



WEAAD Activity + Marketing | Toolkit



**JUNE 15**  
**WORLD ELDER ABUSE**  
**AWARENESS DAY**



[elderabuseawarenessday.org.au](http://elderabuseawarenessday.org.au)





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## WORLD ELDER ABUSE AWARENESS DAY

**June 15 is World Elder Abuse Awareness Day (WEAAD), the United Nations designated day to voice our opposition to the abuse inflicted on older people, most commonly by their families.**

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 year WEAAD coincides with a period in time where social events are impacted by COVID-19. This toolkit contains some ideas for events and activities that can take place online or be adapted to maintain safe physical distancing. You will also find 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](mailto: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!

**Seniors Rights Victoria**  
[www.seniorsrights.org.au](http://www.seniorsrights.org.au)

Seniors Rights Victoria acknowledges the support of the Victorian Government, Victoria Legal Aid and the Commonwealth of Australia Attorney-General's Department.





## 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!**

- » Host a 'Stir a Cuppa for Seniors' Purple Tea event, or snap a selfie while 'Stirring a Cuppa for Seniors' and share to social media (**see page 7**)
- » Participate in the Warm Safe Home Project. Find out more on the **resources page** of the WEAAD website or **see page 8**.
- » Set up an information table with merchandise (**see page 4**)
- » Stick up posters and leave merchandise around your community (libraries, shops, cafes, bathrooms etc). **Download posters** and print them at home, work or at a print shop such as Officeworks.
- » Share content on social media. Fill out the 'Finish the Sentence' poster and take a selfie, change your Facebook profile picture or share one of our pre-made posts.
- » Hold a fun event:
  - a 'wear WEAAD 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 socially-distanced 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!





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## 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

» **Finish the Sentence Poster**



» **Poster**



» **Brochure**



» **Advert**





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## 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](mailto:frank@lexiconart.com)

#### » Bookmarks Pricing

250 (min qty)	\$205 inc GST
500	\$230 inc GST
1000	\$245 inc GST



#### » Magnets Pricing

250 (min qty)	\$330 inc GST
500	\$385 inc GST
1000	\$480 inc GST



There are 3 magnets to choose from: Design 1: *June 15: World Elder Abuse Awareness Day*  
Design 2: *No excuse for elder abuse*  
Design 3: *Elder abuse: Everyone's business*

#### » Ribbons Pricing

250 (min qty)	\$310 inc GST
500	\$550 inc GST
1000	\$998 inc GST



Pricing above includes delivery to 1 point in Melbourne via Australia Post.  
Please allow up to 15 working days from date of order approval for delivery.

**NOTE: If purchasing the above via Credit Card a 2.2% Surcharge will apply.**





## SOCIAL MEDIA AND 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.**

- » Sharing on social media and websites are an easy way to raise awareness and publicise your activity. Suggested ways to get involved include:
  - Change your Facebook or Twitter profile picture or banner image.
  - Use the WEAAD Facebook Frame on your current profile picture (available on [our Facebook page](#) from June).
  - Take a selfie wearing purple and holding a cuppa. Dedicate your photo to someone special, e.g. "Love you, Grandma! I'm Stirring A Cuppa For Seniors and showing my support for World Elder Abuse Awareness Day #WEAAD #bestgrandmaever"
  - Share content that empowers older people, or post photos of your events.
  - Make sure all of your posts use the hashtag #WEAAD for maximum exposure.
  - See our social media pages for more ideas and content.



- » Our Community has plenty of good resources on marketing your event. **Read them 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.**
- » For assistance with media, feel free to contact Seniors Rights Victoria on (03) 9655 2119 or [info@seniorsrights.org.au](mailto:info@seniorsrights.org.au). We can arrange interviews with our Manager, Jenny Blakey, who is an experienced spokesperson on elder abuse.





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## STIR A CUPPA FOR SENIORS

**It's easier than ever to help spread awareness for WEAAD 2020! Show your support this 15 June without even leaving your home by 'Stirring a Cuppa for Seniors'.**

Hold your own '**Stir a Cuppa for Seniors**' event

1. Connect with colleagues, friends or family over a cuppa via Zoom or in your own home.
2. Everyone wears something **purple** or has something **purple** in the background – the official colour for WEAAD.  
It could be purple flowers, purple wig, purple décor, purple backdrop, purple toys, purple face paint, purple anything!
3. Take a screenshot in Zoom, or snap a group photo of everyone **stirring their cuppa**.
4. Share your snaps on social media with the hashtag **#WEAAD** and your own personal message to show your support for seniors.

We'd love for you to share your '**Stir a Cuppa for Seniors**' snaps with us!  
Email them to [info@seniorsrights.org.au](mailto:info@seniorsrights.org.au)

Snap a Selfie while '**Stirring a Cuppa for Seniors**'

It's as simple as snapping a selfie to show your support for seniors this WEAAD.

1. make a cuppa (tea, coffee, or something else)
  2. take a selfie with your cuppa and include something **purple** in the photo
  3. add the hashtag **#WEAAD**
  4. share it to social media - it's that easy!
- » You could also dedicate your photo to someone special, eg.  
*"Love you, Grandma! I'm 'stirring a cuppa for seniors' to show my support for World Elder Abuse Awareness Day #WEAAD #bestgrandmaever".*
- » It doesn't have to be a selfie, it can be a snap of just your cuppa.



