



Elder  
Abuse  
Prevention  
Unit

[www.eapu.com.au](http://www.eapu.com.au)

# Queensland Focus

## World Elder Abuse Awareness Day Special Edition

### Edition 34—May 2014

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#### How to get involved:

- Attend an existing event—find out what's on in your area on the Queensland Department of Communities website
- Host a purple event
- Talk to your family and friends about elder abuse and how we can work as a community to create a world free from elder abuse and mistreatment.

Service funded by:



Queensland  
Government

#### What is World Elder Abuse Awareness Day?

June 15 is the day designated by the United Nations as the international day of action when the whole world voices its opposition to the abuse of older people. World Elder Abuse Awareness Day (WEAAD) is represented by the colour purple – which denotes wisdom, dignity, independence and creativity.

Elder abuse is often a hidden problem and includes psychological, financial, social, physical, and sexual abuse. The definition in use by the World Health Organisation is:

*“Elder Abuse is a single or repeated act, or lack of appropriate action, occurring within any relationship where there is an expectation of trust which causes harm or distress to an older person”*

**During the week ending June 15 we are calling for all communities across Queensland to join the rest of the world in ‘going purple’ for WEAAD and encourage you to visit the [www.weaadqld.com](http://www.weaadqld.com) website for information and ideas on how you can help!**

In Queensland last financial year the UnitingCare Community Elder Abuse Prevention Unit (EAPU) received calls on their elder abuse Helpline regarding 1204 abuse situations. They find that in Queensland, like elsewhere in the world, women are more likely than men to experience abuse, the majority of abusers are adult sons or daughters of the older person, and the most common forms of abuse were psychological and financial. To find out more about what elder abuse is, visit the EAPU website ([www.eapu.com.au](http://www.eapu.com.au)).



UnitingCare Community Values | Compassion | Respect | Justice | Working Together | Leading through Learning

UnitingCare Community Services | Lifeline | Child and Family Care | Counselling | Crisis Support | Disability Support | Social Inclusion

# What can you do to raise awareness?

WEAAD is an opportunity for individuals, families, groups and organisations to speak out against elder abuse. By doing something purple around June 15 and telling people 'Why', links into the world-wide elder abuse campaign for WEAAD. Whether it is making a purple cake for morning tea at work, giving purple flowers to an older person, organising a purple flash mob from a retirement village, TAFE students undertaking a WEAAD project for their studies or holding elder abuse forums in Blackall or Brisbane- Big or small it all helps.

## Purple Recipes

This year the Elder Abuse Helpline is putting the call out for people to contribute their own purple recipes to share with others. Tanya Bartolini, author of *Blending the Cultures* and owner of [The Kitchen Bench](http://TheKitchenBench.com) website, has generously shared a recipe just for WEAAD which can be found at the WEAAD website [www.weaadqld.com.au](http://www.weaadqld.com.au) . If you have a recipe that you'd like us to share please download the form fill it out and send it in to the Elder Abuse Prevention Unit.



## 'Johnny Jump Ups' for WEAAD

Gardening Australia's Jerry Coleby-Williams suggests that you plant Heartsease, otherwise known as 'Johnny Jump Ups' for WEAAD, you can use the flower petals to purple-up a salad too. The picture to the right is from Jerry's very own garden, for advice on how to grow Heartsease [read Jerry's article at his blog.](#)



# A few WEAAD event ideas!!

- Organise or promote a purple themed picnic or sausage sizzle in your local park.
- Organise and promote a purple themed awareness raising walk.
- Invite a guest speaker to discuss the issue of elder abuse.
- Wear purple to work during the week leading up to June 15.
- Use purple lighting in your community to highlight the issue of elder abuse.
- Create an awareness display in your workplace, school, council, library or shopping centre.
- Use purple balloons at a purple themed morning tea at your workplace.
- Use social networking such as Facebook and Twitter – change your profile picture to purple.
- Include the WEAAD logo and information on your email signature during the week leading up to June 15.

Once you've got your event organised you can register it on the Queensland Government's online calendar of events for World Elder Abuse Awareness Day (link coming soon). You can also share your event by posting details and photos on their Facebook page (link coming soon) or email us if you'd like to us to publish the details.

Elder Abuse Helpline - anyone can make the call  
call **1300 651 192**

## What is EAPU involved in for WEAAD 2014?

Do you travel on the **Kurilpa Bridge**? The Kurilpa Bridge will be lit purple for WEAAD! Why not take a leisurely stroll across the bridge during twilight and see the beautiful lights of Brisbane, and the purple lights of WEAAD. Check in on Facebook and tag the EAPU. We'd love to see your photos. Keep an eye out for other purple-lit places around Brisbane.

