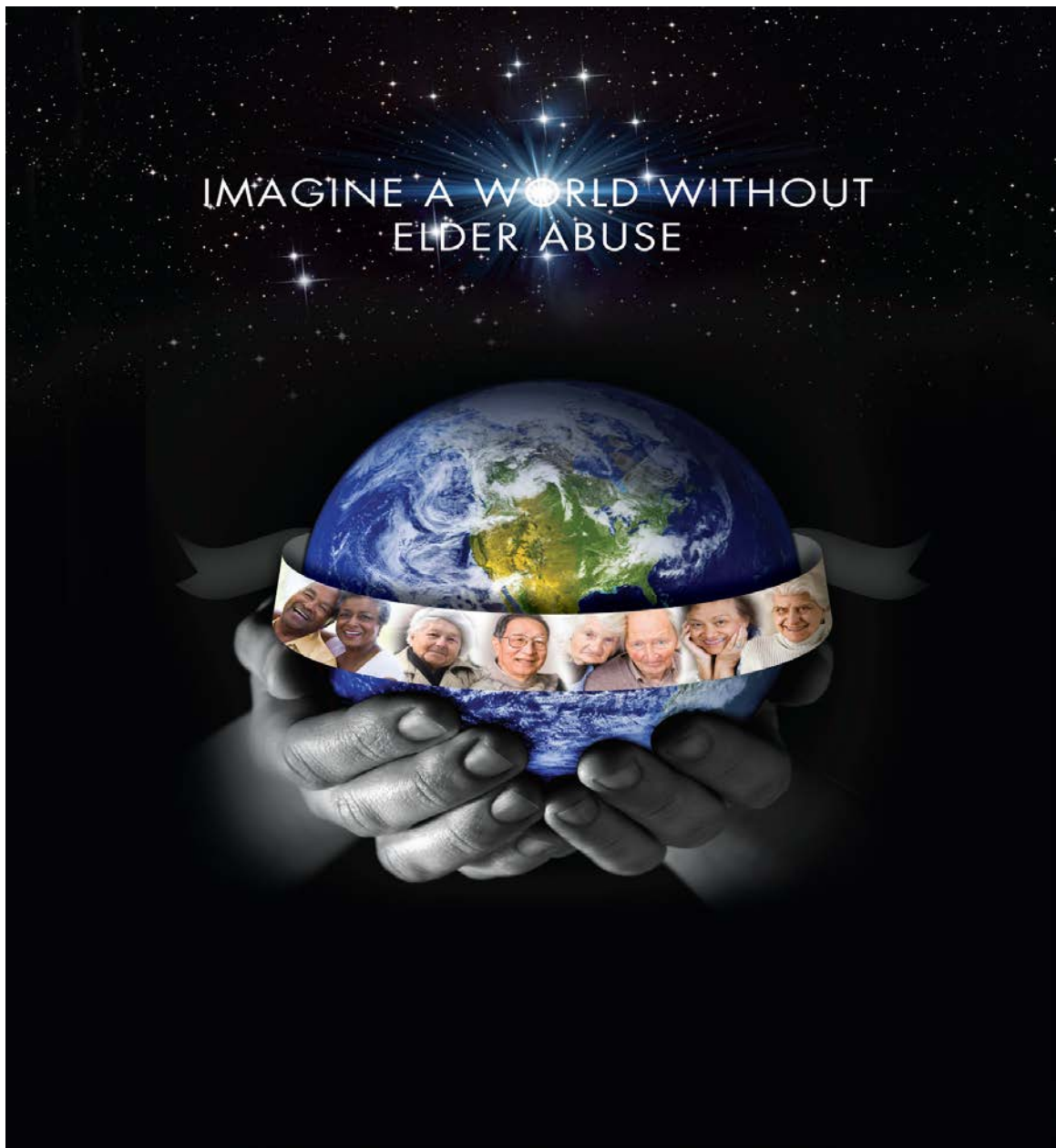




World Elder Abuse Awareness Day
June 15th
Community Tool Kit





Raising awareness of World Elder Abuse Awareness Day (WEAAD)

Dear Service Provider

June 15th is the annual day to raise awareness of elder abuse throughout the world. It is a day to promote “there’s no excuse for abuse” and to let older people in our communities know they have a right to be safe.

Could your community get involved in raising awareness?

A WEAAD Community Tool Kit of activities and promotional ideas has been developed, using some of the activities used in other countries and in Australia. A list of activities is enclosed with ideas to creatively meet people in the community and raise the awareness. The WEAAD Community Tool Kit can help individuals and organisations plan and present special projects in their own communities.

What does the WEAAD Community Tool Kit include?

The WEAAD Community Tool Kit includes examples of materials, resources as well as information on other sources of support to communities. No effort is too small to be counted in an awareness campaign. We invite you to use the WEAAD Community Tool Kit as a stepping stone to continuous learning. It should be considered as an open-ended guide and a work-in-progress. The WEAAD Community Tool Kit 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.

