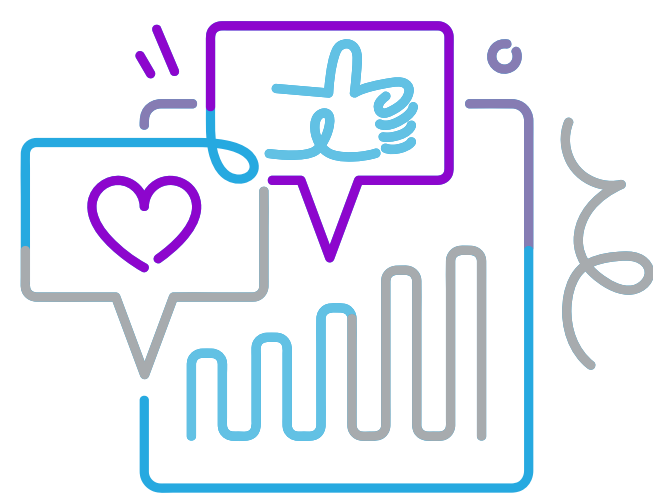
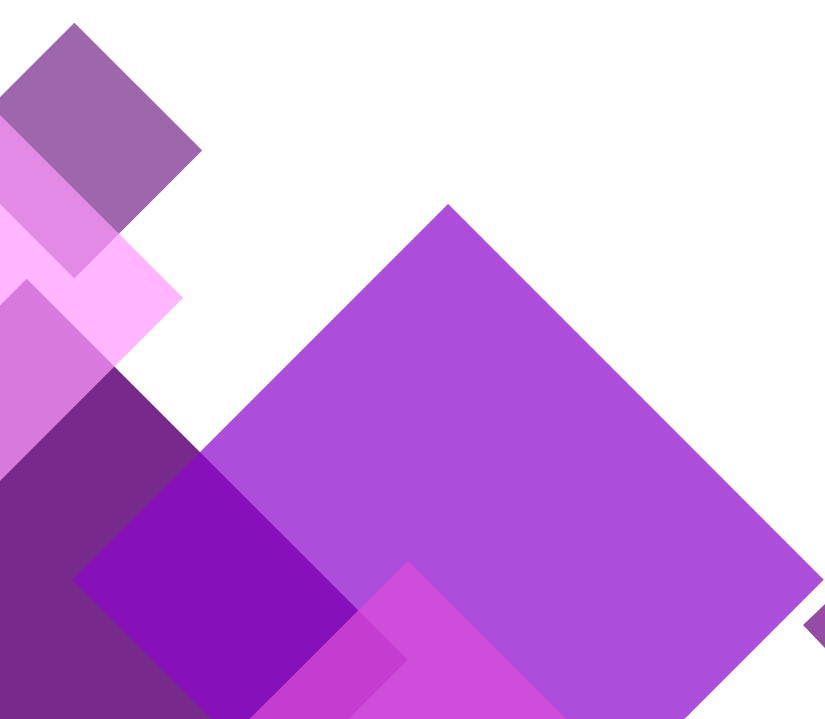




# **WORLD ELDER ABUSE AWARENESS DAY TOOL KIT**

**2023**



# THE Power OF Purple

## 2023 DAAS World Elder Abuse Awareness Day Toolkit

**World Elder Abuse Awareness Day (WEAAD)** is observed on June 15 every year. As North Carolinians this gives us the opportunity to bring awareness to our communities. We want to challenge you all to further educate your communities on ways to protect aging adults and those in their support systems. This includes educating them about what is considered elder abuse, how and why it may occur, and ways we can prevent it. Together we can use the POWER of PURPLE to bring awareness for those at risk.

**This World Elder Abuse Awareness Day Tool Kit** was developed by the NC Division of Aging and Adult Services. It contains materials to help you connect with your community, promote World Elder Abuse Awareness Day, and to empower others to take action to end elder abuse.

