

World Elder Abuse Awareness Day

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

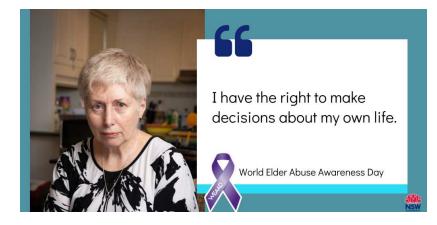


Next Tuesday 15 June is #WorldElderAbuseAwarenessDay.

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







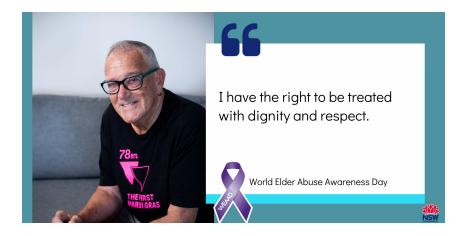
Communications

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.

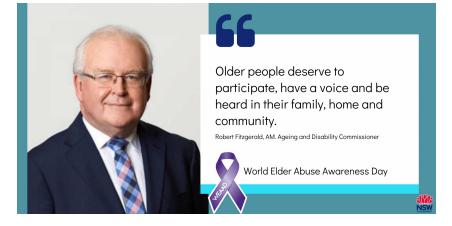
How to use the tiles: You can update your Twitter and/or Facebook cover tile, and share the content from our Twitter and Facebook page.

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



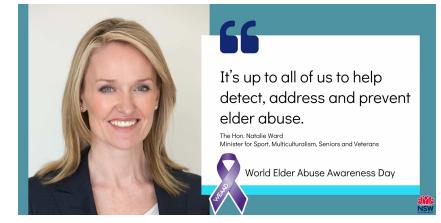
In 2020, 77% of reports to the Ageing & Disability Commission related to concerns of abuse, neglect & exploitation of older people. Let's talk about #elderabuse and raise awareness about their right to live in safety.

#WEAAD2021 #UN #ADC



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

#UN #ADC #WEAAD2021





VIDEO



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

<u>Full length video</u> (4MIN) <u>Shortened edit</u> (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



AFTER WEAAD



It is important to continue the conversation about the abuse of older people once WEAAD has concluded. These resources can be used to continue raising awareness of the rights of older people in your community. You can download these by clicking on the image, or from our website.

A4 flyer







Wellbeing checklist



Three fold brochure explaining abuse, neglect and exploitation

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 nonconsensual 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

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.

ADC fact sheet



