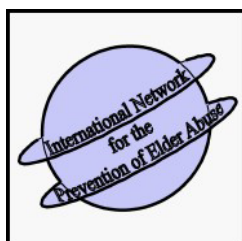


*“My World...
Your World...
Our World -
Free of
Elder Abuse...”*

Community Guide to Raise World Awareness on Adult Abuse

a “Tool Kit” for
Taking Action: Step by Step



International Network for the
Prevention of Elder Abuse

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About INPEA

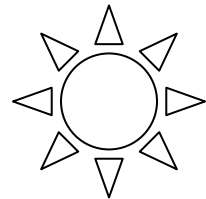
The main goal of the International Network for the Prevention of Elder Abuse (INPEA) is to increase society's ability, through international collaboration, to recognize and respond to the mistreatment of older people in whatever settings it occurs, so that each individual can achieve an optimal quality of life in keeping with his or her cultural values and tradition.

Acknowledgements

We would like to acknowledge the fine efforts of the many people and organizations that have helped to make this *Toolkit* possible.

Introduction by the founder of World Elder Abuse Awareness Day, INPEA Vice President, Elizabeth Podnieks, EdD, Canada. Special materials contributed by INPEA Executives, Dr. Lia Daichman, and Elizabeth Podnieks, EdD., North America Representative, Betty Malks, and Secretary General, Susan Somers, as well as other consultants and representatives.

Special thanks for researching and preparing this document goes to Charmaine Spencer (Gerontology Research Centre, Simon Fraser University, Vancouver, British Columbia, Canada). INPEA and the Co-sponsors of World Elder Abuse Awareness Day would also like to thank the many regional, national and international groups for their ideas and approaches to celebrating special world days in efforts to raise awareness of particular global concerns. The International Year of the Older Person Toolkit and the Alberta Human Rights Kit, in particular were useful starting points.

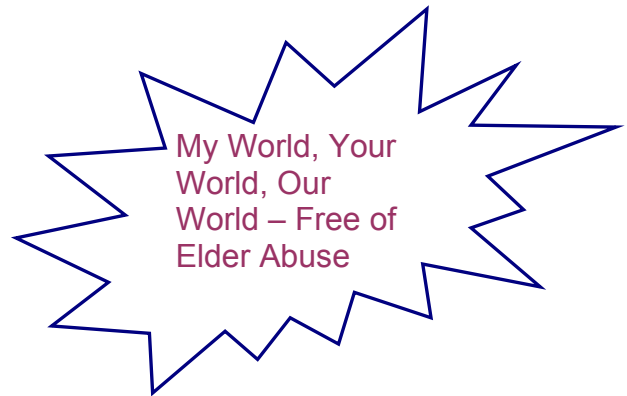


Introduction

Welcome to the *Community Guide "Toolkit"*, a resource created to help individuals, organizations and communities throughout the world plan for World Elder Abuse Awareness Day (also referred here in this kit as "World Awareness Day"), which will have its debut on June 15, 2006. This *Toolkit* is also useful to plan for further awareness-building activities, as well as to support ongoing projects and events throughout the months and years to come.

What is World Awareness Day?

World Awareness Day involves activities to bring greater recognition of mistreatment of older adults wherever they live throughout the world and to highlight the need for appropriate action. It is intended to give abuse and neglect of older adults a global relevance that will sustain and move prevention efforts forward throughout the whole year and years to come.



World Awareness Day involves national and international activities developed by countries, communities, neighbourhoods and organizations collaborating in multigenerational and multidisciplinary initiatives. It can encompass volunteer and educational programs, cultural and art events, as well as diverse use of information technology, all aiming to create an awareness of elder abuse and its consequences.

The *Toolkit* provides sample ideas and tools to help individuals and organizations plan and present special projects in their own jurisdictions. It includes examples of materials, resources, proclamations and messages, as well as information on other sources of support to communities.

In developing the *Toolkit* we recognize the considerable work that has already been done over the past decade to raise awareness in many countries, as well as the work that is currently underway. We look forward with hope and confidence to the future work that will be done. Through collaboration and sharing knowledge, practice and research, the world's collective efforts may actually dream our impossible dream: "My world, your world, our world – free of elder abuse."

No effort is too small to be counted in an awareness campaign. We invite you to use the toolkit as a stepping stone to continuous learning.

The *Toolkit* should be considered as open-ended guide and a work-in-progress. It is not intended to present a comprehensive picture of elder abuse awareness learning opportunities. Instead, it is designed to encourage a great deal of further exploration. Action is necessary at all levels of planning and decision-making in order to promote and provide information of elder abuse. There are unlimited possibilities for improving the growing recognition of the problem.



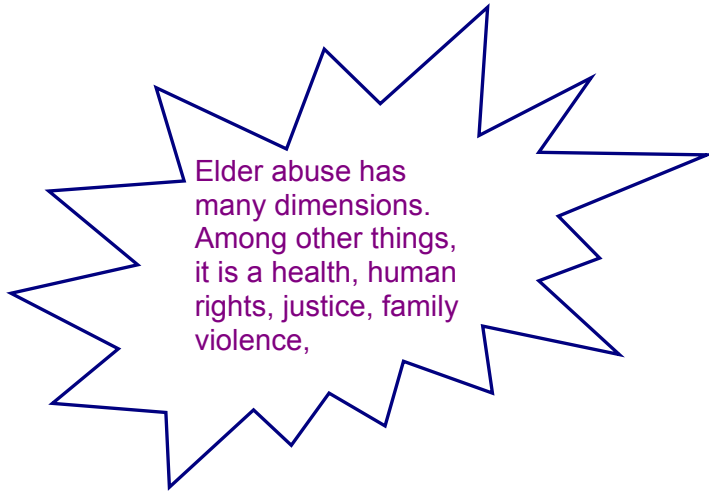
Please make it your own – find your own unique voice as you listen to the voices of people who have been touched by the misfortune of elder abuse.



Overview

A. Why Raise Awareness?

Throughout the world, abuse and neglect of older adults largely remains under-recognized, or treated as an unspoken problem. No community or country in the world is immune from this social problem.



Abuse and neglect of older adults is a complex and multi-faceted problem. Elder abuse encompasses many different types of harms and can occur in community or institutional settings.

Raising awareness of elder abuse is a challenge. The issue requires complex, multiple and integrated responses from a very wide range of sources at individual, institutional, societal and global levels.

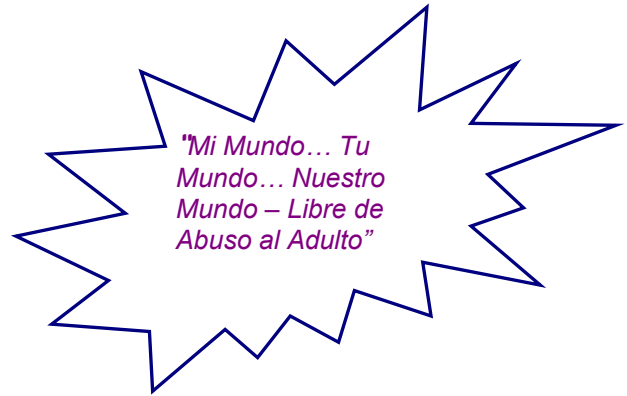
The United Nations has noted that the world needs a global response to the problem, one which focuses on protecting the rights of older persons.

At the 2nd World Assembly on Ageing held in Madrid, Spain in 2002, Secretary - General Kofi Annan released a WHO report which noted that "in some cases, mistreatment of older persons may be part of a broader landscape of poverty, structural inequalities and other human rights abuses."

This *Toolkit* offers strategies for people and groups wanting to make life better for older adults. These awareness strategies can help you persuade others beyond your organization to join you in helping to make freedom from abuse and neglect a reality for older adults in your community.

B. Why Have a World Elder Abuse Awareness Day?

World Elder Abuse Awareness Day is one of many excellent opportunities to share information on the links and many facets of abuse and neglect in later life, as a family violence problem, an intergenerational concern, as well as a health, justice, and human rights issue. It is an opportunity to join together and recognize the many local and regional efforts to address the problem. These efforts are often overlooked. It is also a chance to speak with one voice on this important matter.



Governments, non-governmental organizations, educational institutions, religious groups and individuals can promote a better understanding of abuse and neglect in later life by organizing observances of the World Elder Abuse Awareness Day. The Day also provides an opportunity to increase knowledge of the cultural, social, economic and demographic processes affecting abuse and neglect of older adults living in community and institutional settings.

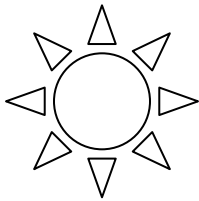
Education and public awareness campaigns have been vital for informing people in a growing number of countries about elder abuse. Raising awareness is a fundamental prevention strategy that involves not only teaching new information but also helping to change attitudes and behaviour.

