

World Elder Abuse Awareness Day (WEAAD)

15th June 2011

India Programme

Sponsored by: Silver Inning Foundation in association with INPEA(International Network for Prevention of Elder Abuse) Indian Chapter through Development, Welfare and Research Foundation (DWARF) and 'Little Things Matter Initiatives' (LTMI); SSS Global; FESCOM (Mumbai);1298 Senior Citizens Helpline, Mumbai; AISCCON ;iCONGO ; Harmony for Silvers Foundation & Alfresco FC Mumbai.

Venue: PAN India

Location: All over India

Date: May 20th to June 20th 2011

From: all times

Description: On the occasion of 6th Annual World Elder Abuse Awareness Day (WEAAD) 15th June 2011 Silver Inning Foundation (SIF) a NGO working with senior citizens and their family members in association with INPEA (International Network for Prevention of Elder Abuse) Indian Chapter through Development, Welfare and Research Foundation (DWARF) and 'Little Things Matter Initiatives' (LTMI), SSS Global, FESCOM (Mumbai), 1298 Senior Citizens Helpline, Mumbai, AISCCON , Harmony for Silvers Foundation & ALFRESCO FC will be commemorating Elder Abuse Awareness Day from on May 20th to June 20th 2011 . SIF through its networking and social media has taken the initiative to host various events pan India to create awareness and sensitize the Government and the Civil Society to eliminate/prevent elder abuse at both micro and macro level.

World over 15th 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 Day month long programme aims to increase society's ability, through various programmes, to recognize 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.

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 civil society at large regarding elder abuse.

World Elder Abuse Awareness Day, Month long Tentative Programme: from May 20th to June 20th 2011:

1. Host Essay Competition

<http://silverinnings.blogspot.com/2011/05/4th-national-annual-essay-competition.html> . Essay of maximum 2000 words on the following topics are invited from May 20th to June 20th 2011:

a) For all age groups:

Can Elder abuse be prevented, if not eliminated?

If yes how? If no why not?

b) For School Students - Class 5th to class 10th:

Grandparents are the best Friends

c) For Students - 1st year College to Post Graduation:

Youth are important link towards Elderly friendly society

2. Online Elder Abuse Survey 2011: Elder Abuse,

Magnitude & Intervention from May 20th to June 20th 2011:

<http://silverinnings.blogspot.com/2011/05/online-elder-abuse-survey-2011-elder.html>

3. 4th June Talk on Women Empowerment by Adv

Nausheen of Majlis at Ladies club annual get together at Sangeeta Complex ,Bhayandar west , Near Mumbai

4. 5th June Elder Abuse Sensitization talk at FESCOM Capacity Building programme for office bearers of FESCOM Senior Citizens State Federation at Harmony Center ,Mumbai

5. 15th June Foot D Ball to Stop Elder Abuse friendly football match between Youth and Staff and Elder Resident of Rajpuria Vaprashtashram(Old Age Home) Uttan , Bhayandar west , near Mumbai in association with ALFRESCO FC, Mumbai MDFA 3rd Division Team (2010). We at Silver Inning Foundation (SIF) are promoting the cause of Elderly through unique and well tried Sport for Development (S4D) concept through our Pilot project Foot D Ball to Stop Elder Abuse .This intergeneration activity with S4D concept through Football is tried for first ever time in this part of the world (might be first time in world) for promoting Elder Cause and to create awareness about Elder Abuse in civil society. Youth will Tie Purple Security Band to Elders : <http://silverinnings.blogspot.com/2011/05/young-chagemakers-to-use-football-as.html>

6. 17th June Intergenerational Programme in association with Apne Aap Women s Collective -

AAWC (NGO working for Children s of marginalized mothers) & Harmony for Silvers Foundation at Harmony Day Center ,Mumbai. Children s will Tie Purple Security Band to Elders

7. 20th June Talk on Dementia & Alzheimer s and Abuse at Senior Citizens Association of Shri Krishna Nagar, Borivali East ,Mumbai . SIF staff will Tie Purple Security Band to Elders

8. Senior Citizens group at Visakhapatnam will be conducting an awareness meeting on "Elders Abuse" on 15th. June 2011, jointly by [1] Vintage Visakha a Forum for Elderly and Senior Citizens ND [2] Sneha Sandhya (Welfare Society for Senior Citizens)

9. SSS Global in association with Senior Citizens groups, Hyderabad plan to conduct Talk on Elder Abuse based on their personal experience / knowledge.

