



WORLD ELDER ABUSE AWARENESS DAY (WEAAD)


JUNE 15th 2014

The World is Watching, the World is Listening

It is nine years since the international community came together to voice opposition to the abuse, neglect and exploitation of older persons. The idea that sparked global recognition continues to grow. Accumulated knowledge has been translated into policies, legislation, services and programs. World leaders, non-governmental organizations, communities and individuals are addressing elder abuse from a health, justice, ethics, social and human rights perspective. World Day brings together individuals, communities, municipalities, and organizations to raise awareness of elder abuse and also to honour and celebrate the strength and resilience of older persons.

THE POWER OF SOCIAL MEDIA

Conduct a media blitz using Twitter, LinkedIn, Facebook, YouTube, Internet, webinars, blogs, teleconferences, etc. and send out messages, slogans, quotes about elder abuse, awareness and the meaning of World Day. Tweets can be insightful, inspiring, whimsical, challenging and controversial...just keep them going! Create your own Twitter account or use your organization. Every tweet will help delete elder abuse.



EVERYONE CAN
HELP – ESPECIALLY
YOU

Future Leadership

- ✚ Evaluation of WEAAD
- ✚ Develop a global theoretical framework for elder abuse
- ✚ Address social, economic, political exclusion

Commemorative Events for World Day

Events that capture the imagination and motivate replication include: marches, vigils, rallies, conferences, symposiums, posters, pamphlets, letters to the editor, tea parties, essays and photography contests, press briefings, youth activities, faith projects and unlimited other ways of raising awareness about elder abuse and neglect.

For more information, please contact Elizabeth, Gloria, Raeann, Lynn, Greg or Cynthia.

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BE A VOICE