbuse-5-9-03.pdf>

<http://apeawa.advocare.org.au/publications/Elder%20Abuse%20in%20WA.pdf>

<http://apeawa.advocare.org.au/publications/MISTREATMENT%20OF%20OLDER%20PEOPLE%20IN%20ABORIGINAL%20COMMUNITIES.pdf>

[http://apeawa.advocare.org.au/publications/Elder\\_Abuse\\_in\\_Culturally\\_and\\_Linguistically\\_Diverse\\_Communities.pdf](http://apeawa.advocare.org.au/publications/Elder_Abuse_in_Culturally_and_Linguistically_Diverse_Communities.pdf)

<http://www.eapu.com.au/>

## **India**

[http://www.who.int/ageing/projects/elder\\_abuse/alc\\_ea\\_ind.pdf](http://www.who.int/ageing/projects/elder_abuse/alc_ea_ind.pdf)

<http://assets.aarp.org/www.aarp.org/articles/international/revisedabusepaper1.pdf>

<http://southasia.oneworld.net/opinioncomment/no-one-cares-about-elder-abuse-in-india/?searchterm=>

## **Other Areas of the World**

<http://assets.aarp.org/www.aarp.org/articles/international/revisedabusepaper1.pdf>

[http://www.who.int/ageing/projects/elder\\_abuse/alc\\_ea\\_arg.pdf](http://www.who.int/ageing/projects/elder_abuse/alc_ea_arg.pdf) (Argentina)

[http://www.who.int/ageing/projects/elder\\_abuse/alc\\_ea\\_aut.pdf](http://www.who.int/ageing/projects/elder_abuse/alc_ea_aut.pdf) (Austria)

[http://www.who.int/ageing/projects/elder\\_abuse/alc\\_ea\\_bra.pdf](http://www.who.int/ageing/projects/elder_abuse/alc_ea_bra.pdf) (Brazil)

[http://www.who.int/ageing/projects/elder\\_abuse/alc\\_ea\\_ken.pdf](http://www.who.int/ageing/projects/elder_abuse/alc_ea_ken.pdf) (Kenya)

[http://www.who.int/ageing/projects/elder\\_abuse/alc\\_ea\\_lbn.pdf](http://www.who.int/ageing/projects/elder_abuse/alc_ea_lbn.pdf) (Lebanon)

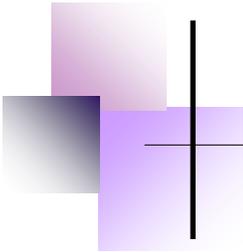
[http://www.who.int/ageing/projects/elder\\_abuse/alc\\_ea\\_swe.pdf](http://www.who.int/ageing/projects/elder_abuse/alc_ea_swe.pdf) (Sweden)

<http://www.ageconcern.org.nz/files/TowardsPositiveFuture.pdf> (New Zealand)

<http://www.ageconcern.org.nz/files/2007ElderNeglectStudy.pdf> (New Zealand)

[http://www.ageconcern.org.nz/files/EANP2005Report\\_final.pdf](http://www.ageconcern.org.nz/files/EANP2005Report_final.pdf) (New Zealand)

<http://www.globalaging.org/>



# Additional Resource and Reference Links

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## **American Association of Retired Persons**

[www.aarp.org/](http://www.aarp.org/)

A not for profit membership organization of persons aged 50 and over, dedicated to addressing their needs and interests.

## **Global Action on Aging**

[www.globalaging.org/](http://www.globalaging.org/)

Global Action on Aging (GAA), based in New York at the United Nations, reports on older people's needs and potential within the global economy. It advocates by, with and for older persons worldwide.

## **HelpAge International (HAI)**

[www.helpage.org/](http://www.helpage.org/)

Is a global network of not-for-profit organisations with a mission to work with and for disadvantaged older people worldwide to achieve a lasting improvement in the quality of their lives. Website identifies events, training, news from around the world.

Has a wealth of campaigns and participatory resources.

[www.helpage.org/advocacy/Campaigns/Campaigns.html](http://www.helpage.org/advocacy/Campaigns/Campaigns.html)

## **International Association on Gerontology**

[www.iagg.com.br/](http://www.iagg.com.br/)

Promotes the gerontological research and training worldwide and interacts with other international, inter-governmental, and non-governmental organizations in the promotion of gerontological interests globally and on behalf of its member associations.

