

*WORLD ELDER ABUSE  
AWARENESS DAY*

Commemorated on the 15 June each year



*A Toolkit to Help You Support the Day*



## WORLD ELDER ABUSE AWARENESS DAY

The 15th of June every year marks the United Nations internationally recognised day - World Elder Abuse Awareness Day.

As the peak body for the prevention of elder abuse in Western Australia, Advocare is proud to be at the forefront of raising public awareness and encouraging organisations and individuals to support World Elder Abuse Awareness Day (WEAAD).

This Toolkit contains ideas for events and activities, downloadable WEAAD merchandise, information on how to obtain a WEAAD kit, and a guide to marketing your event.

For assistance, please contact the Marketing and Communications Coordinator on 9479 7566 or [marketing@advocare.org.au](mailto:marketing@advocare.org.au)

Thank you in anticipation for your involvement in making our world a better, safer place for older people.

## The Growing Phenomenon

Elder Abuse affects 1 in 20 older people in Western Australia. The shame and fear factor attached to elder abuse, makes it under reported and it requires the combined efforts of the community to combat this hidden social issue. The message for older people is that they are not alone, we are here to help.

## What the Day is About

World Elder Abuse Awareness Day seeks to prevent elder abuse incidents by giving targeted information and encouraging community participation on a broad scale. The day is about working together to bring greater recognition of the mistreatment of older people wherever they live, and to highlight the need for appropriate action.

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

World Elder Abuse Awareness Day is an international movement fostering joint cooperation to enable people to build new partnerships and engage a wider audience in saying “No” to mistreatment of older people in all parts of the world.

## Who Can Participate?

Anyone can participate to help raise awareness about World Elder Abuse Awareness Day, older people need the support of all of us. We encourage organisations such as Governments, not-for-profit organisations, educational institutions, religious groups and individuals in both metropolitan and regional areas. Join us if you are passionate about upholding older people’s rights to live without exploitation, abuse or fear.

## Purple is the Colour!

World Elder Abuse Awareness Day uses the colour purple as a theme. The colour is used in all promotional material and marketing initiatives across the world so that people can identify the colour with the day. So think, dress and display purple.

## Symbol of World Elder Abuse Awareness Day

The World Elder Abuse Awareness Day symbol is a purple awareness ribbon.

Awareness ribbons are symbols of support for various causes – so make your ribbons and wear them on the day and promote how together we can improve the lives of older Australians.

## Come On, Get Involved!

Events and activities taken up by organisations and individuals vary in nature. Below are some examples to assist you in ideas about what you might do but feel free to come up with your own ideas, we would love to hear about them!

- Engage a speaker – Arrange a speaker from Advocare to come out a talk to your group about elder abuse
- Set up an information table with merchandise
- Stick up posters and display merchandise in your community (libraries, shops, cafes, bathrooms etc)
- Hold a fun event:
  - a ‘wear WEEAD purple day’ at work, with accompanying displays
  - a walk, morning tea, picnic or games day to raise awareness
  - plant a tree, tied with a giant purple ribbon
  - light up local landmarks in purple
  - yarn bomb your streets, or create some street art
  - organise a seniors flash mob
  - hold a fashion show with purple clothes from op-shops
  - have a purple food, writing or other competition
  - raise awareness and also money for organisations working to stop elder abuse through, e.g., a trivia night, film night, bowl-a-thon, talent quest, benefit concert – or get sponsored for a personal challenge!

## World Elder Abuse Awareness Day Champions

In previous years there were a number of champions helping to raise awareness about elder abuse. Here are just a few events that we were delighted to see!



*Photos: Clock wise from top left – Staff from Bunbury Home and Community Care, Geraldton Hospital information display, Legal Aid staff purple morning tea, Students from Bunbury Senior high school*

## Send your photos in

By sending us your photos, we will be able to show other organisations and individuals the great work you are doing.

Please send photos of your activity to [marketing@advocare.org.au](mailto:marketing@advocare.org.au)

## FREE World Elder Abuse Awareness Day Pack

To help kick start your activity, we can send you a free World Elder Abuse Awareness Day pack filled with materials!

**The pack contains:**

- Glossy A3 World Elder Abuse Posters
- Purple Balloons
- Advocare Brochures
- Elder Abuse brochures
- Pens

*An electronic copy of the posters are also available on our website*  
[www.advocare.org.au](http://www.advocare.org.au)

### Christine's Story

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

As winter approached Steve told Christine it would probably be easier if he just went and ran the errands so that she didn't have to be out in the cold. Because Steve was so helpful Christine thought nothing of it. She signed her pension cheque over to Steve so he could deposit the money and do the shopping.

It took several months for Christine to realise her grandson was doing the shopping as promised but pocketing the extra cash for himself. It wasn't until she had written a cheque to cover her insurance and it bounced that she realised her grandson had been stealing from her



## Registration Form

How you are planning to commemorate World Elder Abuse Awareness Day?  
Please return this completed form to Advocare, The Perron Centre, Suite 4,  
61 Kitchener Avenue, Victoria Park WA 6100. Email [rights@advocare.org.au](mailto:rights@advocare.org.au) or  
fax 9479 7599 to receive the **free World Elder Abuse Awareness Day pack.**

### Organisational details

Organisation name \_\_\_\_\_

Address \_\_\_\_\_

Suburb \_\_\_\_\_ Postcode \_\_\_\_\_

Phone number \_\_\_\_\_

### Contact persons details

Name \_\_\_\_\_

Address \_\_\_\_\_

Suburb \_\_\_\_\_ Postcode \_\_\_\_\_

Email \_\_\_\_\_

### How will you commemorate WEAAD?

Date of event \_\_\_\_\_ Type of event \_\_\_\_\_

Venue/address \_\_\_\_\_

### Please give a short description of your event

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

### How did you hear about WEAAD? (Newsletter, email, website, word of mouth etc)

\_\_\_\_\_

*We would like to contact you to keep you informed of our organisation through our newsletter. If you would prefer not to receive this information, tick this box*

**Thank you for your support to help stop elder abuse in our community.**