



- [Service Provider Screening Guide for Elder Abuse](#)
- [A Guide to Supported Decision Making: Protecting Individual Rights and Reducing the Risk of Elder Abuse](#)
- [FACE IT: Elder Abuse Happens](#)
- [Podcasts](#)
- Learning opportunities can be found on:
 - Our Website www.albertaelderabuse.ca
 - Taking Action Against Elder Abuse
 - [It's Not Right: Neighbours, Friends, and Family \(INR NFF\)](#)
 - Strangulation Identification Training
 - Online
 - [CORE Alberta](#)
 - [Elder Abuse Prevention of Ontario](#)

AWARENESS GUIDE

Grow The Conversation... Be A Change Maker

Join the Alberta Elder Abuse Awareness Council (AEAAC) to promote World Elder Abuse Awareness Day (WEAAD) and helping to **#ABGrowTheConversation**. It is an excellent way to engage your community and increase awareness about this important topic.

June 15 represents the one day in the year when the whole world voices its opposition to the abuse and suffering inflicted on adults, older adults, and seniors in our communities.



Did you know that since the inception of the AEAAC, the council has created and developed some fantastic resources for you to use not only for WEAAD, but to use throughout the year:

- [Staying Safe: a resource for OLDER ADULTS living in Alberta](#)
 - NEW Audio Version!
- [Facts on Elder Abuse](#)
- [Financial Abuse of Seniors](#)

The Alberta Elder Abuse Awareness Council has NEVER changed its dedication to raising awareness and addressing elder abuse in Alberta! Every older adult living in the province of Alberta is empowered to age gracefully and safely free of abuse.

What is Elder Abuse?

Elder abuse is any intentional or reckless act or willful and negligent disregard, occurring within a relationship of family, trust, or dependency, directed at someone 65 years of age or older that:

- Causes physical harm.
- Causes emotional | psychological harm.
- Involves the misappropriation or misuse of money or other personal possessions or personal property or real property.
- Subjects an individual to non-consensual sexual contact, activity, or behaviour; or
- Fails to provide the necessities of life.

Elder abuse does not just describe physical injuries — it includes a broad range of harms related to an older person's emotional and psychological care. These harms could present in many ways, including pressuring or humiliating someone so they will do something, restricting their cultural or spiritual practices, and denying them access to visitors.

Tactics such as overmedicating, withholding needed medication, or selling someone's medication are chargeable offences for physical or financial abuse or neglect under the Criminal Code. It is also important to

note that Albertans age in different ways or may view age and aging differently for cultural reasons.

Forms of Elder Abuse Include:

Financial: This is "the misuse of an older person's funds or property through fraud, trickery, theft or force."

It can include but is not limited to:

- Misuse of money or property.
- Misuse of joint bank accounts, bank cards or adding names to bank accounts that are not needed.
- Forging or making the senior sign legal documents, pension cheques.

Emotional or Psychological: This may take the form of verbal aggression, humiliation, isolation, intimidation, threats, and inappropriate control of activities. In all cases, it diminishes the identity and self-worth of older people. It can also provoke intense fear, anxiety, or debilitating stress.

It can include but is not limited to:

- Removal or altering of decision-making power while the older adult still has their own capacity. These documents can include Power of Attorney, Personal Directive and Wills.
- Treating older adults like children, attacking their self esteem, and intentionally frightening them.
- Withholding affection, denying privacy, and forcing the older adult to do degrading things.

Physical: This is the use of physical force causing discomfort which may or may not result in bodily injury, physical pain, or impairment. Older persons who are subjected to rough handling or mistreatment are the victims of physical abuse.

It can include but is not limited to:

- Punching, hitting, kicking, shoving.
- Deliberate exposure to severe weather.
- Unnecessary physical restraint and/or forced confinement.

Sexual: All unwanted forms of sexual activity, behaviour, assault, or harassment to older persons is elder sexual abuse.

It can include but is not limited to:

- Unwanted sexual intercourse, fondling and/or behaviours.
- Unnecessary help with dressing and/or hygiene.
- Being forced to commit degrading acts.

Neglect: This is the intentional or unintentional failure to provide for the needs of someone. Neglect can be active (intentional) or passive (unintentional) and has the effect of failing to provide older persons with basic necessities or care.

It can include but is not limited to:

- Failure to provide the necessities of life (safe shelter, food, clean clothing, personal hygiene).
- Failure to provide the necessary aides to daily living (hearing aides, walkers, canes, wheelchairs, incontinence supplies or aides).
- Abandonment or desertion.

Self-neglect, while not technically considered abuse, is also a significant concern.

It can include but is not limited to where the older adult by choice or ignorance:

- In ways that disregard their health or safety need.
- Can in some cases pose a hazard to others.

