

## WORLD ELDER ABUSE AWARENESS DAY - 15 JUNE

One of the core businesses of Age-in-Action is to initiate and promote programmes aimed at advancing the status, well-being, safety and security of vulnerable and needy older persons. The aim of this important day is to:

- increase public awareness of elder abuse, i.e. what it is and where advice and assistance are available;
- make the public more aware of the elderly in their communities; and
- recognize elder abuse and take decisive action against it.

### Eastern Cape

In the **Eastern Cape 360** elderly were conscientized about their value and rights in the community. The different racial groups were made aware that despite their diversities, their problems of abuse and neglect in their generation/peer groups are similar. Older persons were challenged to reclaim their position as active and contributing members of the community. Afterwards **150** older persons were pampered and treated at Klipplaat.

### Free State

In the **Free State 1200** elderly participated in awareness campaigns; exhibitions; a fun walk and role-play. The elderly were encouraged to take responsibility for their own protection. They were given a chance to meet with the presenter of Lesedi FM who hosts the program for older persons on Sundays.

### Gauteng

In the Vaal Sebokeng region **Gauteng 400** older persons held an awareness campaign to express their dissatisfaction with elder abuse. Information was disseminated to both the victims and the perpetrators through the radio (Lesedi FM), Hola Hamonate (SABC 2) Programme and People Magazine.



### KwaZulu Natal

In **KwaZulu Natal** about **529** older persons marched and disseminated information to make the public aware of the scourge of elder abuse. Through the Victim Empowerment Forum pamphlets were distributed and thus covering a wide area.



## Limpopo



In **Limpopo 400** elderly took part in the elder abuse awareness campaign. In **Lebowkgomo** the elderly marched to the local municipality. The official opening of the Kopano Multi-Purpose Centre created an ideal opportunity to create public awareness of elder abuse.

## Mpumalanga

In **Mpumalanga** Age-in-Action together with the Department of Social Development and HEAL met with **255** seniors. Views concerning elder abuse were raised; older persons were able to voice their concerns and information were disseminated. The Stakeholders also committed themselves to work together.



## Northern Cape

In the **Northern Cape 627** older persons met at the Dr Mandela Service Centre and GAASCA Service Centre where they were addressed by the different stakeholders. Awareness was raised about the different types of abuse; where to report such cases; which procedure to follow.



## North West

In the **North West 560** older persons participated in the Elder Abuse Awareness campaign. During this campaign Kgakgamatso Shomang, 87 years, was identified as an old lady staying alone. Her child stays in Gauteng province and she refuses to move in with them or to be send to old age home. Age-in-Action together with other stakeholders used this opportunity to assist and decide on a plan of action.

## Western Cape

The cold weather did not deter Age-in-Action in the **Western Cape** from meeting. The community was addressed and informed about the scourge of elder abuse. In the **Metropole**, Age-in-Action together with stakeholders met with **150** older persons. On the **West Coast** door-to-door awareness campaigns were held. The youth were also made aware of the different types of elder abuse.



## Breakdown of Provincial Statistics

Province	No. of Participants
	2011
Eastern Cape	370
Free State	1200
Gauteng	400
KwaZulu-Natal	529
Limpopo	400
Mpumalanga	255
Northern Cape	627
North West	455
Western Cape	±491