

Shining a light on...

World
Elder Abuse
Awareness
Day

Appendix

*"Legislation alone doesn't keep people safe.
Communities keep people safe."*



BC Association of
Community Response
Networks

Stopping Adult Abuse and Neglect ...Together

www.bccrns.ca

Mix n' Match WEAAD Planning 1

Activity	Possible Focus	Resources	Handouts, Extras
Open House	Birthday Celebration featuring ' <i>Shining A Light on Human Rights for Older Persons</i> '	Poems/Songs written by CRN members for the occasion	Food; Entertainment; Brochures; Iris WEAAD Placemats; Free Draws for Garden Flower Bouquets
BBQ / Purple Dinner Event	Theatrical Display and Play about Alzheimer's; A Look at Benefits of Gardening for Seniors with Dementia	Home Health Care Social Worker; Victims' Services; St John Ambulance Therapy Dogs as "greeters"	Posters; Signs; Sandwich Boards; Info about Community Garden Opportunities
Flash Mob	<i>Random Acts of Kindness Week</i> ; Intergenerational Promotions	Church / Community Service Groups; Seniors; Red Hat Society; Local Choirs; Videographer	Inspirational Song (e.g., Shine a Light, Lean on Me)
Safety & Wellness Picnic Diversity Health Fair / Ethno-Culturally Diverse Lunch	Cultural Competence; Diversity and Abuse; Hoarding	Representatives from each faith community; local Aboriginal Elder group and First Nations communities; Inter Tribal Health Authority (ITHA)	Vancouver Coastal Health Re:Act Toolkit; Resources for Elder Abuse in various languages; Bhangra, Pow-Wow, or TaeKwonDo Demonstration; Children's Events; Display of Contest Submissions (Posters, Stories, Photos)
Strawberry Tea and Program	Seniors 'In Care'	Adult Day Care for seniors (& their spouses or care-givers) living in publicly-subsidized facilities or assisted living; Entertainment by a local choir or musical group, guitarist	Door Prizes; Gift Certificates for 'Tea or Coffee with a Friend'; Iris Poster placemats; Refreshments; Music; Inspirational DVD (celebrating seniors and the indomitable power of the human spirit)

Mix n' Match WEAAD Planning 2

Activity	Possible Focus	Resources	Handouts, Extras
WEAAD Banner across the highway or a main street	Purple Ribbon Blitz; Pamphlet and Poster Campaign for local public venues such as pharmacies, medical clinics, dentist and, doctor offices, hospital (lab, emergency, x-ray); seniors' centres; service groups; coffee shops	Meet and Greet Seniors; Outreach Volunteers	Local Media Coverage; Ribbons; Balloons; Clowns; Raffle; Door Prize Draw; Opportunity to purchase sets of Iris Greeting Cards; Donations tins for BC CRN Flashlights/ Magnets etc.
City Council Meeting Presentation	"Best Practices" for working together effectively; Problem Solving, and Emerging Challenges	Proclamation	Provision of Abuse and Neglect Materials; Adult Safety Brochures
Mall or Library Display	Public Awareness of Community Resources; Q & A and Networking	Representatives from Designated Agencies; Health Authority; Community Living BC; RCMP; Public Guardian & Trustee; CRN Member Agencies	Rack Card; Pamphlets; Information Sheets highlighting local resources; NICE Pocket Tool ROW: Resources For Older Women In BC
Movie /Video Presentation	'Ellen's Story: IS There a Way Back?'; 'Money Matters'; 'Oak Tree'; 'Safety for Seniors'	Library; Church; Community Hall	Distribution of Abuse Prevention Fact Sheets; Posters; Bookmarks
Month long Media Campaign Global TV Local Newspaper	Public Awareness/ Education; Full-page News item "Abuse Prevention and Intervention Starts and Stops with You...Reach out, Speak Up, Speak Out"	Photo / Poster Contest; Interviews - local centenarians talk about their thoughts and what they have observed/ learned	Newspaper submissions during WEAAD week; Written blurb on the Cable Channel's Community Notice Board; a taped interview on the local cable channel

