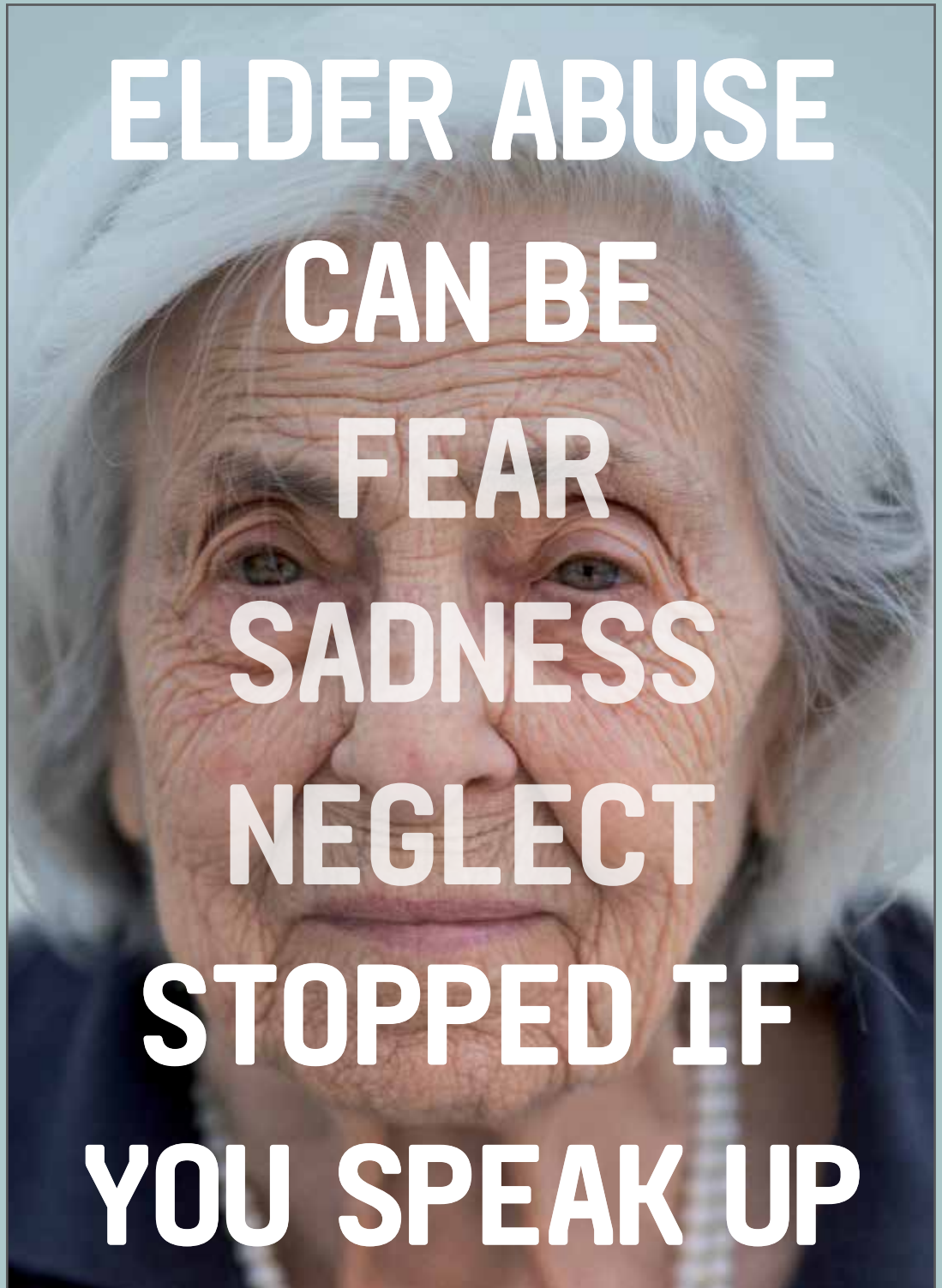


# Communications Toolkit

## Stop Elder Abuse

[www.sahealth.sa.gov.au/stopelderabuse](http://www.sahealth.sa.gov.au/stopelderabuse)



# Introduction

Elder abuse is a prevailing community, social, health and workforce issue. Globally and nationally, its prevalence is estimated between 2-5% in the community. It is the critical role of the community to work together to recognise and fight against Elder Abuse.