### APPLICATION:

- **Get Involved:** The “Get Involved” section offers different suggestions on ways that you can implement awareness activities in your agency and in your community.
  - **Call to Action:** Recommendations for ways to raise awareness.
  - **Consent Forms:** There are two consent forms included in the tool kit. First is a template consent form that you can customize and consider using at your agency when taking photos that you want to use in your office. The other consent form is the DHHS Division of Aging and Adult Services, Office of Communications form. We would love to see how you are promoting WEAAD and photographs of events you are putting on in your area. Please send pictures to [DHHS.Elder.Abuse@dhhs.nc.gov](mailto:DHHS.Elder.Abuse@dhhs.nc.gov). When you submit your pictures to DAAS, we will need the DAAS consent form signed by anyone identifiable in the photos, so that we have authorization to share.
  - **Ribbons:** Customizable crafting ribbons. These can be used in a variety of ways at your agency. Let your creativity go to work!
- **Posters/Icons:** Save or download these photos to your desktop. You can display them on your agency website and social media platforms. You may also decide to print copies of these photos to use as posters or signs around your agency. You can customize this tool kit using the instructions provided by Adobe, by following the link on the “Additional Resources” page.
- **Virtual Backgrounds:** Have your team change their virtual backgrounds to promote World Elder Abuse Awareness Day. You can customize this tool kit using the instructions provided by Adobe, by following the link on the “Additional Resources” page.
- **Door Hangers:** Hang door hangers on office doors, resident rooms, or at entrances and exits of your buildings.
- **Bookmarks:** Print out and distribute to community partners, advocates, residents, and adults in your community.
- **Additional Resources:** Take a look at additional resources provided. You will find additional promotion materials; community resources and agency contact information for follow-up.



**GET  
INVOLVED**

# WORLD ELDER ABUSE AWARENESS DAY

JUNE 15, 2023

World Elder Abuse Awareness Day (WEAAD) was launched on June 15, 2006, by the International Network for the Prevention of Elder Abuse and the World Health Organization at the United Nations. This day serves as a call-to-action for individuals, organizations, and communities to bring attention to the issue of elder abuse, neglect, and exploitation. Adult Protective Services reports are consistently increasing each year. North Carolina ranks 8<sup>th</sup> nationally in total population (10.6 million) and in the number of people 65 and older. In the state fiscal year 2021-2022, North Carolina received Adult Protective Service reports for 34,470 adults.

We are working to better educate our communities on services provided here in North Carolina using tactics such as fostering an atmosphere of community support, maintaining and improving supports to prevent future abuse, and allowing vulnerable and older adults to exercise their autonomy and ability to live in the setting of their choice.

Protecting North Carolina's vulnerable and older adults is a community responsibility, and all citizens are charged under state law to report suspected abuse, neglect, or exploitation to their local County Department of Social Services. The 2023 theme for North Carolina is the "Power of Purple." POWER being an acronym for P - Practice and teach prevention, O - Observe interactions with family/caregivers, notice changes in behavior or mood, W - Work together with health care/services and community partners to mitigate Elder Abuse, E - Educate everyone, all ages and occupations should be aware, R - Report concerns, document/chart suspicions for a factual paper trail. Together we've got the **POWER** to stop elder abuse and maltreatment in North Carolina.

Get more information about how to make a difference by visiting the National Center on Elder Abuse <https://ncea.acl.gov> or by contacting the Division of Aging and Adult Services at <https://policies.ncdhs.gov/divisional/aging-and-adult>.

Thank you!

Sincerely,

<Enter Agency Contact Information>

# Call to Action

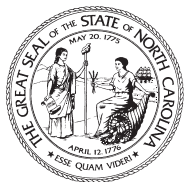
## June 15 is World Elder Abuse Awareness Day!

That means it is time to get advocating. Purple is the color for World Elder Abuse Awareness Day. Below are a few ideas to promote awareness and start conversations during the month of June. These ideas are just a few suggestions using purple ribbons or ribbon cut-outs.

