



Spread the Word on Adult Abuse & Neglect Messaging & Activity Guide



BC ASSOCIATION OF
Community Response Networks
Stopping Adult Abuse and Neglect ...Together.

www.bccrns.ca



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Spread the Word Guide Synopsis

Purpose of this Guide To help coordinate consistent messaging across the CRNs in BC during major provincial/national events on adult abuse and neglect throughout the calendar year.

How to Use this Guide

Use this guide as your starting point for:

- Content. (No need to write anything from scratch!)
- Activities to compliment or refresh your community level efforts.
- For those on social media, or thinking about starting a social media presence, use the sample posts in this guide to keep your social media content fresh throughout the year, and aligned to other CRNs.

Copy and paste as much or as little as you choose. This guide contains samples of:

- Awareness building activities.
- Media releases.
- Posts for social media (e.g. Twitter, Facebook).

Note: Link your activities to your CRN’s mandate, and the intent of the event or campaign you choose to participate in.

Who this Guide is For CRN Coordinators.
Regional Mentors.



Acting on the Ideas in this Guide

Choose the activities that make sense in your CRN.

There is no obligation to implement all suggestions.

The main purpose is to coordinate and align your content to others in the province to raise awareness of adult and abuse in communities.

Some examples on how to use the contents in this guide:

- **Social media:** Choose from the list of sample posts, fill in the blanks, and publish to your CRN's Facebook or Twitter page.

Pace your posts before, during, and after your event.

- **Notify the press of your event(s):** Choose from the sample press releases in this guide, copy and paste the text you need, fill in any blanks in your final copy, and send it to your community paper.

Be sure your media contact is aware of the release going out. This person needs to be available before the event, and should be on site during your event if press decide to appear.

- **Partner with local organizations and agencies:** Community agencies may already have longstanding events in place. Ask the executive director or event manager about the possibility to plug into their event.

Some supporting activities your CRN could contribute might include:

- Producing a brochure or fun quiz to distribute.
- Helping manage a booth or table.
- Providing take-aways (e.g. BC CRN pens, erasers, brochures, posters, etc. if available).
- Suggesting speakers or recommending other activities.



**Contact for
Questions and
Concerns**

Help is always available. Stay in regular contact with your Regional Mentor or Team Leader.

Remember, sharing great news and the outcomes of your event(s) are equally important!

CRN Coordinators: your Regional Mentor is your key contact.

Regional Mentors: contact your Team Leader with your questions and issues.

Important Points to Consider

**WEAAD is BCCRN's
Signature Event**

WEAAD – World Elder Abuse Awareness Day – is the one signature event many CRNs support strongly every year.

The CRNs often host this event independently.

The remaining four events are also important, however, most communities will have pre-existing activities and programs organized through other agencies.

These are opportunities for CRNs to connect with these organizations to show how CRNs support the bigger picture.

**Where to Find
WEAAD Materials &
Tools**

All BC CRN WEAAD tools are available:

- In this guide. Print the appropriate page.
- On the BC CRN web. Search “WEAAD” and select the item you need.



**Build Relationships
and Connect with the
Right People in the
Community.**

Your CRN does not have to operate alone, nor should it.

Everything a CRN does needs to come from a need that has surfaced from the larger community.

As a CRN Coordinator, it is critical to think broadly. For example:

- What other organizations in the community are already doing something for Fraud Prevention month?
- Who should I contact in that group?
- What is my intent when I meet with them?
- What do I need to walk away with after the meeting? What do they need to walk away with?

Remember, you alone can't take it all on.

**Message to Your CRN
members, and Align
Efforts to Other
Groups.**

Use this guide to first message with your CRN members.

Then ask:

- Who else is also doing this kind of messaging?
- How can we leverage each other's content?
- Is there an opportunity to share my CRN's message with other tables? Which ones?

**BC CRN is a neutral,
non-political,
charitable
organization and
cannot take a stand
on political issues.**

BC CRN is a non-political, charitable organization. We cannot take a stand, or appear to be taking a stand on political issues:

1. Anyone speaking on behalf of the BC CRN on political matters, including legislation, proposals, and consultations must be authorized to do so by the Board and must include the Chair and the Executive Director.
2. Individuals associated with the BC CRN are free to engage in political activity so long as they do not identify themselves in any way as part of a local CRN or of the BC CRN itself. When participating in such activity, individuals must be clear that they are speaking as an individual or on behalf of some other organization if appropriate.



Exception: Where the board has taken a position on an issue (e.g, against ageist actions or in favour of free speech and other human rights) those associated with BC CRN or a local CRN may refer to the BC CRN's position statement.

3. Those authorized to speak on behalf of the BC CRN are responsible for being familiar with the Canada Revenue Agency position on political activities, which can be found on the CRA website (<http://www.cra-arc.gc.ca/chrts-gvng/chrts/plcy/cps/cps-022-eng.html>)

Follow BC CRN's Media Release Process.

If your CRN chooses to issue a media or press release:

- Create your release by selecting the relevant sample from this guide.
- Customize the text so it speaks specifically to your CRN.
- Include any relevant member agency logos, and BC CRN's. (BC CRN logos are available at www.bccrns.ca or on request.)
- Be sure to also include a media contact on your release should a reporter require more information.
- If you are a CRN Coordinator, send the draft release to your Regional Mentor for review and feedback, or for their information.
- Issue your release through your local channel, and post on available electronic channels (e.g. social media, website, etc.)

This process may take a number of days. Be sure to plan the issuing of your release into your larger activity plans and allow ample time.

Note: Personal stories, quotes, and photos are welcome, however, ensure your subject has signed the necessary release forms so your CRN and BC CRN may use it. (*See page 57 for a sample.*)

Should media request a photo, they need to provide their release forms prior to the shoot taking place.

Your Personal Social Media Pages are Extensions of your CRN and BC CRN

Some CRNs have opted to use social media as part of their communication plan.

