

# World Elder Abuse Awareness Day

Communications Toolkit

15 June 2024



# Lending your support



The 15th June is World Elder Abuse Awareness Day (WEAAD).

The NSW Ageing and Disability Commission proudly supports this day and advocates for the rights of older people to live free from abuse in their family, home and community.

WEAAD helps shine a light on the concerns and risks of abuse of older people and what we need to do to create safer, more inclusive communities now and into the future.

Your role in raising awareness of this day matters, and this communications toolkit can help.

It provides a framework on how to raise awareness, resources to share about how to recognise and respond to abuse, and how to have helpful conversations with older people.

If you would like to [order our resources](#) for your local events this year, please make sure you do no later than Tuesday 28 May so we can ensure they reach you on time.

Thank you for supporting this important day.

Kathryn McKenzie  
Acting Commissioner

## What we're seeing in NSW\*

14,025



calls to the to the NSW Ageing and Disability Abuse Helpline comprising 4,258 reports

75%

of reports related to older people, mainly older women



51%



of reports involved allegations against adult children, with relatives featuring in 60% of reports about abuse of older people

The most common reported type of alleged abuse of older people was psychological and financial abuse.



\*Ageing and Disability Commission data 2022-2023

# How to raise awareness



## Online

- Promote the resources in this toolkit from Monday 10th June to Saturday 15th June 2024.
- Raise awareness across social media, in e-Newsletters or other channels available to you. You can share this content from our X (Twitter), LinkedIn and Facebook pages.

## In the workplace

- Encourage your colleagues and peers to use resources and tools to raise awareness within the workplace, particularly for organisations who support older people in their family, home and community.
- Learn more about how to safeguard older people from abuse in their family, home and community by completing our free, e-learning modules.

## In the community

- Share information and resources at community events, community centres and in other public places.
- Connect with us to establish an Abuse Prevention Collaborative in your local government area.

# Social media



Help raise awareness by sharing these posts from our [Facebook](#), [LinkedIn](#) and X ([Twitter](#)) for #WEAAD2024. When sharing, please tag @AgeingDisabilityCommission on Facebook and LinkedIn, and @NSWADC on X (Twitter).

## Monday 10 June

This Saturday is #WorldElderAbuseAwarenessDay and we all have a role to play in standing up for the rights of older people to live free from abuse.

You can help. Look out for older people in your community and if you have any concerns call the Ageing and Disability Abuse Helpline on 1800 628 221 (M-F 9-4) #WEAAD2024

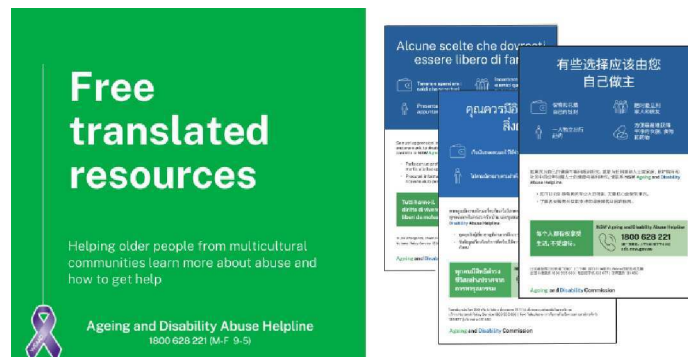


## Tuesday 11 June

Help an older person who may not speak English as a first language understand their right to live free from abuse with one of our many translated resources.

Use our wellbeing Checklist in #Vietnamese & #Chinese or our info flyers in 24 different languages.

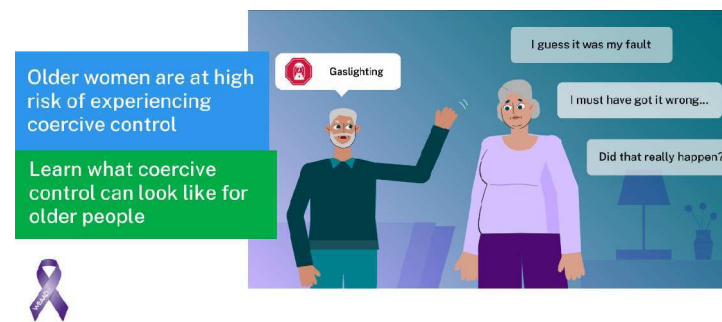
#WEAAD2024



## Wednesday 12 June

Coercive control is when someone repeatedly hurts, scares or isolates another person to control them. Older women are at high risk of experiencing coercive control, which also features commonly in the reports we receive about alleged abuse.

Learn what coercive control can look like for older people at [nsw.gov.au/coercive-control-get-help](https://nsw.gov.au/coercive-control-get-help) #WEAAD2024



# Social media

Help raise awareness by sharing these posts from our Facebook, LinkedIn and X (Twitter) for #WEAAD2024. When sharing, please tag @AgeingDisabilityCommission on Facebook and LinkedIn, and @NSWADC on X (Twitter).