At the IRT The Ridge, based in Bracken Ridge, residents from the retirement village have formed a choir to help raise awareness of elder abuse on World Elder Abuse Awareness Day. The choir, along with other members from the Bracken Ridge community, and led by IRT The Ridge manager, Susie Webster, will be performing a **'flash mob' somewhere in Brisbane on June 15**. Keep your eyes out for a group of people wearing purple!



Bracken Ridge IRT Retirement Village residents preparing for WEAAD 2013. Photo by Heather Grant-Campbell

Natasha Love from UnitingCare Community's Elder Abuse Prevention Unit, in conjunction with Anne Lempinen, lecturer of the Diploma of Community Service students from Brisbane North Institute of Technology, aim to develop 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 are working together, as a class, on a collaborative WEAAD Awareness project. More details to follow!

Should seniors be able to 'spend their kids inheritance'? This hot topic will be debated on June 30 at the **Ipswich Civic Centre**. This free event also includes a live performance by the Police Pipes and Drums Band. Wear something purple and raise awareness of elder abuse. For further information or to RSVP, please contact the Ipswich City Council Seniors and Disabilities Community Development Officer on (07) 3810 6646 or email [kbrowne@ipswich.qld.gov.au](mailto:kbrowne@ipswich.qld.gov.au).

Ipswich City Council in partnership with the Ipswich and West Moreton Seniors' Services Network invite you to

### WORLD ELDER ABUSE AWARENESS DAY 2014

*"The Great Debate"*

**Should seniors spend their kids' inheritance?**

**Monday, 30 June 2014**  
9.00 am to 12.00 pm  
Ipswich Civic Centre  
Cnr Limestone and Nicholas Streets  
Ipswich

**FREE**

- Lucky Door Prizes
- Morning Tea
- Information Stalls

Parking is limited, consider taking public transport

Please wear something purple to show your support of World Elder Abuse Awareness Day.

Proudly supported by Mayor Paul Pisatole and Councillors of the City of Ipswich

Live performance by The Police Pipes & Drums Band

For further information or to RSVP, please contact: Ipswich City Council Seniors and Disabilities Community Development Officer on (07) 3810 6646 or email [kbrowne@ipswich.qld.gov.au](mailto:kbrowne@ipswich.qld.gov.au)

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[www.weaadqld.com](http://www.weaadqld.com)

World Elder Abuse June  
Awareness Day **15**



# What else is happening around Queensland WEAAD 2014?

## Brisbane Seniors Legal and Support Service Rockhampton

The *Brisbane Seniors Legal and Support Service* are hosting a sumptuous purple morning tea and hosting a spirited discussion on self-protection for vibrant older people in the modern world. Please come along, wearing purple clothes and a red hat:

*When I am an old woman I shall wear purple  
With a red hat which doesn't go, and doesn't suit me.  
And I shall spend my pension on brandy and summer  
gloves  
And satin sandals, and say we've no money for butter.  
I shall sit down on the pavement when I'm tired  
And gobble up samples in shops and press alarm bells  
And run my stick along the public railings  
And make up for the sobriety of my youth.  
I shall go out in my slippers in the rain  
And pick flowers in other people's gardens  
And learn to spit...*

Contact Caxton Legal Centre on 07 3214 6333 for more details, RSVP by June 10, 2014.

## Balmoral

### *Balmoral Rotary Club*

Bill Pixton, along with his colleagues from the Balmoral Rotary Club, will be providing an information day focusing on 'Safety and Rights of Seniors.' This WEAAD event will be held on Sunday June 15.

### *Rockhampton Blue Care*

Blue Care workers and clients from Rockhampton will be getting into the spirit of World Elder Abuse Awareness Day by participating in a range of purple themed activities and events. From wearing purple during the second week of June to having a purple morning tea at the respite centre, Rockhampton will be painted purple for WEAAD!

## Blackall

### *Blackall Churches of Christ Care*

Blackall residents are getting into the spirit of WEAAD and will be having a purple inspired information seminar, hosted by the Churches of Christ Care on June 11.

On Friday June 13, the Ageing Stronger Active Living Program will be hosting a discussion on elder abuse as part of their WEAAD activities. The discussion, on preventing elder abuse, will be held at the Rosewood Bowls Club. For further information contact Katie Anderson, Able Australia on (07) 3812 3437 or email [Katie.Anderson@ableaustralia.org.au](mailto:Katie.Anderson@ableaustralia.org.au) or Karri Browne, Ipswich City Council on (07) 3810 6646 or email [kbrowne@ipswich.qld.gov.au](mailto:kbrowne@ipswich.qld.gov.au).



*For a full list of WEAAD events, please visit the Department of Communities webpage  
(link coming soon)*

## Disclaimer:

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