Regardless of whether your CRN posts are done from a,



independent CRN profile, member agency channel, or a personal one, keep in mind your content is an extension of your CRN and BC CRN:

- Keep your posts neutral or positive. Avoid controversial or extremely political statements that may offend your community, slander BC CRN, and place your CRN's reputation at risk.
- Respond to questions in a timely manner. Social media is about speed, so respond accordingly.
- Treat your followers like customers. Accept the positive comments graciously, and address the negative comments professionally.
- Ask for help if unsure about what to post or how to respond. Start with your CRN membership. Then go to your Regional Mentor for more. If necessary, your Regional Mentor will enlist the help of BC CRN.

**#Hashtags in Social
Media enable
Searching**

Hashtags are used to categorize posts by keyword, specifically in Twitter.

People use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their Tweet to categorize those posts and have them show up more easily in a Twitter Search.

Clicking on a hashtagged word in any message shows you all other Tweets marked with that keyword.

For example: Adding #WEAAD to the end of your Tweet will enable others to search by that hashtag. Another user may type #WEAAD into *Search Twitter* and a list of tweets containing that hashtag will appear in the search results.

Using a hashtag allows you to see how far your post has gone (i.e. number of people who are re-posting your Tweet), and how large your topic is in the Twitter-sphere.

The sample social media posts in this guide contain hashtags.



Spread the Word on Adult Abuse & Neglect - Background

Why Spread the Word on Adult Abuse and Neglect?

It is important for CRNs and BC CRN to spread the word on adult abuse and neglect year round as a way to highlight the breadth of the issue at community levels.

BC CRN has selected five large-scale awareness campaigns, and using these events as platforms to share the BC perspective.

BC CRN Aligns to These Major Campaigns



March

Government of Canada
 National Fraud Prevention Month

BC CRN key message: *"Don't be pressured: it's okay to say no!"*



October 1

Government of Canada
 National Seniors' Day

BC CRN key message: *"Show a senior you care: random acts of kindness."*



December 3

United Nations (UN)
 International Day of Persons with Disabilities

BC CRN key message: *"Acknowledge the strengths of disabled adults, not just their vulnerabilities."*



June 15

United Nations (UN)
 World Elder Abuse Awareness Day (WEAAD)

BC CRN key message: *"Shining a light on WEAAD."*



November 1-7

BCCPA
 Crime Prevention Week

BC CRN key message: *"Involved, caring communities keep all vulnerable adults safe."*



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National Fraud Prevention Month

March

Details & Samples



Event Synopsis: National Fraud Prevention Month

Host Agency	Government of Canada – Competition Bureau
Date	March
BC CRN Key Message	Don't be pressured: it's okay to say no!
Event Background	<p>National Fraud Prevention Month is an annual education and awareness campaign that aims to help Canadians recognize, reject and report fraud.</p> <p>Spearheaded by the Competition Bureau, Fraud Prevention Month brings 125 law enforcement agencies and public and private sector organizations together to combat fraud.</p> <p>For the month of March, the Bureau and its partners in the Fraud Prevention Forum host activities and events to inform Canadians about the impact of fraud and how to protect themselves.</p> <p style="text-align: right;"><i>--Source: Competition Bureau Website (www.competitionbureau.gc.ca)</i></p>
BC CRN's Interpretation of this Event	<p>We're using this platform to highlight the impact of fraud on seniors, and other vulnerable adults.</p> <p>Seniors and vulnerable adults are frequently the targets of scams. This population often unknowingly falls victim to fraud. (High pressure tactics are common indicators of fraud or scam.)</p> <p>Some of the most common types of fraud targeting seniors and vulnerable adults include:</p> <ul style="list-style-type: none">• Prize pitch: Fraudulent telemarketers ask for money to be sent before winning a prize.• Computer and internet scams: Someone claims to come from a large software company warning of problems with the target's computer.• Renovation scams: This type of scam can take a few forms. A



scammer claims to be a contractor who “just happens to be in the neighbourhood” working on somebody else’s house, and has a special deal if a contract is signed immediately. Or, the scammer may ask for a down payment, and then doesn’t finish or even start the work promised.

- **Sweetheart scams:** These scams prey on the lonely. Sometimes scammers leverage online dating sites to find their targets. Scammers establish a bond with the individual, proclaims “love”, and then explains a personal predicament that requires money to resolve. Grandparent scams: A stranger claims to be a grandchild or family member needing emergency money immediately.
- **Affinity fraud:** A form of investment fraud where the scammer targets members of identifiable groups, such as religious or ethnic communities, the elderly, or professional groups.
- **Door-to-door fraud:** Fraudsters use high pressure tactics and vague contracts to sell high priced products.
- **Financial abuse:** Financial abuse may be subtle or overt, but generally includes tactics to gain access to, and limit the target’s access to assets/funds, or conceal information and accessibility to the family finances.



Event Activity Suggestions

Opportunities to Partner with Other Groups

Many local groups have longstanding community events as part of National Fraud Month.

Some groups to approach:

- Local non-profits and seniors' organizations: Ask the executive director or event coordinator to see if there are opportunities for your CRN to be involved.
- Banks and credit unions, including financial advisors, planners, and managers.
- Notaries and lawyers.
- RCMP or local police.

In Person Activities

Conduct community workshops and/or information sessions on common frauds and scams this month, if you have the training to do it. Ask RCMP or local police, and your CRN to present or host.

Provide assertiveness training to local vulnerable adults and seniors, but only if you have experience or training to deliver this type of training.

Tailor your content to suit your audience. Hold separate sessions if you need to.

Print Based Materials to Produce

Send a proclamation to the local government (regional, municipal, district, village). *See samples of proclamations in the Appendix on pages 51-52.*

Host a poster contest and identify a #hashtag or word of mouth catch phrase.

Develop a true or false quiz to share at events. *See sample on page 54-55 in the Appendix and adjust the questions to suit your topic.*

Review and acquire handouts or brochures containing practical tips to avoid fraud and scams and circulate them to local seniors' organizations. Produce your own if necessary.



Develop and share a 'Say No' sheet people can keep by their phones that will help them to shut down callers who are trying to defraud them.

Traditional Media

Send a media release to local media – newspaper, TV, radio with testimonial stories.