World Elder Abuse Awareness Day and other elder abuse awareness initiatives can be an intensive period of focus on both a national and local level where organizations become engaged in this issue. It can become an opportunity to engage the support of key legislators to increase funding for public awareness and the needed community resources.



World Awareness Day is also an opportunity to link nation-wide efforts to international initiatives. The joint cooperation can enable people to build new partnerships and engage a wider audience in saying "No" to mistreatment of older adults in all parts of the world.

In future years, World Elder Abuse Awareness Day may have a special theme for the Day.



Observing the Day at the National Level

In preparing for the World Awareness Day, governments may wish to use June 15 as an occasion to initiate projects, or start public discussion on abuse and neglect policies in the country (special conferences, cultural festivals, special announcements and other similar events).

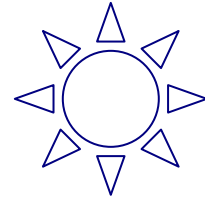
The support and active involvement of the media is central to the success of the World Awareness Day. Because the World Awareness Day is a very time-limited event, it lends itself well to an intensive and focused media campaign.

The active engagement of the non-governmental organizations is instrumental in the success of any World Awareness Day's observance. For this inaugural World Elder Abuse Awareness Day and successive Days in years to come, it is vital that non-governmental organizations mobilize their invaluable expertise, organizational potential, grass-root outreach as well as human and material resources.

This can be an excellent opportunity for governments to seek the active partnership of non-governmental organizations and provide necessary support for the activities of the non profit, volunteer and education sectors. Partnerships among public, private and volunteer organizations that serve older adults, families, women and men should be encouraged.

We recognize that raising awareness of mistreatment of older persons is an ongoing effort, not limited to one day. This important societal issue needs to be acknowledged 365 days a year.

A Brief History on Building World Awareness



1997 Adelaide, Australia

A small group of committed individuals forms the International Network for the Prevention of Elder Abuse (INPEA). This begins a journey that expands over the next eight years to include 600 members and 132 regional and national representatives across five global regions.

Education has been at the very core of the INPEA Mission Statement and raising awareness within the World Community, a defining goal.

2002 World Health Organization

WHO partners with INPEA on the seminal study "Missing Voices". A major recommendation from this eight country research was to "mobilize civil society through raising awareness of the widespread magnitude of elder abuse".

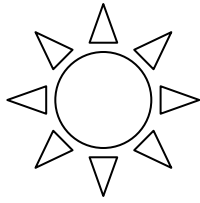
In April, 2002, the United Nations International Plan of Action is adopted by all countries in Madrid. The Plan of Action clearly recognized the role of education and training in elder abuse prevention.

2003, New York City, USA

INPEA launches the World Elder Abuse Awareness Day to take place on June 15, 2006.

2003- 2006

Communities throughout the world begin to plan their activities to raise awareness of abuse and neglect of older adults, and to celebrate the progress they have made in helping to reduce its occurrence.



World Elder Abuse Awareness Day

An Ideas Collage for Awareness Activities

Below are a variety of ideas and activities to help organizations and communities plan initiatives in your jurisdiction to mark the debut of World Elder Abuse Awareness Day as well as celebrate its recognition in following years. The illustrations are intended to help “get the creative juices flowing”. Pick, choose, mix and match and have fun while you “educate and celebrate” for June 15th and future awareness building endeavours.

1. Collaborative Efforts

One of the greatest benefits of a specific occasion like World Awareness Day or other awareness campaigns is the opportunity for seniors' groups, other community groups and non government organizations as well as government bodies to plan and work together. See Figure A for examples of potential participants.

The event can often be a means to build and strengthen partnerships. When organizations only have a few resources, they may not feel they can accomplish as much as they would like. By working together, resources can be pooled to create a larger and better event than any one organization could accomplish alone.

Special days can come and go. Communities may want to plan and use the efforts for the Day to build a legacy of new information, products and publications, as well as action plans for the year and longer term.

When developing events across a country or in specific communities, it is useful to share information while planning, so that people know what others are doing to celebrate and recognize the event in their community or other jurisdictions. This can aid collaboration where appropriate, and avoid unnecessary duplication.

See Appendix A to C Tips for Obtaining Sponsorship; Working with Volunteers; and Tips for Making Events Accessible.

Figure A

Potential Participants in Planning and Holding Elder Abuse Awareness Events

- Individual older adults
- Representatives of seniors' organizations and organizations that provide services to seniors
- Members of community co-ordinating committees

Educators

- University, colleges, high schools, training schools, junior schools

Government Bodies

- Ministries and departments responsible for seniors' issues, health, housing, family violence, law and justice, adult protection, veterans' affairs
- Federal income security program and other financial assistance workers
- Social planners

Community Services

- People who deliver paid or volunteer based programs to seniors
- Representatives related to groups addressing violence in relationships, coping with disabilities, Alzheimer societies, anti-poverty groups, or other issues
- Social workers (including discharge planners)
- People working in culturally-specific agencies, e.g., immigrant-serving agencies, aboriginal service
- Groups representing marginalized groups
- Women's shelter/services staff
- Sexual assault centre staff
- Counsellors in private practice
- Alcohol/drug addiction counselling or treatment staff
- Crisis centre counsellors
- Outreach workers
- Peer counsellors

- Friendly visitors
- Home support workers
- Co-ordinators of local information and referral services
- Adult "day away/day care" staff
- "Gatekeepers" in the community, e.g., people who are regularly in touch with people who live in the community

Health Services

- Nurses (hospital staff, public health nurses, nurses who provide care in private homes, etc.)
- Geriatric psychiatry program/mental health workers
- Staff of care homes and long-term care facilities
- Health care workers including community care (management, case managers, and placement co-ordination staff), occupational therapists, physiotherapists, massage therapists, chiropractors, etc
- Physicians (in private practice, on the staff of a long-term care facility, etc.)
- Other health care workers

Housing/ Shelter

- Managers of housing complexes (including municipal housing)

Law and Justice

- Lawyers, paralegals, community legal workers
- People within the justice system (police, those who prosecute cases, victim assistance workers/victim advocates)
- Public guardian and trustee staff

Financial Services

- Banking/financial services staff

Faith Communities

- Pastoral care workers and clergy

Plan a Traditional Ceremony

Commemorate the World Elder Abuse Awareness Day or other awareness campaign by hosting a ceremony that symbolizes life, wellbeing and dignity for older adults.

Support a Declaration or Proclamation

Declarations and proclamations are formal statements by a local, regional or national government or major national or international organization recognizing and identifying the significance of an issue. In some cases, it is tied to a formal event or ceremony. A locally developed declaration can be a stepping stone for a regional or national observance. **See Appendix D for illustrative declarations and proclamations.**

A government declaration is considered more valuable if it also tied to formal commitment of funding to help further needed community activities.

When considering the development of a declaration or proclamation, consider what role you expect the proclamation to have in the broader strategies you feel are needed.

Declarations and proclamations can be good opportunities for working with media. **See Appendix E and F.**

Present a World Awareness Award

Organize an awards ceremony for June 15. Look for individuals or groups of people who have worked to raise awareness of abuse issues in later life, have worked to build caring and respect and who have worked to ensure fair treatment of older people in your community or at your workplace. **See Appendix G.**

Perhaps they have worked to help communities build bridges between individuals and organizations so they have a better understanding of abuse and neglect in later life. Perhaps they have worked with a particular ethnic community on abuse issues affecting older adults.

Perhaps they have worked with administration to meet the cultural foods needs of ethnic seniors in a congregate setting. They may have worked to reduce the

use of physical or chemical restraints in nursing homes. Make your award a tradition every June 15th.

Join or Form a Group

Establish a local group to address a community concern or begin a local chapter of a larger group or network. In many parts of the world, national and regional elder abuse awareness networks are in place or under development. Some of these networks will be identified on the INPEA website (www.inpea.net).

Research the many groups that work to raise awareness of abuse in later life, as well as those that empower and protect older adults who are experiencing abuse.

Link to others and build on each others' strengths. Abuse and neglect in later life

Host a Workshop or Conference

Workshops and conferences can be effective ways to show the progress being made in a region or country; to highlight current research as well as emerging practices that are showing promise in helping abused or neglected older adults. Actively include older adults' voices in those that are heard there.

Carefully plan whether this event should occur on June 15th. In some cases, holding a large event before or after World Awareness Day can help build or sustain interest on the issue of abuse and neglect of older people over the course of the year.

Host a Lecture or Debate

Sponsor a lecture, debate, speech or presentation on ways to prevent abuse and neglect in later life. Many other topics are possible. For example, it may include:

- how we respond to abuse in later life;
- "good practices" for working together effectively and problem solving;
- emerging challenges;
- making laws work;
- diversity and abuse;
- how to reduce the prevalence of abuse and neglect in later life (strengthening norms against abuse and neglect in later life);
- what is needed from the global community to move progress towards eliminating violence against older adults.

