



Queensland WEAAD 2014



Tanya Bartolini from Kitchen Bench



Heartsease for World Elder Abuse Awareness Day



Jerry Coleby-Williams – Gardening Australia Presenter

Each year, World Elder Abuse Awareness Day marks June as UnitingCare Community Elder Abuse Prevention Unit's (EAPU) busiest month of the year and this year was no different. EAPU partnered with a number of agencies, government departments and community groups and together, undertook new challenges and initiatives.

EAPU's funding body, the Department of Communities, Child Safety and Disability Services, once again focussed the Queensland Government's clear commitment to preventing elder abuse by producing the **"Anyone can make the call"** elder abuse prevention campaign as well as the domestic violence **"Don't let concern become regret. DV Connect – make the call campaign."** Launched to support WEAAD each year, the elder abuse prevention campaign is supported by the Public Trustee, Queensland Rail, Queensland Police Service and Public Safety Business Agency, Heritage Bank and Clubs Queensland. Underpinning the campaign are two printed resources, posters and z-fold wallet cards that are widely distributed throughout Queensland for public display in – doctors' surgeries, hospitals, police stations, toilets at shopping centres, train stations, Centrelink/Medicare offices, libraries and more. This significant campaign is a substantial foundation for statewide efforts to prevent elder abuse and was further supported throughout the June WEAAD month, by the Department's website and social media sites.

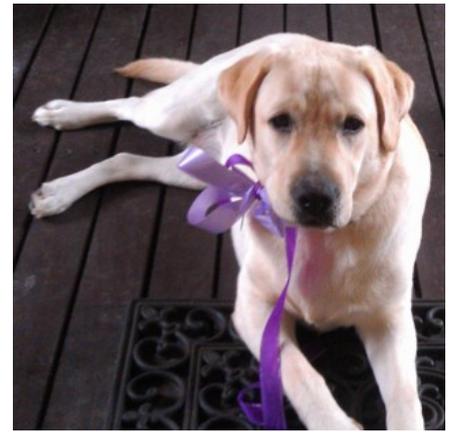
In addition to driving the **"Make the call"** campaign, the Department generated media releases and articles that were directed at regional and online newspapers and agencies throughout the state. EAPU approached ABC, the national Australian broadcaster, and discussed possibilities and options for supporting WEAAD in particular and elder abuse prevention and awareness in general. In working with us, our "sister" funded program Seniors Legal and Support service and other leading players in the Queensland elder abuse field, the ABC produced and aired an insightful and thoughtful piece for their prime time 7.30 Report program. In addition, EAPU has the ongoing support of local journalist Heather Grant-Campbell who continues to write perceptive and discerning articles and provide very high coverage and exposure.

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UnitingCare Community Purple Morning Tea



Millie goes purple for WEAAD

This year the EAPU was fortunate to gain the support of well-known Queensland identities. ABC TV Gardening Australia presenter Jerry Coleby-Williams wrote an article, suggesting that “Johnny Jump-ups” or “Heartsease” could be planted for WEAAD and celebrity chef Tanya Bartolini added her support by providing a purple recipe - a cake that has been passed down to her from her grandmother.

Brisbane was shown in her best light and many of her iconic buildings and landmarks were lit purple for the week leading up to June 15. The Brisbane City Council, Department of Housing and Public Works and the Treasury Casino and Hotel supported the world day of action by lighting up Kurilpa Bridge, King George Square, Reddacliff Place, Treasury Casino and the Kangaroo Point Cliffs.