Medication: This is the misuse of an older person's medications and prescriptions.

It can include but is not limited to:

- Withholding medication or over medicating.
- Sedation.
- Not complying with new prescriptions or prescription refills.

Common signs that you may see in an older adult experiencing elder abuse:

- Changes in behaviour such as:
 - Withdrawn, isolation has increased | Not allowed to see people.
 - Confusion.
 - Fearful around others.
 - Nervous.
 - Depressed.
 - Anxious.
- Changes in appearance
 - Poor hygiene.
 - Unkept.
 - Broken Glasses | Teeth | Dentures.

- Unexplained Injuries | Bruises | Scrapes | Falls.
- Was never previously short on money but now indicating that they don't have any left.
- Sudden change in legal documents | Names added to bank accounts.

Victims commonly suffer more than one type of abuse at the same time. The most frequently identified and reported types of elder abuse in Canada are **financial and emotional**.

Elder abuse can be impacted by the mental and physical conditions of both the perpetrator and the survivor of the abuse. These factors interact in ways uniquely dependent on the individuals involved and the situation. Other risk factors may include:

- 2SLGBTQ+
- Isolation
- Low Income
- Female
- Culture
- Being dependent on mobility aids.
- Normal cognitive decline associated to ageing.
- Severe cognitive impairment such as dementia and/or Alzheimer's.
- Addictions
- Past Generational Trauma | Abuse
- Caregiver Burnout | Stress
- Ageism
- Societal Attitudes

Did You Know?

According to the 2020 Trans PULSE Canada study which was included in Clinic Community Health in Winnipeg, Manitoba | 2 Spirits in Motion Society and Project 10:

- The bulk of gender-based violence (GBV) that are seen are situations where folks who are trans | gender questioning, are experiencing some sort of violence and abuse from family members who are not supportive of their identities.
- Access to technology are barriers to individuals who are low income or homeless. As well, many 2SLGBTQ+ people, particularly QTBIPOC, are not safe or comfortable accessing services from home because they live with family or roommates who they are not out to or who are not supportive.
- Among trans and non-binary newcomers:

- 31% experienced sexual assault
- 40% experienced sexual harassment, and
- 72% experienced verbal harassment in the past five years.
- Among trans and non-binary immigrants:
 - 24% experienced sexual assault in the past 5 years,
 - 37% experienced sexual harassment in the past 5 years, and
 - 63% experienced verbal harassment in the past five years.

In some situations, sponsors are abusive, so people are living with an abuser and being abused by the person who is putting a roof over their head.

According to the document, A SHOCKPROOFING | Queering Gender-Based Violence Prevention & Response in Canada:

- From a participant: 2SLGBTQ+ people will avoid staying in shelters at all costs because of racism. They shared, "A year ago, there was [a young person] who froze to death a walk away from the shelter. First Nations don't have a place to go to – there's really heavy racism [here]. My son went [to the shelter] once and never wanted to go back. He got kicked, got bugs, and had to leave.
- We need to reduce the stigma in our communities so that GBV organizations can focus on prevention and support for the survivors that they support. Organizations can raise awareness of being inclusive and there to support all regardless of race, ethnic background, gender.
- 2SLGBTQ+ communities need programming there are designed and run by and for us!
- **Elder Abuse MYTH #1:** Caregiver stress can be a risk factor for abuse. Caregiving by its nature can be stressful—but the stress doesn't cause the abuse. Most stressed caregivers do not harm the person that they care for.
- **Elder Abuse MYTH #2:** Elder abuse happens to men and women equally. Elder abuse happens most often to women, but plenty of men fall victim too. Regardless of gender, those with some type of cognitive impairment are at greatest risk of being abused.
- **Elder Abuse MYTH #3:** The bad people always get caught. Criminal prosecutions of abusers are actually the exception rather than the rule because most survivors don't speak up and out about the abuse. They are afraid, embarrassed, or simply unable to report the abuse.

Future Us: **A Roadmap to Elder Abuse Prevention**

There are committed citizens across Canada who are working to create safer, more supportive communities for people of all ages.

The *Future Us* roadmap is a tool to harness and mobilize that collective energy for change, tapping into existing networks to engage local elected politicians and the broader public to achieve common goals.

Future Us sets out three broad goals:

- 1** **Prioritize** elder abuse prevention in every community.
- 2** **Establish and support elder abuse prevention networks** at local, regional and national levels.
- 3** **Teach everyone** to recognize warning signs of abuse and neglect, how to respond safely and effectively and where to refer in the community to find help.

≈ **10%**

of older Canadians experience abuse, most often by a spouse or family member.

