

07 April
11 April
15 May
17 May
15 June
18 July
21 Sept

World Health Day
World Parkinson's Day
International Family Day
World Hypertension Day
WEAAD
Nelson Mandela Day
World Alzheimer's Day

25 Sept-01 Oct
01 Oct
01 Oct
01 June-31 Aug
12 Oct
14 Nov
01 Dec

Week of Older Persons
International Day of Older Persons
Grandparents Day®
Pretty Things for Little Things
International Arthritis Day
World Diabetes Day
World AIDS Day



THEME: 60 + COUNTS

World Elder Abuse Day 2018

On 15 June every year Age-in-Action joins the world in commemorating World Elder Abuse Awareness Day. Our offices countrywide literally 'take to the streets' to voice their disdain with the scourge and to sensitize communities on the invaluable role of older persons in society. Despite the efforts of national and international NGOs and governments to create awareness on the value of older persons and their human rights, all too often they are mistreated and forgotten, in many instances not seen as contributors in society.

Age-in-Action embraced the World Elder Abuse Awareness Day campaign thirteen years ago when INPEA launched the day. Many stakeholders felt that this launch was long overdue as many older persons were not being treated with the dignity and respect they deserved.

Many older persons fought the fight for liberation, yet they are still bound by the shackles of poverty, abuse and neglect. Instead of enjoying their twilight years, many older persons are living in fear of victimization, abuse and neglect often at the hands of unscrupulous family members.

This year the world will once again be celebrating **World Elder Abuse Awareness Day on 15 June** and we hope to reach as many South Africans as possible with the message *that it is **not OK** to abuse older persons!*

Since we started our awareness campaigns, more than 40 000 older persons, scholars and toddlers participated in peaceful marches on World Elder Abuse Awareness Days to highlight the plight of older persons.

TYPES OF ABUSE

PHYSICAL ABUSE

Acts that cause injury or physical discomfort. Examples of physical abuse are slapping, pushing, hitting, restraining, bruising, burning and cutting. Signs of physical abuse are amongst others bruises, burns, swelling and unexplained injuries.

EMOTIONAL / PSYCHOLOGICAL ABUSE

Emotional or psychological abuse is acts that inflict emotional or mental suffering. Examples of emotional abuse are being ignored, insulted, blamed, humiliated, isolated, blackmailed, sworn at, treated as a child, called names, shouting, intimidation. Signs are nervousness, agitation, anxiety, low self-esteem, fear and withdrawal, depression.

FINANCIAL/MATERIAL ABUSE

The misuse of funds and assets, or obtaining property or funds without full consent, knowledge or under duress. Illegal exploitation of funds, property, assets, pension or other monies as well as theft, fraud and damage are examples of financial abuse.

SOCIAL/PHYSICAL ISOLATION

Locking an older person away in a room or abandonment.

PASSIVE NEGLECT

The failure to fulfil care needs. It is the withholding or not providing the care and basic necessities required for physical and mental well-being – this includes withholding of food, warmth, clothing, essential medication and deliberate abandonment.

Signs of passive neglect are untreated medical conditions, malnutrition, dehydration, dirty living conditions, dirty physical appearance.

SELF ABUSE/NEGLECT

The failure to care for him/herself, abuse of alcohol, drugs and improper diet.

SEXUAL ABUSE

Sexual behaviour towards a person without their full knowledge and/or consent – sexual assault or harassment.

Signs of sexual abuse are bruising, bleeding, pain or injury in the abdominal, anal and genital areas, recurrent bouts of cystitis or venereal disease and/or symptoms of emotional abuse.

VIOLATION OF HUMAN RIGHTS

The withholding of information or dominating decision making. It is the denial of fundamental rights, for example respect for dignity, personal privacy, freedom of thought, belief, opinion, speech, expression and movement.

Older persons have the right to freedom, security, accurate information and not be subjected to cruel, inhuman or degrading treatment.

The key to supporting the numerous challenges older people face as a result of the HIV/AIDS pandemic, drug abuse by grandchildren in their care, abuse and financial hardship lies in interventions at familial and community level. Successful awareness campaigns can only be achieved by collaboration with all levels of society. Fighting the scourge of abuse and finding interventions that will aid the grandparents to shoulder their quadruple burden of care remains a collective responsibility!

**As South African society we cannot remain
silent on the abuse of older persons**

– SPEAK UP, TAKE ACTION!



Are you **aware** or
suspect *abuse of an older person*



We are legally obliged and have a collective responsibility to speak out against the scourge of abuse of older persons

Silence is
NOT
Golden



Contact the Care-Line on

0800 333 231



visit our website at

www.age-in-action.co.za

For more information on local events, contact our local offices

National Office: Tel: 021 426 4249 Email: info@age-in-action.co.za
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