



World Elder Abuse Awareness Day

Communications Toolkit





From the Commissioner

Dear Collaborative Chairs, Colleagues and Partners,

It is with pleasure to share with you our first communications toolkit for **World Elder Abuse Awareness Day**.

World Elder Abuse Awareness Day is a United Nations designated day, and it is an opportunity to voice our collective opposition to the abuse of older people, which can occur by their families, partners or someone in their community.

This communications toolkit contains a range of materials that can be used across your networks from Tuesday 9th June - Monday 15th June and beyond. My hope is that together we can share a consistent message across NSW that raises awareness of abuse of older people, and importantly celebrates their value in our society.

We will continue to support you and your efforts to promote the rights of older people in NSW, and everyone's right to live free from abuse.

Thank you for joining us in this valuable event.

A handwritten signature in black ink that reads 'Robert Fitzgerald'.

Robert Fitzgerald, AM
Commissioner





Event Communications

Social Media Tiles

- A cover tile plus four individual tiles can be used across social media, websites or newsletters from Tuesday 9th June in the lead up to and on WEAAD.
- We propose the following text for social media that meets word limit and text requirements. You can copy and paste this content into the open text fields of your social media accounts.
- **FACEBOOK:** June 15 is World Elder Abuse Awareness Day. This day, and every day, we must remind ourselves that older people are valued members of our community. Older people have the right to choose how they want to spend their money, when they can see their family, and where they want to live. If we work together we can end abuse #WEAAD @AgeingDisabilityCommission
- **TWITTER:** June 15 is #WEAAD, a day to recognise the rights of older people. Lets work together to end abuse and celebrate the value older people bring to our families, lives and communities @NSWADC

How to use the tiles: You can update your Twitter and/or Facebook cover tile, and post the individual square tiles directly to your Twitter and/or Facebook pages. You can also share the content from our [Twitter](#) and [Facebook](#) page from Tuesday 9th June.





Promotional Video

- We have created a short video that will be publicly available on **Monday 15th June**.
- The video includes Commissioner Fitzgerald, Minister Lee, a NSW Aged Crime Prevention Officer and a representative from the Blacktown City Elder Abuse Prevention Collaborative.
- There is one [45 second edit for social media](#), and one [full length edit](#) that runs for approximately 3 minutes to be used at virtual events, on websites or through other means.
- We propose the following text for social media that meets word limit and text requirements. You can copy and paste this content into the open text fields of your social media accounts.
- **FACEBOOK:** Today is World Elder Abuse Awareness Day. We asked some of our colleagues why today is important, but also why we must value older people in our society. Thank you to everyone who shared their thoughts, let's all work together to end abuse of older people @AgeingDisabilityCommission @nswpoliceforce @leoliberalparra @BlacktownCityCouncil #WEAAD
- **TWITTER:** Its #WEAAD today! This day and every day we must stand up for the rights of older people in our community. Watch our video and join in the discussion to end abuse @NSWADC @nswpolice @GeoffLeeMP @Blacktowncc

How to use the video: You can share the short video from our [Twitter](#) and [Facebook](#) pages on the morning of 15th June, or copy and paste the YouTube links into your communications. The full length version will also be available on our [website](#). Please note the YouTube link will appear as private/unlisted until the 14th June.

Media Release Template

- A media release template has been provided and outlines tips on how to write a media release.
- We have also included a standard line about the Ageing and Disability Abuse Helpline, to promote a consistent message.

How to use the template: You may have a template that your organisation or collaborative already use, this template is provided for guidance at the request of some collaborative groups.



Ongoing Communications

It is important to continue the conversation about the abuse of older people, even once WEAAD has concluded. These resources can be used to continue raising awareness of the rights of older people in your community, and the role of the Ageing and Disability Commission. You can download these by clicking on the image, or from our [website](#).

A4 flyer

EVERY OLDER PERSON AND ADULT WITH DISABILITY HAS THE RIGHT TO

- Control and access their own money
- Attend appointments without another person
- Choose to see family and friends when they want to
- Have easy access to clean clothes, food and their own medication

Everyone has the right to feel safe and be treated with dignity and respect in their own home and in the community.