## **International Federation on Aging**

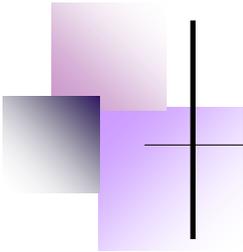
[www.ifa-fiv.org/en/accueil.aspx](http://www.ifa-fiv.org/en/accueil.aspx)

Is a membership based network of organisations, bodies and individuals with a mission to improve the quality of lives of older people around the world through policy change, grassroot partnerships and strengthening bridges between public and private sectors concerned with ageing issues

## **International Network for the Prevention of Elder Abuse**

[www.inpea.net](http://www.inpea.net)

Is dedicated to the global dissemination of information as part of its commitment to the world-wide prevention of the abuse of older people.



# Additional Resource and Reference Links

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## **Ontario Seniors Secretariat**

[www.citizenship.gov.on.ca/english/index.html](http://www.citizenship.gov.on.ca/english/index.html)

The Ontario Seniors' Secretariat influences and supports policy development across all government activities on behalf of Ontario's seniors. It conducts specific policy activities with a multi-ministry focus aimed at improving the lives of Ontario seniors. Information on the Ontario Strategy to Combat Elder Abuse.

## **National Center on Elder Abuse**

[www.elderabusecenter.org/default.cfm](http://www.elderabusecenter.org/default.cfm)

The National Center on Elder Abuse (NCEA), funded by the U.S. Administration on Aging, is a gateway to resources on elder abuse, neglect, and exploitation.

## **United Nations Policies and Programmes on Aging**

[www.un.org/esa/socdev/ageing/ppoa/index.html](http://www.un.org/esa/socdev/ageing/ppoa/index.html)

This website provides information on national and international policies and programmes on ageing and is intended to stimulate action on policy development, particularly in developing countries.

## **World Health Organization**

[www.who.int/en/](http://www.who.int/en/)

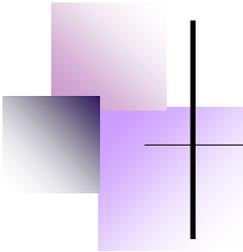
The World Health Organization is the United Nations specialized agency for health.

WHO Poster in Red campaign

World Health Organization (2002) Missing Voices: Views of older persons on elder abuse.

WHO/NMH/VIP/02.1 Online: [http://whqlibdoc.who.int/hq/2002/WHO\\_NMH\\_VIP\\_02.1.pdf](http://whqlibdoc.who.int/hq/2002/WHO_NMH_VIP_02.1.pdf)

The 2 main departments in the field of elder abuse are Violence and Injury Prevention (VIP) and Ageing and the Lifecourse.



# Submit an Article or Letter to the Editor

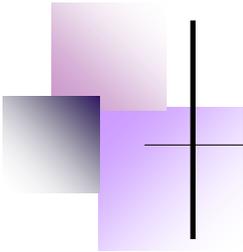
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People working in academic circles may want to consider writing a journal article describing some special aspect of the issue of elder abuse, to reach people in their own discipline and those in other disciplines.

For the broadening of public awareness, writing letters to the editor or writing newspaper articles can reach a wide audience. Identify local people who work to make sure that others are treated with respect and dignity. Describe the importance of respect, dignity and caring throughout people's lives, or illustrate an incident where the rights of older adults were not protected and their needs were not being met. Plan to submit these so they can be used for June edition.

Before submitting a letter or article, read the following tips:

- 1) Take some time to write your article or letter. Think it through. Make your point in the first paragraph, and use the body of the letter to support your point.
- 2) Don't misspell words or make common grammar mistakes. This will detract from your credibility as a writer.
- 3) Call the newspaper you are going to send your article to, prior to sending it. Verify the name of the person you should send it to and in what format you need to send it, such as email, fax etc.
- 4) Do not send your letter or article daily or weekly. If an editor sees your name too often, you will be less likely to get published.



# Collect Stories

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Abuse and neglect of older adults can occur in many subtle (and not so subtle) ways. An awareness building project might involve interviewing older people in the community.

Ask them to think how attitudes towards the elderly have changed over time, both positively and negatively. Ask how those attitudes may increase or decrease the likelihood of abuse and neglect occurring in later life.

Interview people born outside of your country and ask them to help you understand older adults are (and are not) respected, cared about and protected from harms in their country of origin now and in the past. Most countries of the world have identified that abuse and neglect of older adults occurs there. Ask the person you are interviewing how we can help promote world awareness of abuse in later life here and around the world. Tape record these interviews, with the older person's permission, to create an oral record for your library, museum or archives and with permission, publish the stories in your local paper.

Talk with older adults, as well as other people, and ask them if they know someone who has suffered from abuse. If so, what exactly happened? Was the abuse reported? Was the perpetrator someone close to the victim? Document these stories, with the permission of the person telling the story, and use these when giving presentations to help get your point across. These can be powerful statements that help to illustrate that elder abuse can happen to anyone.