23%

of the population in Canada will be 65 or older by 2030.

63%

of seniors in Canada report that they have been treated differently or unfairly because of their age.

Here's what you can do:

CITIZENS

Visit: It's Not Right! Neighbours, Friends & Families for Older Adults

Join / Start your local elder abuse prevention network.

COMMUNITIES

Recognize elder abuse as a community priority - work with local government to achieve the first *Future Us* goal.

GOVERNMENT

Fund local, regional, and national elder abuse networks to establish infrastructure that is pan-Canadian and designed to support long-term change.

ORGANIZATIONS

Train staff to recognize warning signs and how to respond safely, supportively.

Look for and address ageism in your organizational policy and practice.

GET IN TOUCH

 Visit the roadmap online at futureus.cnpea.ca

 Get in touch at futureus.cnpea@gmail.com

FOLLOW US



@cnpea



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



Get the Facts

One senior abused is one too many. Unfortunately, when it comes to showing just how urgent a problem elder abuse is, the numbers don't lie.

- It is estimated that up to 10% of older Canadians are silent victims of abuse. (Alberta Government)
- In 2019, it was reported that one-third of violence against seniors in Canada reported to police was committed by a family member. (Alberta Government)
- The 2021 Stats Canada report on police-reported violence against seniors (65-89) reveals that senior women are more likely to face family violence from spouses, children, siblings, and other family members such as grandchildren. 58% Women compared to 42% men.
 - In particular, senior women are 2.2 times more likely than senior men to experience spousal violence which includes violence from current and former legally married spouses and common law partners. 69% women vs 31% men.

Stats Canada 2021. Family Violence in Canada.

- Elder abuse is often committed by someone known to the victim who is in a position of power, trust, or authority.
- It is estimated that one in ten Alberta seniors are a victim to elder abuse and the most common form of abuse is financial abuse, followed by psychological and physical abuse. (World Health Organization- WHO)
- Around one in six people throughout the world, over the age of 60 years old have experienced abuse during this past year. (WHO)
- Rates of abuse have increased since the COVID-19 pandemic. (WHO)
- Two in three staff in institutions such as care settings have committed abuse in the past year. (WHO)
- Elder abuse in Canada affects 4-10% of older adults. (Canadian Government)
- Only one in five incidents comes to the attention of those who are able to support the older adult. (Canadian Government)
- It has been estimated that one in three nurses have witnesses physical or emotional abuse of elders in care settings. (HCPO)

- Abuse of older adults living with dementia affects between 5.4-11.9% of the population. (Alzheimer Society of Canada)
 - Any senior can become a victim of elder abuse regardless of gender, sexual identity, race, ethnicity, income, or education.
 - 7.5% of Canadians aged 55+ experience abuse.
 - 8 out of 10 seniors report age discrimination in healthcare
 - 50% of Canadians say ageism is the most tolerated prejudice.
 - 1 in 2 people are prejudiced against older people (Global Report on Ageism, World Health Organization)
 - 1 in 6 people over the age of 60 are victims of elder abuse (World Health Organization)
 - Women aged 55-64 years comprised the largest proportion of victims of femicide (19%) (Call it Femicide Report, Canadian Femicide Observatory for Justice, and Accountability, 2020)
 - One in three senior victims of police-reported violence victimized by a family member.
 - One-third (32%) of senior victims were victimized by a family member, which represented 4,518 victims.
 - Family violence against seniors that came to the attention of police was most often perpetrated by their child (34%) followed by a spouse (26%) and a sibling (12%), and this pattern was the same for female and male seniors.
 - Similar to family violence in general, women were overrepresented as victims of family violence against seniors (58%).
 - The rate of police-reported family violence against seniors was 8% higher in 2019 compared with the previous year, while the rate of non-family violence against seniors increased 13%
 - In 2019, the rate of police-reported family violence against seniors was seventy-two victims per 100,000 population.
 - The most common type of family violence perpetrated against seniors was physical assault (accounting for 72% of victims, a rate of 52 per 100,000 population) followed by other offences involving violence or the threat of violence
 - Two-thirds (67%) of senior victims of family violence were assaulted using physical force
- In most provinces and territories in 2019, the rate of family violence against seniors had increased from the previous year

- Provincially, the rate decreased by 7% in Alberta.
- Seniors represent nearly one-fifth (18%) of the Canadian population (Statistics Canada 2021).
- Of the 14,156 senior victims of police-reported violence in Canada in 2019, 1,530 (11%) were victimized in a nursing or retirement home and two-thirds (66%) of these seniors were women.
- Most (81%) seniors who experienced violence in these settings were physically assaulted, while around one in seven (15%) were sexually assaulted.
- Differences emerged according to gender, however: 76% of female victims were physically assaulted (While 20% were sexually assaulted) and 90% of male victims were physically assaulted (while 5% were sexually assaulted).

