



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.



June 15
World Elder Abuse
Awareness Day



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.

