



# World Elder Abuse Awareness Day

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## Communications Toolkit





# 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 '**Elder Abuse Prevention – Let's Talk About Ageism**' explores the impact of negative ageist attitudes toward older people, how this prevents an older person from fully participating in their own life, and how these attitudes can contribute to abuse.

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

The Ageing and Disability Commission is also here to support you and your community. Anyone can call the **Ageing and Disability Abuse Helpline** on **1800 628 221** for information, support or to report abuse, neglect and exploitation of older people and adults with disability in their family, home and community.

Thank you for joining us on this important day.

Robert Fitzgerald, AM  
Ageing and Disability Commissioner



# Communications



## SOCIAL MEDIA

A cover tile plus individual tiles can be used across social media, websites or newsletters in the lead up to, and on WEAAD.

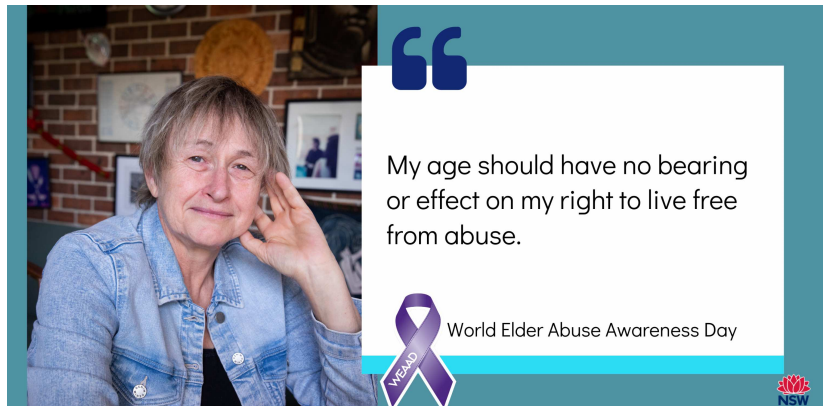
**How to use the tiles:** You can update your Twitter and/or Facebook cover tile, and share the content from our [Twitter](#) and [Facebook](#) pages.

### COVER TILE



Next Tuesday 15 June is  
#WorldElderAbuseAwarenessDay.

Follow us throughout the week as we raise awareness about the rights of older people & challenge negative #ageist attitudes that can contribute to #elderabuse #WEAAD #UN



What can you do to ensure older people in your family, home and community are supported to make decisions about their own life? Start the conversation by asking what their wishes are & involve them in the decision making process #WEAAD2021 #UN





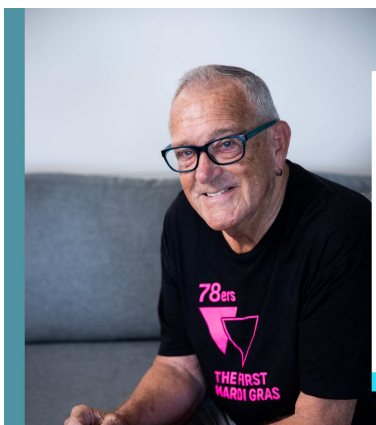
# Communications

## SOCIAL MEDIA

A cover tile plus individual tiles can be used across social media, websites or newsletters from Monday 7 June, in the lead up to and on WEAAD.

**How to use the tiles:** You can update your Twitter and/or Facebook cover tile, and share the content from our [Twitter](#) and [Facebook](#) page.


Have you noticed people talk differently with others as they age? Let's change this and engage older people with dignity & respect #WEAAD2021 #UN #ADC




**“**

I have the right to be treated with dignity and respect.

**”**




World Elder Abuse Awareness Day



In 2020, 77% of reports to the Ageing & Disability Commission related to concerns of abuse, neglect & exploitation of older people. Let's talk about #elderabuse and raise awareness about their right to live in safety.

#WEAAD2021 #UN #ADC




**“**


Older people deserve to participate, have a voice and be heard in their family, home and community.

**”**

Robert Fitzgerald, AM, Ageing and Disability Commissioner



World Elder Abuse Awareness Day



Thanks to @natwardmlc for supporting #WEAAD and every older person's right to live free from abuse

#UN #ADC #WEAAD2021



**“**

It's up to all of us to help detect, address and prevent elder abuse.

**”**

The Hon. Natalie Ward  
Minister for Sport, Multiculturalism, Seniors and Veterans



World Elder Abuse Awareness Day





## VIDEO

Two short videos have been produced for this campaign, featuring members from the Older Women's Network, and the Ageing and Disability Commissioner.

[Full length video](#) (4MIN)

[Shortened edit](#) (1MIN)

Both videos will be publicly available at 8AM on Tuesday, 15 June.

**How to use the video:** You can share the video from our Twitter and Facebook pages on the morning of Tuesday 15 June, or copy and paste the YouTube links into your communications.

The following text for social media meets word limit requirements. You can share this content from the ADC's social media accounts:

- **FACEBOOK:** Elder Abuse: Let's talk about ageism! Today is World Elder Abuse Awareness Day, and along with @OWN we're talking about #ageism and how negative attitudes can impact older people, & contribute to risks of elder abuse. Thank you to everyone who shared their personal experiences, let's all work together to end abuse of older people @AgeingDisabilityCommission @OWN #WEAAD #UN #UnitedNations #endingelderabuse
- **TWITTER:** Let's talk about ageism! Today is #WEAAD & we joined forces with @OWN to talk about #ageism and the importance of inclusion for older people in life & decision-making. Watch our video & join in the discussion to #endabuse @NSWADC @OWN #UN #UnitedNations #endingelderabuse

