

## RAISE AWARENESS IN YOUR COMMUNITY ABOUT ELDER ABUSE!

Community groups across the province are invited to help build awareness of abuse against older adults by recognizing **Elder Abuse Awareness Day** on **June 15<sup>th</sup>**. You can do this in any number of ways. Here are just a few ideas:

- Host a Lunch ‘n’ Learn, a Wine and Cheese Reception, or similar event.
- Add the topic of elder abuse to your regular meetings in June and bring information to share with others.
- Work with your local media to post Public Service Announcements (PSAs).
- Find out who in your community works with older adults and who works with victims of violence.
- Organize an essay contest in local schools to promote positive relationships between generations.
- Write a letter to the editor or to your government representatives.
- Learn more about these and other great ideas on how community groups can raise awareness about elder abuse in the *Community Awareness Tool Kit*, developed by the International Network for the Prevention of Elder Abuse. It’s available on their website at [www.inpea.net](http://www.inpea.net) and on the Canadian Network for the Prevention of Elder Abuse website at [www.cnpea.ca](http://www.cnpea.ca)

In order to support your efforts to raise awareness about elder abuse, the Nova Scotia Seniors’ Secretariat is preparing an **Elder Abuse Awareness Day Information Kit**. The kit includes posters, brochures, promotional items, information sheets, and sample PSAs.

**To request an Elder Abuse Awareness Day Information Kit, please call the Secretariat at 424-0065 or toll-free at 1-800-670-0065 or e-mail [scs@gov.ns.ca](mailto:scs@gov.ns.ca)**

For more information on Nova Scotia’s Elder Abuse Awareness Day or to share your plans, call Barb Baker, Elder Abuse Consultant, at (902) 229-4355 or e-mail [bakerbr@gov.ns.ca](mailto:bakerbr@gov.ns.ca)

**We would love to post your activities on our website!**

For more information on elder abuse, visit the Secretariat’s website at [www.gov.ns.ca/scs](http://www.gov.ns.ca/scs)