See sample media release on page 17.

Social Media

Produce a skit or video that is relevant to your community. Post to your social media channels.

Regularly post to your channels during this month.

Social Media Posts – SAMPLE CONTENT

Facebook

March is Fraud Prevention Month: Let's work together to keep all vulnerable adults safe from fraud. Learn more at www.bccrns.ca.

March is Fraud Prevention Month: Help keep older and other vulnerable adults safe by sharing information about scams with them. Learn more at www.bccrns.ca.

March is Fraud Prevention Month: Talk to vulnerable adults about scams. If they feel confused or pressured, it's okay to hang up the phone or delete an email. Learn more at www.bccrns.ca.

March is Fraud Prevention Month: Many adults live in isolation and are vulnerable to scams. They're safer with a caring, involved community. Learn more at www.bccrns.ca.

March is Fraud Prevention Month: BC's 130+ Community Response Networks are working to keep older and other vulnerable adults safe. Learn more at: www.bccrns.ca.

March is Fraud Prevention Month: Older adults are vulnerable to abuse and crime. If you suspect fraud or a scam, talk to the individual or a local agency. Learn more at www.bccrns.ca.



Twitter

March is Fraud Prevention Month. Help keep all vulnerable adults safe from scams. #FraudPrevention

March is Fraud Prevention Month. Talk to vulnerable adults about scams: www.bccrns.ca #FraudPrevention

March is Fraud Prevention Month. Caring communities keep seniors safer: www.bccrns.ca #FraudPrevention

March is Fraud Prevention Month. Tell seniors and other vulnerable adults it's okay to say no and hang up. #FraudPrevention

March is Fraud Prevention Month. Advise seniors and other vulnerable adults to never to share PINs or passwords.
#FraudPrevention

March is Fraud Prevention Month. Advise seniors never to share financial information with strangers. #FraudPrevention

March is Fraud Prevention Month. BC Community Response Networks work to keep vulnerable adults safe. www.bccrns.ca
#FraudPrevention



Media Release – SAMPLE

(Insert date, year)

For Immediate Release

March is Fraud Prevention Month

The **(Insert Community Name)** Community Response Network (CRN) urges citizens to help protect older and vulnerable adults against fraud.

March is Fraud Prevention month, and a growing number of scams require citizens to be more informed and alert than ever.

Older and vulnerable adults in **(insert community name)** are often targeted by scams that are increasingly complex and appear legitimate. The best protection is to know how to recognize these scams - and if something or someone seems suspicious or not legitimate - to say no, hang up the phone or delete an email.

The **(insert community name)** CRN works with police, other community agencies and volunteers to prevent seniors from being the victims of both abuse and criminal acts.

“Many seniors and other vulnerable adults live in isolation, which increases their vulnerability to fraud. They really need caring, supportive individuals in their community who can alert them to possible scams and answer their questions and concerns,” says Sherry Baker, Executive Director of the BC Association of Community Response Networks.

Some of the more common scams include: prize pitch (a fraudulent telemarketer asks for money to be sent before you win the prize); computer scams (someone claims to be from a large software company warning there are problems with the target’s computer); scams for a range of services; and the emergency or “grandparent scam” (a con artist claims to be a grandchild in an emergency needing money immediately).

The **(insert community name)** CRN is part of the BC Association of Community Response Networks (BC CRN), whose mandate is to work with community, agencies, and government to develop a coordinated response to the abuse and neglect of vulnerable adults.

A CRN provides information and support so the community can both prevent and respond effectively to abuse and neglect. Visit: www.bccrns.ca.

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Media Contact: **(insert Full Name, email address, and phone number.)**

Note to Editor: Sidebar Story on “Tips to be Fraud Proof” follows.



Tips to be Fraud Proof!

Never give out personal, confidential information over the phone, through email or over the Internet unless you initiated the contact and know who you're dealing with.

Protect your banking information.

Never reveal your PIN or passwords to anyone – including bank employees, family members and friends. Remember, your bank will never ask you to respond via email to a request for personal information, PINs or passwords. A bank may call to request personal information to validate your identity but will not ask for a PIN or password.

Keep your personal information safe.

An identity thief will go through garbage and recycling bins so shred all receipts, credit card statements, insurance forms, etc.

Be skeptical.

If someone you don't know calls to say you've won a valuable prize or a free vacation, or wants to offer you a product or service, don't feel pressured to agree to something and make a purchase, and never give out personal financial information. And if something seems too good to be true, it probably is.

If you feel pressured, uncomfortable or afraid, hang up the phone or delete the email.

If you have questions or are worried that you gave out personal financial information or purchased something under pressure, talk about it with a trusted family member, friend or neighbour.



World Elder Abuse Awareness Day (WEAAD)

June 15

Details & Samples



Event Synopsis: World Elder Abuse Awareness Day (WEAAD)

Host Agency	United Nations (UN)
Date	June 15
BC CRN Key Message	Shining a light on World Elder Abuse Awareness Day (WEAAD).
Event Background	Elder abuse is a global social issue which affects the health and human rights of millions of older persons around the world, and an issue which deserves the attention of the international community.

In March 2012, The United Nations General Assembly, in its resolution 66/127, designated June 15 as World Elder Abuse Awareness Day. It represents the one day in the year when the whole world voices its opposition to the abuse and suffering inflicted on some of our older generations.

--Source: [United Nations website](#).

BC CRN's Interpretation of this Event	WEAAD is BC CRN's hallmark event.
	Most CRNs in the province participate in WEAAD in some way.
	We encourage individuals, organizations, and communities to join in the recognition of WEAAD by planning and promoting activities and events in your jurisdiction that:
	<ul style="list-style-type: none">• Bring greater recognition of the mistreatment of older adults.• Highlight the need for prevention activities that allow seniors in their community to live safely and with dignity.• Celebrate older adults who are active and vibrant members of their community.



**The Colour Purple
and the Iris**

Purple is the colour BC CRN has adopted as this events hallmark colour.

The iris flower, BC CRN's official symbol for WEAAD, represents the promise for communities to shine a light on the issues of seniors' abuse and neglect, and help our population's most vulnerable live with dignity.

