

**June 15, 2023**



**WORLD ELDER ABUSE  
AWARENESS DAY**

**Rights Don't Get Old**

# World Elder Abuse Awareness Day



**WEAAD Activity + Marketing | Toolkit**



**Elder Abuse  
Prevention  
Ontario**



**CANADIAN NETWORK for  
the PREVENTION of ELDER ABUSE**

# What is World Elder Abuse Awareness Day?

Rights Don't Get Old



**World Elder Abuse Awareness Day (WEAAD)** was launched **June 15, 2006** by the International Network for the Prevention of Elder Abuse and recognised as a United Nations Day by the General Assembly in its resolution A/RES/66/127 adopted in 2011. The resolution invites all Member States, organizations of the United Nations system and other international and regional organizations, as well as civil society, including non-governmental organizations and individuals to observe this day in an appropriate manner.

WEAAD also supports the United Nations International Plan of Action that acknowledges the significance of elder abuse as a public health and human rights issue.

Since its inception, communities around the world have used this day as an opportunity to raise awareness of elder abuse and neglect of older persons, by sharing information about the facts of elder abuse, the rights of older persons, and resources and services to support seniors' safety and well-being.

**Elder Abuse Prevention Ontario** will join communities locally, regionally, nationally and across the world to heighten awareness of elder abuse. WEAAD activities are planned to mobilize community action, including educational workshops, senior fairs, and proclamations, all in an effort to create awareness of elder abuse and engage people in discussions on how to promote dignity and respect of older adults.

For more information on the World Elder Abuse Awareness Day National Campaign, visit: [www.weaad.ca](http://www.weaad.ca)





# Join the Conversation



On **June 15th**, EAPO, CNPEA, CanAge and BCCRN are hosting a **free** national webinar for **World Elder Abuse Awareness Day**.



Elder Abuse  
Prevention  
Ontario



BC ASSOCIATION OF  
Community Response Networks  
*Stopping Adult Abuse and Neglect ...Together.*



This is the main Canadian event of WEAAD, a not-to-be-missed interactive experience that brings together a panel of experts, political figures, advocates and concerned people like you to engage in an inspiring discussion about how we, as a country, can end elder abuse and protect the rights of older people.



The event features an all-star lineup of Canadian speakers and the announcement of the 2023 Elizabeth Podnieks Award for Elder Abuse Prevention recipient.

Make sure you secure your seat quickly, as space is limited.



**Register Now**

# Ideas for Raising Awareness on June 15th



#WEAAD2023



## Rights Don't Get Old



# Ideas for Raising Awareness on June 15th

EAPO and CNPEA encourage everyone to participate in helping to raise awareness about World Elder Abuse Awareness Day. Share your events with us [here](#).

You can plan a variety of activities, as individuals or as part of an organization. Below are some examples.





# Ideas for Raising Awareness on June 15th

## COMMUNITY ACTION

1. Wear purple (scarf, ribbon, dress, tie, suit, flowers, hat..) - the official colour for WEAAD.
2. Order or make purple cupcakes, purple drinks, bouquets.
3. Organize a community walk or BBQ/dinner.
4. Organize a WEAAD neighbourhood party and sell purple cupcakes, donate the proceeds to a local elder abuse prevention organization.
5. Order purple cupcakes for the residents of your senior centre.
6. Throw a WEAAD event/training session at work with purple cookies for your staff.



## Selfie:

- Take a selfie and include something purple in the photo (even background!)
- Add the hashtag #WEAAD2023 and a simple message to show your support for seniors this WEAAD.
- Share it on social media.



Thank You for  
sharing your wisdom!



- Change your Facebook/ Twitter/ Instagram profile picture and/or share one of [our pre-made posts](#). [Download here](#)
- Plant a tree, tied with a purple ribbon.
- Create some purple street art.
- Reach out to the older people in your life. Pay them a visit, lend a hand, have fun with them, learn about their lives.
- Commit to hosting a yearly learning event at work about elder abuse prevention.
- Commit to volunteer in a senior-serving organization.
- Support a senior and post photo on your social media adding the text:  
*I supported my senior neighbour by ... mowing the lawn/bringing the groceries..*  
*I listened my grandma's stories about her amazing long life.*
- **Follow our social media pages for more ideas and content:**

[@EAPreventionON](#), [@CNPEA](#)

- [Download our pre-made posters and marketing materials](#), print them and leave them around your community.
- **Learn more** about Elder Abuse and how to **prevent** it at [Cnpea.ca](#) and on [EAPO's Resource page](#).