## Thursday 13 June

The misuse of Power of Attorney or Enduring Power of Attorney is one of the most common alleged abuse types reported to the ADC about older people. This video by @COMPASS with Robert Fitzgerald AM talks about this issue and what older Australians should know to better protect themselves.

@AHRC #endelderabuse #WEAAD2024



## Friday 14 June

To help you better understand and respond to abuse we have a range of tailored resources and training available. Check out free e-Learning modules that includes a 5 step conversation guide as well as definitions of abuse and neglect.

You'll also receive a certificate of completion at the end.

#WEAAD2024

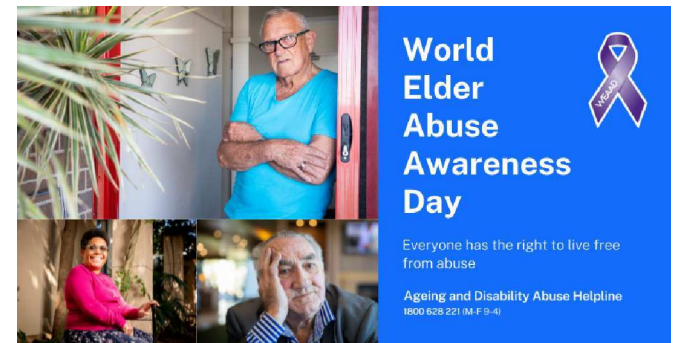


## Saturday 15 June

Today is World Elder Abuse Awareness Day.

We believe every older person has the right to live free from abuse in their family, home and community. Get free resources, training and help from our website. For information, support or to make a report call the Ageing and Disability Abuse Helpline 1800 628 221 (M-F 9-4)

#WEAAD2024



# Newsletter template



## World Elder Abuse Awareness Day

15 June 2024

**Everyone has the right to live free from abuse in their family, home and community.**

Today is World Elder Abuse Awareness Day.

We acknowledge our part in helping to create a safer, more inclusive community for older people.

We also recognise that identifying and responding to abuse can be hard. That's why we encourage everyone here at <organisation> to use these [free online training modules](#) offered by the NSW Ageing and Disability Commission.

They help to explain what abuse looks like, how to have safe conversations and offer help. For example, you can ask questions like "do you feel safe at home", or "how do you spend time in the day?" or even "do you have access to your bank account?"

It's not about being an expert in abuse detection; it's about taking action on concerns you have seen or heard and raising these concerns with your <manager, supervisor, organisation>, or calling the NSW Ageing and Disability Abuse Helpline on 1800 628 221 (M-F 9-4).

There are more resources and information on the ADC's [website](#).

Let's all work together to end the abuse of older people.

Thank you.



# Beyond WEAAD



## Free e-Learning about abuse, neglect and exploitation

The Ageing and Disability Commission encourages anyone who supports or engages with an older person or adult with disability to complete [this](#) free online training. The training will strengthen skills to detect and respond to abuse in family, home and community settings and can be accessed on our [website](#).



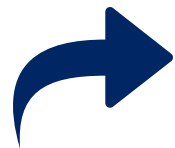
## Helping local councils safeguard their communities

Access your local community profile to see how many reports are being made about alleged abuse and neglect of older people and adults with disability. Use this information along with our handbook to implement proven strategies that can strengthen safeguards against abuse in your community - available on our [website](#).



## Free resources about abuse, neglect and exploitation

Need information about the ADC or to explain what abuse and neglect is? You can download resources for free to use in your work and in your community; we also have resources translated in 24 different languages. Download them [here](#).



## Check back with us

We're always developing new materials to help you and your communities better understand abuse and neglect. Check back in with us regularly or email your details to [training@adc.nsw.gov.au](mailto:training@adc.nsw.gov.au) to be added to our database.

**We acknowledge Aboriginal People as the First Nations Peoples of NSW, and pay respects to Elders past, present and future. We acknowledge the ongoing connection Aboriginal people have to this land and recognise Aboriginal people as the original custodians of this land.**

**We also acknowledge that older people and people with disability have the right to be treated with dignity and respect, and to feel safe in their families, homes and communities.**

For information, support or to report abuse of an older person or adult with disability, call the NSW Ageing and Disability Abuse Helpline on 1800 628 221 or email [helpline@adc.nsw.gov.au](mailto:helpline@adc.nsw.gov.au) (Monday to Friday 9am to 4pm).

In an emergency call 000

For training or other related enquiries email [training@adc.nsw.gov.au](mailto:training@adc.nsw.gov.au)

**Ageing and Disability Commission**