Mix n' Match WEAAD Planning 3

Activity	Possible Focus	Resources	Handouts, Extras
Education Sessions: Workshop/ Seniors Forum/ Lecture/ Debate/ Panel Discussion	Subsidized Housing; CASI 'Better at Home' Initiative; The role of the Ombudsperson and Seniors	Presentation from Victims Services Coordinator, or B.C. Ombudsperson	Networking with community agencies that provide services to seniors who may be vulnerable
	Income Entitlement for Seniors Financial Abuse Management Workshop; "You Can't Take It With You"	Exposé of Financial Exploitation & Abuse of Older Adults; Practical information from resource persons such as Public Guardian and Trustee of BC, local banker, lawyer	Financial Literacy Fact Sheets; Thank You Gift with BC CRN items such as Iris Card, Flashlight, Fridge Magnet packaged in festive Cello Bag
	Safety in the Home	RCMP Community Policing; BC Securities Commission	PowerPoint Presentation
	Elder Abuse: What is it? Who do you call? What is needed from the global community to move progress towards eliminating violence towards older adults? Age Friendly Communities; Gatekeeper – 'How To Reduce The Prevalence Of Abuse And Neglect In Later Life'	Non-governmental and governmental organizations working for awareness/prevention of abuse in later life; Faith organizations; Community leaders; Ethnic/ multicultural group representatives; Educators at community colleges and universities; Labour unions or professional associations	Certificates of Appreciation; Neighbours Friends & Family "It's Not Right" pamphlets; Materials from BC Association of Aboriginal Friendship Centres
	'A View From Within - Reflections from Residents and Care Aides'; Caregiver Abuse; Research	Community Care Social Workers	Local Resources for Abuse, Neglect and Self-Neglect; YouTube clip "Call Me Maybe"
	Self Neglect	Coroner; First Responders	Public Health Agency of Canada Brochure

Tips on Making Dynamic Presentations

The key to making an effective presentation is preparation. Here are some tips:

- Research your topic thoroughly. Know who your audience is, and how many people will be attending so you will have enough materials for everyone.
- Arrange to have someone introduce you, and provide a one-minute introduction to that person – the goal is to warm the audience up to you, your topic and your presentation. It will increase your chances of making an impact and a successful speech!
- Check that you have what you need, and that the equipment is all in good working condition. Take the time to be familiar with the technology (power point, videos, slide shows computer software projectors, etc.) you are using. Have a back up plan in case something goes wrong with the equipment.
- Know your material well enough so you can talk easily about it...don't memorize it word for word.
- If you read your notes, you will lose an important opportunity to project sincerity and connect with your audience. If necessary, use note cards with key phrases or words, or present from a Power Point presentation to keep you on track.
- Have a catchy opening to grab attention and spark interest. An opening can be a thought-provoking question, a story, a quote or a joke related to the topic. An effective opening motivates your audience to learn more about your topic.
- Connect with the audience by sharing a little about yourself and why you are passionate about your topic.
- Use clear language, good eye contact and avoid distractions such as fidgeting while presenting.
- Support your information with stories or examples to help the audience stay connected.
- Plan for audience participation; ask questions or solicit people's thoughts on a topic.
- Have a strong closing statement. People are more likely to remember the last thing they hear, so make it count.

Professional Tips for Writing Press Releases

A reporter or editor is looking for a story that will be interesting to his readers. He wants to know only the info that will help him craft a good story. Here are a few tips:

1. Make the headline as short and snappy as possible, with action verbs when you can add them. Ideally, the header should be 55 characters or less, spaces included.
2. Your lead should be the 'who, what, why, when, and where', all packed into the first paragraph. The general format of a release is from general news to specific news. That means, if someone "only had time" to read your lead paragraph, they would still be able to go away with a real sense of what the rest of the release is about. After the lead and the first quote, then you can get into more specific details.
3. Where it looks like the info is probably a quote from someone, make sure it is. These quotes validate your bits of news.
4. Often, a news release format will be:
 - Bit of news
 - Quote to back it up
 - Bit of news
 - Quote to back it up
 - Bit of news
 - Quote to back it up
 - Final call to action
 - End
5. Trim your content to one page or less. If editors have to read a release that spills on to a second page, they often recycle your release or delete your email.
6. Use these rules of thumb about WHEN to release your release:
 - DO NOT send out press releases on a Friday afternoon unless it's ground shaking news, or it will get ignored. Weekends aren't great either.
 - The editor may be the more receptive in the morning while the day is fresh. The ideal time to send your press release is at 10:00 am, and not later than 11:00 am. After that time, a lot of newsrooms have already planned on their stories for the day.
7. The one-page rule, in combo with a snappy headline and a lead packed with information, will get your release read by somebody and hopefully considered.