## EDUCATION

- Learn the facts on elder abuse.
- Organize a presentation focused on recognizing the signs of abuse, prevention tips and local community support services.
- Host a webinar or virtual training online, invite politicians, survivors of elder abuse, or field experts to speak.
- Share posters/flyers on elder abuse in local businesses and organizations
- Promote intergenerational connections

## POLITICAL ACTION

- Ask local leaders - Mayor, MP, MPP, to proclaim June 15 as World Elder Abuse Awareness Day.
- Send letters to local politicians to advocate for funding to support Elder Abuse Prevention Networks.
- Invite political leaders to attend your WEAAD events.





## MEDIA

- Post **WEAAD Logos** and images on your website, social media, blogs, or add them to your email signature block.
- Re-post WEAAD **posters** on social media and use the hashtags **#RightsDoNotGetOld** and **#WEAAD2023**
- Engage the local media to write a story or highlight current community work to address elder abuse.
- Send a press release, or submit an editorial to discuss elder abuse issues and a call for action.
- **Develop Public Service Announcements for local TV or radio stations.**
- Be a guest speaker on a local radio show to discuss key issues affecting older adults.

## Register Your WEAAD Event [here](#)

Every person is needed on this journey to create a movement of social change in Ontario to stop abuse and neglect of older adults! Share your plans and activities on how you will be celebrating WEAAD.

Are you planning a WEAAD event? Fill out **this form** and we will add it to our **WEAAD Calendar**. View the **Calendar** to see what other people are doing across Ontario to promote WEAAD and what activities you can participate in!

Also visit **EAPO** on **Facebook**, **Twitter** and **Instagram** to find current events, resources, and stimulating topic conversations surrounding elder abuse.



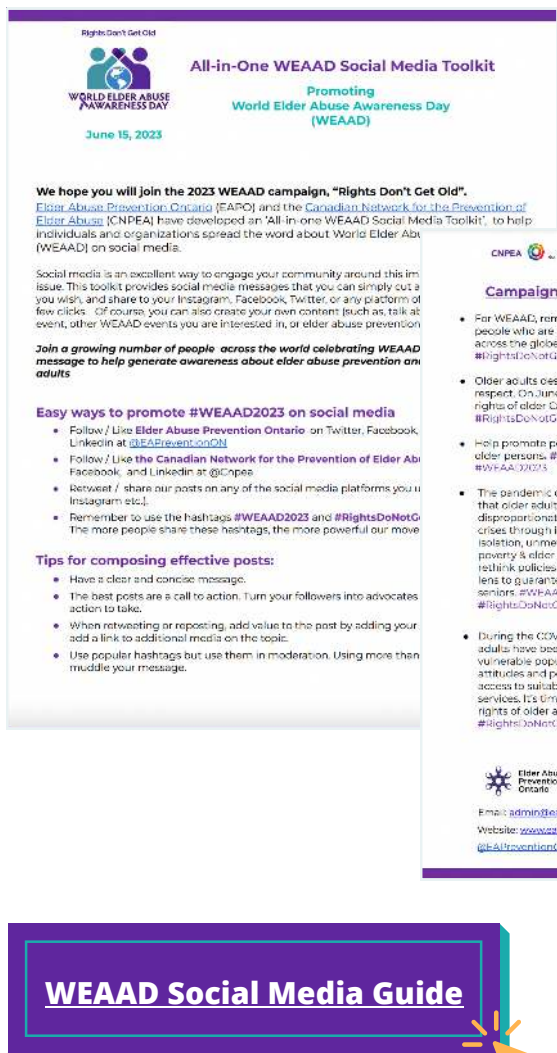


# WEAAD Planning Campaign Kit

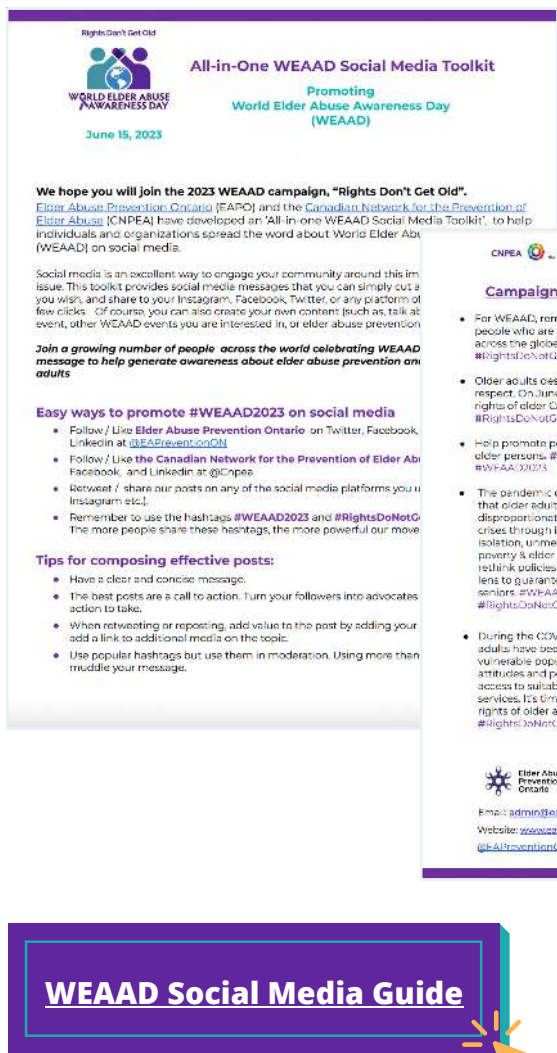
These materials will help individuals, organizations and communities plan activities and raise awareness about WEAAD.

