



**WORLD ELDER ABUSE
AWARENESS DAY**

JUNE 15, 2025

**DURHAM ELDER ABUSE
NETWORK**



MISSION

To improve the lives of Older Adults in Durham Region using the strength of cross-sector expertise working together in collaboration

ACTION

1. Facilitates coordination between its diverse membership of 30+ agencies and individuals, to come up with responses to meet the unique and complicated needs of older adults whose situations are brought to the table.
2. Provides:
 - Elder Abuse Education & Awareness events
 - “Secret Santa for Seniors” Program
 - A Safety Tips & resource Calendar
 - Emergency Financial Support to Seniors
3. Annually, formally acknowledges people in our community who demonstrate excellence in service to our older adults with the “Tammy Rankin Legacy Award” program





ELDER ABUSE IS
INCREASING

Psychological Abuse

Physical Abuse

Financial Abuse

Sexual Abuse

Neglect

Systemic (Institutional) abuse

And for women...**MURDER**
(FEMICIDE)

Between November 26/23 to November 25/24 (12 months)

52

of women killed in Ontario by men in their lives

42%

% of women whose age was known, who were age 55+

67%

% of those age 55+ were murdered by their sons, step-sons or grandsons

** OAITH Femicide Report * Cases under investigation and not confirmed as femicides by the November 25/24 deadline were not included in this number.)*



WORLD ELDER ABUSE AWARENESS DAY

Officially JUNE 15

Is an official United Nations International Day acknowledging the significance of Elder Abuse as a public health and human rights issue.

PURPOSE

To provide an opportunity for communities around the world to, together, promote a better understanding of abuse and neglect of older persons by raising awareness and encouraging action to support their right to live free of fear and violence.





2024



**...AND IN
PARTNERSHIP
WITH DEAN,

TAKE IT ONE
STEP PAST
AWARENESS
TO
ACTION**

We, the
DURHAM ELDER ABUSE NETWORK

are presenting a friendly challenge
to you, Chair Henry,
and to you.....

Mayor Collier, Town of Ajax

Mayor Schummer, Township of Brock

Mayor Foster, Municipality of Clarington

Mayor Carter, City of Oshawa

Mayor Ashe, City of Pickering

Mayor Wotten, Township of Scugog.

Mayor Barton, Township of Uxbridge

Mayor Roy, Town of Whitby

as Stewards for your specific municipalities and the older adults there-in, to

Help make WEAAD 2025 the

- best promoted
- best attended
- most impactful

Elder Abuse Awareness Day ceremony
in Durham Region's history!

ADDING
ACTION

TO
AWARENESS

TO END ELDER
ABUSE

IN
DURHAM
REGION



CHALLENGE

- 1) Sign a Proclamation on behalf of your Municipality/City/ Town (9 Proclamations, a united Region!)
- 2) Attend the ceremony at the Region in person, amping up presence by bringing others
- 3) Take a step past **AWARENESS** to **ACTION**
 - Work with DEAN to hold an Elder Abuse educational event in your municipality between WEAAD/25 and WEAAD/26
 - Topic of the event: Helping community members identify elder abuse and what they can do if they believe an older adult in their community is being abused
- 4) Broadly promote all of the above on your social media and community engagement platforms!!!

***** PS. None of this is meant to discourage you from also holding your own WEAAD ceremony in your own Municipality. That would be wonderful too! ☺**



FRIDAY JUNE 13, 2025

Flag-raising: 10am

Followed indoors by

- Proclamations / Guest Speakers
- Tammy Rankin Legacy Award Presentations
- Refreshments

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