



WORLD ELDER ABUSE AWARENESS DAY 2020

Uproot Elder Abuse
Plant a Seed for Change

We hope you will join the Canadian Network for the Prevention of Elder Abuse (CNPEA) and Elder Abuse Prevention Ontario's (EAPO) 2020 campaign: Plant a Seed for Change to #UprootElderAbuse!

Spread the word about World Elder Abuse Awareness Day (WEAAD) on social media. It is an excellent way to engage your community around this important and timely topic.

Ways to use social media to promote WEAAD2020

- Follow [@ElderAbuseOnt](#) on Twitter and “like” the Elder Abuse Prevention Ontario [Facebook page](#).
- Follow [@CNPEA](#) on Twitter and “like” the CNPEA [Facebook page](#).
- Retweet and share our posts on any of the social media platforms you use (Facebook, Twitter, Instagram etc.).
- We created messages that you can easily copy and paste (see next page). You can also create your own content (you can talk about a WEAAD online event you are hosting, other WEAAD events you are interested in, elder abuse prevention in general, or any other content related to WEAAD).
- Remember to use the hashtags [#WEAAD2020](#) and [#UprootElderAbuse](#) in your posts. The more people share these hashtags, the more powerful our movement can be!

Tips for composing effective posts on social media:

- Have a clear and concise message.
- The best posts are a call to action. Turn your followers into effective advocates by giving them a clear action to take.
- When retweeting or reposting, add value to the post by adding your own commentary, or add a link to additional media on the subject.
- Use popular hashtags but use them in moderation. Using more than two hashtags can muddle your message.
- Add visuals to your post. A photo, a link with a thumbnail, or a video can generate significantly more attention. Check out the logos and images from our tools & tips section: <http://weaad.elderabuseontario.com>

We have included some sample messages on the next page. Simply copy and paste them on your preferred social media channels.



CANADIAN NETWORK for
the PREVENTION of ELDER ABUSE
RÉSEAU CANADIEN pour la PRÉVENTION
du MAUVAIS TRAITEMENT des AÎNÉS



Elder Abuse Prevention (ON)
Stop Abuse - Restore Respect
Maltraitance des personnes âgées Ontario
Maltraitance des personnes âgées Ontario

WEAAD 2020

- Save the Date! World Elder Abuse Awareness Day is Monday, June 15! [#WEAAD2020](#)
- World Elder Abuse Awareness Day is June 15. It is an official @UN day acknowledging the significance of [#elderabuse](#) as a public health and a human rights issue. [#WEAAD2020](#)
- On June 15, let's show our support for older adults, their safety, their happiness and well-being. Join us! [#WEAAD2020](#)
- On June 15, join us in wearing purple to honor survivors of elder abuse and raise awareness of this issue. Find information and resources on [cnpea.ca](#) and [eapon.ca](#) [#WEAAD2020](#)
- Abuse takes many forms, some of them insidious. Learn how to spot the signs, respond and be part of the solution to keep us all safe as we age! <https://bit.ly/2PSeMIS> [#WEAAD2020](#)
- We all deserve to lead happy and healthy lives free from abuse as we age. It is a social justice issue, not a "family matter". Help us raise awareness and improve prevention of [#elderabuse](#) <https://bit.ly/2rdeRNQ> [#WEAAD2020](#)

Covid-19, Ageism & Healthy Aging

- The root causes of elder abuse run deep. Ageist attitudes are a factor in abusive situations because they allow people to think it's acceptable to ignore or control older people. Time to weed out ageism! <https://cnpea.ca/en/what-is-elder-abuse/prevention> [#UprootElderAbuse](#) [#WEAAD2020](#)
- The [#Covid19](#) pandemic can become an opportunity for growth: this is our chance to rethink aging and to improve our care system for older adults. [#WEAAD2020](#) [#UprootElderAbuse](#)
- The pandemic demonstrates again that older adults are disproportionately affected during crises, through increased risk of isolation, unmet healthcare needs, poverty & elder abuse. It's time to rethink policies w/ an [#agefriendly](#) lens to guarantee safe & healthy aging [#WEAAD2020](#)

Social Isolation and Neglect

- Social Isolation is a major risk factor for elder abuse & neglect, but it can be fought with a little help from all of us. This year let's work together to create change to better support [#olderadults](#). [#UprootElderAbuse](#) [#NeglectedNoMore](#) [#WEAAD2020](#) <https://bit.ly/2Vkpcto>
- Family alone cannot be responsible for preventing elder abuse, we must all do our part to support each other as we age. We can all get involved to create meaningful and lasting local changes! [#WEAAD2020](#) [#UprootElderAbuse](#)
- Together we can build better community supports for older adults to lessen risk factors and elder abuse. [#WEAAD2020](#) [#UprootElderAbuse](#) [#NeglectedNoMore](#) <http://weaad.elderabuseontario.com/>

- #Intergenerational initiatives connect older adults looking for companionship with younger generations looking for mentorship, housing, wisdom, or fun!
[#WEAAD2020](#) [#UprootElderAbuse](#)
- In times of disasters, older adults are often among the most vulnerable populations, facing ageist attitudes and policies, and a lack of access to suitable resources and services. [#UprootElderAbuse](#)
[#NeglectedNoMore](#) [#WEAAD2020](#)

[#UprootElderAbuse Campaign](#)

- A healthy environment and healthy [#intergenerational](#) connections contribute to [#healthyaging](#). Plant a seed for change together (at a safe distance), grow the conversation, and help [#UprootElderAbuse](#)
[#WEAAD2020](#)
- For WEAAD's 15th anniversary, plant a tree to remember and honor older people who are affected by elder abuse across the globe
[#WEAAD2020](#)
- "Trees are healing. They positively affect us, our communities and our world."
Dr. Elizabeth Podnieks, WEAAD founder.
[#UprootElderAbuse](#) *Plant a seed for change*

[Campaign Call To Action](#)

- We can't spend time together safely yet, but here's how you can mark [#WEAAD2020](#): plant something! A tree, a seed, a lettuce head or a flower! On yr balcony, in yr garden, or in front of a [#LTC](#) home! Gardening brings us together, no skills required, no age limit!
[#UprootElderAbuse](#)
- Gardening is an easy, fun, [#intergenerational](#) activity - everyone can participate, even from a safe distance! Plant a seed/tree/flower for [#WEAAD2020](#) and share photos of your gardening work with the hashtag [#UprootElderAbuse](#).
- Today, plant a tree or a flower and post a picture of it with the hashtag [#UprootElderAbuse](#). Make a commitment to support [#healthyaging](#) and to foster [#inclusive](#) communities where we can all grow old, feeling safe and valued. [#WEAAD2020](#)

QUESTIONS? CONTACT US:

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