



May 2009



## The Video: Around the World in 60 Minutes

"There are risks and costs to a program of action, but they are far less than the long-range risks and costs of comfortable inaction." - *John F. Kennedy*

Developing "Show and Tell The Video; Elder Abuse - Images, Ideas, Initiatives is certainly a challenging, risk-taking experience but what a journey; doors have magically opened and heroes have emerged from unlikely places. This Bulletin is a tribute to them. First and foremost, is Dr. Cynthia Thomas, WEAAD Communication Director; her day job is that of Senior Research Analyst at Westat, an employee-owned research corporation based in Rockville, Maryland. Cynthia has enlisted the Westat Media department to assist in the video production. Sally Heldrich has assumed the role of producer and brings her team to the project.

### Contributors to the video include:

- Gary Fitzgerald (UK)
- Mala Kapur Shankardass (South Asia)
- Tammy Rankin, Sgt. John Keating (Canada)
- Priscilla Jones (The Gambia)
- Sailesh Misha (UnLtd India)
- Luz Barreto (Peru)
- Sirkku Perttu, Veronica Fellman (Finland)
- Isabel Iborra (Spain)
- Jose Ferreira Alves, Linda De Sousa (Portugal)
- Isabella Aboderin, Ajomale Yinka, Pastor Chukwu (Africa)
- Wang Xiao Yan, Sally Sitou (China)
- Betty Malks, Pamela Teaster (USA)

### Send videos to:

**Sally Heldrich**  
**Senior Producer**  
**Westat**  
**1650 Research Blvd.**  
**Rockville, MD 20850**  
**USA**

**DEADLINE:**  
**June 6th 2009**

All video contributors are required to sign a consent/release form. The format requested is QuickTime movie files but Sally can work with other file types. It is best for people to discuss their clips with Sally directly at: [SallyHeldrich@westat.com](mailto:SallyHeldrich@westat.com). Feel free to contact Sally for any questions or concerns.

### LAST CALL!

This is the final invitation to submit clips for the video so please let us know if you can be involved in this world wide snapshot of elder abuse activities. Nothing is too small to be included, even a picture can be powerful. Thanks to our contributors the video becomes a canvas of possibilities, of sharing and telling our stories. We feel it will be amazing!

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