

Paint
the town
purple

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World Elder Abuse Awareness Day

15 | JUNE | 2021



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 | 2021.**

Dear Service Provider

Thank you for your participation

ARAS’ World Elder Abuse Awareness Day Online Forum on 12th June 2020 via Zoom and was very successful and we were pleased that many of you were a part of this very special event.

We thank you for your participation and your willingness to be involved in raising awareness through creative activities in support of elder abuse prevention.

WEAAD reminds us all that we need to stand up and speak out on behalf of our most precious resource – older people.

ARAS is delighted that many aged and community service organisations hosted WEAAD events across South Australia on or leading up to 15th June. It is through these activities that conversations can begin to bring about awareness of safeguards and prevention strategies and to promote the message, ‘there’s no excuse for abuse!’

Once again, thank you for your participation.



Kind regards

Doris Gioffre

Operations Supervisor

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15 | JUNE | 2021

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It's your turn



Our older citizens have given to us for many years and it is now our turn to give back to them. Help to make

'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 (virtual or face-to-face) to mark WEAAD on or leading up to 15th June, 2021.

So what will you do to commemorate WEAAD?

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 to a morning tea gathering. Please contact the 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

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WEAD display — City of Salisbury



WEAD display—Estia Health, Salisbury



WEAD display – Para Hills Community Centre



WEAD display - Orroroo Community Home

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 including 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 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 you can 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 Service 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 the ARAS Abuse Prevention Program. Please contact ARAS to organise a guest speaker.

► Wear something purple [colour of WEAAD] or have a 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 helped 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 and the local community invited to attend the event. A declaration by the Mayor/Councillor to commit to reduce elder abuse in the community through raising awareness.

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► **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 awareness about the 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 progress towards eliminating violence towards older adults

Possible sources for speakers include:

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



Raising awareness of elder abuse at a ‘Pop up Expo’ at Co-op Shopping Centre, Nurootpa –

Barossa Village, Country Home Services, The Barossa Council

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 the walk be?
- ▶ 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 or 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 local 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 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, upload it to YouTube and promote it.

▶ **Write a message**

All 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.

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► **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.

Please refer to the social distancing guidelines from SA Health www.sahealth.sa.gov.au and Department of Health www.health.gov.au when planning your activity.



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