

WORLD ELDER ABUSE AWARENESS DAY 15 JUNE

Social media kit 2021

Southern Melbourne Elder Abuse Prevention Network

World Elder Abuse Awareness Day

Background

World Elder Abuse Awareness Day (WEAAD) is acknowledged every year on 15 June to highlight the impact of elder abuse on our community. Elder abuse occurs as a result of ageism and inequality in our society.

Elder abuse is any act which causes harm to an older person and is carried out by someone they know and trust such as a family member or friend. The abuse may be financial, psychological, physical, social, or sexual and can include mistreatment and neglect.

WEAAD was first officially recognised by the United Nations General Assembly in December 2011, following a request by the International Network for the Prevention of Elder Abuse (INPEA), who first established the day of acknowledgement in June 2006.

Elder abuse is a global issue which affects the health, wellbeing, independence and human rights of millions of older people. It is an issue which deserves the attention of everyone in our community.

According to WHO, prevalence rates or estimates exist only in selected developed countries – ranging from 2 to 14 per cent. An Australian prevalence study is due for release later this year.

Individuals, communities, and organisations will come together across the globe to hold events and promotions on 15 June to raise awareness of elder abuse.

ELDER ABUSE PREVENTION NETWORKS

The Victorian Government has funded nine Elder Abuse Prevention Networks across Victoria to use a primary prevention approach to address elder abuse. Several of these networks have joined together this WEAAD to address financial elder abuse through the campaign *Inheritance: not an entitlement*.


Social media kit

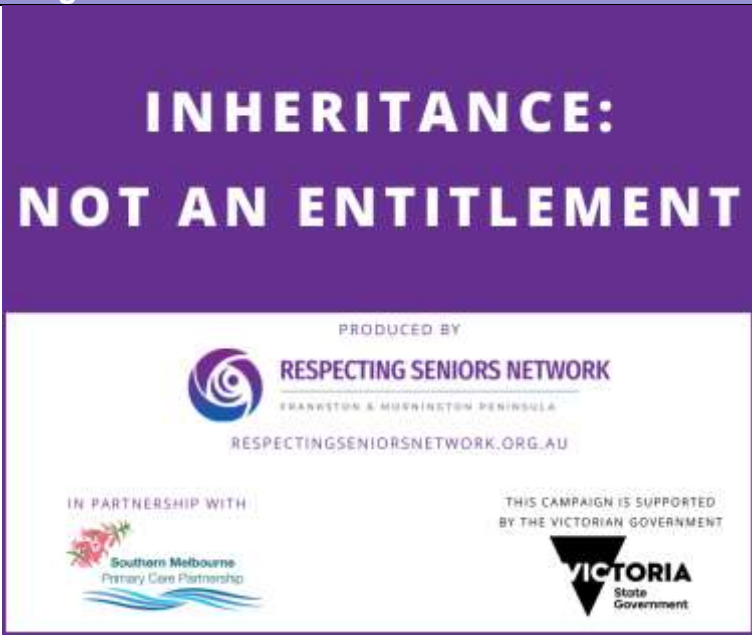
This kit contains resources to assist you in joining the campaign *Inheritance: not an entitlement*. It can be as simple as sharing posts from the [Ageing: challenge your thinking](#) Facebook page or you may wish to create your own social media posts. You are encouraged to make use of the following resources across your social media, email accounts, websites, newsletters and other communications platforms.


To assist in tracking the campaign, please tag all social media posts with **#InheritanceNotAnEntitlement**


Please note all videos are embargoed until midnight 15 June and links will go live at that time.


Facebook and Instagram


June 1	
Post text	Image/video
<p>Ever heard someone say they're upset because their mum is off enjoying herself and spending her kids' inheritance?</p> <p>How did you react?</p> <p>Watch this space for upcoming tips to help you respond.</p> <p>#InheritanceNotAnEntitlement</p>	 <p>Download image for Facebook...</p> <p>Download image for Instagram...</p> <p>Download image for Twitter...</p>