**EAPC** and **CNPEA** have also developed a **WEAAD Social Media Guide** to help you promote **#WEAAD2023** on social media. The Guide includes tips on using social media, and sample posts you can use (just cut and paste!). We have also developed some visual assets that you can share on social media.

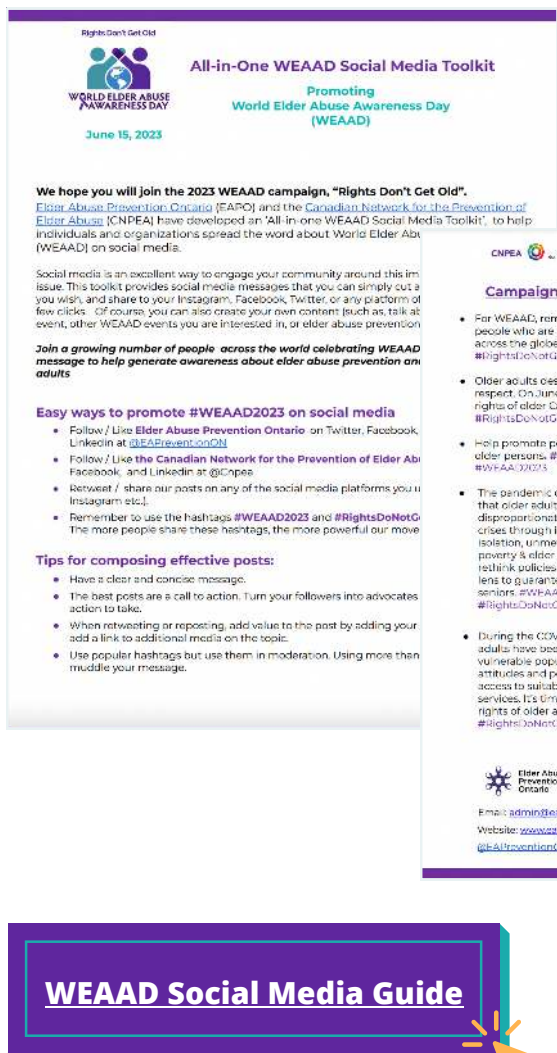
You can find all the promotional materials and download them [here](#).



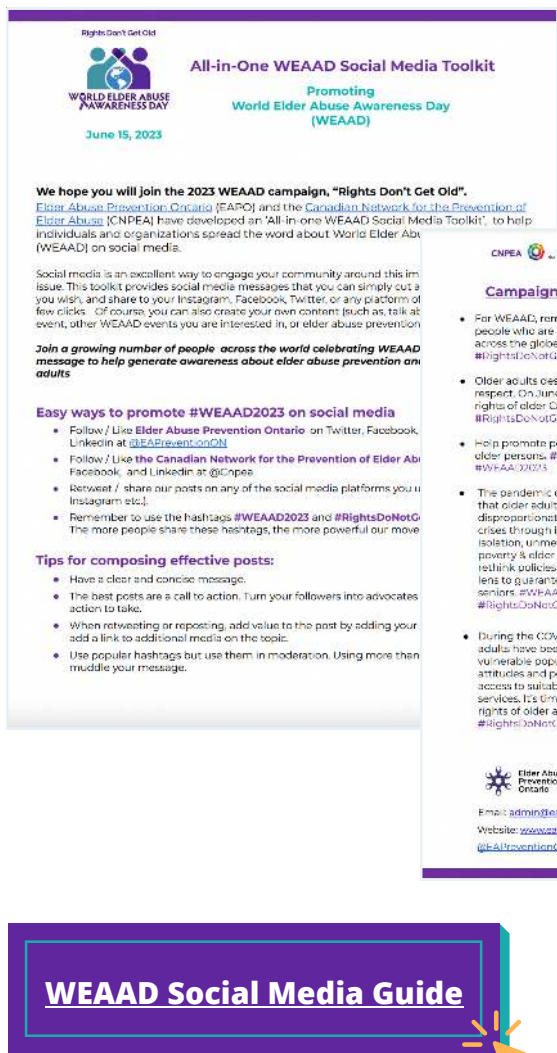
**WEAAD Social Media Guide**



**All-in-One WEAAD Social Media Toolkit**



**WEAAD Social Media Guide**



**All-in-One WEAAD Social Media Toolkit**

Rights Don't Get Old



## All-in-One WEAAD Social Media Toolkit

Promoting  
World Elder Abuse Awareness Day  
(WEAAD)

