



# World Elder Abuse Awareness Day

June 15 is World Elder Abuse Awareness Day

## What is the Origin of World Elder Abuse Awareness Day?

In Madrid in April 2002, countries throughout the world adopted the United Nations International Plan of Action on Ageing. The Plan of Action recognized the importance of addressing and preventing abuse and neglect of older adults. It identified that mistreatment of older adults was a violation of internationally recognized human rights.

The International Network for the Prevention of Elder Abuse (INPEA) introduced the first World Elder Abuse Awareness Day to support the Madrid Plan of Action on Ageing. The INPEA is working with interested individuals, agencies, organizations, non-governmental organizations, governments and businesses throughout the world to promote this special day.

## What are Canadians Doing?

This special day is a time to share information, learn more, discuss the issue of abuse of older adults, and become involved.

Canada has been recognized internationally as a leader in raising public awareness of abuse of older adults and in developing innovative and respectful approaches to dealing with the issue.

Canada's Federal/Provincial/Territorial (F/P/T) Working Group on Safety & Security for Seniors has produced public information materials (e.g. poster, fact sheets, and promotional items) in support of World Elder Abuse Awareness Day. The Canadian Network for the Prevention of Elder Abuse, as well as provincial, regional and local networks are holding many special activities in recognition of the day.

Many Canadians are using **June 15th** as an opportunity to recognize local and regional efforts that are being made to raise awareness of abuse of older adults.



Across the country, individuals, organizations, communities, and governments are:

- holding cultural, educational, art and social activities to recognize World Elder Abuse Awareness Day,
- developing municipal, provincial, and territorial proclamations to raise awareness,
- launching awareness tools such as posters and calendars,
- publicizing the day with multimedia information campaigns,
- organizing volunteer and educational programs, including information fairs, plays, workshops and conferences to help promote change, and
- developing multigenerational initiatives to help children and youth learn more about aging, ageism, and abuse.

In Canada, many people are working throughout the year to increase public awareness about abuse and neglect of older adults.

## **Want to Learn More?**

For more information on Canadian and international activities in support of World Elder Abuse Awareness Day, visit the websites:

- Canadian Network for the Prevention of Elder Abuse  
**[www.cnpea.ca](http://www.cnpea.ca)**
- International Network for the Prevention of Elder Abuse  
**[www.inpea.net](http://www.inpea.net)**

Although the government of Quebec agrees with the stated objectives of the awareness campaign conducted by the other federal, provincial and territorial jurisdictions to combat elder abuse, it will undertake its own activities to mark June 15th.