Possible sources for speakers include:

- non-governmental and governmental organizations working for awareness and prevention of abuse in later life;
- community leaders;
- ethnic and multicultural group representatives;
- educators at community colleges and universities;
- labour unions or professional associations;
- faith organizations.

And if people seem to be unaware of the issues, invite them to join your lecture or debate as an opportunity to learn.

Submit an Article, Write a Letter to the Editor

People working in academic circles may want to consider writing a journal article describing some special aspect of the issue to reach people in their own discipline and those in other disciplines.

For the broadening public awareness, letters to the editor and articles can

- identify local people who work to make sure that others are treated with respect and dignity;
- describe the importance of respect, dignity and caring throughout people's lives;
- illustrate an incident where the rights of older adults were not protected and their needs are not being met.

Plan to submit these so they can be used for June edition.

Use a Quote, Develop a Slogan

A relevant quote can be helpful to build community efforts. A well chosen slogan can draw the public's attention to key messages.

In the World Health Organization/INPEA (2002) report "Missing Voices", older adults poignantly describe the effects of abuse and neglect they experience in their lives.

See Appendices H to K for Tips for print material, sample posters, poster and slogans, fact sheets.

Here are a few sample famous quotes that can be used to encourage working together and community involvement:

Dr. Margaret Mead, American anthropologist and social psychologist:

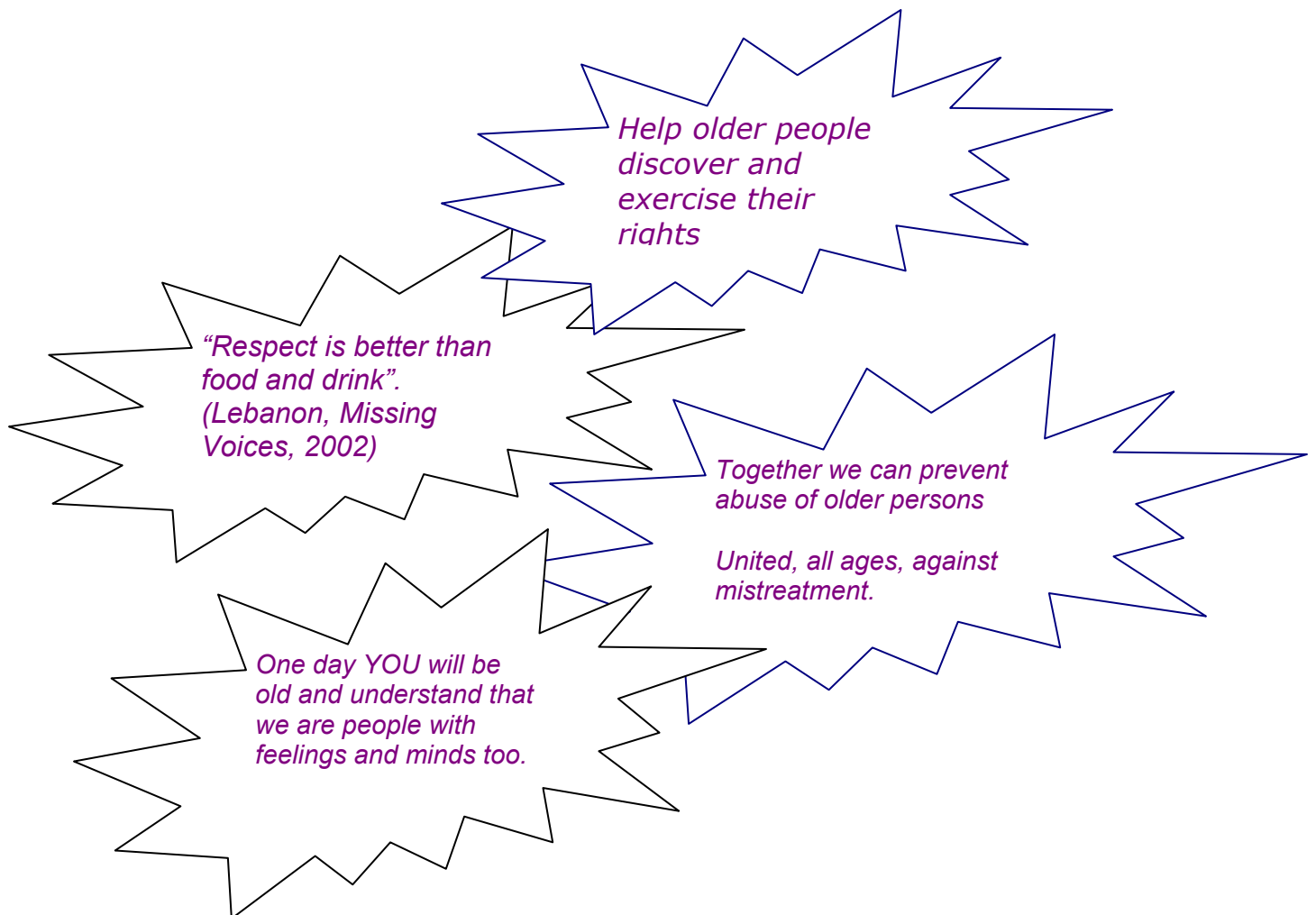
"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

Buddhist saying:

"Do not forget that the world is one great family."

A quote from the Most Reverend Desmond Tutu, Archbishop Emeritus; Chairman, Truth and Reconciliation Commission, South Africa and Nobel Laureate:

"Help others as you would help yourself."



Here are some examples of slogans that communities in different parts of the world have developed and use:

- "Abuse Hurts at Any Age." (Virginia Coalition for the Prevention of Elder Abuse)
- "The golden years should not be black and blue!"
- "Respect is better than food and water." (Lebanon Elder, Missing Voices, WHO/INPEA 2002)
- "The Golden years make some people blue. Neglect is a form of elder abuse!" (Aging and Independent Services, San Diego County, California, USA)
- "Together we can prevent abuse of older persons. United, all ages, against mistreatment. (translated from a French slogan.

Example

"Youth to Stop Violence Against Women" 16 Days of Activism against Family Violence

In late 2004 a coalition of Jordanian non-governmental organizations and a national institution joined forces to raise awareness and call for the prevention of family violence.

"Do not hurt our mothers, sisters and daughters!" – "Respect & Communicate!" were some of the messages heard during the international campaign.

Participants in the 16 Days events also wore the symbolic "white ribbon" which originated as part of a Canadian effort back in 1991 where men say no to violence against women.

"Violence in Red" Poster Series

The World Health Organization commissioned three series of violence prevention posters, each depicting images relating to various forms of violence. The "Red" series symbolizes the impact of violence on the body and on health in general.

The text for the elder abuse poster in the series focuses on basic awareness and states:

"1 in 20 older adults experiences some form of abuse in their home."

See: www.who.int/violence_injury_prevention/violence/global_campaign/en/PostRedElderly.pdf

Public Service Announcement (PSA)

Radio or television can deliver brief prevention messages via the mainstream media or ethnic media. Ethnic media can be particularly useful for reaching people who have a limited fluency in a country's main language. For more details and tips on developing PSAs, **see Appendix L.**

Example

Reaching People and Getting Politicians Involved

In 1999, a government ministry in Canada dealing with heritage and multiculturalism launched a new multilingual PSA aimed at reducing violence against women, children and older adults. Members of Parliament taped interviews about family violence in their heritage language in Cantonese, Greek, and Italian.

2. Sample Activities to Build Community Awareness

Here are some suggestions for activities that can be undertaken to observe World Elder Abuse Awareness Day and build awareness at the local level:

- *Community forums and workshops, to explore issues related to abuse and neglect in the community, and offer options for strengthening families. Forums can also provide information on family and seniors support services, such as counseling, financial assistance, advisory and information services.*
- *Special events in educational settings to highlight relevant issues and questions related to aging and family violence, or mistreatment or neglect in institutional settings.*
- *Official proclamations of the Day by mayors and other local authorities.*
- *Proclamations of "Elder Abuse Awareness Week".*
- *Production of documentary films or promotional vignettes on abuse related issues to be shown on national and local television stations.*
- *Arranging special exhibitions of publications, photographs, children's drawings, posters and other materials on abuse prevention in later life.*
- *Organization of essay competitions.*
- *Launching abuse prevention-related publications.*
- *Coverage of the Day's events by the news media, including television, radio and newspapers. Newspaper could also carry feature articles and special supplements on the Day, as well as a series on aging and family issues.*
- *Press conferences by research institutions and others concerned with abuse issues can raise public awareness of priority concern.*

Further local examples include:

Create an World Awareness Display or Mural

Identify key principles for helping to recognize and promote the wellbeing of older adults. Illustrate one or more "abuse free" principles that is important to you:

- the right of older people to be free from harm or neglect;
- the right of older people to peace and security in their homes and communities;
- the right of older people to dignity and respect;
- the right of older people to have a say (in their lives, their community, and their society);
- older adults' rights to freedom of expression and thought;
- older adults' rights to have rights respected that others take for granted;
- the right of older people to have basic needs met, such as food, shelter, care and support.