June 15, 2023

We hope you will join the 2023 WEAAD campaign, "Rights Don't Get Old".

Elder Abuse Prevention Ontario (EAPC) and the Canadian Network for the Prevention of Elder Abuse (CNPEA) have developed an "All-in-One WEAAD Social Media Toolkit", to help individuals and organizations spread the word about World Elder Abuse Awareness Day (WEAAD) on social media.

Social media is an excellent way to engage your community around this important issue. This toolkit provides social media messages that you can simply cut and paste, and share to your Instagram, Facebook, Twitter, or any platform of your choice. Of course, you can also create your own content (such as, talk at an event, other WEAAD events you are interested in, or elder abuse prevention).

Join a growing number of people across the world celebrating WEAAD message to help generate awareness about elder abuse prevention and adults.

### Easy ways to promote #WEAAD2023 on social media

- Follow / Like Elder Abuse Prevention Ontario on Twitter, Facebook, LinkedIn at [@EAPCprevention](#)
- Follow / Like the Canadian Network for the Prevention of Elder Abuse on Facebook, and LinkedIn at [@CNPEA](#)
- Retweet / share our posts on any of the social media platforms you use (Instagram etc.).
- Remember to use the hashtags [#WEAAD2023](#) and [#RightsDoNotGetOld](#). The more people share these hashtags, the more powerful our move.

### Tips for composing effective posts:

- Have a clear and concise message.
- The best posts are a call to action. Turn your followers into advocates of action to take.
- When retweeting or reposting, add value to the post by adding your own link to additional media on the topic.
- Use popular hashtags but use them in moderation. Using more than muddles your message.



CANADIAN NETWORK FOR THE PREVENTION OF ELDER ABUSE

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# WEAAD Planning Campaign Kit

## WEAAD Logos:

WEAAD Logos

Download the World Elder Abuse Awareness Day logos bundle – ENGLISH

Télécharger le lot de logos de la Journée internationale de sensibilisation à la maltraitance envers les aînés – FRANÇAIS



Rights Don't Get Old



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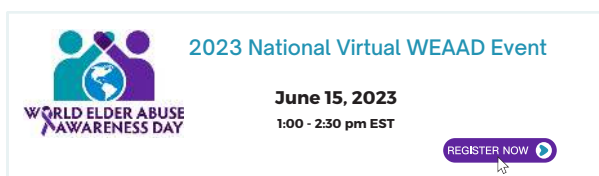


#WEAAD2023 #RightsDoNotGetOld



Download all Logos [here](#)

## e-mail Signature:



Download [here](#)

## Certificate of Recognition



Download [here](#)

## Zoom Background



Download [here](#)

## Web Banners



Download [EN](#) | [FR](#)



# WEAAD Planning Campaign Kit

## Bookmarks:



## Meet the Speakers Poster:



Download [here](#)

Download [here](#)

## Shareable Social Media Posts:



Please find more posts ideas [here](#)

Download all posts [here](#)

# On June 15, stand up for the rights of older adults.



Every year, on June 15th, let's all join forces to celebrate World Elder Abuse Awareness Day.

[Elder Abuse Prevention Ontario](#) along with [local Elder Abuse Networks](#), organizations and businesses will be planning [WEAAD](#) activities across the province to mobilize community action in how each of us can take a role toward elder abuse prevention. Activities range from educational workshops, senior fairs, proclamations to community walks, all in an effort to create awareness of elder abuse and engage people in discussions on how to promote dignity and respect of older adults.

[EAPO](#), [CNPEA](#), [CanAge](#), and [BC CRN](#) are hosting an Annual Virtual Summit on June 15th to recognize the National Campaign, 'Rights Do Not Get Old'.



**Elder Abuse  
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BC ASSOCIATION OF  
**Community Response Networks**  
*Stopping Adult Abuse and Neglect ...Together.*



This year we are bringing together leaders, researchers and advocates to help us learn how to we can address ageism in society, promote intergenerational partnerships, develop better policies and support communities to prevent violence and abuse of older persons.

**Be sure to reserve your spot now!**

**[Register Now](#)**