Some events that took place around Queensland for WEAAD included:

- Ipswich City Council Seniors and Disability Community Development Officer —The Great Debate “Should seniors spend their kids’ inheritance?”
- Victims Assist—Identification of Elder Abuse within an Aged Care Context
- Balmoral Rotary and Neighbourhood Watch —Safety and Rights for Seniors
- Caxton Legal Centre—Purple Morning Tea
- Townsville Community Legal Service—Respect for Seniors Street March
- CTM Links Capella Tieri Middlemount Community Support Network Inc—Coffee & Chat Purple Morning Tea
- Gold Coast Medicare Local—Community Forum
- UnitingCare Community—Purple Morning Tea
- Blackall Churches of Christ Care—Go Purple for a Day Seminar
- Queensland TAFE Brisbane North Campus—Elder Abuse Awareness Project Launch
- Wynnum Dog Park—Purple Dog Day
- IRT The Ridge—Flash mob at Queen St Mall, Brisbane City

We called for communities throughout Queensland to join the rest of the world in ‘going purple’ for WEAAD and the month of June was a heartwarming experience with individuals and organisations raising awareness of elder abuse and celebrating human rights. Each year in Queensland the event grows with increasing involvement and enthusiasm from the community and we look forward to another purple month of events in 2015. For more information please contact the EAPU on +61 7 3867 2525 or email:

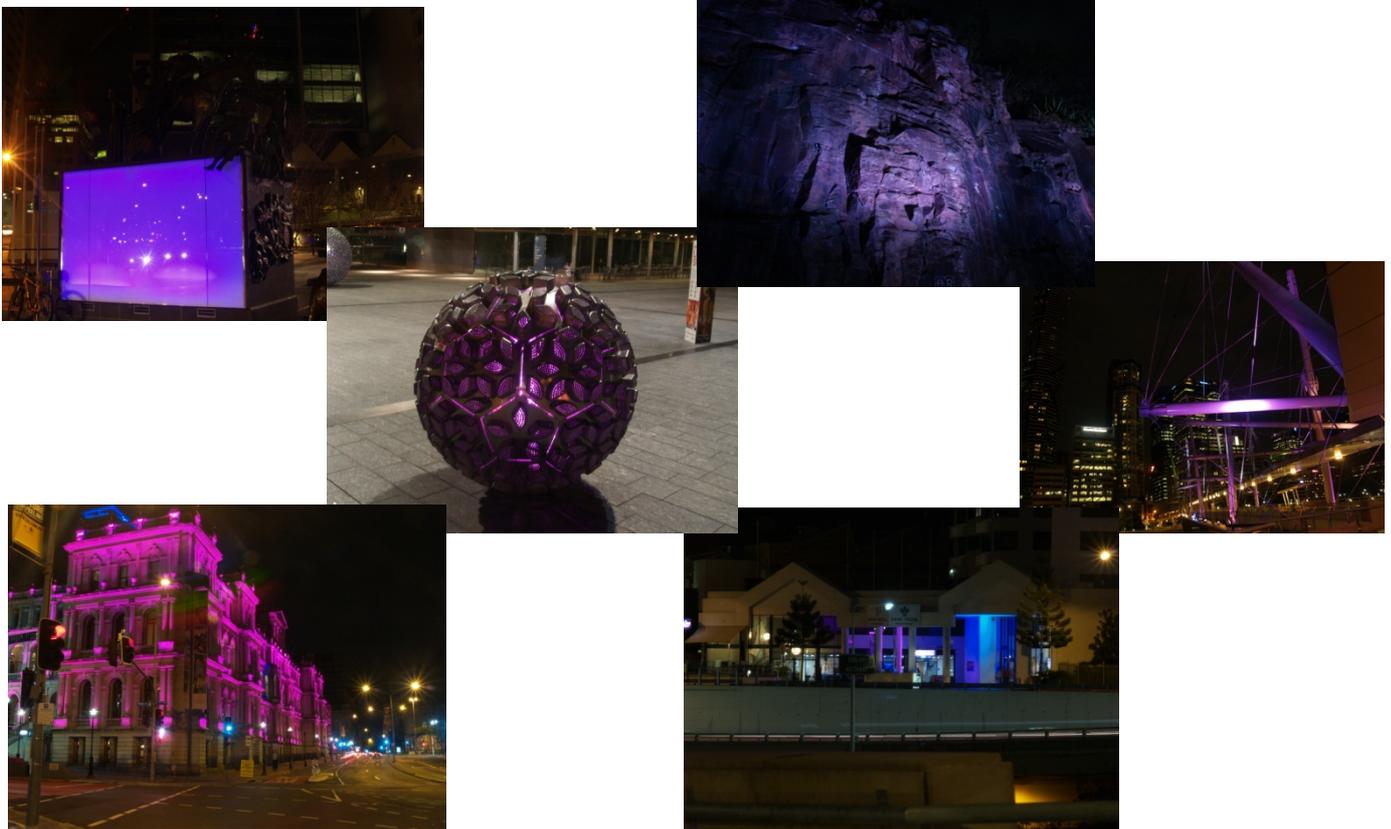
eapu@uccommunity.org.au.

