

World Elder Abuse Awareness Day

Communications Toolkit
15 June 2023



Commissioner's message

Everyone has the right to live free from abuse

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

This communications toolkit provides a framework on how to raise awareness for WEAAD and how to support older people in the community who may be at risk of, or who are experiencing abuse, neglect or exploitation.

The toolkit includes resources on how to recognise and respond to concerns of abuse, and how to have helpful conversations about abuse with older people.

I encourage you to use these resources in the lead up to World Elder Abuse Awareness Day, and beyond.

Thank you for supporting this important day.



Robert Fitzgerald AM
Commissioner



What we're seeing in NSW*



12,561

calls were made to the to the
NSW Ageing and Disability
Abuse Helpline, comprising
3,975 reports.

77%

of reports related to older
people, mainly older women.



52%

of reports involved the adult
child as the subject of
allegation, with relatives
featuring in 64% 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 1 July 2021 - 30 June 2022

How to raise awareness



Online

- Promote the resources in this toolkit from Monday 5th June to Thursday 15th June 2023.
- Raise awareness across social media, in e-Newsletters or other channels available to you. You can share this content from our 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 [Twitter](#) pages for #WEAAD2023.

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



Monday 5 June

Next week is #WorldElderAbuseAwarenessDay and it's an opportunity for communities around the world to promote a better understanding of abuse and neglect of older people.

Follow us over the week as we talk about how we can work together to #endelderabuse #WEAAD2023



To stand up for the **rights of older people** is to stand up for a future that fosters respect and empathy in our community.

It's our **collective responsibility** to ensure the rights of every person is upheld, regardless of age or circumstance.

Ageing and Disability Commission



Tuesday 6 June

In 2021-22 we received 3,072 reports of alleged abuse of an older person; 7.5% of these reports involved an older person from a culturally diverse background.

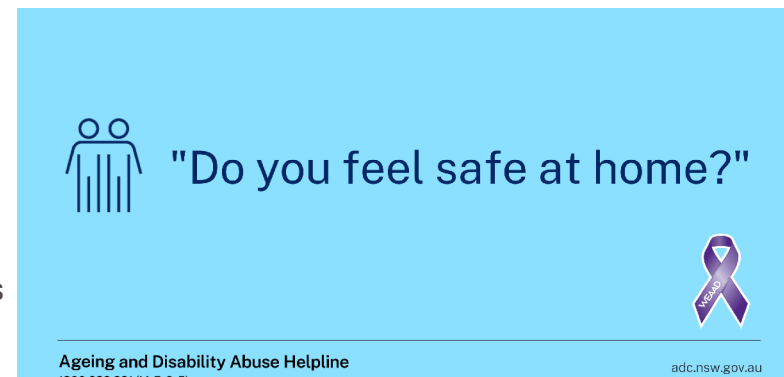
Help raise awareness in multicultural communities about abuse with the Wellbeing Checklist in #Vietnamese & #Chinese or flyers in 24 languages #WEAAD2023



Wednesday 7 June

The largest proportion of reports about older people in 2021-22 related to people aged 80-84 years old.

How can you help an older person better understand their right to live free from abuse? It can be as simple as asking "do you feel safe at home?" Use our resources to start the conversation #endelderabuse #WEAAD2023 #UN



Ageing and Disability Abuse Helpline
1800 628 221 (M-F 9-5)

adc.nsw.gov.au

Social media

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



Thursday 8 June

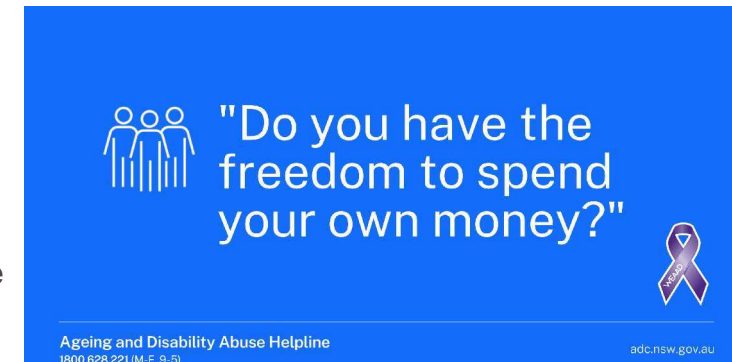
Do you support older people in Aboriginal communities? Download our Wellbeing Checklist designed by Aunty Lorraine Brown & Aunty Narelle Thomas to help raise awareness of abuse and how to get help in a culturally appropriate way.
#WEAAD2023



Friday 9 June

Did you know, limiting someone's access to their money is a form of financial abuse? 26% of reports made to us in 2021-22 involved alleged financial abuse of an older person.

