

## NEIGHBOURLY CARE SOUTHALL, UNITED KINGDOM

### ELDER ABUSE AWARENESS DAY – JULY 15, 2009

More than 200 older people and representatives of community and statutory organisations attended an Information Day on Elder Abuse Awareness at Neighbourly Care Southall in West London on 15 July. Information stalls and advice were available throughout the day and a discussion was held in the afternoon on the nature of elder abuse and the support options open both to abused elders and those who may be witnesses to elder abuse. The discussion was led by speakers from Neighbourly Care Southall, from Action on Elder Abuse, from Victim Support and from Ealing Council's Safeguarding Adults team and was conducted in simultaneous translation in English, Punjabi, Hindi, Urdu, Gujarati and Somali to meet the first language requirements of our multiethnic community.

A prompt result of the Day was that 5 older people present sought immediate confidential support and advice from Neighbourly Care Southall's advisers on issues of abuse related to themselves. A more long term aim arising from the Day is that the discussion of approaches to addressing elder abuse has begun the process of building vital support networks and raising consciousness in our community at large. The promotion of the day has led to numbers of new and important contacts with groups working with vulnerable older people both across London and the United Kingdom and also internationally.