Watch the newspaper for local and international stories about mistreatment and quality of life issues affecting older adults. Add them to your display.

For example, Global Action on Aging (a non-profit organization with special consultative status with the United Nations Economic and Social Council), carries news items on aging issues from around the world and in several languages.

See: www.globalaging.org/

Items related to elder abuse can also be found on the Canadian Network for the Prevention of Elder Abuse webpage "In the News" (www.cnpea.ca/senior_abuse_in_the_news.htm).

The National Center on Elder Abuse has developed a database of news articles. www.elderabusecenter.org/default.cfm . Action on Elder Abuse (UK) carries press cuttings on abuse from 2003. See: www.elderabuse.org.uk/Mainpages/Press%20Cuttings%20current.htm

Showcase the World Awareness Day display or mural in a public place.

Produce an Art Work or Craft

Abuse and neglect often create strong emotional responses for people. Creating artistic works can bridge emotions as well as “speak across cultures”.

An artistic bookmark, quilt, T-shirt, painting or sculpture can express a theme of respect, caring and dignity throughout the lifespan as part of abuse and neglect prevention in later life.

Show the intergenerational aspects of the elder abuse issues. These efforts can be created alone or with others.

Showcase the work in a public place.

Collect Local Stories

Abuse and neglect of older adults can occur in many subtle (and not so subtle) ways.

An awareness building project might involve interviewing older people in the community.

Ask them to think how attitudes towards the elderly have changed over time, both positively and negatively. Ask how those attitudes may increase or decrease the likelihood of abuse and neglect occurring in later life.

Interview people born outside of your country and ask them to help you understand older adults are (and are not) respected, cared about and protected from harms in their country of origin now and in the past.

Most countries of the world have identified that abuse and neglect of older adults occurs there. Ask the person you are interviewing how we can help promote world awareness of abuse in later life here and around the world.

Tape record these interviews to create an oral record for your library, museum or archives and with permission, publish the stories in your local paper.

Throw a Party

Organize a celebration for June 15th which shares stories of caring and respectful aging from around the world. Learning about customs, traditions and cultures of others helps to build bridges of understanding in families and communities. Create posters to advertise your awareness and prevention event in the community.

Sponsor a Visual Arts or Writing Contest on Preventing Abuse in Later Life

Ask your local paper, organization's newsletter or church bulletin to publish the winning entries on June 15.

Look for partners in the community to help with sponsorship. Teachers, businesses, service groups and local media are possible partners.

Prevention and Awareness: Involving Older People

In 2005, in Africa, several countries organized events to celebrate the International Day of the Older Person. In Ghana they organized a concert with local singers. Older people, clubs, societies, school children and churches took part in an early morning procession.

In several areas of South Africa, marches were held. Older people carried banners with the message "We are senior citizens. Treat us with respect."

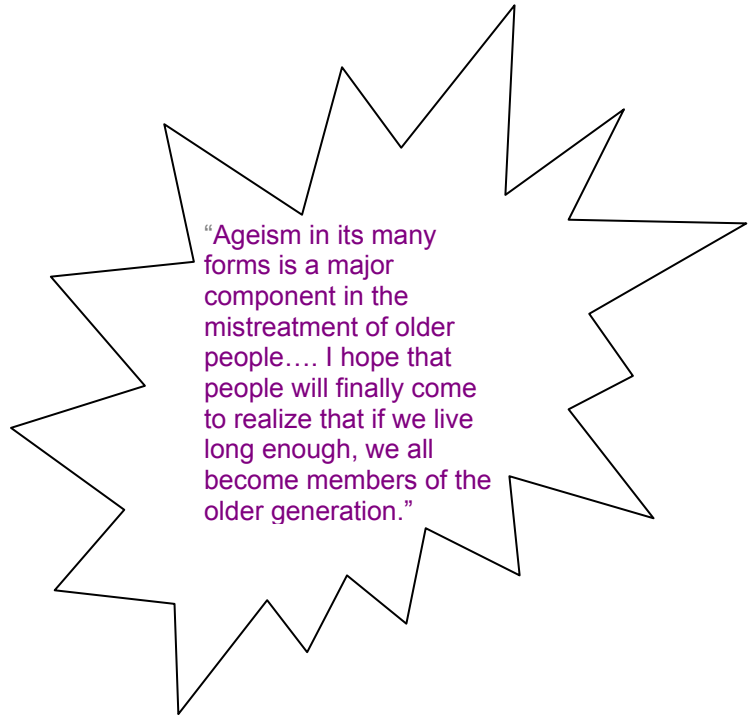
The local society for the aged had also been working with local schools and older people will give talks to schoolchildren, encouraging them to "honour the aged".

Plan an Action Team

An action team is a small group of people who work on a particular aspect of mistreatment, for example addressing the underlying ageism or stereotypes in society about older people. Stereotypes and negative images of aging often become ways for people in a society to rationalize mistreatment.

An action team focussing on building awareness in the media may want to identify two goals for its work:

- 1) to help media develop and use messages that promote respect and non-violence in relationships, and
- 2) to identify and remove stereotypic images and language that condone violence against seniors, women, children, and men.



Hold an Interfaith Service

Use "The Golden Rule" to highlight freedom from abuse or neglect and caring among generations. See **Appendix M** for examples of how the Golden Rule is embodied in many faith traditions throughout the World:

What Are You Doing to Involve Older Adults?

The WHO "Missing Voices" report identified that older people often looked at abuse and neglect in later life in a broader framework than professionals, community workers or government representatives might.

What are you doing to make sure the people who are most affected are well represented in approaches being developed to help them?

Conduct an Audit

Talk with older people, including those with special needs. Can they participate fully in the life of your community? Can they participate in your abuse and neglect awareness raising events?

An audit can be an important beginning step to make sure your community is sensitive and welcoming for older adults, including those with special needs. For an audit, consider not only physical barriers, but also attitudinal barriers, including assumptions about what older people can or cannot do and what older people do or do not want ("Check your assumptions at the door").

Read, Read, Read

Host a public read-a-thon on various aspects of abuse or neglect in later life, especially including what older adults have said about abuse (E.g. "Missing Voices"). Novels, short stories and poems often describe isolation, and neglect in later life. Include writings that show caring and positive responses to older adults by their family and community.

Each person reads aloud for 15 minutes. All participants take turns being reader and audience.

Have fun reading stories of supportive families, supportive communities and supportive countries while educating yourself and others about abuse prevention in later life.

Host a Film or Video Night

Show films or videos around themes that deal with World Elder Abuse Awareness Day issues. Contact your public library or school for films or other videos on abuse in later life. Preview the films to make sure they are appropriate to your audience. Abuse and neglect in later life as a subject matter may be controversial or difficult to watch for some.

Make sure people have a chance to talk about their feelings and impressions of the film in a discussion after the screening. Discuss what people can do so your audience feels hope and empowerment. Close the evening with music and food.

Work through a film distributor to comply with copyright regulations if you plan to charge for this event.

Educate and Celebrate All Year Round

Mark your calendar with dates significant to Elder Abuse Awareness and Prevention, such as family violence awareness months.

People can also recognize and celebrate older persons and ageing on other days, for example on national and international days for peace, ageing, health, women, human rights, volunteering, disability, elimination of racial discrimination, and elimination of family violence, among others. Many of these issues are directly tied to abuse and neglect in later life.

Plan or attend events in the community which celebrate and educate around these dates. See **Appendix N** for examples of international days. Many countries also have national days that can be used to raise awareness of a specific aspect of abuse or neglect of older adults.

Intergenerational Efforts

HelpAge International Africa created a 2004 wall calendar. The centre of the calendar showcases prize winning children's posters. Themes for the children's poignant drawings included: "Young and old helping each other" and "Abuse of older people within the family and the community". The poster was supported by the Dutch government, Barclay's Bank, the WHO African Regional Office.

www.helpage.org/images/pdfs/AgeinginAfrica/AfricaOct05.pdf

Visit a Web Site, Create a Website

Learn more about abuse and neglect in later life in your community, your country and around the world.

Organizations can work together to develop a website to share information, identify the activities and approaches occurring in their jurisdiction around abuse

and neglect, as well as show the progress being made to meet older adults' and families' needs in this area.

Useful Websites

Over the years, several organizations and countries have been able to develop a wealth of information on aging issues, and on abuse and neglect in later life. Listed alphabetically:

Action on Elder Abuse - UK

www.elderabuse.org.uk/

- A national organisation "established by a group of practitioners from health and social care, academics and representatives of the voluntary sector who were concerned about the lack of information and assistance for those who were abused or were at risk of abusing."

Age Concern (England)

www.ageconcern.org.uk/

- A charitable organization that provide services and information for people aged 50 and over. Campaigns on issues like age discrimination, and works to influence public opinion and government policy about older people.

