



WEAAD Activity + Marketing | Toolkit



JUNE 15
WORLD ELDER ABUSE
AWARENESS DAY



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 toolkit contains some ideas for events and activities that you can hold either online or in-person. Please ensure your in-person events follow any local COVID-19 restrictions. 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.

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

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





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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 with Seniors'** Purple Tea event, or snap a selfie while 'Stirring a Cuppa with Seniors' and share to social media (see page 7)
- » Share content on social media. 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 social-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!
- » Set up an information table with WEAAD 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.



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COLLATERAL

Click on the images below to download artwork to display online or print.

WEAAD COLLATERAL

» **WEAAD Brandmark and Guidelines**



» **WEAAD Posters**

Generic



Fillable



» **WEAAD Social Media and Web Banners**



YEAR-ROUND COLLATERAL

» **Finish the Sentence Poster**



» **Poster**



» **Brochure**



» **Advert**



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WEAAD MERCHANDISE

The following WEAAD Merchandise items are available for direct order. Order from Lexison Artwork on 0403 607 320 or frank@lexiconart.com

» Bookmarks Pricing

125 (min qty)	\$170 inc GST
250	\$200 inc GST
500	\$230 inc GST
1000	\$250 inc GST

» Ribbons Pricing

125 (min qty)	\$195 inc GST
250	\$330 inc GST
500	\$570 inc GST
1000	\$1010 inc GST

» Magnets Pricing

125 (min qty)	\$295 inc GST
250	\$350 inc GST
500	\$395 inc GST
1000	\$495 inc GST

» 30ml Hand Sanitiser Pricing

125 (min qty)	\$250 inc GST
250	\$480 inc GST
500	\$935 inc GST
750	\$1375 inc GST
1000	\$1830 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.**





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SOCIAL MEDIA AND MARKETING

Nothing has impact like the media. 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.
 - 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 with 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's website provides some great resources on marketing your event and building greater public awareness. **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. We can arrange interviews with our Manager and Principal Lawyer, Dr Rebecca Edwards, who is an experienced spokesperson on elder abuse.



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STIR A CUPPA WITH SENIORS

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

Hold your own '**Stir a Cuppa with 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 with Seniors**' snaps with us!
Email them to info@seniorsrights.org.au

Snap a Selfie while '**Stirring a Cuppa with 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 with 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.