The iris flower also symbolizes hope, wisdom, courage, faith, and admiration.

**Additional items to
help plan your
WEAAD activities**

Because this event is BC CRNs most significant of the five that form *Spreading the Word*, we've included additional tools to help with your planning:

- Media release samples.
- Social media post samples.
- Certificate of recognition template that may be filled out, printed, and presented to volunteers who participate in your event.

Additional take-aways may be ordered directly from BC CRN:

- Posters.
- Rack cards.
- Magnets.
- Flashlights.
- Greeting cards.
- Pens.

For these items, please copy and complete the *Promo Order Form* located in the *Appendix* on page 56.



Event Activity Suggestions

Go Purple!

Wear purple on June 15 to show your support.

BC CRN also has a number of purple WEAAD related items that may also be handed out at your WEAAD event or function.

Opportunities to Partner with Other Groups

Some local groups have longstanding community events as part of WEAAD.

Some groups to approach:

- Local businesses may have special events as part of WEAAD that your CRN can plug into. If not, they may be willing to make a donation for your WEAAD event in the form of a door prize, food, music, flowers, or gift cards, or partner with your CRN to hold the event.
- Chamber of Commerce: Your local chapter may be holding a conference or other special event as part of WEAAD that your CRN can either present at or participate in.
- Schools and youth groups: WEAAD is a perfect opportunity to bring generations together. Consult is the [WEAAD Teen Kit](#) produced by [i2i intergenerational society](#) for some great ideas.



In Person Activities

Organizing and/or participating in:

- Purple flash mob.
- Purple tea, luncheon, or dinner party.
- Purple barbeque.
- Safety and wellness fairs.
- Managing a table at your Farmers' Market, pharmacy, library, or grocery store.
- Mall/Facility displays.
- Information fairs.
- Open house.
- Movie/video screening at a local library, church, or community hall.
- Education sessions in the form of workshops, forums, lectures, and/or panel discussions. Focus on the general theme of elders.

Present at your next City Council meeting.

Post WEAAD posters in your community.

Hang a WEAAD banner in a prominent spot at your community centre, or seniors' centre.

Hold a "thank-you" event for your volunteers and donors. Present thank-you cards and/or certificates of recognition to participants and donors. *Certificate template can be found on page 29.*

**Print Based Materials
to Produce**

Send a proclamation to the local government (regional, municipal, district, village).

See Appendix for sample proclamations on page 50.

Host a poster contest and identify a #hashtag or word of mouth catch phrase.

Produce Certificates of Recognition and present them to the



volunteers and donors.

Certificate template can be found on page 29.

Traditional Media

Hold a month long media campaign leading up to WEAAD to increase public awareness of adult abuse, neglect, and self-neglect.

Send a media release to local media – newspaper, TV, radio with testimonial stories.

See sample media release on page 26.

Run a photo, story, or poster contest in your local paper. Focus on submissions that present seniors as strong independent members of the community.

See photo release form on page 57 of the Appendix.

Electronic Media

Use virtual meetings and conduct online workshops to involve people living in remote areas.

Create your own WEAAD website to promote your community activities. WordPress is a free application to use.

Social Media

Produce video is relevant to your community. Post to your social media channels.

Regularly post to your channels during this month using the sample posts as a starting point.



Social Media Posts – SAMPLE CONTENT

Facebook

June 15 is World Elder Abuse Awareness Day. Elder Abuse exists in both developed and underdeveloped countries and is typically underreported. Learn more at: www.bccrns.ca

June 15 is World Elder Abuse Awareness Day. Until recently, this serious social problem was hidden from the public view and considered a private matter. Learn more at: www.bccrns.ca

June 15 is World Elder Abuse Awareness Day. Many seniors are lonely and live in isolation. Show you care - say hello, offer to help with a chore, invite to share a meal or a drive to an appointment. Learn more at: www.bccrns.ca

June 15 is World Elder Abuse Awareness Day. Seniors are especially vulnerable to abuse, neglect and self-neglect. Reach out and show you care. Learn more at: www.bccrns.ca

June 15 is World Elder Abuse Awareness Day. BC's 130+ Community Response Networks are working to keep older, vulnerable adults safe. Learn more at: www.bccrns.ca

Twitter

June 15 is WEAAD. Let's keep vulnerable adults safe. #WEAAD

June 15 is WEAAD. Many BC seniors are vulnerable: www.bccrns.ca #WEAAD

June 15 is WEAAD. Show a senior you care – say hello and offer assistance. #WEAAD

June 15 is WEAAD. Vigilant communities keep seniors safer: www.bccrns.ca #WEAAD

June 15 is WEAAD. Reach out to keep vulnerable adults safe from abuse: www.bccrns.ca #WEAAD

June 15 is WEAAD. BC Community Response Networks work for vulnerable adults. www.bccrns.ca #WEAAD



Media Release – SAMPLE #1

(Insert date, year)

For Immediate Release

June 15 is World Elder Abuse Awareness Day (WEAAD)

(Insert Community) Community Response Network urges citizens to assist its vulnerable adults by participating in WEAAD.

WEAAD – a UN sanctioned event - brings greater recognition of the senior abuse and neglect, which takes place everywhere.

Elder abuse often goes underreported. The Ministry of Health reports as many as 10% of BC seniors will experience some form of abuse in their later years. One in 12 seniors will experience financial abuse caused by close family members or trusted friends.

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

(Insert Team Leader's name) says: “The **(insert community)** CRN plans to highlight the need for prevention activities that allow seniors in the community to live in safety and dignity. Our CRN plans to honour and celebrate those who remain active and vibrant members of our community.

Sherry Baker, Executive Director of the BC Association of Community Response Networks says: “We all have a role to play in creating safe, supportive communities that we all want to live and grow old in. During a recent CRN workshop for seniors, a lady found her voice and told her story:

Shirley goes to a local coffee outlet every day. Over a couple of weeks, coffee shop staff noticed Shirley’s appearance was changing. She was becoming unkempt, appeared cold, dirty, and hungry. Staff 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 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 get her the help she needed.”

