

## City challenges attitudes towards seniors

### *Elder Abuse Awareness Day proclaimed in Edmonton*

June 15, 2016

Ageism can affect how people perceive and respond to seniors. This creates problems for older adults, especially those experiencing abuse.

"Our seniors are valued members of our community that contribute to our unique, vibrant city," said Mayor Don Iveson, who proclaimed Elder Abuse Awareness Day in Edmonton on June 15, 2016. "Seniors are active, social and hardworking. The more we can positively acknowledge their participation, the more age-inclusive Edmonton will be."

The purpose of the proclamation is to start people talking about ageism in Edmonton and increasing awareness around elder abuse, which can encourage other seniors and bystanders to come forward to report mistreatment of themselves or others.

"The \$1.5 million in grants I am announcing today will help Alberta communities address and prevent elder abuse," said Minister Lori Sigurdson. "Our government is committed to working with all Albertans to protect the safety and security of seniors in our province."

Elder abuse is defined as any action or inaction that jeopardizes the health and well-being of any older adult. This includes physical, emotional, psychological, financial, sexual and medication abuse, as well as passive or active neglect. It is estimated that more than 7,000 seniors in Edmonton, and 26,000 in Alberta, have experienced elder abuse in some form.

Signs of elder abuse may include withdrawal, a changed living situation, a senior appearing to be in distress or talking about difficulties which seem to indicate mistreatment.

Support for victims of elder abuse is coordinated through the Seniors Protection Partnership which encompasses resources from the Catholic Social Services, City of Edmonton, Edmonton Police Service, SAGE and Covenant Health.

Individuals affected by elder abuse, or those concerned for the safety of a senior citizen, should call the Seniors' Abuse Helpline, 24 hours a day, at 780-454-8888. To reach the Seniors Protection Partnership, please call 780-477-2929.

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#### For more information:

[edmonton.ca/stopelderabuse](http://edmonton.ca/stopelderabuse)

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