Sample Press Release 1



Press Release/News Advisory

June ___, 20__

FOR IMMEDIATE RELEASE

(INSERT COMM) CRN UNVEILS PLANS FOR JUNE 15TH, WORLD ELDER ABUSE AWARENESS DAY

Vancouver - "Older adults in our communities continue to find themselves in vulnerable situations and still experiencing various forms of abuse and neglect," said Sherry Baker, Executive Director of the BC Association of Community Response Networks.

According to Ministry of Health documents, between 4 and 10 percent of seniors will experience some form of physical, emotional, financial or sexual abuse. It is also believed that abuse of seniors is significantly under reported.

As communities around the province prepare to promote the annual World Elder Abuse Awareness Day, local Community Response Networks (CRNs) are offering educational activities to increase seniors' awareness of the different forms of abuse and neglect.

The local (Insert Community Name) CRN includes community, social and health service organizations, government agencies, community minded individuals, local business and seniors. The (CRN has been meeting to determine how each can best support and assist seniors in (Name Community).

[EXAMPLE – YOU CAN USE THIS STORY IF IT FITS YOUR CRN'S FUNCTION]

(Insert CRN Contact) relayed the experience of an elderly gentleman who attended a recent workshop. "Bob, 67 years old, had been seen standing on a street corner for hours at a time. He sat attentively listening to the presentation and once it ended, approached one of the CRN members seeking assistance."

(Insert CRN Contact) continued, "Bob lived alone, did not eat well nor cook for himself. After a visit to the hospital for a check-up, Bob was referred to and moved into public housing where he received the necessary support. He is now participating in seniors activities and enjoying life again."

While the (insert location) CRN does not directly offer services, it supports a coordinated approach to help abused, and neglected adults get the support and assistance they need. In Bob's case, the hospital, public housing authority, seniors' centre and the community's volunteer service - all members of the CRN - came together and worked with Bob to determine what he wanted.

(Insert CRN contact) highlighted some of the activities being planned to raise the awareness and promote World Elder Abuse Awareness Day in (insert location), on June 15th. (Insert activities)

(Insert CRN contact) says, "Come out and help us make (insert name of community) a shining example of how to keep its most vulnerable citizens safe and secure."

- 30 -

If you'd like more information, or you wish to schedule an interview with the CRN Spokesperson, please call (Insert CRN Spokesperson), at (insert number) or email (insert address).

Sample Press Release 2



Press Release/News Advisory

June __, 20__

FOR IMMEDIATE RELEASE

(INSERT COMMUNITY NAME) CRN SHINES A LIGHT: WORLD ELDER ABUSE AWARENESS DAY

(Penticton, e.g.) - The [Name of CRN] CRN is planning a variety of activities that shine a light on the various forms of elder abuse. In 2006, the United Nations officially proclaimed June 15th as World Elder Abuse Awareness Day to bring greater recognition of abuse and neglect of seniors, which is taking place in communities everywhere.

While elder abuse often goes unreported, the Ministry of Health reports that as many as 10% of B.C. seniors will experience some form of abuse in their later years, that one in twelve seniors will experience some form of financial abuse, and that this abuse is usually caused by close family members or trusted friends.

In (insert Community Name), social, community and health service organizations, government agencies, community minded individuals, local business and seniors have come together to form a Community Response Network (CRN). The (insert Community Name) CRN can provide informational workshops to members of the community to build awareness, help workers in the community recognize the signs of abuse and identify those in (insert Community Name) who are able to take action.

(Insert CRN Spokesperson) said, "The (Insert Community) CRN plans to highlight the need for prevention activities that allow seniors in the community to live in safety and dignity. Just as importantly, our CRN plans to honour and celebrate those who remain active and vibrant members of our community. ...(Insert activities)..."

According to (Insert CRN Spokesperson), we all have a role to play in creating the safe, supportive communities that we all want to live and grow old in. (He/She) added, "During a recent CRN workshop for seniors, an older lady found her voice and told her story:

Shirley, an elderly lady daily went to a local coffee outlet. Over a couple of weeks, coffee shop staff noticed Shirley's appearance was changing from a happy, nicely dressed and clean customer. She was becoming unkempt, appeared cold, dirty, and hungry. Coffee shop staff thought she was going downhill. They decided to approach her to see if there was something they could help with. She confided in them that her son had taken over her house and she was now living in the basement without proper cooking or bathing facilities. Because the coffee shop staff had learned what to do from a CRN workshop, they were able to help her to get the help she needed."