Age Concern (New Zealand)

www.ageconcern.org.nz/?/advocacy/elderabuse

- An independent, charitable, not-for-profit organisation in New Zealand with the mission of working together to promote the quality of life and well-being of older people

American Association of Retired Persons

www.aarp.org/

- A not for profit membership organization of persons aged 50 and over, dedicated to addressing their needs and interests.

Canadian Network for the Prevention of Elder Abuse

www.cnpea.ca

- A national non profit organization providing Canadian information on abuse and neglect in later life. Topics include statistics, health, housing and legal issues, tips for media, information on ageism, network building.

Global Action on Aging

www.globalaging.org/

- Global Action on Aging (GAA), based in New York at the United Nations, reports on older people's needs and potential within the global economy. It advocates by, with and for older persons worldwide.

HelpAge International (HAI)

www.helpage.org/

- Is a global network of not-for-profit organisations with a mission to work with and for disadvantaged older people worldwide to achieve a lasting improvement in the quality of their lives. Website identifies events, training, news from around the world.
- Has a wealth of campaigns and participatory resources.
www.helpage.org/advocacy/Campaigns/Campaigns.html

International Association on Gerontology

www.iagg.com.br/

- Promotes the gerontological research and training worldwide and interacts with other international, inter-governmental, and non-governmental organizations in the promotion of gerontological interests globally and on behalf of its member associations.

International Federation on Aging

www.ifa-fiv.org/en/accueil.aspx

- Is a membership based network of organisations, bodies and individuals with a mission to improve the quality of lives of older people around the world through policy change, grassroots partnerships and strengthening bridges between public and private sectors concerned with ageing issues

International Network for the Prevention of Elder Abuse

www.inpea.net

- Is dedicated to the global dissemination of information as part of its commitment to the world-wide prevention of the abuse of older people.

Ontario Seniors Secretariat

www.citizenship.gov.on.ca/english/index.html

- The Ontario Seniors' Secretariat influences and supports policy development across all government activities on behalf of Ontario's seniors. It conducts specific policy activities with a multi-ministry focus aimed at improving the lives of Ontario seniors. Information on the Ontario Strategy to Combat Elder Abuse.

National Center on Elder Abuse

www.elderabusecenter.org/default.cfm

- The National Center on Elder Abuse (NCEA), funded by the U.S. Administration on Aging, is a gateway to resources on elder abuse, neglect, and exploitation.

United Nations Policies and Programmes on Aging

www.un.org/esa/socdev/ageing/ppoa/index.html

- This website provides information on national and international policies and programmes on ageing and is intended to stimulate action on policy development, particularly in developing countries.

World Health Organization

www.who.int/en/

- The World Health Organization is the United Nations specialized agency for health.
 - WHO Poster in Red campaign
 - World Health Organization (2002) Missing Voices: Views of older persons on elder abuse. WHO/NMH/VIP/02.1 Online: http://whqlibdoc.who.int/hq/2002/WHO_NMH_VIP_02.1.pdf

Summary

Help Build Public Awareness of Elder Abuse

General

- Posters, Slogans
- Fact Sheets
- Street Banners
- Ribbon Campaigns
- Products- Wrist Bands – Pins – Pens
- Pamphlets/Brochures, Flyers
- Calendar of Events
- Displays in public places such as Libraries, Shopping Malls, Pharmacies, Hospitals, Doctor's Offices
- Drama – Music – Art – Poetry
- Events in Schools – Seniors Organizations, Places of Worship
- Websites

Public Activities

- Municipal Declaration – Proclamations
- Lectures – Forums
- Position Papers, Briefs

Media

- Press Conference
- Newsletters
- Newspaper Articles
- Radio/TV Public Service Announcements
- Letters to the Editor

Education and Training

- Videos
- Teaching Packages

Commemoration of Those Who Have Died from Violence & Commemoration of Those Who Have Helped to Raise Awareness

- Candle Lighting Ceremony
- Tree Planting

Appendices

Appendix A

Tips on Obtaining Sponsorship

Thinking of getting sponsorship for your event?

Financial and in-kind support is often available from your local council, individuals and other community organizations, local businesses or the corporate sector.

Involvement of all sectors of the community is very effective in bringing about changes in attitudes and beliefs.

Before approaching a potential sponsor

Determine your needs

Do you need cash or in-kind assistance or a mix of both?

Do you need assistance with the venue, catering, equipment hire, advertising, media?

Do you need publicity and promotional resources such as flyers, posters, stickers, programs, banners, etc.?

Cost your needs

What is the value of the sponsorship you need?

Before approaching potential sponsors, you need to know the quantity and value of things you are asking them to provide.

Identify potential sponsors in your area

Consider companies with a track record of providing sponsorship and those that provide services or goods needed for your project.

Consider in-kind sponsorship. This is more cost effective for some businesses. For example the local bus company may provide transport to people without cars or who live in outlying towns.

Consider companies whose image matches that of the event. You will have more success if you approach businesses that are interested in promoting the safety and security, health, well being and comfort of older people, have older people as clientele, or who are connected to your event in some way.

Approach local businesses that know your organization and who can easily see the benefit of their sponsorship.

Remember

Start sending out proposals as early as possible.

It is often better to try to target one funder or company at a time. But at the same time, large scale events will usually require more than one funder or sponsor. Potential funders will want to know who else is supporting the event.

Sponsorship is not a donation; it is intended to be a mutually rewarding partnership between two organizations.

Make sure you are able to provide tangible benefits (advertising space, media coverage, product trial opportunities, etc.) in return for the sponsorship.

Acknowledge your sponsors. Sponsors who are recognized and valued are likely to offer support in the future.

Send thank you letters and, if possible, certificates of appreciation to all contributors.

Other fund raising possibilities

It may be appropriate to use your event to raise funds to supplement sponsorship, or for future events. Consider whether you want to:

- ask people to make a donation at the door;
- charge an entrance fee for everyone, with reduced rates for older people and students, and no fee for people who volunteer to help;
- sell abuse awareness resources and event souvenirs;
- ask a group to donate an appropriate handicrafts or useful objects that can be raffled.

Appendix B

Tips for Working with Volunteers

Within all communities there are people who receive a great deal of pleasure from volunteering their time, skills and experience to help others. The World Elder Abuse Awareness Day and awareness efforts throughout the year provide the ideal opportunity to involve volunteers in the planning of your events and activities, and to recognize their contribution.

Be sure to actively include older adults in all aspects of your events, including the planning. Older adults state they are often only treated as symbolic figures who are brought out for a ceremony, but otherwise ignored. Act on the principles of showing genuine respect and actively involve older adults.

Before settling on tasks for volunteers, ask them about:

- their preferences
- their knowledge
- their experiences
- their skills
- the time they are able to give
- their understanding of the tasks.

While volunteers are not paid for their time, it is important that their efforts are recognized and appreciated. You can do this by:

- acting on their input/ideas during the planning process;
- providing volunteer name badges so that the audience/participants know they are volunteers and have freely given their time.

To ensure your volunteers get the most out of being involved in the organization and helping with a planned event, you may find the following suggestions useful:

- Draw up a duty statement to clarify what is expected of the volunteer.
- Integrate the volunteers' efforts with the overall event management to ensure all parties are working towards a common goal.
- Ensure volunteers are kept well informed of developments and are involved in the planning process.
- Give your volunteers a copy of media releases before you send them to the media.

Appendix C

Tips for Events

Help Make Your Event More Accessible to All

When organizing an event, be aware of people's needs. Following is a list of features that will assist people whatever their age, to access venues you are considering for your activity or event. The most common barriers that people experience relate to being able to see, being able to hear and being able to get to and around the venue.

Checklist

Mobility

- Is the path of travel leads from where guests will arrive (parking area, bus stop, train station or set down area) to the venue accessible. An accessible path means there are no obstacles, such as revolving doors, curbs, or steps inside or outside the venue.
- Are some parking spaces designated for people with a disability and identified for their use only.
- Is the entry to the building is flat or there is a low gradient ramp enabling access.
- Do all stairs have handrails.
- Do the edges of steps have a contrasting strip.
- Are all doors easy to open.
- Is there an elevator or other means to avoid use of stairs.
- Do the floors have non-slip surfaces or carpets with a firm, low pile of 6mm or less.
- Are there clearly visible signs to indicate the direction to facilities such as toilets and telephones is clear.
- Are toilets are accessible for people with a disability. Is the toilet is readily accessed from the function area.
- Are the walkways are at least one metre or wider (including in the function room).

- If it is a sit down function, check that tables have sufficient space to allow a wheelchair to slide comfortably underneath.

Vision and Hearing

- Are the buildings and rooms are clearly signed and well lit, both internally and externally.
- Check the level of lighting in the room and check for glare at that time of day.
- Check for acoustics. Will sound from one presenter interfere with the sound from another room?
- Where possible, have people use microphones so all the audience can hear.
- Have presenters provide summary information on presentations to refresh memories.