Stat Can-Family Violence in Canada: A Statistical Profile, 2019

What is a Change Maker?

A change maker is:

- Someone who has a desire to make change.
- Mindset to tackle community problems and set goals for positive change.
- Someone who | Possesses Confidence Inspires Change | Mover & Shaker | Innovative | Resilient | Accountable | Transparent | Connector | Collaborator.
- Someone who spots opportunity that will contribute to the greater good.
- Change the facts, Change the theory!

Action Items for Change Makers

If you are concerned for yourself or for someone you know who may be experiencing abuse, contact:

- **911** if the situation is an emergency, you or someone is unsafe or in immediate danger.
- Family Violence Info Line | **318-1818**
 - Support available in over 170 languages.
- Calgary Elder Abuse Resource Line | **403-705-3250**
- Edmonton Seniors Abuse Help Line | **780-454-8888**
- Red Deer Helping Elder Abuse Reduction (HEAR) Resource Information Line | **1-877-454-2580**
- Strathcona County Elder Abuse Line | **780-464-7233**
- Dementia Link | Health Link | **8-1-1**
- Protection for Persons in Care Reporting Line | **1-888-357-9339**

- Reporting abuse for an older adult receiving care/support from the following care sites is

MANDATORY:

- Hospitals
- Seniors' Lodges
- Retirement Homes
- Supportive Living/Long Term Care Sites
- Mental Health sites
- Shelters
- Group Homes
- Addiction Treatment Centres

• **2-1-1 Alberta**

- Local Victim Services
- Local Community Coordinated Response Group (CCR)
- Local Elder Abuse Case Manager
- Connect with your local FCSS office.

Is there an elder abuse community coordinated response team or case manager in your community? Do you need to be trained in facilitating education opportunities or locate resources related to elder abuse? To learn more information, attend bystander neighbour, friends and family training go to [Alberta Elder Abuse](#)

What to do if you suspect abuse?

- Listen to the older person.
- Respect the decision-making capacity of the individual. They have a right to make choices that we may think puts them at risk.
- Seek consent unless you hear that they are in danger of themselves or to others.
- Safety Plan with the older adult, if possible, if not connect them with a support organization that can help.
- Things to think about while safety planning:
 1. Where can you go?
 2. How will you leave your home?
 3. How will you get to safety?
 4. Who can help you?
 5. What do you need to bring?
 6. Internet safety

Three Steps for a Healthy Conversation

1. See it!
Pay attention when something makes you uncomfortable, learn the warning signs so that you can say, "It's not right!"

2. Name it!
Overcome your hesitation to help. Do not sit alone, talk to someone when you see something that is not right. "I saw or heard this warning sign.... I am concerned."
Remember that a warning sign does not automatically mean abuse – you have to check it!
3. Check it!
Ask questions. "Are you ok?"

CALL for CHANGE MAKERS

Be the change in your community! Here are some examples on what we need from you and your partners:

- Make it mandatory in your organization for staff to be trained on how to recognize and respond to elder abuse. Any training or tools that you can provide to your team will increase their comfort level therefore increasing natural conversations of abuse in older adults. Don't just provide one training. Have elder abuse topics on meeting agendas. Make the training apart of your onboarding initiatives as well as provide annual refresher training to the team.
- Encourage and raise awareness that your organization is inclusive, accessible, and supportive for all older adults. This should include:
 - Housing | Shelters
 - For Us-By-Us Programming | Education | Awareness
 - Mandatory Training For GBV Organizations
 - Specific Programming for 2SLGBTQ2+ GBV
 - Collaboration | CCR
 - Funding
 - Restorative Justice
 - Age Friendly and Dementia Friendly Initiatives
 - Intergenerational Programs
- Provide community workshops, practical ways and tools for all to be supported. Include in the conversation key players such as
 - Police Services
 - Community Organizations and Businesses
 - Healthcare teams and systems
 - Older adults
 - Family caregivers and younger generations

- During awareness initiatives point out real situations such as leaving your ageing parent living with dementia at home for 8 hours unattended is neglect. Or borrowing money regularly without consent and not paying them back is in fact financial abuse! Families may not realize that their unintentional acts are causing harm to their parent or family member.
 - The more we talk about abuse, the more we create the change needed to address and stop abuse.
- Do you have a protocol or community response to violence in your community? Add in a section for older adults. Share it with key players so there is a unified stand to create change for older adults in your community.
- Providing 2SLGBTQ+ competent care in community. To do this, one needs to have an understanding the foundations of 2SLGBTQ+ cultures and communities, such as gender identity and expression, sexual orientation, neurodiversity, harm reduction, non-traditional family structures, non-monogamy and polyamory, queer sex, and kink, as well as trauma related to gender and sexuality.
- Advocate for change in our judicial system. Increase partnerships with crown prosecutors and bring awareness of the ones in partnerships in Calgary and Edmonton for addressing elder abuse within the court system. Look up the work that is doing!