With the inclusion of local businesses as members of the CRN, community members can take responsibility for making appropriate referrals and help to keep (insert name of community) safe and secure for their most vulnerable citizens.

- 30 -

If you'd like more information, or you wish to schedule an interview with the CRN Spokesperson, please call (Insert CRN Spokesperson), at (insert number) or email (insert address).

World Elder Abuse Awareness Day Proclamation 1

Whereas: (Insert City, Town, Community)'s seniors are valued members of society, convey a wealth of experience and wisdom in our community and deserve to live with dignity and respect. It is our collective responsibility to ensure they live safely and fully in a community that cares about them.

Whereas: Victims of elder abuse are parents, grandparents, neighbors and friends. Elder abuse is not limited by race, gender, culture, and circumstance, and whether physical, emotional, or financial, elder abuse takes an unacceptable toll on individuals and families.

Whereas: Seniors who experience abuse or neglect face a heightened risk of health related complications, financial abuse can rob our seniors of the security they have built over a lifetime. Tragically, many older adults suffer in silence, burdened by fear, shame, or impairments that prevent them from speaking out about abuse.

Whereas: Combating abuse of older adults will help improve the quality of life for all seniors in our community and allow seniors to continue to live as independently as possible and contribute to the life and vibrancy of {Insert City, Town, Community}.

Whereas: {Insert City, Town, Community}'s seniors are guaranteed that they will be treated with respect and dignity to enable them to continue to serve as leaders, mentors, volunteers and important and active members of this community.

Whereas: The well-being of {Insert City, Town, Community}'s seniors is in the interest of all and further adds to the well-being of {Insert City, Town, Community}.

I, Mayor of (Insert City, Town, Community) do hereby proclaim June 15, 2013 as Elder Abuse Awareness Day and encourage all {Insert City, Town, Community}'s residents to recognize and celebrate the accomplishments of our seniors.

Dated in the Mayor's Office on this day of---,-----, 20_____

World Elder Abuse Awareness Day Proclamation 2

- Whereas June 15, 2006 is the inauguration of World Elder Abuse Awareness Day
- Whereas at least ten percent of senior adults in British Columbia will at some point in time face some form of abuse
- Whereas through raising awareness we are able to join communities together and show each other that we care about each other's well being
- Whereas (Insert Name of City) is a city that is always at the forefront of celebrating diversity and can be a leader in bringing awareness to the abuse of seniors, and can help bring awareness to the rest of the world; and
- Whereas financial, sexual, physical and emotional abuse does occur at all age groups

Therefore, be it resolved that (this Council) recognize and affirm that:

- Senior abuse and neglect is a problem which must be addressed more often and with more seriousness
- Our senior population is an important part of our society
- The senior population has moulded and shaped today's world and it is our responsibility to ensure their safety and happiness during their later years
- Our aging population deserves the respect to have this day and these issues brought to the attention of society
- (This Council) is declaring June 15th World Elder Abuse Awareness Day in (Insert Name of City)

Be it further resolved that (this Council) call upon other municipalities, and countries to urge them to join together as a community and world network to value, and to prevent abuse and neglect of older adults.

Be it finally resolved that we commend these organizations for their effort to address this important issue:

- Fraser, Interior, Northern, Vancouver Coastal & Vancouver Island Regional Health Authorities
- BC Adult Abuse and Neglect Prevention Collaborative
- BC Association of Community Response Networks
- BC Centre for Elder Advocacy and Support
- BC Society of Transition Houses
- Coalition of Senior Citizens Organizations
- Gerontology Research Centre – Simon Fraser University
- Public Guardian and Trustee of BC
- People's Law School
- Representation Agreement Resource Centre

Dated in the Mayor's Office on this day of---,-----, 20__

Consent for Use of Image and Story - Release Form

I hereby give The BC ASSOCIATION OF COMMUNITY RESPONSE NETWORKS (BC CRN) permission to use my story (in video, audio tape or written form) and/or images of me for the Purposes of promoting BC CRN activities and goals relating to World Elder Abuse Awareness Day and prevention of abuse. BC CRN may crop, alter or modify Images of me and combine such Images with other images, text, audio recordings and graphics without notifying me.

I understand that my personal information, and/or Images of me are being collected for BC CRN Purposes. I consent to my name and any other information provided by me to BC CRN being displayed in connection with the appearance of my Image. I consent to any of my personal Information, including Images of me, being stored, accessed or disclosed outside of Canada. Any questions about the videotaping, photographing and audio-taping should be directed to:

Name of coordinating BC CRN unit: (please print) _____

I am 19 years of age or older and am competent to sign this contract in my own name. I have read and understood this form prior to signing it, and am aware that by signing this consent I am giving permission to BC CRN to use my Image for the Purposes.