Appendix D

Sample Proclamations and Declarations

World Elder Abuse Awareness Day Proclamation

WHEREAS (Country's) seniors are valued members of society and it is our collective responsibility to ensure they live safely and with dignity; and

WHEREAS abuse of older people is a tragedy inflicted on vulnerable seniors, and ever-increasing problem in today's society that crosses all socio-economic boundaries;

WHEREAS combating abuse of older people will help improve the quality of life for all seniors across this country and will allow seniors to continue to live as independently as possible and contribute to the life and vibrancy of (Country's Name);

WHEREAS (Country's) seniors are guaranteed that they will be treated with respect and dignity to enable them to continue to serve as leaders, mentors, volunteers and important and active members of this community;

WHEREAS we are all responsible for building safer communities for (Country's) seniors; and

WHEREAS the well-being of (Country's Name) seniors is in the interest of all and further adds to the well-being of (Country's Name) communities;

I, Mayor of (City Name), do hereby proclaim World Elder Abuse Awareness Day on June 15, 2006 and encourage all (Country's Name) to recognize and celebrate the accomplishments of (Country's Name) seniors.

Dated in the Mayor's Office on this ____ day of _____, 2006.

_____ Mayor

World Elder Abuse Awareness Day Municipal Declaration

Whereas: (Country Name)'s seniors deserve to live safely with dignity, and as independently as possible, with the supports they need.

Whereas: Elder abuse is most often defined as any act that harms a senior or jeopardizes his or her health or welfare.

Whereas: Eliminating abuse to older persons is each community's responsibility; the (City/Town) of (Name) is concerned about the risk to our older residents who suffer from neglect or are victims of financial, emotional or physical abuse.

Whereas: All of our residents should watch for signs of abuse such as physical trauma, withdrawal, depression, anxiety, fear of family members, friends or caregivers; and

Therefore: I, Mayor (insert name), on behalf of the (City, Town) of (Name) Council and the people of our great city, do hereby proclaim June 15, 2006 as Elder Abuse Awareness Day and encourage everyone to commit to build safer communities for our elderly residents.

Signed: Mayor _____

The Havana Declaration on the Prevention, Detection and Eradication of Elder Abuse

Cienfuegos, Cuba, April 30th, 2004

This declaration is a Call for Action aimed at the prevention, detection, and eradication of abuse against older persons.



Points to consider:

- ◆ Elder Abuse is a universal problem. Research conducted so far shows that it is prevalent in both the developed world as in countries in our Region. Abuse can occur in any context but most frequently it is familial, institutional and social.
- ◆ Prevention of elder abuse requires the involvement of multiple sectors of society.
- ◆ Legal frameworks are missing. Cases of elder abuse, when identified are frequently not addressed for lack of proper legal instruments to respond to them.
- ◆ Primary health care workers have a particularly important role to play as they deal with cases of elder abuse regularly – although they often fail to recognize the abuse as such. (Primary health care workers are not the only ones; it includes everyone in the community that has contact with older persons).
- ◆ Education and dissemination of information are vital – both in the formal sector (professional education) and throughout the media (combating the stigma, tackling the taboos and helping to de-stereotype older people and the cultural preponderance to overemphasize youth and adolescence).
- ◆ It is fundamental to the proposals of prevention, intervention, and eradication of elder abuse in our Region, to consider the following:
 - The cultural context of each country, and particularly communities within each country, in order to fully understand the phenomenon of elder abuse.
 - A gender perspective. Understanding the existing complex social constructs helps identify the form of abuse inflicted on the elderly and by whom.

- The socio-demographic characteristics and the functional capacity of the older population. The older population is heterogeneous with sub-groups that are particularly vulnerable to elder abuse (the very old, those with limited functional capacity, women, and those who are poor).
- ♦ It is not sufficient to only identify the cases of elder abuse. We must develop the social structures that will allow the provision of services (i.e. social, health, legal protection, policemen, etc.) to appropriately respond, and prevent and eradicate abuse from countries of the Region.
- ♦ Elder Abuse will be successfully prevented only if we develop a culture that fosters intergenerational solidarity and rejects violence.

The Regional Strategy in Latin America and the Caribbean for the implementation of the International Plan of Action on Ageing, adopted in Madrid, clearly recognizes the importance and the extent of Elder Abuse.

The prevention, detection, and eradication of elder abuse are social human rights and health problems that concerns us all.

Nonetheless, prevention and eradication of elder abuse will not be achieved if we excluded this generation from the context of Comprehensive Care and Prioritized Programs with respect to health policies of the countries of the region

Appendix E

Tips for Drafting a Media Release

Do you want to raise awareness of an event such as World Elder Abuse Awareness Day or other event?

Do you want to people to know about a project or a plan of action that your community has been working on regarding abuse or neglect?

Do you want to respond to a report on abuse and neglect of older adults?

A media release can be useful.

What is a Media Release?

A media release is a short statement which you send to the media to encourage them to write a story about an issue or something you are organizing. It needs to attract the attention of the media.

Releases can be sent to newspaper, magazine, television and radio journalists.

Format

Any media release for an event should answer the questions: What (is happening), Where (it is happening), When, Who (is involved), How and Why.

Any other media release should answer those key points: What, Where, When, Who, How and Why

The release should fit on one page, be easy to read, with good sized and well-spaced type.

When drafting the media release, think:

- Is what you are saying newsworthy?
- What are your key messages? Limit them to fewer than five.
- What are the supporting facts?
- Who are you targeting?

Hints:

1. Have a title for your media release. Catchy is nice, but don't get too cute.
2. Write in a language the readers/listeners/viewers will understand.
3. Put the most important points on your topic related to abuse and neglect of older adults early in the media release so that your story does not lose key points if it is edited or cut from the bottom.
4. The information should always be written in the context of how it affects/benefits the public.
5. Good media releases typically include short quotes to catch the reader or media's attention. Introduce your spokesperson with title first, then name, and then an indirect quote.
 - a. Continue with direct quotes, one sentence per paragraph.
 - b. Do not put quote marks at the end of the paragraph if your speaker is continuing to speak in the next paragraph.
6. Very important: Include contact details (day and night phone numbers) for at least two spokespeople who know the subject and can be quoted in the media coverage. It is important that a spokesperson is available to answer phone calls when the media receive the release. No matter how comprehensive the release, journalists often have questions.

If you wish to provide more information, attach a separate piece of paper with the background information in note form. These notes should be short, precise, interesting and provide enough information for journalists to write an informed article.

Be aware of publication/program/reporter deadlines.

When to send out a media release

Timing is crucial in news production. The media is most effective if you respond to suggestions or requests in good time before an event or publication date. Find out when their deadline is and get the material there on time.

For large scale events during World Elder Abuse Awareness Day, make contact with the relevant journalist (editor) well in advance to tell them what is happening, as well as provide a reminder four to five days before the event. Suggest they look out for your media release.

If you will be writing media releases regularly, it is helpful to develop good relationships with particular journalists so you have good contact points.

If you are hoping a journalist will attend an event, telephone them at least a week or two in advance.

Fax your release to media outlets 24 hours before the event. You can follow up the media release with a phone call to ensure the relevant journalist got the release and that you are available for further comment if required.

Appendix F

Tips for Interviews

A media interview is an opportunity to advance positive views and promote awareness of your organization's activities or concerns around elder abuse.

Before the interview:

- Where possible, give the reporter a fact sheet on elder abuse beforehand.
- Write down six or so points you would like to make.
- Write down six questions you think are most likely to be asked.
- Plan succinct answers to these questions but don't learn the answers by rote.
- Think of a brief phrase for your closing remark, one that will sum up your attitude in a memorable way.
- Have a phone number ready in case people would like more information.
- Try to think of the arguments the interviewer could use against your concern or position. Prepare answers for difficult questions.

Newspaper interviews are often conducted over the phone. While this can be less intimidating than a television or radio studio interview, it is important to remember that it is not an informal chat.

Newspaper journalists often want to speak to a "real abused person" to make the story more personal. You will need to decide how to handle this ahead of time. You may have a contact who feels comfortable telling her or his story so that others will understand. Other people prefer not to take on this responsibility.

Wherever possible, ask the person way ahead of time. Respect people's decisions, and always allow them to change their mind at any point.

If a media person is contacting you, ask the following questions before you agree to an interview. These are particularly relevant to radio and television:

- What is the subject of the interview?
- What are the main topics to be covered?
- Is it a news insert or program item?
- What program will it appear on?
- Who is the presenter or producer?
- How long will the interview be on air?
- Will the interview be broadcast live, or recorded?
- Who else will be taking part in the interview or on the program?

