



"My World ... Your World ... Our World – Free of Elder Abuse"
World Elder Abuse Awareness Day – Monday, June 15, 2009

Elder Abuse is real

Never ignore elder abuse. Most elder abuse is hidden. It's not "the way things are," it's not OK, and it's not acceptable. *Elder abuse is a crime.*

Elder Abuse is discrimination

Never ignore elder abuse. Ageism is a major cause of elder abuse. There are clear links between age discrimination, disempowerment and elder abuse. *Elder abuse is unacceptable.*

Elder Abuse is demeaning

Never ignore elder abuse. Age discrimination and the intentional minimizing of an older person's rights leads to elder abuse being hidden. *Elder abuse is deplorable.*

Elder Abuse is Preventable

Never ignore elder abuse. Awareness and Empowerment of older persons is a very effective tool in the response to elder abuse. *Elder abuse is avoidable.*

The Tennessee Vulnerable Adult Coalition and its regional affiliate coalitions focus on Empowering older persons to promote Awareness and Prevention of elder abuse.

World Elder Abuse Awareness Day objectives are to: **1)** Enable older persons to act for themselves and on their own behalf **2)** Ensure that the general population is aware that elder abuse happens and is a problem **3)** Educate people to perceive older adults more favorably as positive contributors to society **4)** Break down the barrier of social isolation and encourage closer and positive contact between generations.

Never Ignore Elder Abuse

Listen to the facts about elder abuse ... Believe those facts ... Act on that belief

Be a part of the Solution ...
To report elder abuse in Tennessee call: 1-888/277-8366