Name (Please Print)

Signature _____

OR (if under 19 years of age) Name of parent or guardian (Please Print)

Signature of parent or guardian _____

Email address (please print) _____

Name of photographer (please print) _____

Shoot date _____

Shoot location _____

Help for BC Seniors

	Organization	Phone	Toll Free	Website
Advocacy	BC CEAS (BC Center for Elder Advocacy and Support)	604 688-1927	1-866-437-1940	www.bcceas.ca
	BC Seniors' Information Line		1 800 465-4911	www2.gov.bc.ca/gov/theme/index.page
	DiverseCity Community Resource Society	604 597-0205		www.dcrs.ca
	Family Caregivers Network Society	250 384-0408	1-877-520-3267	www.fcns-caregiving.org
	Ombudsperson	250 387-5855	1 800 567-3247	www.bcombudperson.ca
	Seniors Help and Information Line	604 437-1940	1 866 437-1940	
	Service BC	604 660 -2421	1 800 663-7867	
	Service Canada		1800 622-6232	www.servicecanada.gc.ca/seniors
	Al Anon	604 688-1716	1-866-877-5809	www.bcyukon-al-anon.org/index.html
	Alcohol & Drug Information Line	604 660-9382	1-800-663-1441	http://bc211.ca/adirs2.html
	Alcoholics' Anonymous	604 434-3933		www.vancouveraa.ca
	BC Problem Gambling Help Line		1 888 795-6111	www.bc211.ca/pghl.html
Emergency	Suicide Prevention		1-800-784-2433	
	Line for Persons in Emotional Crisis	604 951-8855	310-6789	
	LifeCall		1 800 661-5433	www.lifecall.ca
	VictimLINK		1 800 563-0808	http://www.victiminkbc.ca/
Health	Active Choices-UVIC	604 522-1492	1 866 902-3767	
	AMSSA (Affiliation of Multicultural Societies & Service Agencies)	604 718-2780	1 888 355-5560	www.amssa.org
	BC Health Link 811	604 215-4700	1866 215-4700	www.healthlinkbc.org
	BC Healthy Communities	250 356 0876		www.bchealthycommunities.ca
	Centre on Aging – UVIC	604 940-3580	1-866-902-3767	www.coag.uvic.ca/cdsmp/index.htm
	Fair PharmaCare Administration	604 683-7151	1 800 663-7100	www.health.gov.bc.ca/pharmacare
	Medical Services Plan of BC	604 683-7151	1 800 663-7100	www.health.gov.bc.ca/msp
	Mood Disorders Association of BC	604 873-0103	1-855-282-7979	www.mdabc.net
Housing	Patient Voices Network	604 742-1772	1-888-742-1772	
	BC Housing	604 433-2218	1 800 257-7756	www.bchousing.org
	Residential Tenancy Branch – Disputes	604 660-1020	1-800-665-8779	www.rto.gov.bc.ca
	SAFER (Shelter Aid for Elderly Renters)	604) 433-2218	1 800 257-7756	www.bchousing.org
	Seniors Housing Information	604 520-6621		www.seniorshousing.bc.ca
Legal	Tenant Hotline	604 255-0546	1 800 665-1185	www.tenants.bc.ca/main/
	Access Justice	604 878-7400	1 877 762-6664	www.accessjustice.ca
	Dial-A-Law	604 687-4680	1 800 565-5297	www.dialalaw.org
	Law Line	604 408-2172	1-866-577-2525	www.lss.bc.ca/general/LawLINEFAQ.php
	Law Students' Legal Advice Program	604 822-5791		http://www.lslap.bc.ca/main/
	Lawyer Referral Service	604 687-3221	1 800 663-1919	www.lslap.bc.ca/main/?aboutLSLAP
	Legal Advocacy Program	604 437-1940	1 866 437-1940	
	Legal Services Society of BC	604 585-6595	1 800 663-7867	www.lss.bc.ca
	Nidus Personal Planning Resources Centre and Registry	604 408-7414	1 877 267-5552	www.nidus.ca
Public Guardian and Trustee of BC	604 660-4444	1-800-663-7867	www.trustee.bc.ca	

effective Date: March 2013
See website for updates