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.

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
19 - 26 June 2011

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

UnitingCare Ageing

Respect for Seniors Campaign

St Ives Uniting Church launched the Respect for Seniors campaign in 2009 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 has partially funded 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.**

In 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 during Respect for Seniors Week, 19-26 June 2011.

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

1. **Suggestions for holding a 'Wear Purple Day'**
2. **Respect for Seniors Campaign: Background and Approach**

These materials are available on the Respect for Seniors website — www.respectforseniors.org.