



World Elder Abuse Awareness Day

AWARENESS GUIDE

Grow The Conversation... Take Action Against Elder Abuse

Join the Alberta Elder Abuse Awareness Council (AEAAC) to promote World Elder Abuse Awareness Day (WEAAD) and helping to [#ABGrow The Conversation](#). 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](#)
 - You can order a printed copy, or hop online and download an electronic version

- We also provide the handbook in audible forms!
- [Facts on Elder Abuse](#)
- [Financial Abuse of Seniors](#)
- [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](#)

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 may include:
 - 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?

That every Albertan over the age of 18 should have:

- Ensuring Power of Attorney
- Personal Directive
- A Will
 - * There is also a document called Goals of Care Designation that you complete with your family physician.

What is a Power of Attorney (POA) Document?

- An Enduring Power of Attorney is a legal document that you make to give another person the authority to make financial decisions on your behalf.
- An Enduring POA is defined by the **Powers of Attorney Act** in Alberta.
- The document
 - Is written when you are capable of making your own decisions.
 - States when the person will have authority

- Can start at either of these times:
 - Immediately and continue if you lose permanent capacity
 - When you lose capacity
- An Enduring POA can come into effect: as soon as it is signed, on a specific date, or when a specific event occurs.
- If the specific event is 'when you lose capacity,' the POA document should state who must make a written declaration that this event has occurred. If the document does not say who makes this declaration, two medical practitioners must make a written declaration.
- If you lose capacity and do not have an Enduring POA, one of your family members or friends might have to go to court to become your **trustee**.

What is a Personal Directive Document?

- A Personal Directive is legal document you make in case you cannot make your own personal decisions in the future such as your social, medial and wellness wishes.
- A Personal Directive:
 - Is optional, voluntary and highly recommended
 - Names the person or people you have picked to make personal decisions for you- this individual or people are named as your 'Agents'
 - Ensure your written instructions are known in case something happens to you.
 - Only comes into affect if you are found to lack capacity- that means you are not able to make your own decisions
 - Can be registered with the Office of the Public Guardian and Trustee (OPGT)—if you and your agent consent to having your contact information included in the registry.
 - Your PD is enacted when a capacity assessment is done and confirms through a Declaration of incapacity form – that you are unable to make decisions on behalf of yourself any longer.
 - The Alberta Government has developed a [Personal Directive Kit](#) for you to use!

What is a Will Document?

- A will is a legal document that allows you to:
 - Direct how your property will be distributor after your death.
 - Name your personal representative – "Executor" who will represent your estate after your death and carry out the wishes you have stated in your will.

- An Executor is responsible for the administration of the estate, which includes all duties from locating assets, paying debts and funeral costs, to distributing estate property and assets to named beneficiaries.
- There are two types of wills
 - A Formal Will
 - Is in writing and has your signature
 - Is signed in the presence of 2 witnesses, who also sign the will in the will makers signature
 - A Holograph Will
 - Is prepared entirely in your own handwriting and signed by you.
- Upon your death, if you do not have a will, Part 3 Distribution of Intestate Estates in the Wills and Succession Act sets out how a deceased person's estate will be distributed and who will inherit. The Estate Administration Act lists the persons who will be given preference to apply for a grant of administration where there is not well. The grant will set out who will be the personal representative.
- A properly prepared will allows for you to direct where your property will go after your death.
- All three of these documents can help relieve stress from your family and loved ones during a time of life disruption and can ensure that your wishes are followed as you have outlined.
- Abuse can happen to anyone at anytime, these legal documents will ensure that your wishes and what you want your life to look like is provided to you. We recommend naming someone who you know and trust, this person will be the one to carry out what is on the documents. If you lose capacity and the person you name misuses or abuses these documents, it is very difficult to have them removed as your PD, or POA.
- **Elder Abuse MYTH #1:** If I draw up my legal documents such as a PD, POA and a Will, I will not be able to make changes to the documents. As long as you have capacity, you are able to change your legal documents. Things change! Whether it's a personal or financial circumstance or your wishes have changed, you can alter and update your documents when needed.
- **Elder Abuse MYTH #2:** I need to go to an attorney to have my legal documents drawn up and I cannot afford that therefore I cannot access these crucial documents. We recommend when possible you consult with your legal team regarding these documents however there are options that you may access to ensure that your personal wishes, beliefs and financial matters will be honored while you are

alive/ You can write a Holograph will yourself, it becomes legal when you sign in. You also can look at community organizations such as FCSS or your Elder Abuse Case Manager to guide you through the various avenues. Another source is to consult with legal clinics or legal 'kits' to support you.