10. Bulk SMS will be send to more than 10,000 people

11. Bulk Email will be send to more than 25,000 people

12. Creation of Open Group on Face Book World Elder Abuse Awareness Day (WEAAD) 15th June

13. Month long activity on Social Media sites

14. Friendly Football Matches at other places including schools

Together, we have the power to prevent elder abuse .

My World, Your World, Our World, Free of Elder Abuse

This World Elder Abuse Awareness Day (WEAAD) 2011 program is organized by Silver Inning Foundation and 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), SSS Global; FESCOM (Mumbai), 1298 Senior Citizens Helpline, Mumbai; AISCCON ,iCONGO ; Harmony for Silvers Foundation & Alfresco FC Mumbai

Website: <http://silverinnings.blogspot.com/2011/05/world-elder-abuse-awareness-day-weaad.html>

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Additional_Information: This World Elder Abuse Awareness Day (WEAAD) 2011 program is organized by Silver Inning Foundation and 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), SSS Global; FESCOM

(Mumbai), 1298 Senior Citizens Helpline, Mumbai; AISCCON ,ICONGO ; Harmony for Silvers Foundation & Alfresco FC Mumbai.



During this World Elder Abuse Awareness Day 15th June 2011 programme, we at Silver Inning Foundation (SIF) are promoting the cause of Elderly through unique and well tried _Sport for Development_ (S4D) concept. This year we are launching our Pilot project _Foot D Ball to Stop Elder Abuse_in association with ALFRESCO FC, Mumbai MDFA 3rd Division Team (2010).

Fusion and Synergy between Youth & Elders will help us to achieve our vision of creating elder friendly world where ageing becomes a positive and rewarding experience. This intergeneration activity with S4D concept through Football is tried for first ever time in this part of the world (might be first time in world)for promoting Elder Cause and to create awareness about Elder Abuse in civil society.

Sports programme promotes social inclusive and serve as effective tool for social mobilization. Access to and participation in sport is a human right and essential for individuals of all ages to lead healthy and fulfilling lives.

Sport and physical activity are essential for improving health and well being. Appropriate forms of sport and physical activity can play a significant role to prevent as well as help cure many of the world's leading noncommunicable diseases. Evidence shows that regular participation in physical activity programmes provides all people with a wide range of physical, social and mental health benefits. Such active participation also interacts positively with strategies to improve diet, discourage the use of tobacco, alcohol and drugs and enhance functional capacity. Consequently, physical activity is an effective method of disease prevention for the individual and, for nations, a cost-effective way to improve public health.

Sport, recreation and play are a fun way to learn values and lessons that will last a life time. They promote friendship and fair play. They teach team work, discipline, respect, and the coping skills necessary to ensure that children develop into caring individuals. They help prepare young people to meet the challenges they will face and to take leadership roles within their communities. Sport and recreation programs are creating environments that are safe and promote stable relationships between children and adults, and among children themselves. Sport as a development instrument becomes even more interesting if it is durably

embedded in the local society.

Sport and play are important to UNICEF because they are vital elements in the health, happiness and well-being of children and young people. Research shows that participation by young people in structured recreation contributes to their physical and psychosocial development and can teach basic values and life skills - hard work, discipline, teamwork, fairness and respect for others - that shape individuals' behaviour and help them to pursue their goals and respond appropriately to events in their own lives and in those of others.

UNICEF's Sport for Development (S4D) work is grounded in its mission to ensure that every child has the right to recreation and play in a safe and healthy environment - a right founded in Article 31 of the Convention on the Rights of the Child - as well as the right to sport, which is specifically contained in other international treaties. It also recognizes sport-based initiatives as a programme strategy to achieve specific development objectives, including, most notably, the Millennium Development Goals (MDGs).