A public awareness campaign is a fundamental prevention strategy that can change attitudes and behaviour. Organisations such as Home Support Programs are well placed to garner interest in their communities and can play an important role by observing the week around the 15th June.

We strongly encourage you to participate using the WEAAD Community Tool Kit of activities in promoting and shaping elder abuse prevention.

The 2nd National WEAAD Conference is on June 17th & 18th 2013 in Adelaide.

At this conference we will acknowledge organisations that have involved their communities in awareness raising activities in the week leading up to the 15th June. WEAAD activities can be registered by filling in the Activity Form enclosed in the Community Tool Kit and email to robyns@agedrights.asn.au or fax no. 8232 1794.

Marilyn Crabtree
Chief Executive Officer of ARAS

A celebration of events and activities designed to increase community awareness of abuse of older people in your community.

Examples include:

- **Plan a walk to raise awareness**
Local councils could organise and promote a “Raising Awareness Walk” and invite community members to participate. Please read ‘Steps for Organising a Walk’ for more assistance.
- **Morning Tea for WEAAD**
Consumer groups to invite an ARAS guest speaker at a morning tea gathering. Please contact ARAS Abuse Prevention Program to organise a guest speaker.
- **Forum: Cross Cultural Perspectives in Elder Abuse**
Service providers could embrace cultural diversity and invite the CALD community to a forum to discuss their perspective on abuse of older people in their culture.
- **Create an awareness display**
Invite community members or schools to participate in developing posters and displaying these in libraries, local councils or shopping centres. Please read ‘Using Posters to Raise Awareness’ for more assistance.
- **Information display**
Service providers can organise a display of information for communities to access and promote local community activities to reduce isolation – abuse thrives in isolation.
- **Invite a guest speaker to lunch**
Communities can be invited to a lunch with a speaker from ARAS Abuse Prevention Program. Please contact ARAS to organise a guest speaker.
- **Wear something purple (colour of WEAAD)**
Wear a purple ribbon or wear something purple to commemorate WEAAD.

- **Positive messages**
Service providers to wear badges with a positive message, for example, 'Respect & Dignity'.
- **Plant a tree**
The Mayor/Councillor to plant a tree to mark the day of WEAAD. Local community to be invited to attend the event.
- **Submit an article or letter to the Editor**
This could be submitted to The Advertiser or your local paper stating that our older citizens have given to us for many years and it is now our turn to give back to them. Help to make this 'My World, Your World, Our World, Free of Elder Abuse.'
- **Host a lecture, debate or presentation**
Sponsor a lecture, debate, speech or presentation on ways to prevent abuse and neglect in later life. Please read 'Host a Lecture, Debate or Presentation' for more assistance.
- **Join or form a group**
Establish a local group or a focus group to address a community concern, such as abuse of older people in the community.
- **Social networking**
Use social networking to raise the awareness about abuse of older people.
- **Radio or television**
Can be used to deliver brief prevention messages through mainstream media or multicultural media.
- **WEAAD Certificate**
Make your award a tradition every June 15th. Individuals/groups can be given a certificate acknowledging their participation and contribution. A special ceremony could be organised and certificates presented by the Mayor. See sample of WEAAD Certificate in the WEAAD Community Tool Kit.

WEAAD activities can be registered by filling in the Activity Form enclosed in the Community Tool Kit and email to robyns@agedrights.asn.au or fax no. 8232 1794.


Plan a Walk to Raise Awareness in the Community

Some things to consider:

- Where to hold the walk for example, local parks or in the neighbourhood. How long should we make the walk?
- Depending on how long your walk is to be, are refreshments needed along the way?
- Is any permission required from the local council?
- Would any local businesses or organisations support your event to provide some refreshments – drinks, snacks or fruit?
- Do your participants need to register for the event? If there is to be registration, could registration forms be left at popular neighbourhood spots?
- Does it need to be promoted? Some ideas for promoting the event could include the local paper; at local businesses; on the radio?




Using Posters to Raise Awareness



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?

Int:

Samples of Logos (see Resource Links for Posters and Logos)



Resource Links for Posters and Logos



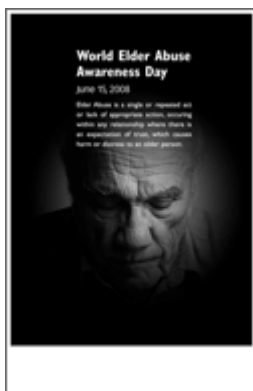
http://www.seniors.alberta.ca/services_resources/elderabuse/ElderAbuse_EDM.pdf