June 8	
Post text	Image/video
<p>Look out for our upcoming campaign promoting the rights of older Australians.</p> <p>“Ageism undermines the human rights of older Australians and is an obstacle to achieving a fair and equal society which respects and recognises the inherent rights of all people.” says Age Discrimination Commissioner, Dr Kay Patterson.</p> <p>#InheritanceNotAnEntitlement</p>	 <p>Download image for Facebook... Download image for Instagram... Download image for Twitter...</p>


June 14	
Post text	Image/video
<p>In acknowledgement of World Elder Abuse Awareness Day tomorrow, we will be launching a new campaign.</p> <p>Age Discrimination Commissioner, Dr Kay Patterson says “I hope these videos and this campaign will encourage all of us to respect the rights, autonomy and independence of older Australians to own and have control over their own assets.</p> <p>#InheritanceNotAnEntitlement</p>	 <p>Download image for Facebook... Download image for Instagram... Download image for Twitter...</p>


June 15	
Post text	Image/video
<p>To mark World Elder Abuse Awareness Day, Age Discrimination Commissioner Dr Kay Patterson has launched our <i>Inheritance: not an entitlement</i> campaign.</p> <p>Join us and help prevent elder abuse in all of our communities.</p> <p>#InheritanceNotAnEntitlement</p> <p>https://youtu.be/YomAZ6aXXi0h</p>	 <p>Video link...</p>


June 16	
Post text	Image/video
<p>Do you know someone who's being pressured to give money or assets to a family member? Not sure if this is ok?</p> <p>Watch our video to find out more.</p> <p>#InheritanceNotAnEntitlement</p> <p>https://youtu.be/Q7p82Buf5U0</p>	 <p>Video link...</p>


June 17	
Post text	Image/video
<p>Relationships change over time. Sometimes that means we need to update who we want to help look after our affairs.</p> <p>Check out this video to learn more.</p> <p>#InheritanceNotAnEntitlement</p> <p>https://youtu.be/e7O-mvDi5Co</p>	 <p>Video link...</p>

June 18	
Post text	Image/video
<p>Taking money from anyone is wrong no matter their age or financial status.</p> <p>Find out more about financial abuse in this video.</p> <p>#InheritanceNotAnEntitlement</p> <p>https://youtu.be/xkvjXqayOvw</p>	 <p>Video link...</p>

June 19	
Post text	Image/video
<p>Sometimes even the people we know and love best can take advantage of us financially.</p> <p>Learn more about what this looks like in our video.</p> <p>#InheritanceNotAnEntitlement</p> <p>https://youtu.be/qjksPCEqMkg</p>	 <p>Video link...</p>

June 20	
Post text	Image/video
<p>There are many different signs of abuse, not only physical signs.</p> <p>Find out more about the different types of elder abuse in this video.</p> <p>#InheritanceNotAnEntitlement</p> <p>https://youtu.be/vAEbega-cZE</p>	 <p>Video link...</p>

June 21	
Post text	Image/video
<p>Everyone deserves to have a say in how their money is spent. It's never ok for a carer to take or use money without permission.</p> <p>Learn more in this video.</p> <p>#InheritanceNotAnEntitlement</p> <p>https://youtu.be/NiFnDdS610k</p>	 <p>Video link...</p>

June 22	
Post text	Image/video
<p>95% of older Australians live in the community not in aged care. That means that most elder abuse occurs right where we live.</p> <p>Learn more in this video</p> <p>#InheritanceNotAnEntitlement</p> <p>https://youtu.be/ZVEdhoTwq8s</p>	 <p>Video link...</p>

Email signature

The following image can be used as an email signature and your choice of hyperlink from the list on the following page.



[Download image...](#)

- Ageing: challenge your thinking Facebook page
<https://www.facebook.com/ageingchallengeyourthinking>
- SMPCP YouTube elder abuse playlist
<https://www.youtube.com/playlist?list=PLbxxESpjvw-xCcA6-qincpD-ErrbNYCov>
- Better Place Australia's Respecting Elders Service
<https://www.betterplaceaustralia.com.au/elder-abuse-prevention-services/>
- Respecting Seniors Network website – <https://respectingseniorsnetwork.org.au/>
- Respecting Seniors Network Facebook page
<https://www.facebook.com/RespectingSeniorsNetwork>
- Seniors Rights Victoria WEAAD page – <https://elderabuseawarenessday.org.au/>
- Your own elder abuse prevention online resources