It is important to remember when collecting stories, that elder abuse is a very sensitive topic. Be aware that questions you ask may trigger unhappy and often harmful memories that could cause distress. Interviewers also have a responsibility to understand the consequences of adverse reactions and how to handle these reactions should they occur.

Language used during these interviews must put the person first, and the interviewer must remain empathetic and understanding, since the person being interviewed holds trust to share the story with a stranger. It is also important to keep in mind that culture can play a major role in how language, as well as body language, can be perceived. (see page 45 for more information regarding cultural diversity.)

## Florence's Story

Everyone told Florence that leaving her home to move in with her daughter and her family was supposed to be the best thing for her. Her son-in-law Albert had always made her a little uneasy, but she adored her daughter and grandchildren. Sadly, Florence's move only confirmed that her instincts about her son-in-law had been right all along.

Albert is always good to her when her daughter Carol is around. But whenever Albert and Florence are alone, his verbal abuse and intimidation begins. He calls her names and tells her she is stupid. He makes fun of the way she moves or talks. He threatens her often, telling her that she had better watch her step or he'll send her to a nursing home. He also threatens Florence by telling her that if she breathes a word of what he says to her daughter Carol, he will deny it, take all her money and convince people that she has dementia.

Florence's daughter is puzzled as to why her mother has become so withdrawn. She refuses to leave her room except for meals. She hardly eats and rarely speaks. Her daughter wonders why her mother would shut down like this in such a loving environment, but assumes that she's just adjusting and will come around. Her husband Albert agrees completely.



Insert logo here

**"My World...Your World...Our World, Free of Elder Abuse."**

# Sample Story

## Eva's Story

Eva was grateful that she had a grandson who was willing to assist her with her errands. Since her husband passed away, doing simple tasks like going to the grocery or to the bank had become difficult for her. Her grandson, Steve, had been offering to help her, and for awhile it seemed like the perfect arrangement. He would take her to the bank and wait while she deposited her check and withdrew the cash she needed. Steve then drove her to do her shopping.

As winter approached Steve told Eva it would probably be easier if he just ran the errands so she didn't have to be out in the cold and worry about walking in the snow and ice. Because he had been so helpful up to this point, Eva thought nothing of signing her pension check over to her grandson, or providing him with cash, so that he could make her purchases for her and deposit the rest in her account.

It took several months to realize that her grandson had not been depositing the extra money in her bank account. He was doing her shopping as promised, but kept the extra money for himself, causing Eva's checking account to dwindle. It wasn't until a check she had written to cover her insurance had bounced, that Eva realized her grandson had been stealing from her.



Insert logo here

**"My World...Your World...Our World, Free of Elder Abuse."**

# Sample Story

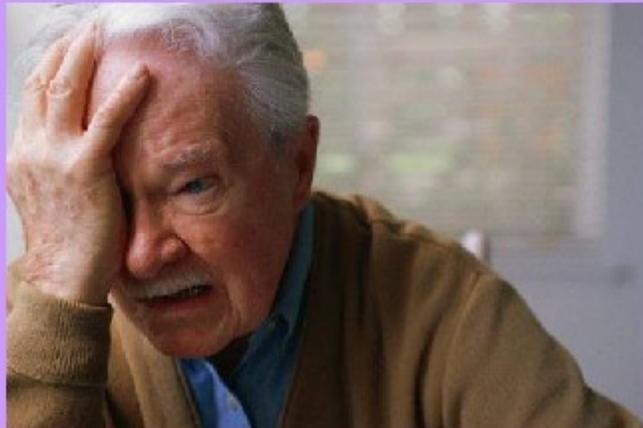
## Carl's Story

Carl's wish was to live out his remaining years in the home he had shared with his wife of more than 60 years, but he really needed someone to help him with his activities of daily living. His niece Kathy had always been very close to her Uncle Carl, and since she was between apartments at the moment, they decided that Kathy would move into his home and assist him with his daily tasks.

Kathy tries her best, and much of the time she is very kind to her Uncle Carl. But at other times, she loses patience with how slowly he moves and accomplishes things. If she is in a hurry, she will sometimes shove him out of the way, resulting in falls and bruises. Other times, her frustration leads to insults, name calling and door slamming.

Neighbors often heard the shouting and Carl's cries of pain. One of these neighbors felt something needed to be done, and called the police when she heard Carl's cries through the bathroom window. Police found him on the floor of the bathroom with a shattered hip and bleeding head. He had been laying there in pain for hours after Kathy, frustrated with having to help him with his personal hygiene, pushed him off the toilet and left the house in a rage.

Insert your logo here



**"My World...Your World...Our World, Free of Elder Abuse."**

# Using Posters to Raise Awareness

The use of posters is an excellent way to raise awareness, not just on World Elder Abuse Awareness Day, but all through the year. A message must be consistent to get people's attention and to get them involved. There are many sources for posters on the internet. This kit provides you with samples, as well as resource links to give you access to others.

