



## Get Inspired to Be Involved



Dara Maternick, Coordinator  
The Manitoba Network for the Prevention of Abuse of Older Adults

Melanie Reimer, Community Resource Coordinator  
Broadway Seniors Resource Council



- What is WEAAD?
- WEAAD Manitoba website
- Resources  
What's available & what's new
- Success Story  
Intergenerational Walk
- Register your event
- Questions





- WEAAD was developed & launched on June 15, 2006 by the International Network for the Prevention of Elder Abuse (INPEA)
- WEAAD involves activities to bring greater recognition of mistreatment of older adults and to highlight the need for prevention and intervention
- WEAAD involves activities developed by countries, communities, neighborhoods and organizations collaborating in multigenerational and multidisciplinary initiatives. It can encompass volunteer and educational programs, cultural and art events, as well as diverse use of information technology



- WEAAD Manitoba website [www.weaadmanitoba.ca](http://www.weaadmanitoba.ca)
- An easy to use one stop place to get ideas, resources and register & promote your event
- Last year over 120 events were registered in communities across Manitoba
- Our goal this year is to increase the number of events by assisting schools and youth serving organizations to get involved. As well we are beginning to focus on engaging credit unions and other financial institutions



# World Elder Abuse AWARENESS DAY

WEAAD MANITOBA



SAVE THIS DATE!  
**JUNE 15, 2013**

MARK THIS DATE IN YOUR CALENDAR ▶



CONTACT US



**ELDER ABUSE IS EVERYONE'S BUSINESS**  
LEARN MORE ABOUT ELDER ABUSE & WHAT YOU CAN DO TO HELP

What is WEAAD

Register Your Event

Resources & Ideas

What's Happening

Successful Events

Your Feedback

Event Photos



Successful Events



Event Photos



Your Feedback

## Upcoming Events

JUNE 07, 2013  
Portage La Prairie

Elder Abuse Awareness Day  
June 11, 2013



# World Elder Abuse AWARENESS DAY

WEAAD MANITOBA

- [Resources & Ideas](#) to assist you in planning an event. **NEW** this year are resources for schools and youth programs including classroom ideas, activity & colouring sheets as well as balloons and tattoos
- Promote your event and order resources all in one easy step at [Register Your Event](#)
- Keep up to date with [What's Happening](#) in your community or region
- Use the [Media & Marketing tools](#) - press release, elder abuse article, proclamation & logos
- Access [Presentations](#) about elder abuse & toolkits full of ideas
- Get [Feedback](#) from people who attended your event by asking them to complete the survey on our site

Our goal is to have events planned in every region of Manitoba. It can be as simple as wearing purple ribbons, displaying information & resources or having a full day's event. Nothing is too small to be considered or registered.

**Elder abuse is everyone's business, together we can prevent the abuse of older Manitobans.**

[www.weaadmanitoba.ca](http://www.weaadmanitoba.ca)





## INTERGENERATIONAL WALK DOWN SHERBROOK

SENIORS, KIDS & COMMUNITY





## BANNERS & SIGNS

CREATED TOGETHER WITH STUDENTS & OLDER ADULTS



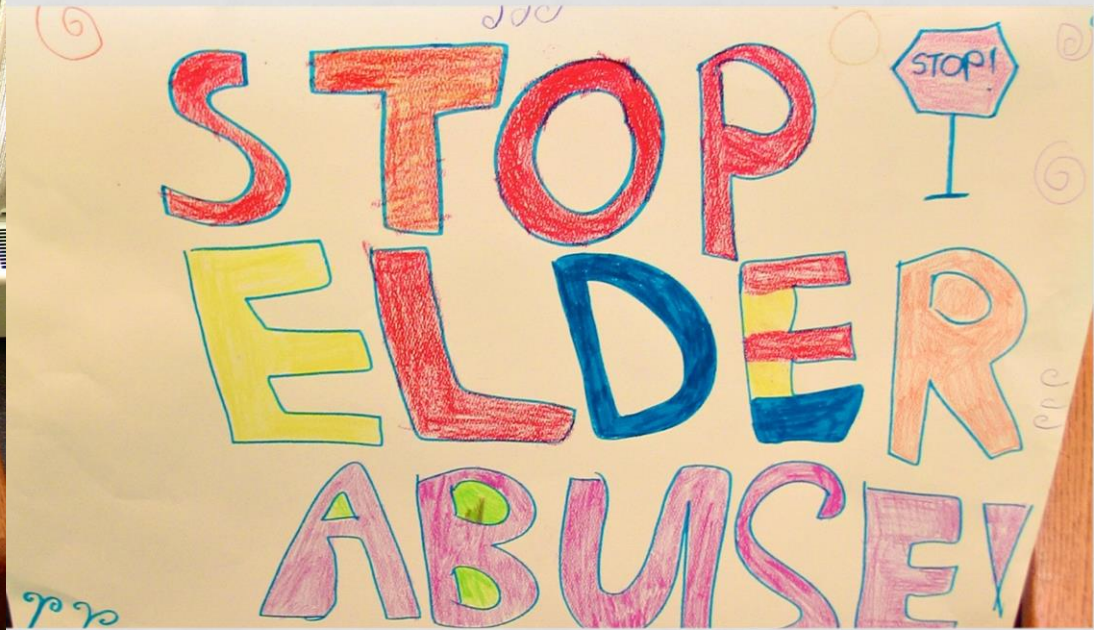
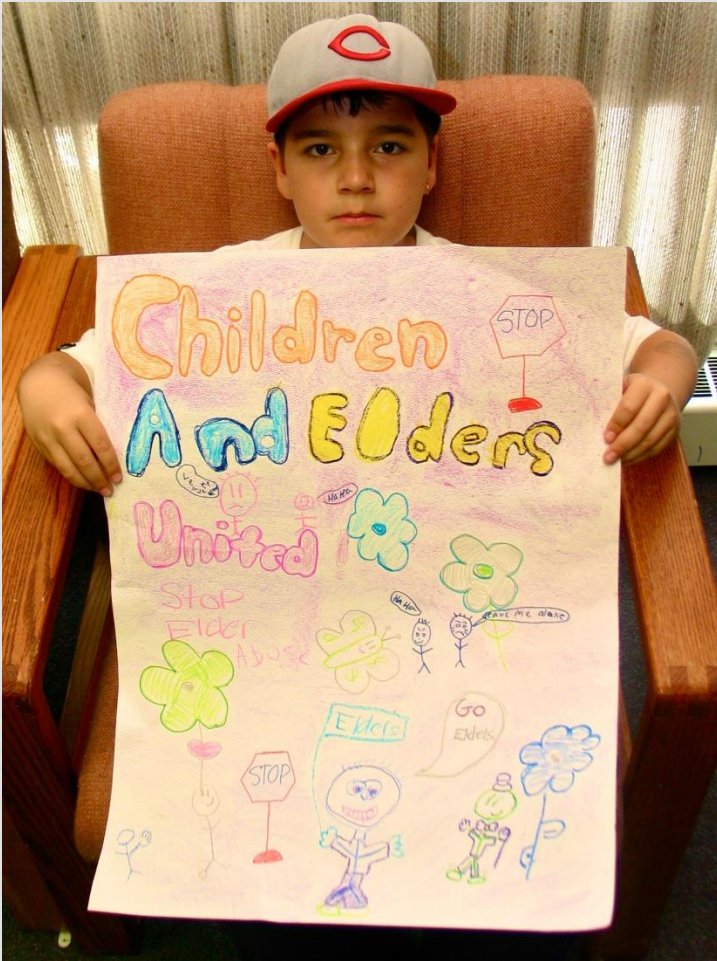
## PURPLE BALLOONS