1. Tie the ribbon around trees, streetlights, columns, etc. in prominent places in your community.
2. Feature a purple ribbon on the entrance or exterior of your agency building.
3. Organize a ribbon-tying event or walk.
  - a. Invite local community members to be present when you place purple ribbons and hand out small purple ribbons or wristbands for them to wear in support of World Elder Abuse Awareness day.
4. Encourage people to take selfies with the ribbons or posters promoting WEAAD in your agency or community.
5. Move your purple ribbons to a new location each day during World Elder Abuse Awareness Week.
6. Place purple windmills around your office building.

We'd love to see the ways you use purple ribbons! Take a photo and share with us on Facebook, Twitter or Instagram tagged with the 2023 theme #ThePowerofPurple.

Send pictures to DAAS to share during our WEEAD event to



North Carolina Department of Health and Human Services  
**Division of Aging and Adult Service / Office of Communications**

---

**CONSENT TO PHOTOGRAPH / VIDEO / INTERVIEW**

Date: \_\_\_\_\_ Time: \_\_\_\_\_ a.m., p.m. (circle one)

This consent is expressly intended to release the N.C. Department of Health and Human Services and its personnel from any and all liability that would result from the taking and authorized use of these materials.

I hereby authorize the above named to obtain or to permit:

\_\_\_\_\_ (Name of media outlet / agency / publication / or other person)

to obtain the following of me/my minor child (check appropriate description(s))

- Photographs      Video/Film      Interview      Voice Recording

I agree that the above named may use or permit the North Carolina Department of Health and Human Services to use the materials produced from this session for any of the proposed outlined below (check appropriate categories).

- Educational Publications      Department or Training Publications and Video  
 Research Materials/Publications      Print/Social or Broadcast Media  
 Advertising      Other (please specify) \_\_\_\_\_

If applicable:  I agree to the above on the condition that I or minor child will not be identified by name.

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_/\_\_\_\_\_  
Signature / Date

\_\_\_\_\_/\_\_\_\_\_  
Parent/Legal Guardian Signature / Date

\_\_\_\_\_/\_\_\_\_\_  
Witness Signature / Date

**N.C. Department of Health and Human Services**

Office of Communications  
2001 Mail Service Center  
Raleigh, NC 27699-2001

**TEL: 919-855-4840**

**FAX: 919-733-7447**

## Photo Release Form for Minors (if under 18)

The \_\_\_\_\_ **ENTER AGENCY NAME** has my permission to use my or my child's photograph publically to promote the **ENTER AGENCY NAME**. I understand that the images may be used in print publications, online publications, presentations, websites, and social media. I also understand that no royalty, fee or other compensation shall become payable to me by reason of such use.

Parent/Guardian's signature: \_\_\_\_\_ Date \_\_\_\_\_

Parent/Guardian's Name: \_\_\_\_\_

Child's Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

## Photo Release Form for Adults

The \_\_\_\_\_ **ENTER AGENCY NAME** has my permission to use my photograph publically to promote the **ENTER AGENCY NAME**. I understand that the images may be used in print publications, online publications, presentations, websites, and social media. I also understand that no royalty, fee or other compensation shall become payable to me by reason of such use.