IF YOU ARE IN DANGER

If you think you are in danger, call 9-1-1 for emergency help

If you are deaf or hard-of-hearing use a TTY (teletypewriter), dial 9-1-1 through your TTY

If someone has hurt you and you need support or information, contact

The Alberta Family Violence Line provides information on Family Violence services and resources available by calling 310-1818. This phone number is accessible 24 hours per day, 7 days a week, with over 160 different languages available.

The Sexual Assault Alberta Crisis Line, available 24 hours a day, +866-403-8000 (call or text)

If you require information on services available in your area

Call 211 for service information, available by
Calling 211
Text "info" to 211, or
Visit ab.211.ca and then click "live chat"

Everyone deserves SAFETY and RESPECT



SOCIAL MEDIA GUIDE

Grow The Conversation... Be A Change Maker

Follow Us On Social Media



Feel free to share our posts, use your own text, or copy and paste the content you will find below to help spread the work through social media.

Following our theme for 2023, remember to use the hashtags **#ABGrowTheConversation** | **#BeAChangeMaker** | **#WEAADJune15** in your posts.

Ways to Make Your Social Media Posts Pop

- Add visual aides to make your post stand out:
 - Graphics
 - Reels
 - Videos
 - GIF's
- Use hashtags so your posts will reach more people | #
- Link articles and websites to further help promote your messaging.
- Create an "Event" on Facebook to easily promote your community awareness events. This is a way to give information on your event in one place. You can invite people to your event, see how many people are "Interested" or "Going", and easily share

the event. As well, any updates to your event can be posted directly to your created online event, instead of making separate posts for every update.

- Post photos of your community in action such as staff wearing their **purple** shirts, pictures from events, as real-life pictures gain more traction than generic pictures and will get more shares.
- Make a short video. Video can go over what elder abuse is and how to get help in your community and are also more appealing than generic pictures. (will get more shares)
- If a custom Facebook cover photo is created and shared out to businesses/the community in the toolkit, people/businesses/municipalities can update their cover photos for the day, which will show up on their newsfeed. Custom temp profile pictures could be made too.
- Share videos such as:
 - [Elder Abuse-Learn the Signs and Break the Silence](#)
 - [It's Not Right: Neighbours, Friends, and Family for Older Adults Promo Video](#)
 - [Grow the Conversation- Elder Abuse Awareness Video](#)
 - [Brantford Elder Abuse Awareness and Prevention](#)
 - [EAPO Preventing and Addressing Financial Abuse](#)
 - [EAPO Let's Stay Informed](#)
 - [Age Doesn't Define You](#)
 - [Open to Seniors](#)
 - [Who Should I Tell](#)
 - [English](#) | [French](#) | [German](#) | [Punjabi](#) | [Tagalog](#) | [Plains Cree](#)
 - [Seniors are Cool.](#)
 - [What is Old?](#)
 - [How Old is Old?](#)
- Use of GIF's
 - [WEAAD GIF'S | GIPHY](#)
 - Let's challenges communities, groups, individuals to a GIF or reels challenge.
 - Watch for the AEAAC reels on [Instagram](#)
- Share content/websites
 - [AEAAC](#)
 - [CNPEA](#)
 - [CORE Alberta](#)
 - [EAPON](#)

Suggested Posts

Facebook:

- **#ABGrowTheConversation**
- **#BeAChangeMaker**
- **#WEAADJune15**
- Elder Abuse MYTH #1: Caregiver stress can be a risk factor for abuse. Caregiving by its nature can be stressful—but the stress doesn't cause the abuse. Most stressed caregivers do not harm the person that they care for.
- Elder Abuse MYTH #2: Elder abuse happens to men and women equally. Elder abuse happens most often to women, but plenty of men fall victim too. Regardless of gender, those with some type of cognitive impairment are at greatest risk of being abused.
- Elder Abuse MYTH #3: The bad people always get caught. Criminal prosecutions of abusers are actually the exception rather than the rule because most survivors don't speak up and out about the abuse. They are afraid, embarrassed, or simply unable to report the abuse.
- Be a changer maker! Say no to abuse and raise awareness of this topic. Reduce the stigma today!
- If you see abuse happening in your community what can you do? You can say No to abuse and get the help needed by:
 - Connecting with your local police service or CCR
 - Attend a training opportunity such as Taking Action Against Elder Abuse or It's Not Right
 - Check in on the person, ask them how they truly are and let them know you recognized signs of abuse.
 - **#BeAChangeMaker**
- We need to do more! Stand unified with us and lead change in the lives of older adults.
- Abuse hurts at any age. If you have been abused or know someone who is experiencing abuse, disrupt the abuse and speak up. A unified voice supports survivors or abuse and connects them to help.
- 8.9% of seniors in Alberta experience elder abuse. It doesn't have to be this way. Get involved in creating a stronger society that safeguards our communities and prevents abuse. Grow the conversation today and be the change for your community!
- Do you know the impacts of ageism?!?!
 - Older adults not being believed when disclosing abuse. Ageism leads to poorer physical and mental health.
 - Judicial system having less empathy for abuse in older adults.
 - Earlier death contributes to depression, social isolation, and loneliness.
- Elder abuse is a matter of worldwide concern that demands a global multifaceted response. Take action and seek change by starting a conversation about this important issue.
- Elder abuse is often shameful and embarrassing to talk about. You can support older adults in your community by growing the conversation and bringing elder abuse out of the shadows.
- Elder abuse thrives in isolation, let's check in with one another and not allow elder abuse to go on unchecked. Be a change maker in **YOUR** community **TODAY!**
- We all deserve to live happy and healthy lives free from abuse as we age, yet older people are often mistreated. Take action to raise awareness and grow the conversation about this important social justice issue!
- Elder abuse is an injustice with many consequences for our society, affecting everything from our communities' public health to our economic resources. Working together, we can build the social supports that can prevent elder abuse. Grow the conversation and bring change to the lives of older adults.
- Older people are mistreated more often than we think due to the lack of supports for older people in our communities. It does not have to be this way. Get involved in creating a stronger society that safeguards our communities and prevents abuse. For more information check out _____ or www.albertaelderabuse.ca
- **#ABGrowTheConversation #WEAADJune15** is an opportunity for individuals, groups, service providers and community to come together, promote dialogue and educate others on the growing issue of elder abuse. Together, let's take a stand **TODAY** and **EVERYDAY** to create more age friendly communities, neighbourhoods, free from abuse for all!
- June 15th is World Elder Abuse Awareness Day. Older people throughout the Canada experiencing

financial abuse have significant costs associated with it for seniors, financial institutions, our legal system, and our healthcare system. However, we can change this, grow the conversation with your financial institute to learn what can be done to stop financial abuse and exploitation.

Instagram:

- **#ABGrowTheConversation**
- **#BeAChangeMaker**
- **#WEAADJune15**
- Sometimes it takes only one person to be the change that an older adult needs. If you suspect elder abuse, please speak out and prevent abuse of older adults!
- Did you know? 1 in 6 seniors are victims of abuse and neglect. Think about that
- What Can You Do To Help Stop Elder Abuse?
 - Commit to learning.
 - Talk to the older folks in your community.
 - Spread the word.
 - Know the signs.
 - Report the abuse.
- Be the change...say **NO** to elder abuse.
- Educating our community on how to prevent elder abuse shows that we are all connected and sharing one voice to support older adults as they age.
- Today is World Elder Abuse Awareness Day. All people have the right and dignity to live free from violence and abuse no matter their age.
- To report abuse call **(XXX)-XXX-XXXX**
- Fact: No one chooses to be abused. However, there are several reasons why someone, especially a vulnerable older adult may not be able to walk away from an abusive relationship. If you know of someone who is in need of support, Speak with us, your voice matters! Elder abuse is often shameful and embarrassing to talk about. You can support older adults in your community by growing the conversation and bringing elder abuse out of the shadows.
- One way to stop elder abuse is to simply be there for the older people in your life. By connecting, supporting, and reducing isolation, you will have a voice to ensure the older adult is living their life free of abuse.

- Today we raise our voice to ending elder abuse. Show us how you are raising awareness of elder abuse?

Twitter:

- **#ABGrowTheConversation**
- **#BeAChangeMaker**
- **#WEAADJune15**
- WEAAD is June 15th. We can all get involved to create lasting local changes!
- Save the Date! WEAAD is June 15th.
- Be a Change Maker! Grow The Conversation.
- You have a voice, raise it loud and advocate for change!
- Take a stand against elder abuse.... change the care for older adults in your community.
- Learn about elder abuse and its connection to social isolation. Let's create change, grow the conversation, and address elder abuse!
- **STOP** Isolation! Build connections! **PREVENT** elder abuse!
- Raising awareness in our community on how to prevent abuse means we are all doing our part to support everyone as we age. Let's advocate for our elders. Together we are change makers!
- Be the voice for older adults.... take a stand to **STOP** elder abuse!
- Take a stand against elder abuse! Grow the conversation in your community and bring elder abuse into the light.
- Build stronger connections for communities as we age in place.
- Take action against elder abuse. Grow the conversation. Be the change to end elder abuse!
- Join us and wear **purple** to honor survivors of elder abuse and to raise awareness.