This communications toolkit is intended to provide organisations with materials that can be used to help spread the word about the issue of Elder Abuse across a range of communications channels, including websites, intranets, social media platforms, radio and electronic and printed newsletters.

We appreciate your assistance in promoting the Stop Elder Abuse message to ensure that members of the South Australian community are aware of the signs of Elder Abuse, understand that it can be stopped and know that they can access free and confidential information and support from the **South Australian Elder Abuse Prevention Phone Line 1800 372 310** and **[www.sahealth.sa.gov.au/stopelderabuse](http://www.sahealth.sa.gov.au/stopelderabuse)**.

## What is Elder Abuse?

Elder Abuse is an act that causes harm to an older person, carried out by someone the older person knows and trusts. This could be a family member, friend or carer. The harm could be accidental or deliberate. Elder Abuse can be physical, psychological, financial, social, neglect, sexual or chemical, with financial and emotional abuse often occurring together.

Around one in 20 older Australians is experiencing some form of abuse from a person they know and trust. The average age of the person being abused is 79-80 years.

In South Australia:

- > 50% of cases are financial abuse
- > 75% of cases are emotional abuse
- > 80% of abuse is committed by a family member
- > 65% of abuse victims live in the family home
- > 19% of cases involve Dementia

## What has been done so far?

The South Australian Government is committed to raising awareness about elder abuse – helping the community to recognise the signs and focussing on prevention activities through implementing the *Strategy to Safeguard the Rights of Older South Australians 2014 – 2021 and Action Plan 2015 – 2021*.

In October 2015, the first Stop Elder Abuse campaign was launched to:

- > raise public awareness of the rights of older people, what Elder Abuse is, what the signs are and where to go for information and support; and
- > enable South Australians to feel confident about seeking help and information if they believe an older person's rights are not being respected.

The media campaign featured outdoor, digital, radio and press advertising across metropolitan and regional South Australia.

In 2016, in addition to the general public, the campaign focussed on those working in the health, legal and financial sectors who are often in a position to see the signs and do something to help.

The 2017 campaign, designed in consultation with volunteers and carers, used refreshed posters, postcards, wallet card, bus shelter advertising, newspaper and radio ads, and social media to reach out to volunteers and carers along with the general public.

In 2018, the Stop Elder Abuse campaign focussed on raising awareness amongst the general public. In addition, because 50% of cases are financial abuse, it worked with banks, credit unions and real estate agents to provide information and resources, for staff who may be in a position to notice changes in clients' behaviour consistent with possible financial abuse.

Elder Abuse Prevention Phone Line Support and Referral Service data from 2017 – 18 shows the majority of older people experiencing abuse were female (60%) so in addition to the general community, the 2019 campaign is reaching out to hairdressers and beauty therapists.

The *Strategy to Safeguard the Rights of Older South Australians Action Plan 2015 – 2021* identified that ‘those who provide services to older people are in a unique position to identify situations of risk, including an older person’s vulnerability to abuse.’

This puts hairdressing and beauty professionals in a good position to notice what may be signs of elder abuse – and, if they are informed, identify the signs and potentially do something about it.

This Communications Toolkit is a resource to help support ongoing promotion of this important message to the South Australian community, including the promotion of the SA Elder Abuse Prevention Phone Line 1800 372 310 and [www.sahealth.sa.gov.au/stopelderabuse](http://www.sahealth.sa.gov.au/stopelderabuse).

## How you can help

- > **Share materials and resources** – we have created a suite of materials for print and online mediums to promote the Stop Elder Abuse message and the phone line and webpage.
- > **Include in your communications** – we have drafted suggested text for inclusion in your communications to assist you with sharing the Stop Elder Abuse messages.
- > **Post and Tweet** – you can use our social media guide to help with promotions on your social media platforms.
- > **Link to us** – we encourage you to link to the Stop Elder Abuse webpage. We have included an example of how to do this and an icon to accompany the link.
- > **Share this document** – we welcome your support and encourage you to send this toolkit to any individuals and organisations who may also be interested in sharing information about the Stop Elder Abuse campaign.
- > **Keep us in the loop** – we would appreciate copies of any communications you distribute through your networks. Please send these to [officeforageingwell@sa.gov.au](mailto:officeforageingwell@sa.gov.au)