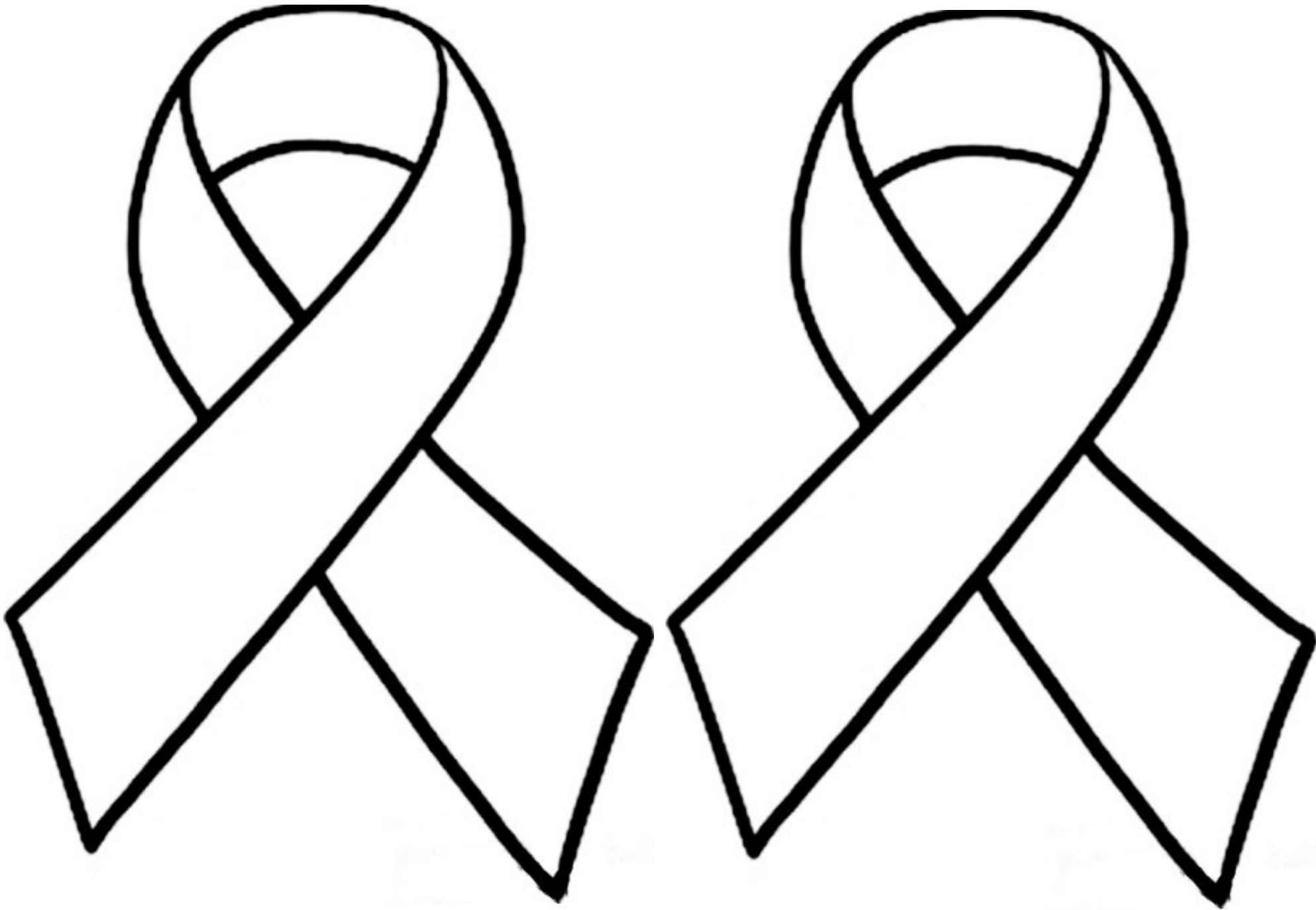
Signature: \_\_\_\_\_ Date \_\_\_\_\_

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_



Print on purple paper (or color of your choice). Have individuals write a message about how they are raising awareness about WEAAD or a name of someone who inspires them to make a difference. Hang in your office, on a bulletin board or even on an "Awareness Tree."







