



World Elder Abuse Awareness Day

15 | JUNE | 2017

Community Activity Starter Kit



Aged Rights Advocacy Service Inc.

16 Hutt Street, Adelaide

PO Box 7234

Hutt street, SA 5000

Tel [08] 8232 5377

Country Toll free 1800 700 600

Fax [08] 8232 1794

aras@agedrights.asn.au

www.sa.agedrights.asn.au



Every year we here at ARAS mark
World Elder Abuse Awareness Day [WEAAD]
with a conference for aged care professionals
to reinforce the message:

‘There’s No Excuse For Abuse’

Please join us this year in spreading this
important message throughout your
community.

Stand up and Speak Out about abuse of
older people and demonstrate your
support by holding an event to mark
WEAAD 15 | JUNE | 2017.

World Elder Abuse Awareness Day

15 | JUNE | 2017



Thank you to those who participated in raising
awareness of elder abuse in our communities
through creative activities in 2016.

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> • Ananda Aged Care, Findon & Hope Valley • Aminya Mid Murray Homes for the Aged Inc • Angle Vale Gardens Retirement Estate • Anglicare SA • Australian Red Cross • Barossa Village Inc • Bupa Aged Care, Enfield • Carers' Link Barossa & Districts • Carers SA • City of Charles Sturt • City of Onkaparinga • City of Playford—Grenville Hub • City of Salisbury • City of Victor Harbor • Cummins Hospital • DOME Association Inc • Eldercare Inc, the Lodge • Elizabeth House Positive Ageing Centre | <ul style="list-style-type: none"> • Estia Health—Kadina, Aldgate & Flagstaff Hill • Ferns Village • Greek Orthodox Community SA Inc • Greek Welfare SA • Gloucester Residential Care • Helping Hand Aged Care, Parafield Gardens • Hutt Street Centre • Kapunda Homes • Legal Services Commission • Life Without Barriers • Loxton Community Health • Lyell McEwin Regional Volunteer Association • Macedonian Community • Matthew Flinders Home Inc • Miroma Place Hostel • Modbury Hospital—Community Gem • Murraylands Retirement Village • Murray Mallee Community Health Service • Oakwood Aged Care • Orroroo Community Home • Philip Kennedy Centre | <ul style="list-style-type: none"> • Public Trustee • Resthaven Malvern • Ridleyton Greek Home for the Aged • Rose Court Aged Care Facility • RDNS SA • St Paul's Lutheran Homes • SA Community Directory • SA Country Carers Clare & Balaklava • SA Country Carers, Clare • Social Links Groups, McLaren Vale Lodge • Southern Cross Care, Oaklands Park Lodge • St John Ambulance Australia SA Inc • St Paul's Lutheran Homes • Statewide Collaborative Project Offices • The Pines Retirement Village • The Salvation Army, Lindsell Lodge • Trinity Green Retirement Village • Women's Information Service—Office for Women • Wheatfields Inc, Freeling |
|---|--|--|

World Elder Abuse Awareness Day

15 | JUNE | 2017



It's your turn

Our 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.'**

Join us in making this year's WEAAD the strongest showing of unity in action to date by holding an event to mark WEAAD on or leading up to the 15th of June.

So what will you do to commemorate WEAAD on June 15th 2017?

Reminder: Don't forget to register your activity with ARAS.



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

Try any of these events:

► 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. The kit does include an A4 poster for inspiration or you can download an A3 poster from our website: www.sa.agedrights.asn.au

World Elder Abuse Awareness Day

15 | JUNE | 2017

aras
aged rights advocacy service inc.

World Elder Abuse Awareness Day

15 | JUNE | 2017

aras
aged rights advocacy service inc.



Staff at the City of Charles Sturt put on a massive poster display in the Civic Centre.



All staff at AnglicareSA wore purple T shirts to raise awareness with the message 'AnglicareSA supports World Elder Abuse Awareness Day' on the front and 'There's no excuse for abuse', on the back of the T shirts.

Bupa Aged Care, Enfield had a 'Wear Purple to Work Day' to raise awareness for Elder Abuse and enjoyed a spread of delicious cakes for morning tea for staff.