The **(insert community)** CRN is part of the BC Association of Community Response Networks (BC CRN), whose mandate is to work with community, agencies, and government to develop a coordinated response to cases of abuse and neglect of vulnerable adults. Visit www.bccrns.ca.

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Media Contact: **(Insert full name, phone number and email)**



Media Release – SAMPLE #2

(Insert date, year)

For Immediate Release

(INSERT COMM) CRN UNVEILS PLANS FOR WORLD ELDER ABUSE AWARENESS DAY (WEAAD) ON JUNE 15

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

Some of the activities planned include:

- **(Insert activity)**
- **(Insert activity)**
- **(Insert activity)**
- **(Insert activity)**
- **(Insert activity)**

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

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Media Contact: **(Insert full name, phone number and email)**

Note to Editor: Sidebar story provided on next page. Names have been changed to protect confidentiality.



[Sample Story below. Share a story from your CRN. Change names to protect confidentiality.]

(Insert CRN Contact) shared 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.

Bob lived alone, did not eat well nor cooked for himself. After 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 worked with Bob to determine what he wanted.



BC ASSOCIATION OF
Community Response Networks
Stopping Adult Abuse and Neglect ... Together.

CERTIFICATE OF RECOGNITION

Presented to

For Outstanding Contributions in the Promotion of
World Elder Abuse Awareness Day (WEAAD).

*We appreciate your generosity of time and spirit in the
important work of building safe and inclusive communities.*

Signature

Date



National Seniors Day

October 1

Details & Samples



Event Synopsis: National Seniors Day

Host Agency Government of Canada

Date October 1

BC CRN Key Message Show a senior you care with random acts of kindness.

Event Background National Seniors Day is an occasion for all Canadians to appreciate and celebrate seniors.

--Source: Government of Canada (<http://www.seniors.gc.ca>)

The intent of National Seniors Day is to showcase the contribution seniors make to the Canadian economy and that their contribution is valuable and ongoing.

BC CRN's Interpretation of this Event Our intent in connecting to this event is to decrease social isolation, which is a contributing factor to abuse, neglect and self-neglect.



Event Activity Suggestions

Opportunities to Partner with Other Groups

Some local groups have longstanding community events to celebrate seniors in the community.

Some groups to approach:

- Local non-profits, seniors' organizations, and retiree groups: Ask the executive director or event coordinator if there are opportunities for your CRN to be involved.
- Local businesses may be able to provide seniors' discounts on this day.
- Coffee shops may be able to provide free coffee to seniors this day.
- Service clubs: They may be able to help host a "Seniors are Cool" open house, or a seniors' dance.
- Schools: There may be an opportunity to set up an information table.
- Seniors' care facilities: These teams may have pre-existing activities you can build on to celebrate seniors living in their homes.

Print Based Materials to Produce

Write and send a proclamation to the local government (regional, municipal, district, village).

See sample proclamations in the Appendix on page 50.

Traditional Media

Send a media release to local media – newspaper, TV, radio with testimonial stories.

See sample media release on page 35.

Social Media

Regularly post to your channels during this month.



Social Media Posts – SAMPLE CONTENT

Facebook

October 1 is National Seniors Day! Celebrating our seniors means caring about the most vulnerable in our communities and ensuring they're safe from abuse and neglect. Learn more at: www.bccrns.ca

October 1 is National Seniors Day! Seniors helped build our communities and our country. Show a senior you care - say hello, offer to help with a chore or a drive to an appointment. Learn more at: www.bccrns.ca

October 1 is National Seniors Day! Show a senior you care. Between 4 and 10 per cent of BC seniors have experienced some form of physical, emotional, sexual or financial abuse. Learn more at: www.bccrns.ca

October 1 is National Seniors Day! Older adults in BC are vulnerable to abuse and neglect. Legislation alone can't keep them safe – involved, caring communities make the biggest difference. Learn more at: www.bccrns.ca

October 1 is National Seniors Day! BC's Community Response Networks in over 130 communities are working to keep older adults safe through local abuse prevention activities. Learn more at: www.bccrns.ca

October 1 is National Seniors Day! Older adults in BC are vulnerable to abuse and neglect. If you suspect an individual is being abused or neglected, talk to the individual or someone you trust. Learn more at: www.bccrns.ca

Twitter

October 1 is National Seniors Day! Show a senior you care!
#SeniorsDay

October 1 is National Seniors Day! 4-10% of BC seniors have experienced abuse: www.bccrns.ca #SeniorsDay

October 1 is National Seniors Day! Show a senior you care – say hello and offer assistance. #SeniorsDay

October 1 is National Seniors Day! Vigilant communities keep seniors safer: www.bccrns.ca #SeniorsDay

October 1 is National Seniors Day! Reach out to keep vulnerable



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adults safe from abuse: www.bccrns.ca #SeniorsDay

BC Community Response Networks work to keep seniors safe.

www.bccrns.ca #SeniorsDay



Media Release – SAMPLE

(Insert date, year)

For Immediate Release

October 1st is National Seniors Day

The **(Insert Community Name)** Community Response Network urges citizens to “Show a Senior You Care”

(Insert Community Name) – October 1st is National Seniors Day, a day to honour the seniors who have helped build our country and continue to make valuable contributions in our communities.

Sadly, many older adults in **(insert community name)** are vulnerable to multiple forms of abuse and need the whole community to be vigilant and supportive. That’s the message from the **(insert community name)** Community Response Network, which urges citizens to take time to “Show a Senior You Care”.

The BC Ministry of Health estimates that between four and 10 per cent of BC seniors have experienced some form of abuse (financial abuse is the most common form).

“Legislation alone can’t keep seniors safe – we need an involved community to make a real difference,” said Sherry Baker, Executive Director of the BC Association of Community Response Networks.

Many seniors live in isolation and **(insert community name)** residents can show a senior they care through gestures such as a smile and a good morning greeting. Simply taking the time to talk to an older person can make a big difference, as can inviting them for a meal or bringing a meal over, offering to help with chores or driving them to appointments.

