WEAAD Activity + Marketing | Toolkit

June 15
World Elder Abuse Awareness Day

elderabuseawarenessday.org.au
Our WEAAD theme is ‘We Can Stop Elder Abuse’, which you might also like to adopt. Through fantastic activities, we want to promote awareness of elder abuse in the community and what we can all do to stop it – both as individuals and as a community.

This Toolkit contains ideas for events and activities, downloadable WEAAD merchandise, information on how to purchase further materials, and a guide to marketing your event.

For assistance, please contact the person who sent you this toolkit or Seniors Rights Victoria on (03) 9655 2129 or info@seniorsrights.org.au.

Further information can be found on our special WEAAD website, where it would be great if you could register your events.

Multicultural resources on elder abuse and WEAAD may be found at Seniors Online and the Ethnic Communities Council of Victoria.

Thank you in anticipation for your involvement in making our world a better, safer place for older people. Happy WEAAD 2017!

Seniors Rights Victoria
www.seniorsrights.org.au
IDEAS

These are some ideas for WEAAD events and activities. For more information, visit the resources page of the WEAAD website or feel free to come up with your own ideas!

» Engage a speaker - Gary Ferguson from Seniors Rights Victoria can arrange community education sessions, call (03) 9655 2112 or email gferguson@seniorsrights.org.au

» Set up an information table with merchandise (see page 4)

» Stick up posters and leave merchandise around your community (libraries, shops, cafes, bathrooms etc)

» Hold a fun event:
  - a ‘wear WEEAD purple day’ at work, with accompanying displays
  - a walk, morning tea, picnic or games day to raise awareness
  - plant a tree, tied with a giant purple ribbon
  - light up local landmarks in purple
  - yarn bomb your streets, or create some street art
  - organise a seniors flash mob
  - hold a fashion show with purple clothes from op-shops
  - have a purple food, writing or other competition
  - raise awareness and also money for organisations working to stop elder abuse through, e.g., a trivia night, film night, bowl-a-thon, talent quest, benefit concert – or get sponsored for a personal challenge!
MERCHANDISE

Click on the images below to download artwork for your merchandise.

WEAAD MERCHANDISE

» WEAAD Brandmark and Guidelines

» WEAAD Posters
  - Generic
  - Editable

» WEAAD Social media and web banners

YEAR-ROUND MERCHANDISE

» Year-round Poster

» Year-round Brochure

» Year-round Advert

Seniors Rights Victoria provides information, support, advice and education to help prevent elder abuse and safeguard the rights, dignity and independence of older people. Our services include:

- Helpline
- Free specialist legal services
- Short-term support and advocacy for individuals
- Community education.

Seniors Rights Victoria also provides leadership on policy and law reform and works with organisations and groups to raise awareness of elder abuse.

Seniors Rights Victoria is funded by the Department of Health and Victoria Legal Aid.

Abuse can happen to any older person.

Elder abuse prevention & support

What is Seniors Rights Victoria?

www.seniorsrights.org.au

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Elder abuse is when these rights are denied, resulting in harm. If you, your client or someone you know is experiencing elder abuse contact our free confidential Helpline.

Seniors Rights Victoria is not liable for any error or omission in this publication. It provides a general summary only and must not be relied upon as legal advice.

If you require an interpreter contact us through the Translating and Interpreting Service (TIS) on 131 450.

Phone: 1300 368 821
10am-5pm Monday - Friday.

Mary’s Son is Taking Her Money

If you or an older person you know is experiencing elder abuse, call the Seniors Rights Victoria’s magazine.

Elder abuse prevention & support

1300 368 821

info@seniorsrights.org.au | www.seniorsrights.org.au

MERCHANDISE
WEAAD MERCHANDISE

The following WEAAD Merchandise items are available for direct order.

» WEAAD Bookmarks, Magnets & Ribbons
  Order from Lexicon Artwork on (03) 9946 5193 or frank@lexiconart.com

  **Bookmarks Pricing**
  
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  Pricing above includes delivery to 1 point in Melbourne via Australia Post.
  Bookmarks usually take 4-5 working days from date of order approval.

  **Magnets Pricing**
  
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  Pricing above includes delivery to 1 point in Melbourne via Australia Post.
  Magnets usually take 7-10 working days from date of order approval.

  **Ribbons Pricing**
  
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  Pricing above includes delivery to 1 point in Melbourne via Australia Post.
  Ribbons usually take 4-5 working days from date of order approval.
  (Ribbons will be available from April 2017).

» Purple balloons
  Purple balloons may be purchased from any party shop.

*NOTE: If purchasing the above via Credit Card a 1.9% Surcharge will apply.*
MARKETING

Nothing has impact like the media. This year, we’d like to get as much publicity for WEAAD as we can – whether it be via newsletters, newspaper articles, letters to the editor, radio, TV or social media.

» Our Community has plenty of good resources on marketing your event. Click here.

» For information on elder abuse, see our website.

» Letters to the editor on elder abuse are something everyone can do; see a short guide here.

» Websites and social media are a great way to publicize your activity and spread awareness: upload the banners we have provided and check out Seniors Rights Victoria and other organisations for content ideas. See, e.g., Seniors Rights Victoria’s social media.

» For assistance with media, feel free to contact Seniors Rights Victoria on (03) 9655 2119 or info@seniorsrights.org.au. We can arrange interviews with our Manager, Jenny Blakey, who is an experienced spokesperson on elder abuse.