You can raise concerns about your own wellbeing or of any older person or adult with disability currently being abused or mistreated by someone they know in their home or in the community.

- Get information on what services are available to help.
- Speak with a trained professional about your concerns.
- Be supported to make an anonymous report, and be heard without judgement.

If you or someone you know is not free to make their own choices, contact the **Ageing and Disability Abuse Helpline**

1800 628 221 (M-F, 9-5)

ageingdisabilitycommission.nsw.gov.au

In an emergency, call 000 or Lifeline 13 11 14 for crisis support.
National Relay Service 1800 555 660 | Text: Telephone 133 677 | Interpreter Services 131 450

A4 flyer in 24 translations

هل يتحكّم شخص تعرفه في كيفية إنفاق أموالك، أو يحرمك من حريتك في رؤية العائلة والأصدقاء، أو يصرخ ويؤذيك جسدياً؟

بحق لك أن تشعر بالأمان وأن يتم معاملتك بكرامة واحترام في منزلك وفي مجتمعك.

فمن خلال الاتصال بخط المساعدة، يمكنك:

- الحصول على معلومات حول الخدمات المتوفرة للمساعدة.
- التحدث إلى متخصص مدرب حول الأمور التي تقلقك.
- أن تحصل على الدعم لتقديم تقرير مجهول الهوية، وأن يتم الاستماع إليك دون حكم.

خط المساعدة الخاص بالإساءة للمسنين وذوي الإعاقة في NSW هو مخصص لأي شخص حتى يعزرن قلق شخص كبير السن أو شخص بالغ من ذوي الإعاقة يعاني من إساءة وسوء معاملة من قبل شخص يعرفه في منزله أو في مجتمعه.

لمستأدقاراً 1800 628 221 (M-F, 9-5) مجرتك وبلا أمجدتكت اذا 131 450

الاستمر عبر الانترنت في اي وقت على ageingdisabilitycommission.nsw.gov.au

في حالة الطوارئ، اتصل بالاسم على 000 او Lifeline (خط المساعدة) على 13 11 14 للحصول على دعم فوري اذا كنت لا تعرفي ترقبل المصروف 1800 555 660 (الخط النصي) 133 677

Three fold brochure explaining abuse, neglect and exploitation

Every older person and adult with disability has the right to

- Control and access their own money
- Attend appointments without another person
- Choose to see family and friends when they want to
- Have easy access to clean clothes, food and their own medication

ou or someone you know is not free to make their own choices, contact the **Ageing and Disability Abuse Helpline**

1800 628 221 (M-F, 9-5)

Everyone has the right to feel safe and be treated with dignity and respect in their own home and community. This list may help understand types of abuse, neglect or exploitation towards older people and adults with disability.

What is abuse?

There are many types of abuse experienced by vulnerable adults.

Financial abuse is threatening to take someone's money or assets, misusing another person's money without permission, or stealing and abusing power for financial gain.

Psychological abuse is threatening, pressuring or intimidating someone verbally, or emotionally blackmailing them. This also includes threatening to isolate someone from friends and family.

Physical abuse is intentionally pushing, shoving, kicking or injuring someone else. This includes physically restraining or locking someone up in their home.

Sexual abuse is having non-consensual contact with someone. This could be enforcing nudity, or inappropriate washing or handling.

It is not OK to abuse anyone, especially someone vulnerable like an older person or an adult with disability.

What is neglect?

Neglect is a type of abuse that means a vulnerable person's basic needs are not being met.

This could be not providing adequate food, clothing or shelter, not keeping someone safe, or refusing to meet a vulnerable person's healthcare needs.

Neglect is also deliberately denying a vulnerable person help, which leaves them exposed to physical, mental and emotional harm. This is known as wilful neglect.

It is not OK to neglect anyone, especially someone vulnerable like an older person or an adult with disability.

What is exploitation?

The most common type of exploitation is financial. This means someone takes money assets or allowances from a vulnerable person for their own use and without permission.

Exploitation can also be someone who sells, transfers or changes property titles without the property owner knowing.

It is not OK to use or sell another person's assets without their consent, especially someone vulnerable like an older person or an adult with disability.