- **Elder Abuse MYTH #3:** Office of the Public Guardian will open an investigation if they become aware of misuse of a Power of Attorney. OPGT are not capable of investigating abuse of a POA. If you suspect or witness misuse, please connect with your local CCR, Elder Abuse Case Manager or a lawyer.
- **Elder Abuse MYTH #4:** Having a Power of Attorney eliminates the need for a will and remains valid after an individuals death. A will is a document that you have drawn up for your wishes to be carried out once you pass away. The POA document is only valid when an individual loses capacity and stays valid until the person passes away therefore the POA is only active until death. Once this occurs, the executor who is named will carry out the final wishes of the individual as outlined in the will.
- **Elder Abuse MYTH #5:** Only older adults and those who are sick need a Power of Attorney. Anyone over the age of 18 can benefit from having a POA document drawn up. Unexpected illness and accidents can occur at any age making it extremely important for everyone to have a plan in place for managing your financial affairs.
- **Elder Abuse MYTH #6:** the person named in a Power of Attorney gives them unlimited control and power over the POA maker. A POA document grants specific financial authority to respectfully ensure that the POA maker's financial needs are met. The 'powers' of the POA are specifically outlined within the document and the agent has to follow what is outlined- they are not able to misuse the document or the individual.

Get the Facts

According to the 2024 Power of Attorney Feedback survey that the AEAAC sent out to communities

- 85% of respondents encountered issues, concerns and/or barriers with the current Power of Attorney Act and Legislation in Alberta
- 19% reported encountering issues more than 20 times over the past 5 years!
- 73% reported concerns or issues with the named POA making decisions that are not in the best interest of the dependent adult.

- 70% reported concerns or issues with the named POA using the dependent adult's money for personal benefit or gain
- 68% reported concerns or issues with POA neglecting their duties and responsibilities to the dependent adult.
- 61% reported concerns or issues with lack of accountability (no accounting and record keeping processes in place).
- 60% reported concerns with the lack of education and training on the POA Act and Legislation in Alberta.
- 60% reported difficulties reporting concerns about a named POA.
- 59% reported concerns or issues with the named POA not fully understanding their role and duties.
- 52% reported concerns or issues with the lack of common language and understanding of how POA and legislation in Alberta is applied.
- 36% reported concerns or issues with creating unsafe circumstances for the dependent adult.
- 18% reported concerns or issues with the standardized forms because they reduce ability to respond to unique needs of aging individuals.

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)
- Elder abuse is often committed by someone known and trusted by the older adult which means that abuse is perpetrated by family members, friends or caregivers.
- 1 in 6 people over the age of 60 are victims of elder abuse (World Health Organization)
- It is estimated that one in ten older adults living in Alberta are victim to elder abuse and the most common form of abuse is financial abuse, followed by psychological and physical abuse. (WHO)
- 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.
 - 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.

Stats Canada 2021. Family Violence in Canada.

- 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 witnessed 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)
- 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.
- 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 most common type of family violence perpetrated against seniors was physical assault

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.

Take Action Against Elder Abuse By:

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 TAKING ACTION AGAINST ELDER ABUSE

Here are some examples on what we need from you and your partners to Take Action Against Elder Abuse:

- Advocate for change in the legislation of Power of Attorney's in Alberta. Currently, there is a lack for safeguards against the misuse of POA. Take action and inform the community and all levels of government about the concerns had with the current legislation and provide recommendations that will protect older Albertans against abuse.
- Did you know that currently there is not procedures, policies or legislation that ensures those who are POA over someone to provide record keeping of expenses. Let's change this! Let's coordinate together to talk to government, police,

legal and financial institutions and unite to ensure that older adults are able to safely age in Alberta and not have to worry about POA misuse.