PURPLE SHIRTS, RIBBONS, STICKERS AND BALLOONS



WALKING TOGETHER TO CREATE AWARENESS

WE ENGAGED WITH MANY ALONG THE WAY



POSTERS CREATED BY STUDENTS

ENGAGING EXERCISE THAT RAISED AWARENESS



- Tools & Resources from WEAAD Manitoba website
  - Purple Ribbon stickers
  - It's Not Right Neighbours, Friends & Family Presentation
  - Media Release
- Details of our plan and event are highlighted under the **Successful Events** page on the site
- Registering is easy and it automatically promotes your event in the scrolling list & **What's Happening**



- Encourage you to spend some time visiting the site
- Designed to provide all of the resources and tools you to make planning your event easy
- Registering allows us to see the great work being undertaken across the province and it helps us to identify gaps where more resources and awareness are necessary
- Although the topic is sensitive the events to engage people and increase their awareness about elder abuse can be fun

# World Elder Abuse AWARENESS DAY

WEAAD MANITOBA

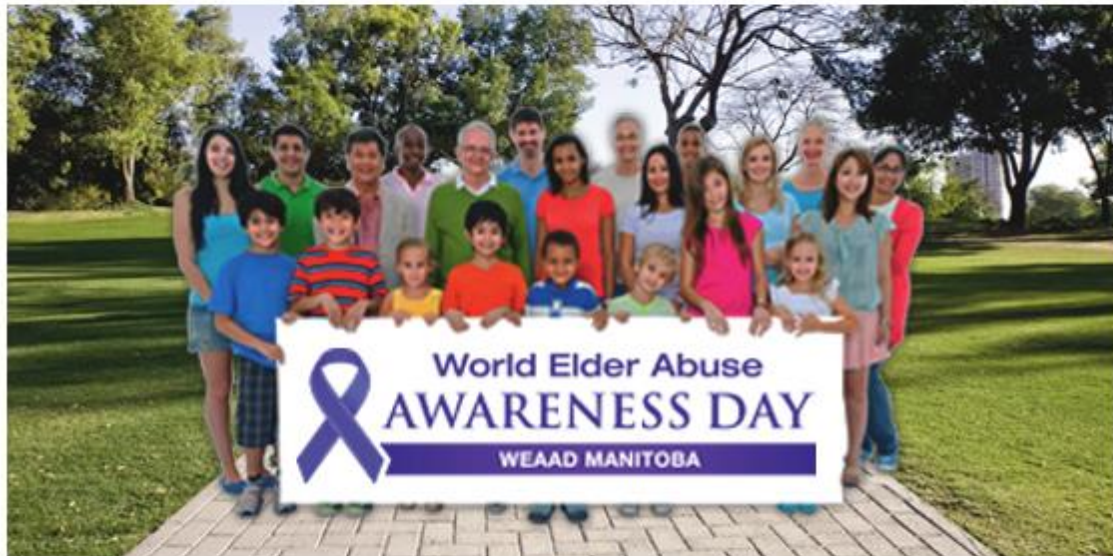


SAVE THIS DATE!  
**JUNE 15, 2013**

MARK THIS DATE IN YOUR CALENDAR ▶



CONTACT US



What is WEAAD

Register Your Event

Resources & Ideas

What's Happening

Successful Events

Your Feedback

Event Photos

## Resources

IDEAS | TOOLKITS | PRESENTATIONS & VIDEOS | MARKETING & MEDIA

Marketing & Media

WEAAD Manitoba Materials

## Upcoming Events

WINNIPEG, MB

1st Annual Shred It Day

June 14, 2013

Elm Creek, MB

Growing Older in Canada



# Inspiration to Be Involved

[www.weaadmanitoba.ca](http://www.weaadmanitoba.ca)