Staff at the Hutt Street Centre braved the cold weather with a 'come for a walk' and raise awareness on elder abuse by handing out information.

Sample Newsletter Article

What is World Elder Abuse Awareness Day [WEAAD]?

World Elder Abuse Awareness Day is on June 15th and 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 rights, including a right to be safe and to be treated with dignity and respect.

There are many different types of abuse experienced by older people and include: physical, psychological, financial, sexual, social and neglect. The abuse is usually by someone the older person trusts such as a family member or friend and can occur in the community in your own home, living in a Retirement Village, an aged care facility or in an acute care setting. No culture, no community or country in the world is immune from this social problem.

A WEAAD Community Activity starter kit has been developed by Aged Rights Advocacy Service [ARAS] and includes resources and information that you may find useful for your planned activity. Contact ARAS on [08] 8232 5377 and a kit will be posted out to you or access the kit on www.sa.agedrights.asn.au. We strongly encourage you to participate.

Stand up and Speak Out

If you or someone you know is experiencing some form of abuse, please contact ARAS, Abuse Prevention Program and speak confidentially to an advocate.

► 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] or symbolic decoration of a day room in purple balloons, tablecloths, streamers, etc.

Wear a purple ribbon or wear something purple to commemorate WEAAD. Consumers in the community and residents in aged care facilities and retirement villages, can be facilitated to make and wear purple ribbons made in craft.

► 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. A declaration by the Mayor/Councillor to commit to reduce elder abuse in the community through raising awareness.

World Elder Abuse Awareness Day

15 | JUNE | 2017

aras
aged rights advocacy service inc.

World Elder Abuse Awareness Day

15 | JUNE | 2017

aras
aged rights advocacy service inc.

► **Submit an article or letter to the Editor**

This could be submitted to The Advertiser, your local paper or news letter. Together we can take a stand against elder abuse! A sample article is provided in this booklet.

► **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.

► **Essay or Poster contest**

Organise a 'Respect Your Elders' essay or poster contest in your child's school.

► '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



World Elder Abuse Awareness Day

15 | JUNE | 2017

aras
aged rights advocacy service inc.

World Elder Abuse Awareness Day

15 | JUNE | 2017

aras
aged rights advocacy service inc.

Steps for organising a walk

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?

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

▶ 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. A sample WEAAD Certificate is provided in the WEAAD Community Activity Starter Kit.

▶ What organisations and businesses can do to raise awareness.

Create an awareness display in your workplace.

Use purple balloons at a purple themed morning tea with perhaps purple cupcakes. Include the WEAAD logo and information on your email signature during the week leading up to June 15th. Wear purple to work during the week leading up to the 15th of June.

▶ Organise a flash mob

Enlist the help of local groups, choirs, children's groups to practise a song and show up wearing something purple at a designated time and location [eg in a park or shopping complex] film it and upload it to YouTube.

▶ Write a message

All members of aged care staff could write a message on a piece of purple card to describe what they have learnt from residents. The individual cards can be placed on a larger board thanking them for all they have taught staff about life and living.

► Purple lighting

Use purple lighting in your community [eg schools, council, library, local shopping centre] to highlight the issue of elder abuse.

► Just ask

Ask your bank manager to train tellers on how to detect elder financial abuse.

Ask your religious congregation's leader to give a talk about elder abuse at a service or to place a message about elder abuse in the bulletin.

Ask your doctor to ask you and all other senior patients about possible family violence in their lives.



SA Country Carers held a morning tea for staff with purple balloons to acknowledge World Elder Abuse Awareness Day.



At the City of Salisbury, a variety of information and resources were available at the thriving John Street stall which became a dynamic purple market place due to the generous contributions by the Salisbury Crochet Clan who donated a range of beautiful crochet items in celebration of WEAAD.



World Elder Abuse Awareness Day

15 | JUNE | 2017

aras
aged rights advocacy service inc.

World Elder Abuse Awareness Day

15 | JUNE | 2017

aras
aged rights advocacy service inc.