- There is no 'One Size Fits All' when discussing and ensuring that what you want, as an individual, as we are all unique and have are own financial desires.
- 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
 - Younger Generations
 - The more we talk about abuse, the more we create the change needed to address and stop abuse. During awareness initiatives point out real situations such as:
 - Borrowing money regularly without consent from your aging parents 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.
- Misusing a person's POA authority may lead to abuse. The attorney named in the POA is to respectfully adhere to what is outlined in the document, it does not allow the Attorney to use the older adults funds for their own expenses such as gas, groceries, to have cash on hand etc. By doing this, it is abuse.
- If you are named as a POA over someone, this does not allow you to show this document so that you are able to add your name on their bank accounts or property for your own financial gain. Being someone's POA does not provide you the authority to gain access to someone's assets for improper purposes. This is abuse! If this does occur, under civil law, an attorney can be sued for fraud, theft and breach of duty! If the POA is found liable, they can be ordered to pay damages to compensate others for financial loss, pain and suffering caused to the older adult.
- 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.
- Healthy relationships are critical to ensure abuse does not occur. As much as we hope and desire that our children will appropriately care for us as we age, sometimes that does not happen therefore ensuring that we have conversations about or wants, wishes and desires prior to experiencing a life event or change.

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

CNPEA  **RCPMTA**

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





SOCIAL MEDIA GUIDE

Grow The Conversation... Take Action Against Elder Abuse

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 2024, remember to use the hashtags [#ABGrow The Conversation](#) | [#WEAADJune 15](#) 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 | [#ABGrow The Conversation](#) | [#WEAADJune 15](#)
- 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)
- Share videos such as:
 - [Power of Attorney Fraud | Edmonton Police Service](#)
 - [Preventing Elder Abuse | CNPEA](#)
 - [Unison's Kerby Elder Abuse Shelter](#)
 - [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](#)
 - [EAPO Elder Abuse Video Series](#)
 - [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](#)
 - [Age Friendly Edmonton Intergenerational Toolkit](#)

Suggested Posts for Social Media

- [#ABGrow The Conversation](#)
- [#WEAADJune 15](#)
- Take Action Against Elder abuse! Say no to abuse and raise awareness of this very crucial topic. Reduce the stigma today!
- **Elder Abuse MYTH #1:** If I draw up my legal documents such as a PD, POA and a Will, I will not be able to make changes to the documents. As long as you have capacity, you are able to change your legal documents. Things change! Whether it's a personal or financial circumstance or your wishes have changed, you can alter and update your documents when needed.
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- Respect is not a matter of age – Join us on June 15 and take action against elder abuse.
- Tip Tuesday! Elder Abuse Awareness Day is marked each year on June 15th. It is an official United Nations International Day acknowledging the significance of elder abuse as a public health and human rights issue. TIP: Wear purple on Monday, June 15th to support World Elder Abuse Awareness. You can also plant a seed in support of the prevention. Let's make [INSERT COMMUNITY NAME HERE](#) as purple as ever to show our support for the prevention of Elder Abuse.
- For more tips to support the cause, you can visit:
- <https://albertaelderabuse.ca/weaad>
- 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.
- We need to do more! Stand unified with us and take action against elder abuse 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 of 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. Take action 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
- **#ABGrow The Conversation #WEAADJune 15** 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.

- Sometimes it takes only one person to be the one to take action against elder abuse. Be that person 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
- We all deserve to lead 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!
- June 15 is World Elder Abuse Awareness Day, an official United Nations International Day acknowledging the significance of elder abuse as a public health and human rights issue. This year's theme is: Grow The Conversation...Take Action Against Elder Abuse.
- World Elder Abuse Awareness Day is on June 15. We encourage all community members to wear purple to honour survivors of abuse and raise awareness about this important social justice issue impacting older adults!
- We all deserve to lead happy and healthy lives free from abuse as we age, yet older people are often mistreated. Today, on World Elder Abuse Awareness Day, our team is wearing purple to raise awareness and honour survivors of elder abuse.
- Common forms of elder abuse can include: financial, emotional, physical, sexual and medication misuse. Help **#ABGrow The Conversation** by acknowledging the significance of elder abuse as a public health and human rights issue.
- 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.
- Take action...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.

