



## **WORLD ELDER ABUSE AWARENESS WEEK**

**Programme Report  
13<sup>th</sup> June to 19<sup>th</sup> June 2009  
Mumbai, India**



**On the occasion of 4th Global World Elder Abuse Awareness Day 15<sup>th</sup> June, Silver Inning Foundation (SIF)**, A Dedicated organization for senior citizens and their family members commemorated World Elder Abuse Awareness Week from 13<sup>th</sup> June to 19<sup>th</sup> June 2009. It has taken the initiative to host various events to create awareness and sensitize the Government and the Civil Society to eliminate elder abuse at both micro and macro level. It also did networking with organizations working with elderly in Mumbai and all over India.

World over 15<sup>th</sup> June is marked as World Elder Abuse Awareness Day by INPEA. INPEA is an organization, founded in 1997, which is dedicated to the global dissemination of information as part of its commitment to the world-wide prevention of the abuse of older people. The United Nations International Plan of Action adopted by all countries in Madrid, April 2002, clearly recognizes the importance of addressing and preventing abuse and neglect of older adults and

puts it in the framework of the Universal Human Rights. INPEA is dedicated to supporting the plan of action.

World Elder Abuse Awareness Week programme aims to increase society's ability, through various programmes, to recognise and respond to the mistreatment of older people in whatever setting it occurs, so that the latter years of life will be free from abuse, neglect and exploitation.

Every person-no matter how young or how old- deserves to be safe from harm by those who live with them, care for them or come in day-to-day contact with them. Every person-every man, women and child-deserves to be treated with respect and with caring.

**Objective:**

- To create awareness in elderly people themselves regarding what comes under elder abuse.
- To sensitize young people regarding elder abuse and to bridge the intergenerational gap between elderly and young people.
- To create awareness in media and society at large regarding elder abuse.

**World Elder Abuse Awareness Week 2009 Programme Detail:**

**1. Elder Abuse Awareness Week from 13<sup>th</sup> June to 19<sup>th</sup> June 2009**



2. **Essay Competition** - Essay Competition on ELDER ABUSE was hosted by SIF, it invited an Essay of 1000 words on the topic of "**Elder Abuse: Role of Civil Society and Government** " from 15<sup>th</sup> May 2009 to 31<sup>st</sup> May. From **all over the World 25 Essay were submitted** including 2 entries from class 10th students of Deepalaya School, Kalkaji Extn N, Delhi. On 16<sup>th</sup> June A panel of judges including Dr.Apanra Lovekar slected Three Best Essays on Elder Abuse and they were published on net. Certificate will be given to best Ten participation.

**Best 3 Essay are as following:**

1. **Dr. P.V. Vaidyanathan**
2. **Dr. P Vyasamoorthy**
3. **Mrs. N.M. Helen Dorothy**

**Following Best of 10 will get the Participation Certificate:**

1. Dr. P.V. Vaidyanathan
2. Dr. P Vyasamoorthy
3. Mrs. N.M. Helen Dorothy
4. Mr.Subrahmanian S H
5. Mrs Kokila Mani
6. Mrs.Shobha Mathur
7. Ms.Ritu Priya Gurtoo
8. Mr.M.V.Ruparelia
9. Tannu Gurung
- 10.Jyoti Sharma

3. **13<sup>th</sup> June 2009** Intergeneration Programme of Poster Making ,Slogan Writing ,One Act Play and Presentation was held at 3pm at Apne Aap Women's Collective ,Khetwadi, Mumbai (NGO working for Children's of marginalized mothers).**35 children's and few Senior Citizens Participated** in this unique two hour programme. Children's also tied 'Purple Security Band' to Elders.



4. **14<sup>th</sup> June 2009** Interactive Talk by Amruta Lovekar and Sailesh Mishra on Elder Abuse was held at 10am Mahakali Senior Citizens Association, Andheri East, Mumbai (This Sr.Ctz Association is part of FESOM- state body in Maharashtra). Around **200 Senior Citizens participated** in this two hour programme.



5. **15<sup>th</sup> June 2009** Intergeneration programme , Song, Poem, One Act Play and Tying of “Purple Band of Security” to Senior Citizens was held at 7AM and 7.45 AM. Cosmopolitan School, Sheetal Nagar, Mira Road – East. **500 Students and 55 Senior Citizens and Grandparents participated** in this Two hour programme.



6. **15<sup>th</sup> June 2009** Interactive Talk by Sailesh Mishra on 'Maintenance and Welfare of Parents and Senior Citizens Act 2007 and Elder Laws' and Tying of '**Purple Security Band**' to Elders was held at 5pm AISCON(All India Senior Citizens' Confederation) , Nerul ,Navi Mumbai. **50 Senior citizens and few youngsters participated** in this two hour programme.



7. **18<sup>th</sup> June 2009** Talk by Sailesh Mishra on "**Elder Abuse: The Hidden Health Aspect**" at 4pm at HELP Library –Nalanda ,Fort,Mumbai . **35 Senior Citizens participated** in this two hour programme.



8. **19th June 2009** A Legal Advice cell for Elderly Women with regard to Matrimonial Issues was Launched in association with Majlis (NGO that provides litigation support and legal counseling to women).





9. **Distribution of ELDER HELPLINE CARD:** In all the above programme HELPLINE card were distributed which mentioned following Emergency Helpline Numbers:

### **Elder Help Line**

**Mumbai Police Elder Line: 1090 / 103**

**Dignity Foundation: 23898078**

**Shree Manav Seva Sangh: 24081487**

**Silver Inning Foundation: 987104233**

**Majlis for Elderly Women: 26661252 / 26662394**

**Women's Helpline: 1298**



**This Programme was organized by Silver Inning Foundation and promoted/supported by INPEA (International Network for Prevention of Elder Abuse) Indian Chapter through Development, Welfare and Research Foundation (DWARF) and 'Little Things Matter Initiatives' (LTMI), Mahakali Senior Citizens Association, Apne Aap women's collective, Majlis, ARDSI Greater Mumbai, Cosmopolitan School and AISCCON (All India Senior Citizens Confederation).**

**We were also informed about various programmes held all over India for WEAAD 2009 by our following networking organisation:**

**Mumbai: Silver Inning Foundation** -Sailesh Mishra, Founder President  
[info@silverinnings.com](mailto:info@silverinnings.com) and [silverinnings@gmail.com](mailto:silverinnings@gmail.com) ; 09987104233 – Monday to Friday 10am to 5pm. Website: [www.silverinnings.com](http://www.silverinnings.com)

**Navi Mumbai: AISCCON** (All India Senior Citizens Confederation)  
[aisccon.news@gmail.com](mailto:aisccon.news@gmail.com) ; [drspkinj@gmail.com](mailto:drspkinj@gmail.com) – 9820639773 / 9820021224

**Delhi -INPEA - Dr. Mala Kapur Shankardass** -  
[malakapurshankardass@hotmail.com](mailto:malakapurshankardass@hotmail.com) - 09818138553

**Bangalore - Nightingale Medical Trust**, - Dr.Radha or Mr.Premkumar Raja -  
[nhhs@bgl.vsnl.net.in](mailto:nhhs@bgl.vsnl.net.in) ; [nightingales@vsnl.net](mailto:nightingales@vsnl.net) - 080 - 41248448

**Jaipur -Indian Gerontological Association:** Prof. K.L.Sharma -  
[klsvik@yahoo.com](mailto:klsvik@yahoo.com)



**“My World... Your World... Our World – Free of Elder Abuse”**