Change Maker Quotes

- Loyalty to a petrified opinion never yet broke a chain or freed a human soul- Mark Twain
- Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has- Margaret Mead
- If we take all of the labels away, that's when we will change the world- Morgan Freeman
- Change begins with you
- Plant the seed, change the environment



CELEBRATION GUIDE

Grow The Conversation... Be A Change Maker

Join the Alberta Elder Abuse Awareness Council (AEAAC) to promote World Elder Abuse Awareness Day (WEAAD) and helping to **#ABGrowTheConversation**. It is an excellent way to engage your community and increase awareness about this important topic. June 15 represents the one day in the year when the whole world voices its opposition to the abuse and suffering inflicted on adults, older adults, and seniors in our communities.

April 2023

World Elder Abuse Awareness Day (WEAAD) is a day that is recognized annually on June 15, we are inviting all Albertans of all ages to become a champion of elder abuse. Show us how you'll be shining a (purple) light on elder abuse! The countdown is on!

**#ABGrowTheConversation
#BeAChangeMaker
#WEAADJune15**

This is the month for planning- plan for your awareness campaign, your event, what do you want to achieve for your community and the people that you serve.

- Art for awareness – consider doing a visual display either on a social media platform or in person, where people are safely able to walk through and view your display. This may be a billboard, a series of images or information posters (like a storybook walk) set up along a trail or other public walkway, or

art displayed in store front windows of your downtown area.

- Print off the WEAAD postcard and staple tea bags on the back of the card with a little poem. Drop off these postcards around your community to hand out to individuals on June 15.
- Print off the Grow The Conversation graphic to create flags to distribute to local greenhouses or garden centres. These flags can then be placed in pots for people to purchase.
- Have a great coffee shop or two in your community? Print WEAAD information on coffee sleeves and partner with a coffee shop of two to hand out with their coffees on June 15.
- Light up your community! Reach out to various community partners or municipal departments and ask them to light their buildings **purple**. Any building in your community that has significant exterior lighting may be able to be changed to **purple** to raise awareness. Make a call out to your community to take photos and promote on social media.
- Take and host an on-line bystander training (It's Not Right: Neighbours, Friends, and Family). [Visit It's Not Right Tab](#) on our website to find a trainer in your area.
- Harness the power of social media to raise WEAAD's profile and broadcast news of various events. Here is a list of some useful provincial websites for your community to promote through social media.
 - [Alberta Elder Abuse](#)
 - [Canadian Network for the Prevention of Elder Abuse - CNPEA](#)
 - [Home - Elder Abuse Prevention Ontario](#)
 - [BC Association of Community Response Networks](#)
 - [Prevent Elder Abuse Manitoba](#)
 - [NWT Network | Creating safe communities for older adults](#)
 - [SeniorsNL - Resources, Connections & Information](#)

May 2023

World Elder Abuse Awareness Day (WEAAD) is a day that is recognized annually on June 15, we are inviting all Albertans of all ages to become change makers to older adults who experience elder abuse. Show us how you will make a commitment to changing and

preventing abuse of older adults in Alberta! The countdown is on!

#ABGrowTheConversation
#BeAChangeMaker
#WEAADJune15

This is the month to put your plans into action. During May, ensure you have everything you may need to carry out a successful awareness day!

- Print off the Grow The Conversation Poster and ask your parks department to display them around your community in the seasonal flowerbeds and planters.
- Support a Proclamation
 - Proclamations are formal statements by a local, regional, or national government organizations recognizing and identifying the significance of an issue. In some cases, it is tied to a formal event or ceremony.
 - Proclamations can be good opportunities for working with media, to establish and develop partnerships.
- Use the graphics or web banners for electronic signs around your community.
 - Partner with your local drugstores to put a small package of seeds in everyone's prescriptions bags. Forget Me Nots flowers are a great example of a **purple** flower that can be used. You can use the back of the seed pack to list local resources for individuals to see.
- Partner with elementary schools to have the children create **purple** flowers to display for the seniors living at lodges/assisted living sites.
- Reach out to financial and banking professionals to discuss ways to stop and prevent financial abuse of older adults.
 - Promote the different elder abuse trainings that you can facilitate to their staff!
- Connect with your Mayor, MLA and/or MP to discuss how they can support preventing and addressing elder abuse (through legislation, funding, and awareness raising). Wouldn't it be great to see elder abuse come to the forefront and advocate for more change around elder abuse??
- Buy and plant **purple** flower seeds—Coneflowers are great!
- Buy and plant a tree that represents Growing the Conversation (could include a plaque that signifies this)