Make the Call – Campaign banner used for Queensland to promote WEAAD 2014

Some brief stats:

EAPU received 1 115 calls to the Elder Abuse Helpline regarding 1 413 cases of abuse for the period April 1, 2013 to March 31, 2014. The higher number of cases than calls reflects that often in a single call there are several victims (eg older mother and father) or several abusers (eg an adult child and a nephew). Also, workers may call regarding several different client situations. There has been a 13% average yearly increase in the number of calls received by the EAPU Helpline.

This may indicate that one of two things may be happening: a) people are becoming more aware of elder abuse and more willing to seek information and assistance on the issue; or b) more older people are being abused. Either way, the data indicates an increase in calls to the helpline and is showing that the message of prevention and involvement is getting through to the wider community and specifically to older families in crisis. This can only be a good thing for a society which aims to promote dignity, respect and quality for older people.



Brisbane turns Purple for WEAAD

With a little help from our friends; we turned the city purple. The above photos are of the following locations around Brisbane: the Queen Street Mall; Kangaroo Cliffs; Reddacliff Place; Treasury Casino and Hotel; Kurilpa Bridge and Park Regis (North Quay).

Caxton Legal Centre – Purple Morning Tea

The Seniors Legal and Support Service at Caxton Legal Centre which is a Queensland government funded legal service for older people experiencing elder abuse, hosted a wonderful vibrant Purple Morning Tea that was well attended and generated lively discussions on elder abuse and the impact it has on people. Some of the guests had some personal experiences of abuse and violence and had the opportunity to receive advice from the social workers and lawyers present.

Vivienne Campion, Manager – Seniors Legal and Support Service gave a talk on the origins of WEAAD at the UN, and highlighted the issue of respect for older people, which has been identified by many seniors world wide as key to protecting their human rights. Kirsty Hartnett, Coordinating Lawyer, gave some advice to some of the people who attended and her top tips for straightforward strategies to minimize risk of financial exploitation.

Contact Caxton Legal Centre - Seniors Legal and Support Service on + 61 7 3214 6333 for more information about the program.



Queensland TAFE – WEAAD Promotion/Prevention Project

Natasha Love from UnitingCare Community's Elder Abuse Prevention Unit, in conjunction with Anne Lempinen, lecturer of the Diploma of Community Service students from Queensland TAFE Brisbane (Bracken Ridge Campus), developed healthy connections between youth, community and older adults in the community through the World Elder Abuse Awareness Day (WEAAD) pilot project. The WEAAD pilot project has been devised to assist Diploma of Community Service students with their Promotion / Prevention Project – covering Elements 1-3 and Essential Knowledge and Skills 1-4, which is one of the compulsory assessments for the students. The final year students worked together, as a class, on a collaborative WEAAD Awareness project. The class wrote, filmed and edited an Elder Abuse awareness video which was used as their assessment and will also feature on the TAFE Brisbane YouTube Channel. Through the success of the pilot, additional subject area teachers have asked if their classes can be part of a community connected campaign for WEAAD in 2015.



Queensland TAFE—Brisbane North Campus students launch WEAAD Awareness Project