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_4

Host a Lecture, Debate or Presentation

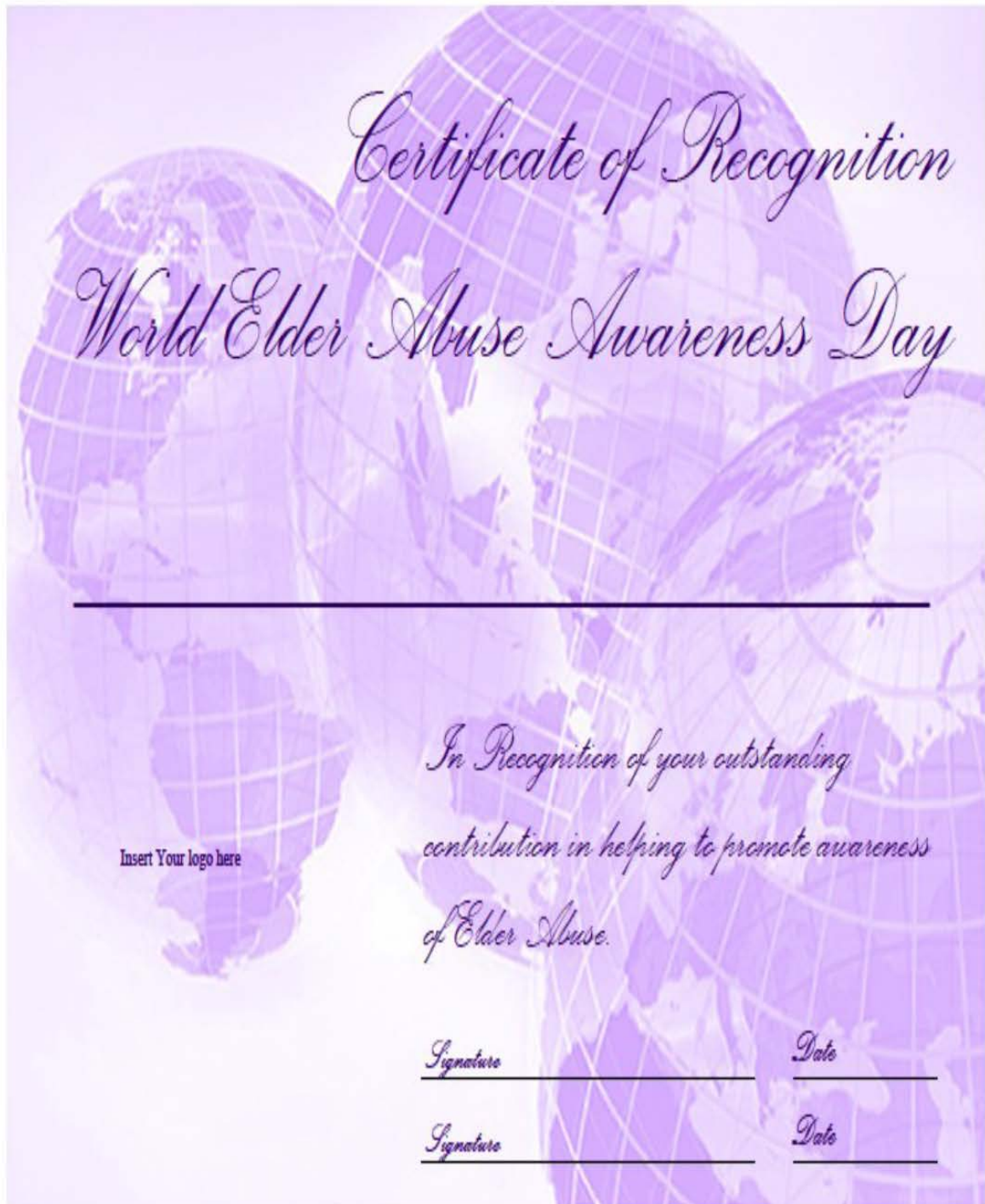
Sponsor a lecture, debate, speech or presentation on ways to prevent abuse in later life. Other topics that may be of interest include:

- 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 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 organisations working for awareness and prevention of abuse in later life
- Community leaders
- Ethnic and multicultural group representatives
- Educators at community colleges and universities

Sample of a Certificate



It's Your Turn

In June as well as all year round, we hope that you will do your part to raise awareness of Elder Abuse. 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.'**



World Elder Abuse Awareness Day (WEAAD) Activity Form

Are you holding or co-sponsoring an event or activity in observance of World Elder Abuse Awareness Day, this year? If so, we would be delighted to hear about it. At the WEAAD Conference on June 17th and 18th, we will acknowledge organisations that have involved their communities in any activities to raise awareness.

Please take a quick moment to fill out the information below.

Contact Information:

Name: Title:

Name of Organisation:
.....

Address:

Phone no.: Mobile no.:

Email:

Event/Activity Details:

Event/Activity title:

Date of event: / /

Location:

Audience: Who are you targeting to participate/attend? Please tick

- | | | |
|---|---|--|
| <input type="checkbox"/> All are welcome | <input type="checkbox"/> Seniors | <input type="checkbox"/> CALD |
| <input type="checkbox"/> Local Government | <input type="checkbox"/> Health Professionals | <input type="checkbox"/> Service Providers |
| <input type="checkbox"/> Community groups | <input type="checkbox"/> Community Legal | <input type="checkbox"/> Other |

What do you hope to achieve?

Increase public awareness

Influence public policy

Educate/provide information

Media attention

Other (please specify)

Number of participants you are planning for

**Thank you for sharing your WEAAD activity and
for taking a stand against elder abuse.**

'There's no excuse for abuse'