The **(insert community name)** Community Response Network is part of the BC Association of Community Response Networks (BC CRN), whose mandate is to work with community, agencies, and government to develop a coordinated response to cases abuse and neglect of vulnerable adults.

A CRN provides information and support so the community can both prevent and respond effectively to abuse and neglect. Visit: www.bccrns.ca.

-30-

Media Contact: **(insert Full Name, email address, and phone number.)**



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BC Crime Prevention Week

November 1-7

Details & Samples



Event Synopsis: BC Crime Prevention Week

Host Agency BC Crime Prevention Association (BCCPA)

Date November 1 - 7

BC CRN Key Message Involved, caring communities keep all vulnerable adults safe.

Event Background Everyday across the province, citizens are impacted by the effects of crime in our communities. Awareness is the best protection against crime. Many people may not realize the simple actions make a difference not only their own lives, but the lives of those in their communities. Power to instill change is found in the knowledge each of us hold. This creates a responsibility to do what we can in our communities to bring awareness to the issues impacting the sense of safety and well-being.

--Source: BCCPA website (<http://bccpa.org/crimepreventionweek/>)

BC CRN's Interpretation of this Event Seniors and other vulnerable are susceptible to being victims of crime.

Between 4% and 10% of BC seniors have experienced some form of abuse or crime. The risk of sexual abuse of persons with disabilities "appears to be at least 150% of that of individuals of the same sex and similar age without disabilities".

--DAWN Ontario, *Disabled Women's Network Ontario, 2006.*

Some forms of abuse and neglect can be criminal offences.



Event Activity Suggestions

Opportunities to Partner with Other Groups

Some local groups have longstanding community events as part of BC Crime Prevention Week.

Some groups to approach:

- RCMP or local police to present or provide take-aways.
- Victim service programs, community policing groups, and community safety programs may partner with you to hold your event.
- Bylaws staff in your municipality.
- Local colleges and university may have related education programs to present at.
- Banks or credit unions to set up a table display.
- Malls to host a table or display.
- Local business to place posters.

In-Person Activities

Provide assertive training to local vulnerable adults and seniors, if you are trained and/or experienced to do this.

Host a tea or information session.

Print Based Materials to Produce or Send.

Write and send a proclamation to the local government (regional, municipal, district, village).

See proclamation sample in the Appendix, page 50.

Coordinate bulk mail outs of handouts or rack cards.

Send brochures to your Chamber of Commerce.

Traditional Media

Send a media release to local newspaper, TV, radio. *See sample media release on page 41.*

Social Media

Regularly post to your channels during this month. *See sample text on page 39.*



Social Media Posts – SAMPLE CONTENT

Facebook

Nov. 1-7 is BC Crime Prevention Week: Let's work together to keep older and other vulnerable adults safe from abuse and crime. Learn more at www.bccrns.ca.

Nov. 1-7 is BC Crime Prevention Week: Seniors are safer when we reach out and show them we care. Say hello, invite them over for a meal, offer help with a chore or a drive to an appointment. Learn more at www.bccrns.ca.

Nov. 1-7 is BC Crime Prevention Week: Let's care for and protect our most vulnerable citizens. Between 4 and 10 per cent of BC adults have experienced some form of physical, emotional, sexual or financial abuse. Learn more at www.bccrns.ca.

Nov. 1-7 is BC Crime Prevention Week: Adults in BC are vulnerable to abuse and crime. Legislation alone can't keep them safe – involved, caring communities make the biggest difference. Learn more at www.bccrns.ca.

Nov. 1-7 is BC Crime Prevention Week: BC's Community Response Networks are in over 130 communities, and working to keep older and vulnerable adults safe. Learn more at www.bccrns.ca.

Nov. 1-7 is BC Crime Prevention Week: Older adults in BC are vulnerable to abuse and crime. If you suspect an individual is the victim of abuse or a scam, talk to the individual or a local agency. Learn more at www.bccrns.ca.

Twitter

November 1-7 is BC Crime Prevention Week. Let's keep adults who are vulnerable safe. #CrimePrevention

November 1-7 is BC Crime Prevention Week. 4-10% of BC seniors have experienced abuse: www.bccrns.ca #CrimePrevention

November 1-7 is BC Crime Prevention Week. Caring communities keep seniors & vulnerable adults safer. www.bccrns.ca #CrimePrevention

November 1-7 is BC Crime Prevention Week. Reach out to keep vulnerable adults safe. #CrimePrevention



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November 1-7 is BC Crime Prevention Week. Let's protect seniors from scams and fraud. #CrimePrevention

November 1-7 is BC Crime Prevention Week. BC Community Response Networks work to keep seniors and other vulnerable adults safe. www.bccrns.ca #CrimePrevention



Media Release – SAMPLE

(Insert date, year)

For Immediate Release

November 1-7 is BC Crime Prevention Week

The **(Insert Community Name)** Community Response Network urges citizens to look out for older and other vulnerable adults

(Insert Community Name) – November 1-7 is BC Crime Prevention Week, a week highlighting that citizens working in partnership with police is the best way to prevent crime.

Increasingly, many adults in **(insert community name)** are vulnerable to multiple forms of abuse. Many seniors are now being targeted by phone and internet scammers. Other vulnerable populations, including people with disabilities, are being robbed of their life savings, often by family members or those who use emotional manipulation to gain trust.

The **(insert community name)** Community Response Network works with police, community agencies, government, and volunteers to prevent older and other vulnerable adults from being the victims of abuse and criminal acts.

The BC Ministry of Health estimates that between 4 and 10 per cent of BC seniors have experienced some form of abuse (financial abuse is the most common form).

“One of the most powerful and effective ways to keep seniors safe is a caring and involved community,” said Sherry Baker, Executive Director of the BC Association of Community Response Networks.

(Insert community name) residents can help keeps seniors and other at-risk adults in the community safer by reaching out and talking to them, inviting them over for a meal or taking them out for coffee. If an individual reveals that they have been victimized, the first step is to let them know that you care and that there is help for them in the community and when they are ready, point them to resources.