**INSERT COMPANY OR  
ORGANIZATION NAME HERE**

## World Elder Abuse Awareness Day ~June 15, 2010~

*My World...  
Your World...  
Our World...  
Free of Elder  
Abuse*



Insert logo here



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Event Title

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Date & Time

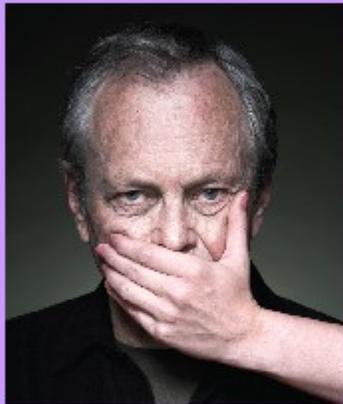
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Location

# Sample Poster

World Elder  
Abuse  
Awareness Day-  
June 15th

## ELDER ABUSE



*"Sometimes it takes  
only one voice.  
If you suspect elder  
abuse or neglect ....  
please use yours."*

*Help to make this  
"My World ....Your  
world....Our World,  
Free of Elder Abuse!"*

Insert logo here

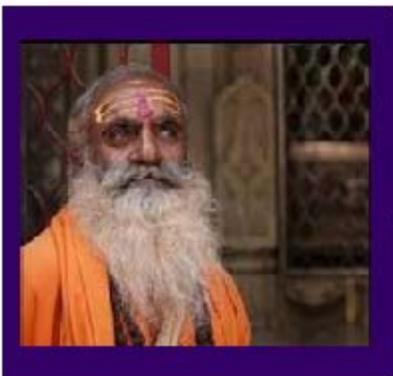


# Sample Poster

## World Elder Abuse Awareness Day

### Why Should You Participate in World Elder Abuse Awareness Day, June 15th ?

Show the world you care about ending elder abuse and neglect. Elder Abuse is an under recognized problem with devastating and often life threatening consequences, and it can happen to anyone. Together, we can make this My World...Your World...Our World, Free of Elder Abuse!



- ★ Wear Something Purple
- ★ Host a Workshop
- ★ Submit an article or letter to the Editor
- ★ Sponsor a writing or poster contest on elder abuse
- ★ Educate and celebrate all year round
- ★ Create a website
- ★ Collect local stories
- ★ Be informed-Read, Read, Read
- ★ Develop an action team
- ★ Create a world awareness display

Insert logo here

# Sample Poster

Insert logo here

**Help to make this My  
World....Your  
World....Our World,  
Free of Elder Abuse!**

Insert website

## **Elder Abuse**



**~ SEE IT ~**

**~REPORT IT~**

**~PREVENT IT~**

Insert contact information  
here

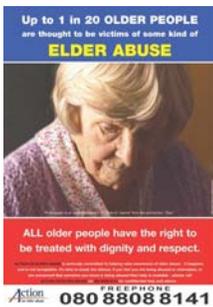
# Resource Links for Posters



[http://www.ncvc.org/ncvc/main.aspx?dbID=DB\\_Posters129](http://www.ncvc.org/ncvc/main.aspx?dbID=DB_Posters129)



[http://www.seniors.alberta.ca/services\\_resources/elderabuse/ElderAbuse\\_EDM.pdf](http://www.seniors.alberta.ca/services_resources/elderabuse/ElderAbuse_EDM.pdf)



<http://www.elderabuse.org.uk/images/English%20poster%202.pdf>



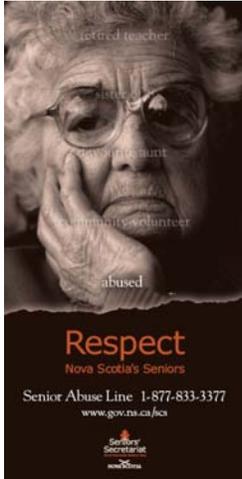
<http://suekatz.typepad.com/.a/6a00d8341c7a9753ef0111686a5caa970c-150wi>



[http://www.who.int/ageing/projects/elder\\_abuse/missing\\_voices/en/](http://www.who.int/ageing/projects/elder_abuse/missing_voices/en/)

Available in English and Spanish

# Resource Links for Posters



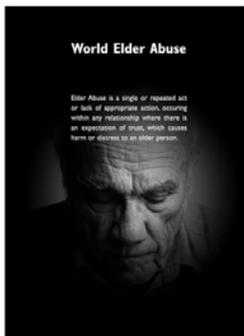
<http://www.gov.ns.ca/seniors/images/seniorabusePoster.gif>



[http://www.inpea.net/weaad/weaadposters.html#style\\_1](http://www.inpea.net/weaad/weaadposters.html#style_1)



[http://www.inpea.net/weaad/weaadposters.html#style\\_5](http://www.inpea.net/weaad/weaadposters.html#style_5)



[http://www.inpea.net/weaad/weaadposters.html#style\\_4](http://www.inpea.net/weaad/weaadposters.html#style_4)

# Brochures and Resource Links for Brochures

Company or Organization's Mission Statement

CONTACT INFORMATION HERE

Insert information about your company or organization here.

