

For Immediate Release

INPEA Announces World Elder Abuse Awareness Day 2010

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INPEA Announces 5th World Elder Abuse Awareness Day 2010

Mark your calendars! The International Network for the Prevention of Elder Abuse (INPEA) announces the 5th Annual *World Elder Abuse Awareness Day (WEAAD)* on *Tuesday, June 15, 2010*.

Communities and municipalities will make proclamations declaring *June 15, 2010* as *World Elder Abuse Awareness Day (WEAAD)* and hold events designed to raise their communities' awareness of elder abuse. The first Awareness Day in 2006 involved several hundred organisations and governmental bodies at international, national, regional, local, community and neighbourhood level, in every continent in the world. The day is in support of the United Nations International Plan of Action which recognizes the significance of elder abuse as a public health and human rights issue. Governments, non-governmental organizations, educational institutions, religious groups, professionals in the field of aging, interested individuals as well as older persons themselves will promote a better understanding of abuse and neglect of older persons by organizing activities around the world to raise awareness of the cultural, social, economic and demographic processes affecting elder abuse and neglect.

Throughout the world, abuse and neglect of older persons is largely under-recognized or treated as an unspoken problem. Unfortunately, no community or country in the world is immune from this costly, public health and human rights crisis. Research indicates that public education campaigns like *World Elder Abuse Awareness Day (WEAAD)* are vital for informing people in a growing number of countries about elder abuse and active involvement of the media is central to its success.

All countries, communities, neighborhoods and organizations interested in working to help bring recognition and ultimately an end to elder abuse and neglect are urged to take part in the 5th Annual *World Elder Abuse Awareness Day (WEAAD)* on *June 15, 2010*. Awareness activities may encompass volunteer or educational programs, cultural and art events, use of information technology, or any activity that aims to create awareness of elder abuse and neglect. Raising awareness of elder abuse and neglect is a challenge and no effort is too small. To learn more, and to download a free copy of the Community Guide World Day Tool Kit, please visit www.inpea.net/weaad.html.

The International Network for the Prevention for Elder Abuse (INPEA) was founded in 1997 and is dedicated to global dissemination of information as part of its commitment to world-wide prevention of elder abuse. Acknowledging the diversity of culture, background, and life style of the world population, the International Network for the Prevention of Elder Abuse (INPEA) aims to increase society's ability, through international collaboration, 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. For more information, please see our website at: www.inpea.net.