## Who should you target?

- > Older South Australians
- > South Australian community
- > Staff and management of service providers for older South Australians
- > Carers of older South Australians
- > Volunteers who interact with older South Australians
- > Older carers and older volunteers
- > Family, friends and neighbours of older South Australians

## Key messages

- > Know the signs. Speak up and help stop Elder Abuse.
- > Signs of Elder Abuse can be fear, sadness and neglect.
- > Around one in 20 older Australians is experiencing some form of abuse from a person they know and trust.
- > If you have concerns about yourself or someone you know call the SA Elder Abuse Prevention Phone Line 1800 372 310 for free confidential advice and support or visit [sahealth.sa.gov.au/stopelderabuse](http://sahealth.sa.gov.au/stopelderabuse).

# Resources

## Newsletter article

### Know the Signs and Speak Up to Help Stop Elder Abuse (285 words)

If you see the signs of elder abuse in someone close to you, speak up.

Elder Abuse is an act that causes deliberate or unintended harm to an older person.

Around one in 20 older Australians is experiencing some form of abuse from someone they know and trust, who is often a member of their own family.

People experiencing Elder Abuse may display fear, sadness and neglect, amongst other signs.

These indicators can stem from Elder Abuse, which can be physical, financial, sexual, chemical, neglect or emotional.

In South Australia, 50% of cases are financial abuse, which often occurs together with emotional abuse. Older women are more likely to be experiencing abuse.

Older people can be vulnerable to abuse, especially where there is increasing frailty and physical or mental decline.

And Elder Abuse can be a hidden problem as it happens in the relationships where it is least expected to occur.

If you regularly interact with an older person and have developed a relationship of trust look out for changes in the way they speak and act.

If you provide services to older people – such as hair and beauty, banking and finance, real estate or aged care, and suspect abuse, speak with your colleagues and check your workplace policies and procedures.

You can call the **SA Elder Abuse Prevention Phone Line 1800 372 310** for free, confidential advice and support.

And you can find more information at [www.sahealth.sa.gov.au/stopelderabuse](http://www.sahealth.sa.gov.au/stopelderabuse).

It is important community members clearly understand that older people have rights, what they are, and how these rights can be protected. This includes being aware of the signs of elder abuse and knowing where to go for advice and support.

Speak up and help stop Elder Abuse.

## Website text (long)

Around one in 20 older Australians is experiencing some form of abuse from a person they know and trust. Know the signs. Speak up and help stop Elder Abuse. Call the **SA Elder Abuse Prevention Phone Line 1800 372 310** for free confidential advice and support or visit [www.sahealth.sa.gov.au/stopelderabuse](http://www.sahealth.sa.gov.au/stopelderabuse).

## Website text (short)

Speak Up and Help Stop Elder Abuse. Call the **SA Elder Abuse Prevention Phone Line 1800 372 310** for free confidential advice and support or visit [www.sahealth.sa.gov.au/stopelderabuse](http://www.sahealth.sa.gov.au/stopelderabuse).

# Promotional materials

You can download the Stop Elder Abuse campaign promotional materials online at [www.sahealth.sa.gov.au/stopelderabuse](http://www.sahealth.sa.gov.au/stopelderabuse). Go to the 'Campaign and Community Awareness' page or contact Office for Ageing Well for hard copies.

Posters in A3 and A4 (female, male, infographic)

**ELDER ABUSE  
CAN BE  
FEAR  
SADNESS  
NEGLECT  
STOPPED IF  
YOU SPEAK UP**

People experiencing Elder Abuse need your voice. Stop Elder Abuse. Start knowing the signs. For free confidential advice and support call the SA Elder Abuse Prevention Phone Line **1800 372 310** or visit [sahealth.sa.gov.au/stopelderabuse](http://sahealth.sa.gov.au/stopelderabuse)

Government of South Australia  
SA Health

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SA Health

**STOP ELDER ABUSE** IN SOUTH AUSTRALIA

**SAFEGUARD THE RIGHTS OF OLDER PEOPLE**

Elder abuse is an act that causes harm to an older person, carried out by someone known and trusted.