CONTACT INFORMATION HERE

Website here

Insert your logo here



Help to ensure that our elders get to enjoy their "Golden Years."



*Together we can make this my world, your world, our world, free of elder abuse*

Elder Abuse refers to intentional or neglectful acts by an individual that lead to, or may lead to harm of a vulnerable elder.

Everyday, some of our elders are being abused, neglected or exploited. Often times this abuse is at the hands of people they know and trust. Abusers can be spouses, children, friends and acquaintances, or professionals, people that they trust the most.

No one really knows how big the problem of elder abuse is, because most cases go unreported. Experts estimate that only one in six cases, or fewer, are reported. Elders are reluctant to report the mistreatment for fear of retaliation, removal from their home, or that they won't be believed.

Because of the lack of reporting, few seniors get the help that they



Elder Abuse is a universal issue that we must solve together

**Types of Abuse**

- Physical Abuse
- Neglect
- Abandonment
- Emotional
- Self Neglect
- Sexual
- Exploitation
- Spiritual

**Reporting Abuse**

If you suspect someone is a victim of elder abuse:

- Call 911 if the person is in immediate danger
- Call your local adult protective services agency. For state reporting numbers, visit the NCEA website at [www.ncea.aosa.gov](http://www.ncea.aosa.gov)
- Call the police if necessary
- Call the Eldercare locator at 1-800-677-1116

**Who is at Risk?**

Elder Abuse can occur anywhere and to anyone. It can occur in the home, in nursing homes, or in any other institution. It affects seniors across all socio-economic groups, cultures and races. According to studies, women and "older" elders are more likely to be victimized. Dementia is a significant risk factor. Mental health and substance abuse issues, of both abusers and victims, are risk factors as well. Isolation can also contribute to risk. If you notice changes in personality or behavior, you should start to question what is going on.



Elder abuse can happen to a friend, neighbor, loved one...even to you.



<http://www.colusada.net/images/Elder%20Abuse.jpg>

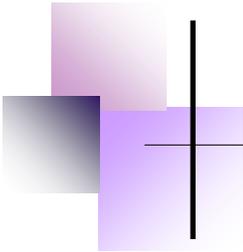
<http://www.abanet.org/srlawyers/docs/preventingelderabuse.pdf>

<http://www.coaottawa.ca/elderabuse/brochures/elderabuse/english.pdf>

<https://www.gov.ns.ca/seniors/awarenessCampaign.asp> (English, French Spanish)

[http://www.seniors.gc.ca/images/upload/canada/154/3272\\_hrsdc\\_abuse\\_broch\\_eng\\_v3.pdf](http://www.seniors.gc.ca/images/upload/canada/154/3272_hrsdc_abuse_broch_eng_v3.pdf)

[http://1.bp.blogspot.com/\\_DtLO8qLB6Ao/Rid0BoEFM9I/AAAAAAAAACfU/0xQ71gaJd28/s400/aflyer.jpg](http://1.bp.blogspot.com/_DtLO8qLB6Ao/Rid0BoEFM9I/AAAAAAAAACfU/0xQ71gaJd28/s400/aflyer.jpg)



# Partnering with Community Businesses

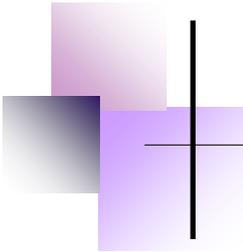
More and more, companies are feeling a social responsibility, as they are more concerned than ever about issues that face us today. It is estimated that 90 percent of small businesses support local charitable organizations and nonprofit organizations. Their individual contributions may be small compared to the donations from multimillion-dollar corporations, however, collectively they contribute billions of dollars to philanthropy, therefore making a perfect partner for you and your WEAAD activities.

Companies must feel as if they are going to “benefit” from your relationship. It is up to you to “sell” them the idea. First and foremost, by a company’s participation, they are helping to raise awareness and funds for the organizations they partner with. This goodwill reflects positively on them, which in turn has a chance of increasing their revenue. More than that, members of the community will look at the company in a more positive light, knowing they are doing their part to give back to a worthy cause.

