

We hope you will join the Canadian Network for the Prevention of Elder Abuse (CNPEA) and Elder Abuse Prevention Ontario's (EAPO) 2021 WEAAD campaign, "Rights Don't Get Old".

Spread the word about World Elder Abuse Awareness Day (WEAAD) on social media. It is an excellent way to engage your community around this important and timely topic.

Ways to use social media to promote WEAAD2021

- Follow [@EAPreventionON](#) on Twitter and "like" the Elder Abuse Prevention Ontario [Facebook page](#).
- Follow [@CNPEA](#) on Twitter and "like" the CNPEA [Facebook page](#).
- Retweet and share our posts on any of the social media platforms you use (Facebook, Twitter, Instagram etc.).
- We created messages that you can easily copy and paste (see next page). You can also create your own content (you can talk about a WEAAD online event you are hosting, other WEAAD events you are interested in, elder abuse prevention in general, or any other content related to WEAAD).
- Remember to use the hashtags **#WEAAD2021** and **#RightsDoNotGetOld** in your posts. The more people share these hashtags, the more powerful our movement can be!

Tips for composing effective posts on social media:

- Have a clear and concise message.
- The best posts are a call to action. Turn your followers into effective advocates by giving them a clear action to take.
- When retweeting or reposting, add value to the post by adding your own commentary, or add a link to additional media on the subject.
- Use popular hashtags but use them in moderation. Using more than two hashtags can muddle your message.
- Add visuals to your post. A photo, a link with a thumbnail, or a video can generate significantly more attention. Check out the logos and images from our tools & tips section: <http://weaad.elderabuseontario.com>

We have included some sample messages on the next page. Simply copy and paste them on your preferred social media channels.

#WEAAD2021

- Save the Date! World Elder Abuse Awareness Day is Tuesday, June 15! [#WEAAD2021](#)
- World Elder Abuse Awareness Day is June 15. It is an official @UN day acknowledging the significance of [#elderabuse](#) as a public health and a human rights issue. [#WEAAD2021](#)
- On June 15, let's show our support for older adults, their safety, their happiness and well-being. Join us! [#WEAAD2021](#)
- On June 15, join us in wearing purple to honor survivors of elder abuse and raise awareness of this issue. Find information and resources on [cnpea.ca](#) and [eapon.ca](#) [#WEAAD2021](#)
- Abuse takes many forms, some of them insidious. Learn to spot the signs, respond and be part of the solution to keep us all safe as we age! <https://bit.ly/2PSeMIS> [#WEAAD2021](#)
- We all deserve to lead happy and healthy lives free from abuse as we age. It is a social justice issue, not a "family matter". Help us raise awareness and improve prevention of [#elderabuse](#) <https://bit.ly/2rdeRNQ> [#WEAAD2021](#)
- Together we can make a difference in restoring respect and dignity for older people. [#WEAAD2021](#) [#RightsDoNotGetOld](#)
- [#RightsDoNotGetOld](#). Make a commitment to support [#healthyaging](#) and to foster [#inclusive](#) communities where we can all grow old, feeling safe and valued. [#WEAAD2021](#)

#RightsDoNotGetOld

- Every Senior deserves financial safety. [#RightsDoNotGetOld](#) [#WEAAD2021](#)
- On June 15, join millions of people around the world to promote the rights of older adults. [#RightsDoNotGetOld](#) [#WEAAD2021](#)
- Ageism is a violation of human rights. Time to change how we think about aging so we can all live and age better. [#RightsDoNotGetOld](#) [#WEAAD2021](#)
- Young and old, we all have the right to live free from abuse. [#RightsDoNotGetOld](#) [#WEAAD2021](#)
- Every senior has the right to quality health care. [#RightsDoNotGetOld](#) [#WEAAD2021](#)
- 1 in 6 people over the age of 60 experience elder abuse worldwide. We all have a role to play to prevent it. [#RightsDoNotGetOld](#) [#WEAAD2021](#)
- Elder adults deserve to be treated with respect. Join the cause and help spread the word. [#RightsDoNotGetOld](#) [#WEAAD2021](#)

Campaign Call To Action

- For WEAAD, remember and honor older people who are affected by elder abuse across the globe. #WEAAD2021 #RightsDoNotGetOld
- Older adults deserve to be treated with respect. On June 15, stand up for the rights of older Canadians. #RightsDoNotGetOld #WEAAD2021
- Help promote positive attitudes towards older persons. #RightsDoNotGetOld #WEAAD2021
- The pandemic demonstrated again that older adults are disproportionately affected during crisis through increased risk of isolation, unmet healthcare needs, poverty & elder abuse. It's time to rethink policies with an #agefriendly lens to guarantee safe & respect for seniors. #WEAAD2021 #RightsDoNotGetOld
- During the COVID pandemic, older adults have been one of the most vulnerable populations, facing ageist attitudes and policies, and a lack of access to suitable resources and services. It's time to promote the rights of older adults. #RightsDoNotGetOld #WEAAD2021
- The root causes of elder abuse run deep. Ageist attitudes are a factor in abusive situations because they allow people to think it's acceptable to ignore or control older people. Time to stop ageism! <https://cnpea.ca/en/what-is-elder-abuse/prevention> #WEAAD2021 #RightsDoNotGetOld
- The #Covid19 pandemic can become an opportunity to rethink aging and to improve our care system for older adults. #WEAAD2021 #RightsDoNotGetOld
- Social Isolation is a major risk factor for elder abuse & neglect, but it can be fought with a little help from all of us. This year let's work together to create change to better support. #WEAAD2021 #RightsDoNotGetOld
- Family alone cannot be responsible for preventing elder abuse, we must all do our part to support each other as we age. We can all get involved to create meaningful and lasting local changes! #WEAAD2021

For More Information, contact:



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