Appendix G

Sample Certificate of Recognition

Certificate of Recognition World Elder Abuse Awareness Day:

_____individual/organization_____

In recognition of your outstanding contribution
In helping
Promote awareness of elder abuse

Minister Responsible for
Seniors

Mayor

INPEA



Appendix H

Tips for Producing Print Material

There are many simple ways to ensure your articles, flyers, invitations and promotional material on abuse and neglect of older adults can be more easily read and are visually appealing. The following may be useful.

All printed material

Images

Use images of seniors and other age groups that reflect the diversity of your country. Depending on your key message, try to use positive images of aging where appropriate. Abuse and neglect in later life is not limited to older adults who look frail or vulnerable.

Carefully consider whether to use graphic images of abuse and neglect for print materials, including posters. While the images may have "shock" value, they also lose impact quickly and may undermine awareness building and public response in the long run.

Type

For text, use a plain, clear typeface, such as Times or Helvetica (Arial) type font in your articles, flyers, invitations and promotional material.

Use at least 12-point type size. Don't use too many different typefaces on the same page.

Avoid using all capital letters for large amounts of text.

Use bold for headings, do not use bold or italics for large amounts of text.

Color and Paper

Use dark print on light backgrounds - navy or black type on white or off-white is best. Use contrasting colors and avoid low contrast color combinations such as blue on green, or yellow on white.

Use matte, non-glossy paper to avoid glare.

Text

Use dot or bullet point format to highlight information. Use standard formats such as paragraphs with headings.

Appendix I

Sample Posters

[Insert samples]

- No elder abuse allowed
- Elder abuse can only be dealt with when it is not a secret
 - I miss my old friends...
- Elder abuse can only be dealt with when it is not a secret
 - First my parents beat me...

Appendix J

Posters and Slogans

In the United States, a regional council launched an elder abuse awareness campaign by partnering with a private wireless phone company. They developed two posters printed with the messages "Abuse ignores age" and "Only one in five cases of elder abuse gets reported." The posters provided 24-hour elder abuse hotline numbers for two states.

Before developing posters or any other awareness tool, carefully consider:

- the type of message you want to convey,
- where this message will go,
- how quickly will the information or approach become out of date,
- how the poster or tool will be used (including whether others want them and if they will be used).



Recognize the Many Faces of Abuse and Neglect

Abuse of older adults has many aspects. Each organization and community may want decide what approach to take in developing key messages for posters, slogans, brochures, etc. For example, you may want to:

- describe the issue in general terms
- focus on a specific type of abuse or neglect
- focus on it as a crime,
- highlight common factors underlying abuse
- address common myths about abuse and neglect of older adults
- de-stigmatize the issue for the older persons who are victimized (reduce feelings of shame)
- focus on strengthening the norms against abuse.

Older adults in many countries have emphasized that abuse and neglect are often linked with ageism, disrespect and loss of value. One part of abuse awareness may be strengthening the norms (e.g. treating financial abuse as theft, not entitlement-"It's Grandma's money").

In Quebec, Canada, the provincial network provided information in English and French and focussed on two key messages in its initial awareness building effort: "Mistreatment of older adults is never acceptable." "Abuse is often a crime." These were made available in brochures produced in English and French.

Plan Ahead

Where Will It Go?

Posters need wall space. Brochures need counter or wall space for display.

Will Others Use it?

Try to avoid having the time and efforts in developing posters or other products go to waste. Find out from others if they will actually use them.

Is It Appealing?

Look to other campaigns that you consider successful. Build on their key ideas, but avoid using the same awareness "products".

Simply because you think something is important or has appeal, doesn't mean that others will.

Products that people can use in their daily lives may have a longer lasting awareness effect.

Avoid "products" that will be discarded or quickly become out of date.

Appendix K Tips for Fact Sheets

Fact Sheets provide information at a glance. They are brief, usually 1 page in length.

Commonly a basic fact sheet will :

1. Have a brief introduction. This may include line or two to catch attention

"Did you know ?...

"With almost one million seniors in Quebec, 4 to 15% are victims of abuse." Almost 80% of abuse of seniors is never reported or detected.

2. Define abuse

3. Offer basic statistics. For example, in a fact sheet, you may want to identify the numbers of cases or incidents coming to the attention of police or community services

3. Describe the group offering the information

4. Explains how to help, with contact information. It may also provide emergency number in case of physical violence.

In some communities groups, organizations or government department prepare a series of fact sheets on different aspects of abuse and neglect in later life. See for example:

See for example, BC Health Files: www.bchealthguide.org/healthfiles/

Useful Tips

Use of Language

Although "elder abuse" or "elderly abuse" has become a form of short hand used by many professionals, the term "elder" has many different social, cultural and religious meanings, creating confusion. Some countries actively avoid the use of the term "elder abuse". Increasingly common preferred terms are:

- "senior abuse or neglect ",
- "mistreatment" or "maltreatment" of older people
- "abuse and neglect of older adults"
- "abuse and neglect in later life"

.Keep in Mind

Different organizations may use somewhat different definitions of abuse and neglect. The World Health Organization defines abuse of older adults as “a single or repeated act, or lack of appropriate action, occurring in any relationship where there is an expectation of trust that causes harm or distress to an older person”.

Many older adults and many organizations do not limit mistreatment to trust relationships.

According to the WHO report "Missing Voices" older people define abuse in three broad ways, as:

- Neglect: isolation, abandonment and social exclusion
- Violation: of human, legal and medical rights
- Deprivation: of choices, decisions, status, finances and respect

Abuse is commonly categorized as physical, psychological, sexual, or financial, and neglect may be physical, psychological, or financial. Many organizations including the United Nations note abuse and neglect include violation of rights, cultural abuse, and broader systemic issues. Include these where possible.

Where Can I Find Statistics?

- On the Numbers of Older Adults in My Country?

Many sources available on the Internet carry information on the demographics for a country or region. For example, GESource provides population percentages for over 270 countries around the world. See: www.gesource.ac.uk/worldguide/

GESource is a free information resource for Geography and the Environment providing high quality Internet resources for students, researchers and practitioners.

It is also helpful to use local, provincial, territorial or state statistics on aging. These are often available through government departments dealing with seniors or aging issues, or through department dealing with statistics.

- On Abuse?

The United Nations (WHO) report notes that so far, large-scale studies on the prevalence of abuse and neglect of older adults have been restricted to developed nations, and the available data are limited. **Available information places the rates of abuse of older adults in the community at 4 to 10 percent.** This is referred to as a lifetime prevalence (happening since they person turned a specific age such as 60 or 65).

Appendix L

Tips for Public Service Announcements (PSA)

A Public Service Announcement is a brief message broadcast over radio or television on an important public concern. Radio or television can deliver prevention messages via the mainstream media or ethnic media. Ethnic media can be particularly useful for reaching people who have a limited fluency in country's main language.

In some communities, a television station may be willing to pay for some or all the production costs and may contribute considerable value in airtime over the several years to run the PSA.

Steps for PSAs:

- Phone your local radio or television station to see how to get your PSA aired.
- Start with the date and location of the announcement.
- Try to come up with a catchy headline and/or first opening line.
- Use an upbeat, enthusiastic style. Remember a PSA is meant to be heard and not read.
- Include the name and address of your organization or group, the intended audience, the dates you would like your announcement to be aired (e.g. Friday, May to Thursday, June 15).
- Remember to keep it short. PSA's are usually 15 to 30 seconds in length.
- Enter "-30-" at the bottom of your PSA to denote the end of the text.



Close with your organization's name and phone number as the contact person so that media and listeners will know who to contact.

Planning and Developing Your PSA Messages: PSAs should try to avoid reinforcing the many common stereotypes about abuse and neglect in later life. Abuse and neglect can affect either older women or older men, as well as older couples. It can occur in community or institutional settings. Most abused older adults are mentally capable, but some are not.

Appendix M

Holding an Interfaith Ceremony

Some communities deciding to hold an interfaith ceremony as part of World Awareness Day may want to consider using "The Golden Rule" to highlight freedom from abuse or neglect as well as caring among generations. Below are examples of how the Golden Rule is embodied in many faith traditions throughout the World:

Buddhism: *Hurt not others with that which pains yourself.*

Christianity: *Do unto others as you would have them do unto you, for this is the law of the prophets.*

Confucianism: Tzu-Kung asked: *"Is there one principle upon which one's whole life may proceed?"* The Master replied, *"Is not Reciprocity such a principle? - What you do not yourself desire, do not put before others."*

Hinduism: This is the sum of all true righteousness - *Treat others, as thou wouldst thyself be treated. Do nothing to thy neighbour, which hereafter thou wouldst not have they neighbour do to thee.*¹

Islam: *Do unto all men as you would wish to have done unto you; and reject for others what you would reject for yourself.*

Judaism: *What is hurtful to yourself do not do to your fellow man. This is the whole of the Torah and the remainder is but commentary.*

Native American Spirituality: *Respect for all, life is the foundation.*²

*All things are our relatives; what we do to everything, we do to ourselves. All is really One.*³

*Is not the sky a father and the earth a mother and are not all living things with feet or wings or roots their children?*⁴

Shinto: *"The heart of the person before you is a mirror. See there your own form"*

Sikhism: *Compassion-mercy and religion are the support of the entire world".*⁵

¹ Oneness: Great Principles Shared by all Religions by Jeffrey Moses, Fawcett Columbine, New York: 1989.