- Look into having a speaker/presentation from a community champion, a community senior advocate, ethnic and multicultural organization.
- Get grocery stores to include information sheets in senior's grocery bags (including important information and important numbers).
****See WEAAD 2023 Toolkit for printable sheets.**
- Write a letter or postcard (or make a phone call) to let a senior or seniors in your community know you are available to talk to and that you care about their well-being.
- Have a survivor story.... ask if you can share the persons story? Be mindful of your older person privacy and confidentiality.

June 2023

World Elder Abuse Awareness Day (WEAAD) is a day that is recognized annually on June 15, we are inviting all Albertans of all ages to become a change maker! Show us how your VOICE can change elder abuse! The countdown is on!

#ABGrowTheConversation
#BeAChangeMaker
#WEAADJune15

15 days to go! June is the month to ensure that you are ready to shine! Ready to create change in your community! If you want to get feedback on your event or awareness campaign, ensure you are ready to share how individuals can provide feedback. Will it be a QR code, a paper survey, a virtual link?

- Send out a press release, hold a press conference, or submit an editorial to discuss elder abuse awareness and prevention efforts.
- Send out your Public Service Announcement on elder abuse with a local TV or radio station.
- If your organization responds to elder abuse, show the awareness of the cases and calls by display **purple** flags on your green space. This visual display will be very impactful for you and the community.
- Another great idea is to share the current podcasts on the AEEAC website or implement a podcast in your community. **Podcasts**
- Promote your plan for June 15 to be **PURPLE**. **Purple** food, **purple** clothing, **purple** ribbons etc.
- Buy a **purple** plant and gift to a senior (violets, pansies, etc.)
- Connect with caregivers (or give them a small gift or care package) in your area to Grow the

Conversation around how burnout and stress can sometimes be a risk factor for using abusive behaviours and provide resources available to assist them in coping and preparing a well-resource care plan for their care-recipient (including more people and resources than just them).

- Hand our **purple** ribbons to community members.
- Is there a point of interest in your community such as a lighthouse, bridge, tower, or other attractions that you can light up **purple**?
- Plan an intergenerational activity such as a walk, tea or park session for June 15th. Elder abuse is everyone's business and issue. Start raising awareness in little kiddos and include all generations. Everyone then will have and receive the same messaging.
- Collect stories- interview seniors who have experienced elder abuse, ageism or have been stereotyped by someone. Ask the person their thoughts on how attitudes towards older adults have changed over time both positively and negatively. Ask them how these attitudes may increase or decrease the likelihood of abuse and neglect occurring later in life.
- Do you have older adults not born in Canada? What about the @SLGBTQ+ communities?? Ask them to help you understand older adults are and are not respected, cared about, and protected in their home country or based on their gender orientation. Have things changed from the past to now? Communities will take away more for true, lived experiences than facts or knowledge.
- Talk with older adults, as well as other people, and ask them if they know someone who has suffered from abuse. If so, what exactly happened? Was the abuse reported? Was the perpetrator someone close to the victim? Document these stories, with the permission of the person telling the story, and use these when giving presentations to help get your point across. These can be powerful statements that help to illustrate that elder abuse can happen to anyone.

WEAAD Activities for June 15, 2023

#ABGrowTheConversation
#BeAChangeMaker
#WEAADJune15

- In person event- host an event that can allow for a feeling of connection and provide an opportunity to

share key information and celebrate the day. Keep in mind who you would like to attend- food and refreshments will bring people.

- Do a Facebook (or other media platform) challenge. Ask/challenge people in your friend group to post pictures of themselves wearing purple in support of WEAAD and use the hashtags provided in this toolkit.
- Do a WEAAD driving parade. Decorate vehicles with **purple** decorations and WEAAD information and drive around caravan style (with only those who live in a household together in each vehicle) and honk your horns (ideally on fairly busy roads) – raising awareness for WEAAD.
- Paint your pinky **purple**- Why paint your pinky **purple** you may ask? People will ask you why you only have one nail painted, you can then start a conversation about elder abuse and mistreatment of older adults.
- Organization a community walk recognizing WEAAD and bringing awareness of the survivors in your area!
- Have your organization, friends, and family wear **purple** on June 15!
- Create awareness signs and take photos of older adults holding them.

Examples of signs could include:

I have a right to live free of abuse.
I have a right to dignity and respect
I have a right to independence.
I have a right to a warm safe home