Before approaching a company, consider the following:

- 1) Choose a company that has the same values as you and that will be a “good fit.” Once you decide on the company, call and find out the name of the person that handles marketing and sales.
- 2) Educate yourself. Know about the company, what they do, and products they offer, so you will be able to explain to the company the benefits to them of joining you to raise awareness of elder abuse. By participating in your WEAAD event, they:
  - (a) Can increase their business
  - (b) Get exposure at the event and through advertising
  - (c) Incorporate a good marketing strategy for themselves
- 3) Decide in what fashion the company will donate. It can be time, advertising, percentage of sales of an item, there are many options.
- 4) Choose and plan your event-What will it be? Where will it be held? Who will work at the event? All the logistical questions must be answered before you put your plan in place. You can start to think about these things before you approach a company, but final decisions will be made once you start to work together.

There are many businesses within each community, so if you get turned down by some, keep looking. According to the study by the Wells Fargo/Gallup Small Business Index, eighty percent of small business owners surveyed say they believe their community efforts benefit the communities they serve more than their own business. Being committed to giving back to the community by helping those who are suffering and in need, reflects the core-values that are important to 44 many small-businesses and their customers.



# Addressing Cultural Diversity

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Cultural diversity encompasses both acceptance and respect. It means understanding that each individual is unique and that we must value these differences and not discard or ignore them. These differences include, but are not limited to, race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, or political beliefs. It is imperative that we resist bias and value the differences in those around us. If people develop a healthy self-esteem and respect for others who are different from themselves, we can become a world that respects and celebrates diversity, instead of fearing it.

There are certain societies in which attitudes allow for abuse to continue and not be detected. Some factors that enable this are a lack of respect for older adults. In some cultures, this lack of respect can contribute to violence against older adults.

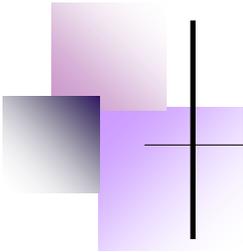
Another belief is that whatever goes on in the home should be kept private as it is a family matter. This enables the abuse to continue. Even if others witness the abuse or suspect it, they will choose to not get involved because “it is a family matter” and “it is none of their business.” Older persons often times do not reveal they are being abused due to the shame and embarrassment they may suffer. They also don’t want others to know that this type of thing occurs within their family.

Ethnic and religious beliefs sometimes allow for the mistreatment of family member, most often the older persons and women. Those who are committing the abuse do not see themselves as abusive. In some cultures, women do not have basic rights and the older women may not recognize that they are being abused. They would never think of going outside of the family for help. They may not even be aware that help is available or where to go to get it.

Other cultural factors such as language barriers, can make it more difficult to distinguish certain situations from abuse and neglect. It is imperative that anyone who works with older people are sensitive to cultural differences before reporting abuse, as the definition of abuse can vary between cultures and ethnic communities.

Always remember that biases can be challenged, and that unjust things can be changed. It is important to:

- 1) Treat others with respect
- 2) Not use stereotypes, even positive ones. Generalizing about someone’s ethnic group is not appropriate under any circumstance.
- 3) Challenge others if they make inappropriate comments about others. These comments must never go unchallenged.
- 4) Learn about others’ cultures, races, religions etc. Often times people show a lack of respect due to ignorance or misinformation.



# Elder Abuse in First Nation Communities

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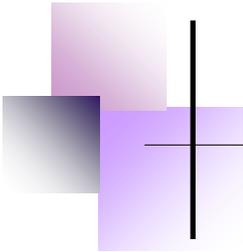
Statistics on elder abuse for the general population are scarce, however, there is even less information available for the Aboriginal elder population. Research on this issue does indicate that the rates of abuse amongst the Aboriginal population are higher in comparison to the general population. Several reasons can account for this:

- 1) Aboriginal people become dependent on others at an earlier age than that of the general population. Aboriginal elders are twice as likely to have to live with extended family, over the general population.
- 2) Many elders have lost their respectful standing in their families and communities. Residential school systems play a part in destroying the way Aboriginal families function, and the role the elders play in it.
- 3) Aboriginal elders are also at higher risk due to poor socio-economic conditions. This includes their lack of education, employment, housing and health services available to them.
- 4) Because many elders lack power within their communities, they are more likely to become victims of violence and abuse. It is difficult for them to resist acts of violence or to escape from dangerous situations. They can no longer gain protection from their society.
- 5) Aboriginal people continue to live in sub-standard conditions. This contributes to the higher rate of violence.
- 6) Poor health and the lack of health and social services for elders.

It is impossible to state with certainty that elder abuse is a major issue in Aboriginal Communities. Between the changes in the traditional family unit combined with poor socio-economic conditions, it does indicate that Aboriginal elders are at risk of becoming victims of elder abuse.