**1 in 20 Australians** experience some form of abuse from a person they know and trust

- 50%** of cases are financial abuse
- 75%** of cases are emotional abuse
- 80%** of abuse is by a family member
- 65%** of victims live in the family home
- 19%** of cases involve Dementia

**ELDER ABUSE CAN BE**

- NEGLECT:** Failure to provide life necessities, such as food, shelter, clothing, medical or dental care.
- PHYSICAL:** Non-accidental actions resulting in physical pain or injury.
- SOCIAL:** Forced isolation of older people. Includes restricting or stopping social contact with others.
- FINANCIAL:** Illegal or improper use of a person's money or assets.
- CHEMICAL:** Misuse of drugs, alcohol, medications and prescriptions.
- EMOTIONAL:** Language or actions that intimidate, cause fear of violence, isolation, or feelings of powerlessness.
- SEXUAL:** Non-consensual sexual contact, language or exploitative behaviour.

Recognise the signs and help put an end to Elder Abuse. Visit the website for more information: [www.sahealth.sa.gov/stopelderabuse](http://www.sahealth.sa.gov/stopelderabuse)

Take action if you suspect abuse is occurring call the SA Elder Abuse Prevention Phone Line on: **1800 372 310**

Government of South Australia  
SA Health

Wallet card 220mm x 90mm (folds down to 55mm x 90mm)

**Elder Abuse Can Be Stopped**

Take action if you suspect abuse is occurring – call the South Australian Elder Abuse Prevention Line **1800 372 310**

The free and confidential Phone Line service is open Monday to Friday.

**Other confidential advice and support services:**

SA Police for emergency only <b>000</b>	Translating and Interpreting Services <b>131 450</b>
SA Police for non-urgent police assistance <b>131 444</b>	

To find out more, visit the website: [sahealth.sa.gov.au/stopelderabuse](http://sahealth.sa.gov.au/stopelderabuse)

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**Protect Your Rights**

**Elder Abuse is an act that causes harm to an older person, carried out by someone they know and trust, such as a family member, friend or carer. The harm could be unintentional or deliberate.**

Around 1 in 20 older Australians are experiencing some form of abuse.

**Elder Abuse can include:**

- intimidation or harassment
- isolation from family or friends
- skimming or denying access to or control of own money
- misusing Enduring Power of Attorney
- neglecting physical, health, social or emotional needs
- physical violence or restraint.

**There is someone you can talk to.**

If you are concerned about Elder Abuse, call:

**South Australian Elder Abuse Prevention Phone Line 1800 372 310**

Trained staff provide free, culturally sensitive, confidential advice.

**Who can call the Phone Line?**

- Older people
- Family/friends
- Community members
- Workers and professionals

Callers can remain anonymous.

**In an emergency call 000.**

The Phone Line is a State Government initiative, funded through the Office for the Ageing.

[www.sahealth.sa.gov.au/stopelderabuse](http://www.sahealth.sa.gov.au/stopelderabuse)

## Postcard A6 (male, female and infographic)

**ELDER ABUSE  
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NEGLECT  
STOPPED IF  
YOU SPEAK UP**

People experiencing Elder Abuse need your voice. If you're concerned speak to someone today. Call the SA Elder Abuse Prevention Phone Line 1800 372 310

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Around 1 in 20 older Australians are experiencing some form of abuse from a person they know and trust

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## Social media guide

You can use the text below to distribute the Stop Elder Abuse messages through your own social media platforms.

### Twitter

Speak Up and Help Stop Elder Abuse call 1800 372 310 or visit [www.sahealth.sa.gov.au/stopelderabuse](http://www.sahealth.sa.gov.au/stopelderabuse) #stopelderabuse

Know the Signs of Elder Abuse and Speak Up call 1800 372 310 or visit [www.sahealth.sa.gov.au/stopelderabuse](http://www.sahealth.sa.gov.au/stopelderabuse) #stopelderabuse

### Facebook

Around one in 20 older Australians is experiencing some form of abuse from a person they know and trust. Know the signs. Speak up and help stop Elder Abuse. Call the SA Elder Abuse Prevention Phone Line 1800 372 310 for free confidential advice and support or visit [www.sahealth.sa.gov.au/stopelderabuse](http://www.sahealth.sa.gov.au/stopelderabuse) #stopelderabuse

# Contact

Thank you for helping us to promote the Stop Elder Abuse message.

If you have any questions regarding this toolkit please contact:

Office for Ageing Well

SA Health

Email: [officeforageingwell@sa.gov.au](mailto:officeforageingwell@sa.gov.au)

Phone: (08) 8204 2420



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Public – I1 – A1

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