- Power of Purple. World Elder Abuse Awareness Day is the one day a year we can all stand together unified to [#ABGrow The Conversation](#) and be the change for the older adults in our province and beyond!
- 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.
- Today is World Elder Abuse Awareness Day. Join us in helping [#ABGrow The Conversation](#) around vulnerable older adults and the importance of aging safely, with dignity, and joy. For more information, please visit www.albertaelderabuse.ca
- 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?
- [#ABGrow The Conversation](#)
- [#WEAADJune15](#)
- WEAAD is June 15th. We can all get involved to create lasting local changes!
- Save the Date! WEAAD is June 15th.
- This year for [#WEAADJune15](#), staff show solidarity with those experiencing elder abuse by wearing purple. Elder abuse is often shameful and embarrassing to talk about. You can support older adults by growing the conversation and take action against elder abuse!
- Take Action Against Elder Abuse! Grow The Conversation today!
- 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.
- 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. [#ABGrow The Conversation](#) [#WEAADJune15](#)

- 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.
- 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.
- Join us and wear **purple** to honor survivors of elder abuse and to raise awareness.

Take Action Quotes

- Action is the foundational key to all success – Pablo Picasso
- Those who have the ability to take action have the responsibility to take action – Nicolas Cage
- Take action! An inch of movement will bring you closer to your goals than a mile of intention – Steve Maraboli
- Attitude drives actions. Actions drive results. Results drive lifestyles – Jim Rohn
- Words may inspire but only action creates change – Simon Sinek
- Take action. You can either be a passive victim of circumstance or you can be the active hero of your own life. Action is the antidote to apathy and cynicism and despair. You will inevitably make mistakes but at the end of your days, you will be remembered for your gallop, not for your stumble – Becky Whitford
- Personal Power is the ability to take action – Tony Robbins
- Great thoughts speak only to the thoughtful mind, but great actions speak to all mankind. – Theodore Roosevelt



CELEBRATION GUIDE

Grow The Conversation...

Take Action Against Elder Abuse

Join the Alberta Elder Abuse Awareness Council (AEAAC) to promote World Elder Abuse Awareness Day (WEAAD) and helping to [#ABGrow The Conversation](#). 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.

This year, the AEAAC has developed a Grow the Conversation Tree to be placed in your community as a visual on how individuals can Take Action Against Elder Abuse. Please use the tree to [#ABGrow The Conversation](#):

It is estimated that at least 1 in 10 Albertan seniors may be a victim of elder abuse, however less than 1/3 of cases are actually reported. It's important for seniors to know that they can talk about their experiences, and that there are resources available to help them.

You have the power to make an impact, let's start with three easy steps:

1. Take a Leaf
2. Write down how you are Taking Action Against Elder Abuse
3. Grow the Tree

By adding to the tree, you are helping to [#ABGrow The Conversation](#) around elder abuse.

You can grow your tree in multiple ways:

- Use the leaves themselves to build up the tree

- Find small branches and twigs outside, stick them to your wall, and build a tree made out of actual wood
- Take out your flipchart poster and draw a tree
- Get Creative!

April 2024

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 take action against elder abuse. Show us how you'll standing up to take action against abuse in our community. The countdown is on! [#ABGrow The Conversation](#) [#WEAADJune 15](#)

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.

- 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](#)
- 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.
- Buy and plant **purple** flower seeds—Coneflowers are great! Connect with your Parks department and

see if they will plant purple flowers in the community flower beds.

- 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.

May 2024

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 be united and take action against elder abuse. Show us how you will make a commitment to changing and preventing abuse of older adults in Alberta! The countdown is on!

[#ABGrow The Conversation](#)
[#WEAADJune 15](#)

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 Tree and ask your local community organizations and businesses to display them around your community.
- 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 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 2024 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 2024

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 advocates and take action against elder abuse! Show us how you are standing up for older adults and taking action against elder abuse. Today and everyday counts!

[#ABGrow The Conversation](#)
[#WEAADJune 15](#)

- *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 out **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, 2024

[#ABGrowTheConversation](#)
[#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 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.

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, 1-866-403-8000 (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**