

World Elder Abuse Awareness Day

Communications Toolkit
2022



Ageing and Disability Commission

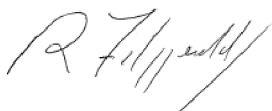
From the Commissioner

World Elder Abuse Awareness Day is a United Nations designated day. This day is an opportunity to voice our collective opposition to the abuse of older people, and to promote their right to live in safety in their family, home and community.

This year, our campaign 'Rights Don't Age' highlights why it is so important to recognise and validate the choices of all older people, and that regardless of how old we are, we must always have the right to make decisions about our own life.

You can do your part by using and sharing the resources in this toolkit to help raise awareness about the rights of older people. These resources can be used in the lead up to World Elder Abuse Awareness Day, and beyond.

Thank you for joining us on this important day.



Robert Fitzgerald, AM
Commissioner

Abuse of older people in NSW*

13,090

calls to the NSW Ageing and Disability Abuse Helpline, comprising 3,566 reports.

77.9%

of reports related to older people, mainly older women.

54.5%

of reports involved the adult child as the subject of allegation, with relatives making up 64% of reports about older people.



Adult children were the main source of reports, with family members making up 41.9% of reports about older people.



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

Campaign plan

Help raise awareness by sharing these posts from our [Facebook](#) and [Twitter](#) pages for #WEAAD2022.

When sharing, please tag @AgeingDisabilityCommission on Facebook and @NSWADC on Twitter.

Tuesday 7 June (AM)

No matter how old we are, we always have the right to make and be involved in decisions that affect our lives. Rights don't age.

Follow us throughout the week as we raise awareness about this important message for #WEAAD2022



“
We believe that no matter how old we are, we always have the right to make and be involved in decisions that affect our lives.
Rights don't age.
- Commissioner Robert Fitzgerald
”

Ageing and Disability Commission

Tuesday 7 June (PM)

“I can live in my own neighbourhood. I can have my own friends. I can feel like the choices are mine.”
Rita

Rita tells us about some of the choices she is free to make and why they are so important to her
#WEAAD2022



Wednesday 8 June AM

What can you do to ensure older people in your family, home and community are supported to make decisions about their own life?
#WEAAD2022



“
Please respect **my choices** whether they agree with, or differ from yours.
- Menaka
”

Ageing and Disability Commission

Campaign plan

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Thursday 9 June (AM)

In 20-21 we received 3,566 reports of abuse about older people.

Psychological and financial abuse were the most common types of alleged abuse reported.

Let's talk about #elderabuse and raise awareness about everyone's right to live in safety
#WEAAD2022



Ageing and Disability Commission

Thursday 9 June (PM)

“I can choose to go out when I feel like it and spend money when I want to. It’s my life.”

Restricting an older person from seeing their family or friends is psychological abuse. Let’s work together to support people like Brigid live their life the way they want to #WEAAD2022



Friday 10 June

Someone’s age shouldn’t impact their right to make decisions about their life.

Let’s work together to raise awareness about #elderabuse #WEADD2022



Ageing and Disability Commission

“
I don’t feel any different to how I felt when I was younger. I am still the same person.
We are still the same people we were.
– Rita
”

Campaign plan

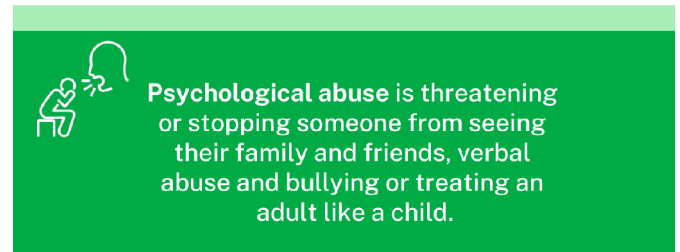
Help raise awareness by sharing these posts from our [Facebook](#) and [Twitter](#) pages for #WEAAD 2022.

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Monday 13 June (AM)

Psychological is the most common type of alleged abuse reported to us about older people, with 1619 reports received in 20-21. Learn the different types of abuse and how to take action: <https://bit.ly/3KIYLAw>

Let's all work together to end abuse of older people
#WEAAD2022



Ageing and Disability Commission

Monday 13 June (PM)

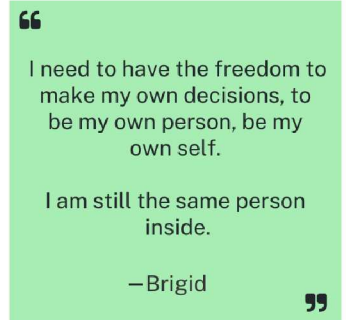
Every older person has the right to:

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

#WEAAD2022



Ageing and Disability Commission



Tuesday 14 June (AM)

Tomorrow is World Elder Abuse Awareness Day, and we're excited to share with you what we mean when we say that Rights Don't Age! #WEAAD2022



Ageing and Disability Commission



Campaign plan

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Wednesday 15 June

Today is #WorldElderAbuseAwarenessDay and we believe a world free from elder abuse is one that values and respects older people's right to make choices about their own life. Let's all work together to end abuse of older people.

#WEAAD2022 #UnitedNations #endingelderabuse



Continuing work



Training

The Ageing and Disability Commission encourages anyone who supports or engages with an older person or adult with disability complete [this](#) free online training. The training will strengthen skills to detect and respond to abuse in family, home and community settings, takes around 30 minutes and can be accessed by anyone on our [website](#).



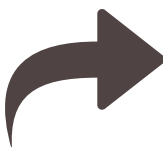
Local council guide

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 establish proven strategies that can strengthen safeguards in your community on our [website](#).



Resources

Need information about the ADC, or help explain what abuse and neglect is? You can download our 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 developing a range of new materials to help you and your communities better understand abuse and neglect. Check back in with us regularly or email your details to commissioner@adc.nsw.gov.au to be added to our database.