How could you support an older person at risk? It could be asking a simple question like "do you have the freedom to spend your own money?" #WEAAD2023



Monday 12 June

It doesn't matter where you live, what language you speak or your residency status - everyone has the right to feel safe in their family, home and community.

Improve your understanding of abuse, neglect and exploitation through these free e-Learning modules that include a 5 step conversation guide available on our website
#WEAAD2023



Social media

Help raise awareness by sharing these posts from our [Facebook](#), [LinkedIn](#) and [Twitter](#) pages for #WEAAD2023.

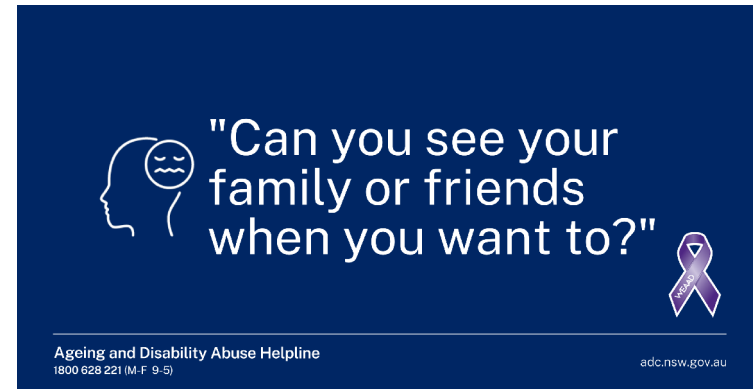
When sharing, please tag @AgeingDisabilityCommission on Facebook and LinkedIn, and @NSWADC on Twitter.



Tuesday 13 June

Did you know, preventing someone from seeing their family or friends is a form of psychological abuse? 41% of reports to the ADC in 2021-22 involved alleged psychological abuse of an older person.

How can you support an older person at risk? It could be asking a simple question like "can you see your family or friends when you want to?" #WEAAD2023



Wednesday 14 June

Thanks to @JodieHarrisonMP for her support this year for #WorldElderAbuseAwarenessDay and advocating for the rights of older people to live free from abuse.

#WEAAD2023

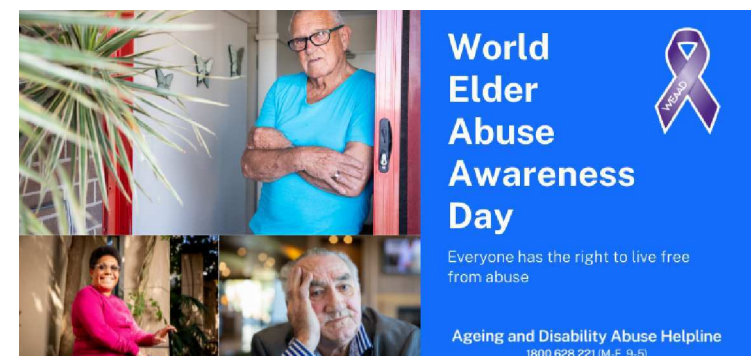


Thursday 15 June

Today is World Elder Abuse Awareness Day.

We recognise that 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

#WEAAD2023



Newsletter content



World Elder Abuse Awareness Day 15 June

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

Today is World Elder Abuse Awareness Day. It's 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.

Identifying and responding to abuse can be hard. Most reports made to the NSW Ageing and Disability Commission (ADC) involve older people, mainly older women, and relate to alleged abuse by a family member, mainly an adult child. Reports often relate to alleged financial and psychological abuse.

As a <support worker/health worker/community worker/volunteer/other> you can play a significant role in helping an older person get the support they need.

It's not about being an expert in abuse detection; it's about taking action on concerns you have seen or heard.

Start small by having a conversation in a safe space, listen to their needs and offer to help.

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?"

June 15 is your opportunity to find out more about the abuse of older people, and start conversations with your peers about how to safeguard adults at risk of abuse in their family, home and community.

Get free training, resources or more information from the ADC's [website](#).
Let's all work together to end the abuse of older people.



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](#).



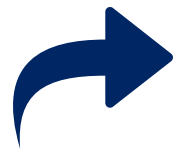
Helping local councils safeguard their communities

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 commissioner@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 (Monday to Friday 9am to 5pm).

In an emergency call 000

For training or other related enquiries email training@adc.nsw.gov.au

Ageing and Disability Commission