² The Great Law of Peace

³ Black Elk

⁴ Black Elk.

*Don't create enmity with anyone as God is within everyone."*⁶

*No one is my enemy, none a stranger and everyone is my friend."*⁷

Taoism: *"Regard your neighbor's gain as your own gain, and your neighbor's loss as your own loss."*

Yoruba: (Nigeria): *"One going to take a pointed stick to pinch a baby bird should first try it on himself to feel how it hurts."*

⁵ Japji Sahib

⁶ Guru Arjan Devji 259

⁷ Guru Arjan Dev : AG 1299

Appendix N

Building Abuse Awareness Throughout the Year

Abuse and neglect in later life has many facets. Among other things, it is a social, health, equality, justice and human rights issue. As a result, there are many opportunities throughout the year to help build awareness of the different aspects into other nationally and internationally recognized days and initiatives.

(*) UN recognized day.

January

Global Family Day (formerly One Day of Peace and Sharing), January 1 *

An international day to promote the fact that the world is one family; as well as promoting world peace through cross-cultural connections.

March

International Women's Day, March 8 *

Celebrate the progress made in the rights of women, of all ages.

International Day for the Elimination of Racial Discrimination, March 21 *

Raise awareness of how racism, intolerance and ageism are often linked.

April

World Health Day, April 7 *

Raise awareness of the impact of abuse and neglect of older adults on individuals, families, communities health and well being.

May

International Day of Families, May 15 *

June

World Elder Abuse Awareness Day, June 15

Educate about prevention of abuse of older adults. Celebrate the contributions of older adults and abuse free communities by hosting an event, undertaking an activity or taking action.

August

International Day of the World's Indigenous People, August 9

September

International Day of Peace, third Tuesday in September

Work for peaceful resolution of conflicts in your family, your community and in our society.

October

International Day for Older Persons, October 1*

Honour the contributions older people make to your community.

World Mental Health Day, October 10 *

Recognize the effects of abuse on mental health. Recognize the positive mental health of effects of caring families and communities, and society.

International Day for the Eradication of Poverty, October 17 *

Older adults (particularly older women) and children are often the persons most likely to suffer from poverty and neglect.

November

November is Family Violence Prevention Month in many countries

Seek ways to end family violence.

Peace Week, mid November

Think about your personal, family, professional, and community role in living peacefully.

International Day to End Violence Against Women, November 25

Work to end gender violence.

International Day for Tolerance, November 16

December

International Day of Disabled Persons, December 3

Raise awareness of the needs and concerns of disabled people, of all ages.

Human Rights Day, December 10

The United Nations has recognized that abuse, neglect and violence at any age and to any people are human rights issues.

Appendix O

Poem

This anonymous poem has been attributed to several sources. It is generally described as having been found among the possessions of an older woman who died in a geriatric ward of a hospital.

What Do You See?

What do you see, nurses, what do you see,
what are you thinking when you're looking at me?
A crabby old woman, not very wise,
uncertain of habit, with faraway eyes.

Who dribbles her food and makes no reply
when you say in a loud voice, "I do wish you'd try?"
Who seems not to notice the things that you do,
and forever is losing a stocking or shoe.

Who, resisting or not, lets you do as you will
with bathing and feeding, the long day to fill.
Is that what you're thinking? Is that what you see?
Then open your eyes, nurse; you're not looking at me.

I'll tell you who I am as I sit here so still,
as I use at your bidding, as I eat at your will.
I'm a small child of ten with a father and mother,
brothers and sisters, who love one another.

A young girl of sixteen, with wings on her feet,
dreaming that soon now a lover she'll meet.
A bride soon at twenty-my heart gives a leap,
remembering the vows that I promised to keep.

At twenty-five now, I have young of my own
who need me to guide and a secure happy home.
A woman of thirty, my young now grown fast,
bound to each other with ties that should last.

At forty my young sons have grown and are gone,
but my man's beside me to see I don't mourn.

At fifty once more babies play round my knee,
again we know children, my loved one and me.

Dark days are upon me, my husband is dead;
I look at the future, I shudder with dread.....
For my young are all rearing young of their own,
and I think of the years and the love that I've known.

I'm now an old woman and nature is cruel;
'tis jest to make old age look like a fool.
The body, it crumbles, grace and vigour depart,
there is now a stone where I once had a heart.

But inside this old carcass a young girl still dwells,
and now and again my battered heart swells.
I remember the joys, I remember the pain,
and I'm loving and living life over again.

I think of the years; all too few, gone too fast,
and accept the stark fact that nothing can last.
So open your eyes, nurses, open and see,
not a crabby old woman; look closer - see ME!!

Anonymous.

Appendix P Indicators of Abuse.⁸

Indicators relating to the older person				Indicators relating to the abuser	
Physical	Behavioural and emotional	Sexual	Financial		
<ul style="list-style-type: none"> • Says physically assaulted • Unexplained falls and Injuries • Burns and bruises in unusual places or of an unusual type • Cuts, finger marks or other evidence of physical restraint • Excessive repeat prescriptions or under usage of medication • Malnourishment or dehydration without an illness-related cause • Evidence of inadequate care or poor standards of hygiene • Person seeks medical attention from a variety of doctors or medical centres 	<ul style="list-style-type: none"> • States has been emotionally abused (belittled, ridiculed) • Change in eating pattern or sleep problems • May be isolated by others • Fear, confusion or air of resignation • Passivity, withdrawal or increasing depression • Helplessness, hopelessness or anxiety • Contradictory statements or other ambivalence not resulting from mental confusion • Reluctance to talk openly • Avoidance of physical, eye or verbal contact with the suspected abuser 	<ul style="list-style-type: none"> • Says has been sexually assaulted • Unexplained changes in behaviour, such as aggression, withdrawal or self-mutilation • Frequent complaints of abdominal pain, or unexplained vaginal or anal bleeding • Recurrent genital infections, or bruises around the breasts or genital area • Torn, stained or bloody underclothes • Sexual behaviour that is out of keeping with the older person's usual relationships and previous personality 	<ul style="list-style-type: none"> • Withdrawals of money that are erratic, or not typical of the older person • Withdrawals of money that are inconsistent with the older person's means or property title to leave house or assets to "new friends or relatives" • Property is missing • Older person "can't find" jewellery or personal belongings • Suspicious activity on credit card account • Lack of amenities, when the older person could afford them • Untreated medical or mental health problems • Level of care is not commensurate with the older person's income or assets 	<p>In a family or other close relationship:</p> <ul style="list-style-type: none"> • Seems excessively concerned or unconcerned • Blames the older person for acts • Behaves aggressively • Treats the older person like a child or in a dehumanized way • Has a history of substance abuse • Has a history of abusing others • Does not want the older person to be interviewed alone • Responds defensively when questioned; may be hostile or evasive <p>If married to victim:</p> <ul style="list-style-type: none"> • Evidence of marital conflict or marital instability • Male dominance in the family • Economic stress • Poor family functioning <p>If abuser is a caregiver:</p> <ul style="list-style-type: none"> • Appears tired or stressed • Has been providing care to the older person for a long period of time • Poor pre-existing relationship 	

⁸ Adapted from World Health Organization (WHO) World Report on Violence and Health. Abuse of elderly

Appendix Q

Common Myths about Abuse and Neglect of Older Persons

1. Abuse and neglect of older adults is rare.
2. Mistreatment in later life only happens to people who are very frail.
3. Some cultures are “immune” to abuse; they always respect their older members.
4. Mistreatment in later life only happens to ...
 - older women
 - older people who are isolated
 - older people with disabilities
5. Sometimes an older person “chooses” to be abused or neglected by staying in an abusive relationship.
6. Most abuse of older adults involves physical abuse.
7. Most abuse of older adults occurs in nursing homes.
8. Most abuse in later life involves stressed families giving care.

Appendix R

References and Resources

We would like to thank the great number of local, national, and international organizations who have shown ongoing commitment to raising awareness of aging and rights issues throughout the world.

Many of the materials in this Toolkit have been drawn and adapted from materials they have developed.

Please let us know other resources you have found useful. We may be able to add them to the INPEA website. As well please let us know if we inadvertently omitted to properly acknowledge any resource, and we will correct that.

World Health Organization (WHO) World Report on Violence and Health. Abuse of elderly, Chapter 5, p. 125-149. Online:
www.who.int/violence_injury_prevention/violence/global_campaign/en/chap5.pdf

World Health Organization (2002) Missing Voices: Views of older persons on elder abuse. WHO/NMH/VIP/02.1
Online: http://whqlibdoc.who.int/hq/2002/WHO_NMH_VIP_02.1.pdf