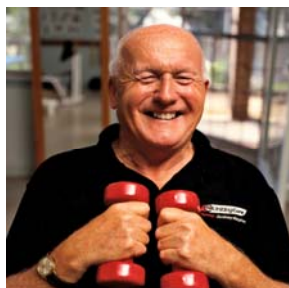




Wisdom



Strength

Wear Purple Day

Spirit



Choice



Wearing purple is a celebration of ageing
Hold a Wear Purple Day to show your support!

Respect for Seniors is a grassroots campaign with the vision of creating a safe, caring community where we can all age with dignity and respect.

UnitingCare Ageing communities play an important role in generating awareness and involvement.

We invite you to hold a Wear Purple Day as a celebration of ageing in which older people's individual, collective and lifelong contributions to our society are recognised and honoured.

Respect for Seniors Week
13-20 June 2010



St Ives Uniting Church
www.stives.unitingchurch.org.au



Respect for Seniors Campaign

St Ives Uniting Church launched the Respect for Seniors campaign last year to encourage respectful attitudes toward older people in our community.

UnitingCare Ageing Northern Sydney Region is a firm supporter of the Respect for Seniors campaign and partially funds it.

The campaign is based on three key concepts:

- Research has identified ageism and lack of respect as major factors in the mistreatment of older adults. Older adults nominate respect as a key contributor to their quality of life.
- A respectful society creates a sense of safety and being valued
- Community engagement is a powerful process for helping to change attitudes and behaviours.

On 14 June 2009, St Ives Uniting Church organised a Purple Ribbon 'celebration of ageing' service to acknowledge World Elder Abuse Awareness Day. People were invited to wear a purple ribbon or item of clothing. The response was so successful the event was renamed 'Wear Purple Day'.

We invite you to hold a Wear Purple Day this year during Respect for Seniors Week, 13-20 June.

Below is a list of resources to help plan your event:

1. Suggestions for holding a 'Wear Purple Day'
2. A copy of the A5 Respect for Seniors campaign flyer
3. Respect for Seniors Campaign: Background and Approach

These materials are available on the St Ives Uniting Church website - www.stives.unitingchurch.org.au - or please contact us on 9975 7388 or ccadmin@nsr.unitingcare.org.au if you would like to receive a hard copy.