Aboriginal women suffer from abuse due to financial reasons, lack of respect, loss of their “traditional lifestyle,” lower education, and the drug and alcohol usage of their abusers. There also remains a lack of programs and services for elder Aboriginal women who suffer from abuse.

In traditional Aboriginal Societies, elders have always been in a position based on respect, status and authority. This is starting to change because of modern trends. Their position is now being questioned. It is now time to determine how this changing role of elders has diminished, and how that has led to the abuse of them.



# Elder Abuse in First Nation Communities

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## ADDITIONAL REFERENCES

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<http://www.hc-sc.gc.ca/fnihb-dgspni/fnihb/cp/publications>

[http://www.aincinac.gc.ca/pr/sts/hac/socl\\_e.html](http://www.aincinac.gc.ca/pr/sts/hac/socl_e.html)

<http://www.vifamily.ca/tm/284/5.htm>

<http://www.hcsc.gc.ca/hppb/familyviolence/html/neglect/english/>

<http://www.gov.ns.ca/coms/files/facts10.asp>

# Raising Awareness Around the World



United States of America

NCEA launched the “Join Us in the Fight Against Elder Abuse” campaign - the first national initiative to raise awareness of elder abuse, neglect, and exploitation. A cornerstone of the campaign was the NCEA Elder Abuse Information Piece, a 15-second elder abuse video featuring actor William Mapother that ran before movie trailers in theaters throughout many U.S. major metropolitan areas. This was the first time that one unified message regarding elder mistreatment was echoed throughout the country.

A sapling was planted the Floyd County Library in KY, as part of World Elder Abuse Awareness Day, the small tree would be able to grow with the right combination of nature and nurture, much like the care given to a child by parents and grandparents. The tree was planted in memory of victims of elder abuse, with staff from the library and the Big Sandy Council on Elder Maltreatment joining together in the effort. The hope is that by holding events like this it will help to shed light on the growing issue of elder abuse.



Philippines

In the Philippines, the Coalition of Services of the Elderly Inc (COSE) have been working with older people in grass root level to protect the rights of seniors and forming a strong older people’s organization. Local governments have responded positively through concrete programs. Currently, COSE is campaigning for the Social Pension Bill, which is cash assistance for the needy older persons in the Philippines.



Israel

Establishing specialized units within welfare departments in close to 20 local municipalities.

- Implementing protocols issued by the General Director, Health Ministry, for identification and reporting of elder abuse and neglect within the health system
- The Ministry of Welfare issued special regulations to detect and intervene regarding abuse in residential settings. The Ministry also established a national forum for coordination.
- Training programs for professionals, nationally and locally
- WEAAD - an annual conference to mark this day

# Raising Awareness Around the World



Germany

3-year government programme “Secure life in old age” (2008-2011), focusing upon specific problem areas where preventive action is deemed necessary:

- Abuse and neglect of older care recipients in family settings (strengthening the preventive potential of in-home nursing services)
- Intimate partner violence in old age (making domestic violence services and other relevant institutions elder-ready)
- Property offences specifically targeted at old people (providing information on frauds, scams, financial exploitation of seniors; training bank employees to better detect and handle cases of financial abuse)

Homicide in old age (sensitizing physicians regarding risk of non-detection of non-natural deaths among very old care dependent people).



Portugal

- The creation of a free counseling **service** to older adults that are feeling victimized in any way, mistreated and neglected.
- A program of training (that goes in English) promoted and planned for all territory to health professionals, physicians, nurses, psychologists, social assistants that are working in unities for continuing care.

The celebration in Portugal of the WEAAD that can be viewed in our web site, that combines people working in health settings, university settings, political and social settings and media.



Norway

- Elder protective services are established in 3 communities in Norway.
- A National helpline for elderly people exposed to violence opened in December 2008.
- Abuse of elderly people has been more recognized as a problem. But still we have many steps left to reach solutions on the problem.

# Raising Awareness Around the World



Italy

- Steps have been undertaken to address "Systemic" abuse where older persons can receive timely health and social services.
- The law n. 6 approved in 2004 established the possibility to nominate a "support tutor" for all persons "who are unable, even temporarily, to take care of themselves".
- After the strong heat wave which hit Italy in the summer 2003, causing the death of several thousands of older Italians, the Italian and regional governments have been developing a series of initiatives to prevent that this phenomenon:
  - o the national governments elaborates, updates and disseminates common guidelines on how to prevent negative effects of heat waves at an individual level as well as at a local community level;
  - o the local governments are required to collect and update lists of over 65 year old residents at risk

Regions and municipalities are in charge of providing appropriate supervision and intervention in order to properly assist the elder population during heat waves. These initiatives concern mainly the information of the population, the activation (or strengthening) of ad hoc call/counselling centres as well as of active monitoring of subjects more at risk, the provision of intensified support in case of health problems, including the home delivery of medicines, shopping etc.