The **(insert community name)** Community Response Network is part of the BC Association of Community Response Networks (BC CRN), whose mandate is to develop a coordinated response to abuse and neglect of vulnerable adults. Visit: www.bccrns.ca.

-30-

Media Contact: **(insert Full Name, email address, and phone number.)**

Note to Editor: Sidebar Story on Financial Abuse of Seniors



Possible Signs of Financial Abuse

Financial abuse of seniors and vulnerable adults is pervasive and occurs in every community, at all economic levels. It is under-recognized and under-reported. Indicators that financial abuse is taking place can include:

- Missing/stolen money, possessions, ATM/credit cards, checks, personal identification, etc.
- Changes/irregularities in financial spending patterns and decision-making
- Forged signatures (cheques, contracts and other financial documents)
- Changes in wills, powers of attorney, deeds, etc.
- Changes in signatories/beneficiaries on bank accounts/financial instruments
- Unexplained and/or implausible financial transactions; lack of financial documentation
- The presence of new “best friends” or sweethearts, particularly when accompanied with changes in financial patterns and changes in social interactions



International Day of Persons with Disabilities

December 3

Details & Samples



Event Synopsis: International Day of Persons with Disabilities

Host Agency	International Day of Persons with Disabilities
Date	December 3
BC CRN Key Message	Disabled adults must also be acknowledged for their strengths, and not just for their vulnerabilities.
Event Background	<p>The annual observance of the International Day of Disabled Persons was proclaimed in 1992, by the United Nations General Assembly resolution 47/3.</p> <p>The observance of the Day aims to promote an understanding of disability issues and mobilize support for the dignity, rights and well-being of persons with disabilities. It also seeks to increase awareness of gains to be derived from the integration of persons with disabilities in every aspect of political, social, economic and cultural life.</p> <p style="text-align: right;"><i>--Source: United Nations Enable website (http://www.un.org/disabilities/default.asp?id=111)</i></p>
BC CRN's Interpretation of this Event	<p>Adults with disabilities may be vulnerable to abuse and neglect.</p> <p>We want to build connections with other groups to strengthen our messaging to this population.</p> <p>Each year the United Nations establishes a theme for the annual International Day of Persons with Disabilities.</p> <p>As a CRN, we encourage you to incorporate this theme where reasonable.</p> <p>This year's theme may be found at: http://www.un.org/disabilities/default.asp?id=111</p>



Event Activity Suggestions

Opportunities to Partner with Other Groups

Some local groups have longstanding community events celebrate International Day of Persons with Disabilities.

Approach local non-profits and agencies. Partner with them to:

- Educate your community on disability and the need for access and active engagement to reduce social isolation.
- Promote accessible recreation opportunities specific to adults with disabilities.

In-Person Activities

Focus on the theme of personal safety:

- Coordinate a speaker series featuring local heroes.
- Conduct public information session on the strength of disabled adults, if you are experienced or trained to do this.
- Sponsor lunch or coffee for adults with disabilities.

Print Based Materials to Produce or Send.

Write and send a proclamation to the local government (regional, municipal, district, village).

See sample proclamation in the Appendix on page 50.

Traditional Media

Send a media release to local media – newspaper, TV, radio with testimonial stories.

See sample media release on page 47.

Social Media

Regularly post to your channels during this month.

See sample text on page 46.



Social Media Posts – SAMPLE CONTENT

Facebook

December 3 is International Day of Persons with Disabilities: In BC 15% of the population has disability. Let's work to support vulnerable adults. Learn more at: www.bccrns.ca.

December 3 is International Day of Persons with Disabilities: In BC 43% of people over 70 have a disability. Reach out to help and support vulnerable adults. Learn more at: www.bccrns.ca.

December 3 is International Day of Persons with Disabilities: Many disabled adults are lonely and isolated. Show you care - say hello, offer to help with a chore, a meal or a drive to an appointment. Learn more at: www.bccrns.ca.

December 3 is International Day of Persons with Disabilities: Disabled seniors are especially vulnerable to abuse, neglect and self-neglect. Reach out and show you care. Learn more at: www.bccrns.ca.

December 3 is International Day of People with Disability: BC's 130+ Community Response Networks support are working to keep older and, vulnerable adults safe. Learn more at: www.bccrns.ca.

Twitter

Dec. 3 is UN Day of Persons with Disabilities. Let's keep vulnerable adults safe. #DisabilitiesDay

Dec. 3 is UN Day of Persons with Disabilities. Many BC seniors are vulnerable: www.bccrns.ca #DisabilitiesDay

Dec. 3 is UN Day of Persons with Disabilities. Show you care – say hello and offer assistance. #DisabilitiesDay

Dec. 3 is UN Day of Persons with Disabilities. Vigilant communities keep adults with disability safer: www.bccrns.ca #DisabilitiesDay

Dec. 3 is UN Day of Persons with Disabilities. Reach out to keep vulnerable adults safe from abuse: www.bccrns.ca #DisabilitiesDay

Dec. 3 is UN Day of Persons with Disabilities. BC Community Response Networks work for vulnerable adults. www.bccrns.ca #DisabilitiesDay



Media Release – SAMPLE

(Insert date, year)

For Immediate Release

December 3rd is International Day of People with Disability

(Insert Community Name) Community Response Network(CRN) urges citizens to look out for and assist vulnerable adults

Since 1992, December 3rd is sanctioned by the [United Nations](#) as the International Day of Persons with Disabilities. In BC, approximately 15% of the population has a disability, and that percentage increases with age – 43% of those over 70 years of age have disabilities.

The day aims to promote greater understanding and support for persons with disabilities. Those living with disabilities face multiple barriers that exclude them from participating fully as equal members of our communities. They are more likely to live in poverty, and often lack equal access to basic resources and support systems.

Persons with disabilities are also more vulnerable to multiple forms of abuse and need the whole community to be vigilant and supportive. That’s the message from the **(insert community name)** CRN.

“While government support plays an important role, community members who care and reach out with assistance can make a big difference in the lives of persons living with disabilities,” said **(insert Team Leader’s name)**.

