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## STATEMENT

For Immediate Release  
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June 14, 2014

Ministry of Health

### **World Elder Abuse Awareness Day**

VICTORIA – Health Minister Terry Lake and Parliamentary Secretary to the Minister of Health for Seniors, Linda Larson issued the following statement in recognition of World Elder Abuse Awareness Day on June 15:

“Elder abuse can take various forms – it is not always obvious. It can be a family member who continually borrows money but does not repay it, a caregiver over-medicating a senior in their care, or a contractor who over charges for home repairs or maintenance.

“Too often the victim feels shame, embarrassment or fear to challenge or report the abuse or is in a situation of dependency and relies on the perpetrator for care, or transportation. In some instances, the abuser and the victim may not even recognize the actions, or inactions, as abuse or neglect.

“World Elder Abuse Awareness Day shines a light on this frequently hidden issue and is a reminder that we must all work together to promote a culture of respect and appreciation for seniors.

“To help raise awareness, on June 2, 2014, government launched a month-long elder abuse awareness social media campaign with the goal of educating all British Columbians on how to recognize and how to respond and take action against elder abuse and ageism. For more information about this campaign and how you can take part please visit:

[www.seniorsbc.ca/elderabuse](http://www.seniorsbc.ca/elderabuse)

“We have been working hard to eliminate elder abuse. The provincial elder abuse prevention strategy, released in March 2013, is supported by nearly \$1 million in funding, and provides a foundation for better collaboration and integration to improve prevention, recognition and response services around the province.

“We have created elder abuse prevention information kits available online and in print, extended the hours of operation for the Seniors Abuse and Information Line, established a Multi-Sector Council to Reduce Elder Abuse, and have invested \$1.4 million in the BC Association of Community Response Networks, which now operate 111 networks throughout the province to help increase awareness and access to services.

“Do your part to learn more and help raise awareness about elder abuse by participating in the elder abuse awareness social media campaign and by wearing purple on June 15 in recognition of World Elder Abuse Awareness Day.”

**Learn More:**

For more information about the provincial elder abuse strategy: Together to Reduce Elder Abuse – B.C.'s Strategy and more information on elder abuse prevention, please visit:  
[www.seniorsbc.ca/elderabuse](http://www.seniorsbc.ca/elderabuse)

If you suspect a senior is being abused, are a senior who is experiencing abuse, or are seeking information about elder abuse, please call the Seniors Abuse and Information Line toll-free at:  
1 866 437-1940

The Seniors Abuse and Information line is supported by the Ministry of Health and operated by the BC Centre for Elder Advocacy and Support, for more information please visit:  
<http://bcceas.ca/>

To learn more about the BC Association of Community Response Networks, please visit:  
<http://www.bccrns.ca>

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