Finland

University of Helsinki/Palmenia Centre for Continuing Education is running a national project for including protection of elderly into the Security Plans of municipalities. Special attention is paid to domestic violence and especially to elderly women because they are more likely to experience domestic violence than elderly men.

The campaign team of Finland organises yearly WEEAD-campaign to raise awareness of and to combat elder abuse. This year the team will have a seminar with the theme "Ethics in Elderly Care".

An association of seniors for advocating seniors' interests in Finland was recently established. One of its most important goals at the moment is to set up an appointment for the ombudsman of seniors into the state administration.

# Raising Awareness Around the World



Spain

The Centre Reina Sofia (Valencia, Spain) ([\[www.centroreinasofia.es\]](http://www.centroreinasofia.es) [[www.centroreinasofia.es/english/](http://www.centroreinasofia.es/english/)]) works to enhance the visibility of elder mistreatment in Spain. In 2008, the Centre conducted the very first nation-wide research on the ill treatment of elders within the family, whose findings were also published the same year.

Since 2004 the Centre, in cooperation with the Spanish Confederation of Associations of Elderly Persons (CEOMA), has been contributing to the programme 'Desatar al Anciano y al Enfermo de Alzheimer'. This programme promotes the abandonment of belts and other methods of physical constraints in the care of elderly and Alzheimer patients.

The Centre has organized an International Competition on Photography of Violence. In order to contribute to the World Elder Abuse Awareness Day, the theme is violence against elderly persons.

Other initiatives on elder abuse are also taking place in Spain, among which, it is worth noting the one undertaken by FATEC (Federation of Elder Persons Associations in Catalonia) together with the Autonomous Government of Catalonia.



UK

- Review of the 'No Secrets' Government guidance on practice issues undertaken and awaiting conclusions. Statute to make the establishment of Safeguarding Boards mandatory at a local level is likely later in 2010.
- From Autumn 2009, implementation of Safeguarding Vulnerable Groups Act to introduce the Independent Safeguarding Authority with increased workforce regulation within health and social care settings.
- New series of research projects commissioned by the Department of Health to look at institutional mistreatment.
- New initiatives required on practice innovation and conceptual development.

# Raising Awareness Around the World



South Africa

Our colleagues in South Africa are working with youth and seniors on WEAAD in South Africa through puppet show, presentations and rally to raise awareness of elder abuse in South Africa.



India

National Expert Group Consultative Meeting on 'Enhancing Quality of Life of Senior Citizens: Review of Existent Programs and Developing Action Plans'

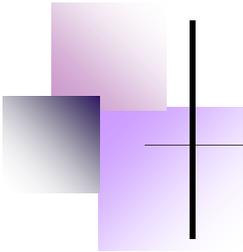
Health Awareness Symposium - Towards Well Being of 45 plus population

Legal Awareness Symposium to Enhance Quality of Life of Seniors



Europe

AGE - the European Older People's Platform is a European network of organisations of people aged 50+ and represents over 22 million older people in Europe. AGE aims to voice and promote the interests of the 150 million inhabitants aged 50+ in the European Union and to raise awareness of the issues that concern them most.



# Raising Awareness Around the World

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Canada

The national advertising campaign, entitled *Elder Abuse – It's Time To Face The Reality*, focuses on creating awareness of elder abuse and its many forms: physical, financial, psychological and sexual.

Federal initiatives on elder abuse complement and build upon efforts by the provinces and territories as well as by national, regional and local organizations to address the abuse of older adults.

The New Horizons for Seniors Program was designed to help ensure that seniors benefit from, and contribute to, the quality of life in their communities through social participation and active living. The program was expanded in 2007 to include elder abuse awareness activities. The Elder Abuse Awareness component of the New Horizons for Seniors Program helps non-profit organizations develop national or regional education and awareness activities to reduce the incidence of abuse of seniors.

The Family Violence Initiative (FVI), a partnership of 15 federal departments, agencies and Crown corporations, is coordinated by the Public Health Agency of Canada. The FVI promotes public awareness of the risk factors of family violence and the need for public involvement in responding to it. It also strengthens criminal justice, health and housing systems responses, as well as supporting data collection, research and evaluation efforts to identify effective interventions.

# It's Your Turn

In June, as well as all year round, we hope that you will do your part to raise awareness elder abuse and to help develop ways to deal with it. We have provided you with many tools, but it is now up to you to get out into your communities and raise awareness of this issue. Please do your part to help make this...

“My World, Your World, Our World.....Free of Elder Abuse.”