Many people with disability live in isolation. **(insert community name)** residents can show they care by offering to help with chores and errands, bringing over a meal or offering a lift to appointments. Simply engaging a vulnerable adult in conversation can make a difference.

The **(insert community name)** CRN is part of the BC Association of Community Response Networks (BC CRN), whose mandate is to work with community, agencies, and government to develop a coordinated response to abuse and neglect of vulnerable adults. Visit www.bccrns.ca.

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Media Contact: **(insert Full Name, email address, and phone number.)**



Appendix

General Templates & Forms



Contents of this Appendix

General Processes and Samples

Proclamations

A proclamation is a formal public statement. Proclamations can be issued for civic celebrations, non-profit organizations, and significant events with historical and/or unique importance to the citizens in your local area, or individuals who have made a significant contribution to society.

This appendix contains the general process for submitting a proclamation and two samples of proclamation documents for WEAAD.

You may change any of the text for any event you hold.

True/False Quizzes - Samples

Sample quizzes that can be customized for your event. Sample provided courtesy of the Kamloops CRN.

Forms

Promo Order Form

Please print and complete this form for BC CRN produced take-away items.

Consent/Release Form for Story and/or Image

This form must be completed in full if a story or photo from a member of the public is being used for promotional purposes.

This could include publication in the local paper, the BC CRN website, or other source where the individual's story and/or photo may appear.

Print a copy, complete in full, and submit the form to your Regional Mentor or Team Leader.



General Proclamation Submission Process

You may request a letter or proclamation to commemorate special events from your local government office. Requests usually go through an internal review and approval process, so submit your request at three to four weeks* prior to the date the letter or proclamation is needed.

To expedite the proclamation in a timely manner, the following information is usually required:

- Draft text of the proclamation (*see samples*) in the preferred format of your government's office.
- The purpose of the proclamation.
- The date when the proclamation is needed.
- Brief history of your event or individual or cause.
- Include the name and daytime telephone number/e-mail, address of the contact person.

Four Weeks Prior to Your Event*:

- Contact the state or local government office from which you wish to request a proclamation.
- Confirm the format for submitting the proclamation request, including their preferred length in words.
- Determine the cost, if any.
- Determine when you can expect to receive the official proclamation.

Three Weeks Prior*:

- Write a cover letter requesting a proclamation. Include the appropriate logos.
- Write your proclamation draft.
- Proofread your letter and proclamation draft.
- Read it out loud and listen to how it sounds when spoken.
- Submit your request to the government office in their preferred format.

**These are general timelines. Check with your government office early on to ensure you can meet their deadlines: they may require more time than what we suggest!*



Proclamation – SAMPLE #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 World Elder Abuse Awareness Day and encourage all residents to recognize and celebrate the accomplishments of our seniors.

Dated in the Mayor's Office on this day of (insert date).



Proclamation - SAMPLE #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
- Council to Reduce Elder Abuse (CREA)



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- Gerontology Research Centre – Simon Fraser University
- Public Guardian and Trustee of BC
- People’s Law School
- Providence Health
- Province of BC -
- Representation Agreement Resource Centre

Dated in the Mayor’s Office on this day of (insert date).



True/False Quizzes – SAMPLES courtesy of Kamloops CRN

Individuals and agencies working together

- ... to prevent abuse, neglect and self neglect of adults who find themselves vulnerable
- ... to educate our community on these matters and to build awareness
- ... to ensure support and assistance is available to those experiencing abuse, neglect and self-neglect when they need it

WORLD ELDER ABUSE AWARENESS DAY QUIZ 1

TRUE OR FALSE???

- | | | | |
|----|---|---|---|
| 1] | Most cases of elder abuse occur in nursing or retirement homes. | T | F |
| 2] | The majority of victims of elder abuse are mentally incompetent. | T | F |
| 3] | Where there are no bruises or visible signs of distress, there is no abuse. | T | F |
| 4] | Elder abuse only happens to women or older people who are isolated, frail or have a disability. | T | F |

Name: _____ Phone Number: _____

(All entries will be shredded once the winners are drawn)



Individuals and agencies working together

- ... to prevent abuse, neglect and self neglect of adults who find themselves vulnerable
- ... to educate our community on these matters and to build awareness
- ... to ensure support and assistance is available to those experiencing abuse, neglect and self-neglect when they need it

WORLD ELDER ABUSE AWARENESS DAY QUIZ 2

TRUE OR FALSE???

- | | | | |
|----|---|---|---|
| 1] | Elder abuse doesn't happen in affluent families. | T | F |
| 2] | Elder abuse is committed most often by persons who are strangers to the elder | T | F |
| 3] | Where there are no bruises or visible signs of distress, there is no abuse. | T | F |
| 4] | Most victims of elder abuse are victims of physical abuse. | T | F |

Name: _____ Phone Number: _____

(All entries will be shredded once the winners are drawn)



15008 – 26th Avenue
 Surrey, BC V4P 3H5
 Phone: 604-594-8302

Promo Order Form

Submit your completed form to **Shirley Gust** by fax (604-531-9498) or by email (shirley.gust@bccrns.ca).

DATE REQUIRED:			
Name of CRN or Community Agency:			
CRN or Community Agency Contact:			
Address:			
City/Prov:		Postal Code:	
Mailing Address: (if different from above)			
City/Prov.:		Postal Code:	
Phone:		Email:	

Item	Quantity
# of Posters (place mats) (WEAAD events only)	
# of Brochures	
# of sets Greeting cards (3 per set)	
# of Fridge Magnets	
# of Flashlights	
# of Bookmarks	
# of Pens	
# of Rack cards (WEAAD events only)	
# of Erasers	
# of NICE Brochures to view go to: http://www.nicenet.ca/tools-ccr-coordinated-community-response-to-abuse-of-seniors-a-whole-community-approach	

CRN or Community Agent Signature: _____ **Date:** _____



Consent for the Use of Image and Story – Release Form

This form must be read in full, and signed by all parties before a participant’s story is shared, and photo taken. Please print and complete one form per participant.

“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 _____