Football is one of the most patronized sports around the world. All around the globe, organisations driven by local social entrepreneurs, use the power of the beautiful game to positively transform their communities. Development through Football is becoming an important issue within the development cooperation and social work sectors.

Fuelling positive social change through Football has become a fundamental pillar in and carries a significant responsibility for the society as a whole. Due to its values, popularity, universal nature and appeal, football -in all its forms- can be seen as the ideal instrument for achieving social and human development targets and tackling many of the major challenges faced by society today. Football has a positive effect on those who play it, both in terms of health (physical activity) and life skills (the values of team sport).

The success story remarkably have been made in the Development through Football sector since the beginning of the 21st century, while more limited activity on the field can be tracked down already back in the late 1980_s. It is only during the last 5-6 years, however, that more and more social development and donor organisations recognise the positive impact of sports and especially football as a way to foster social and human development. The universal fascination of football thanks to its simple but exciting playing rules, along with its low equipment costs and team-building characteristics, makes this sport a favourite in the Development through Sport field.

A perfect analogy to life ,The principles and values of street- or simply informal football played within Development through Football programmes include fair play, team spirit, tolerance, inclusion, and understanding, both of oneself but also of the others, regardless of their status as opponents or team mates.

The 2010 FIFA World Cup which was staged in Africa for the first time ever has strengthen the connection between football and social development even more and thus offer a great chance to showcase the full potential of football.

"Linking football with development programmes, can help make a difference to the lives of millions of children," said Commissioner for Development and Humanitarian Aid, Louis Michel.

In India organsiation like Dream A Dream has training module _The Dream Way of Working with Children_ highlights values like respect for children, progressive ways of getting children to follow instructions, and making learning for children fun, interesting and participatory.

Also Magic Bus India works for change through football ,finds the potential and abilities within each child, empowering them to build strong and aware communities free of religious and caste prejudice and gender divides. It believes in the child_s right to a positive future in which they make their own choices and take responsibility for change.

The SIF pilot project _Foot D Ball to Stop Elder Abuse_ recognizes the potential that football and other sports can unleash when systematically included in processes of social change. Football especially has the power to unite people and cultures all over the world. As a team sport it promotes fairness and tolerance, leapfrogs gender boundaries and fosters mutual understanding, thereby contributing to the positive development of personality and character.

With this Pilot project SIF wishes to engage youths, empowering them with skills to positively develop their personality and character, thus increasing opportunities to tackle their life and enhancing a strong civil society. SIF will utilize skill and wisdom of our Elder and use a holistic approach to promote _Sports for Development_ through Football.

Vinay Sangwan , the Alfresco FC manager say_s_ I have been playing football for last four years just for my passion for the sport and to carry on the work of my father. It_s exciting that we are associated with SIF for this unique programme to support the cause of our Elders. Yes I agree there lack of awareness about Elder Abuse in Indian society and we are happy that through game of football we would bring the issue in mainstream and seek justice for our Elders_.

Sailesh Mishra, Founder President Silver Inning Foundation believes that while sport would not be a cure for all social ills, sport and specially game of football can perfectly be a catalyst for development and the promotion of peace.

Sailesh further say_s added to this is the broad consensus that regular physical activity is essential for the physical, mental, psychological and social development of children and people of all ages. The tool of sport through football will help our youngsters and elders to Age Gracefully and lead to Healthy Ageing.

We call upon members of Civil Society , Youth Clubs , Sports Club , UN Agencies, Educational Institutions , Corporate , Media ,Senior Citizens Organization_s and Senior Citizens to come ahead and support our unique pilot project _Foot D Ball to Stop Elder Abuse_ by Participating , Organizing matches , Capacity building training , Train the Trainer , Media promotion and most important by Funding and Sponsoring.

Together, we have the power to prevent elder abuse; let_s make My World, Your World, Our World, Free of Elder Abuse .

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Warm Regards,
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