

Community Conversations Resource Kits

- As part of the social education resources being developed, Resource Kits will soon be available to assist interested groups to run their own Community Conversations.

Respect for Seniors is a grassroots campaign

- Community engagement is a powerful process for helping to change attitudes and behaviours.
- Respect for Seniors empowers individuals and communities to share the vision of a more respectful society.
- Communities can raise awareness and encourage older people to speak up with confidence that there are resources available to assist them.
- Part of our project is to break down the barrier of resistance that this is too difficult a topic. Abuse is difficult to discuss but respect shouldn't be.
- Our goal is to create a safe, caring community where we can all age with dignity and respect.
- The project extends an invitation to all interested members of the community to become part of the campaign in any way that complements what they are currently doing. Share your ideas with us so we can add them to our website.



Welcome to our Wear Purple Day celebration of Respect for Seniors

An initiative of St Ives Uniting Church in conjunction with UnitingCare Ageing, Wear Purple Day commenced last year as an acknowledgement of World Elder Abuse Awareness Day.

This year 18 Uniting Churches are joining the celebration throughout the city, suburbs and regional areas of both NSW and ACT.

A full report will be available on the International Prevention of Elder Abuse (INPEA) website.

This day is the highlight of a year long community connection that brings together churches, schools, organisations and communities across the state.

It culminates with the inaugural elders interview to acknowledge and honour older people's individual, collective and lifelong contributions to our society in a celebration of ageing.

Welcome to our church for this year's celebration.

Rev Dr Douglas Purnell OAM
Minister St Ives Uniting Church

The campaign concept

Respect is valued by older people

- The World Health Organisation has identified ageism and lack of respect as major factors in the mistreatment of older adults.
- Mistreatment can include the more subtle forms of abuse such as emotional, social and psychological as well as financial abuse and long term domestic violence.
- Most abuse occurs in the community and most abusers are family members.
- Respectful relationships do not tolerate abuse.
- Older adults nominate respect as a key contributor to their quality of life.
- A respectful society creates a sense of safety and being valued.
- Older people need to feel confident that if they speak up about their concerns they will be listened to and they will receive a positive response.

Create a culture of respect through raising community awareness

- Through this campaign we aim to tackle ageism which devalues and dis-empowers older people making them vulnerable to abuse.
- Promoting age friendly communities, in which abuse is not tolerated should be one of the goals in our Australian culture. A fair go for all – no matter how old.

- When a topic becomes common conversation it encourages people to speak up.
- Community awareness provides support to older people and creates social pressure on those who are abusing them.

Provide a positive alternative

- Encouraging desired behaviour is more effective than negative messages.
- This evidence-based social education program takes a strengths-based approach through its focus on respectful relationships. It mirrors aspects of the Federal Government's National Plan in response to Domestic Violence.
- The project originated from Ku-ring-gai Council's recognition of the importance of addressing domestic violence with a positive and preventive approach.

Encourage all involved to take responsibility

- It is important to communicate with everyone involved in the situation. Most cases of elder abuse involve a family member and most older people do not want to lose that relationship, they just want the abuse to end.
- Often the abuser is not aware of the consequences of their behaviour.
- Mutual respect in relationships helps all involved to recognise the impact their behaviour has on their relationships.