

April 4, 2011

Dear Colleagues and Friends:

Wednesday, June 15th, 2011 will mark the sixth annual observance of “World Elder Abuse Awareness Day.” The International Network for the Prevention of Elder Abuse initiated this effort to bring attention to this world-wide, under recognized and under reported problem. No community is immune from its devastating effects. Education and public awareness campaigns are vital for informing people about elder abuse. Raising awareness is a fundamental prevention strategy that not only provides information but also helps to change attitudes and behaviors.

At a recent hearing of the U.S. Senate Special Committee on Aging, legendary performer and World War II veteran, Mickey Rooney, talked of the emotional and financial abuse that he has struggled through in recent years to a packed hearing room:

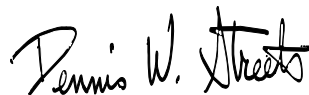
“I was financially exploited and denied access to information of any kind as to how my finances were managed.... I was eventually and completely stripped of the ability to make even the most basic decisions in my own life.”

I am pleased to announce that the Division of Aging and Adult Services is expanding its efforts this year to promote recognition of “Vulnerable and Elder Abuse Awareness Month.” We are asking individuals, agencies and communities to plan Elder Abuse awareness activities from May 8, 2011 through June 19, 2011 (from Mother’s Day to Father’s Day).

One simple act is to wear a purple ribbon to bring attention to the issues. We ask you to wear your purple ribbon throughout this time period. Our website has a tool kit to aid you in planning and carrying out a variety of activities. We are also excited that Governor Perdue has signed a proclamation in observance of these events. Please visit our website, www.ncdhhs.gov/aging/ to access the tool kit.

Thank you for your support and any efforts you may undertake to help in the fight against elder abuse.

Sincerely,

A handwritten signature in black ink that reads "Dennis W. Streets". The signature is written in a cursive style with a large, stylized 'S' at the end.

Dennis W. Streets