# **VIRTUAL BACKGROUNDS**

# THE *Power* OF Purple



**WORLD  
ELDER ABUSE  
AWARENESS  
2023**

- P - Prevention through Preparation**
- O - Observation & Awareness**
- W - Work Collaboratively**
- E - Education for Empowerment**
- R - Report & Respond**

*The*

**POWER**

*of*

**PURPLE**

**WORLD ELDER ABUSE  
AWARENESS 2023**

**P-Prevention through Preparation**

**O-Observation & Awareness**

**W-Work Collaboratively**

**E-Education for Empowerment**

**R-Report & Respond**



# **POSTERS OR ICONS**

**June 15**

**World Elder Abuse  
Awareness Day**





**WORLD ELDER ABUSE  
AWARENESS 2023**

**THE  
POWER  
OF  
PURPLE**

**P - Prevention through Preparation**

**O - Observation & Awareness**

**W - Work Collaboratively**

**E - Education for Empowerment**

**R - Report & Respond**

**WORLD ELDER ABUSE AWARENESS 2023**



**THE  
POWER  
OF PURPLE**

**P - Prevention through Preparation**

**O - Observation & Awareness**

**W - Work Collaboratively**

**E - Education for Empowerment**

**R - Report & Respond**

**WORLD ELDER ABUSE  
AWARENESS 2023**

*The*



*of*

**PURPLE**

**P - Prevention through Preparation**

**O - Observation & Awareness**

**W - Work Collaboratively**

**E - Education for Empowerment**

**R - Report & Respond**





**WORLD ELDER ABUSE AWARENESS 2023**

**THE** *Power OF Purple*

**P - Practice through Preparation O - Observation & Awareness W - Work Collaboratively E - Education for Empowerment R - Report & Respn**





# BOOKMARKS

# The Power Of Purple

**P - Prevention through Preparation**

**O - Observation & Awareness**

**W - Work Collaboratively**

**E - Education for Empowerment**

**R - Report & Respond**

**WORLD ELDER  
ABUSE  
AWARENESS  
2023**





# THE POWER OF PURPLE

**P - Prevention through Preparation**

**O - Observation & Awareness**

**W - Work Collaboratively**

**E - Education for Empowerment**

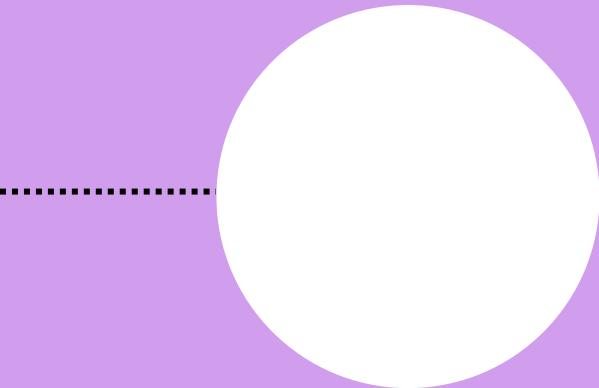
**R - Report & Respond**

# WORLD ELDER ABUSE AWARENESS 2023





# **DOOR HANGERS**



**THE**  
*POWER*  
**OF**  
*PURPLE*

**P - Prevention through Preparation**

**O - Observation & Awareness**

**W - Work Collaboratively**

**E - Education for Empowerment**

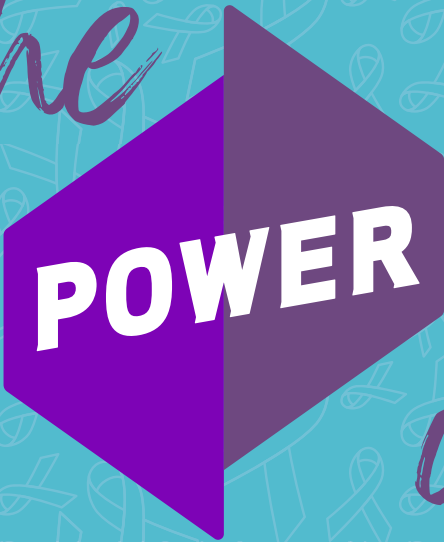
**R - Report & Respond**

**WORLD ELDER ABUSE  
AWARENESS 2023**

# WORLD ELDER ABUSE AWARENESS 2023



*The*



*of*

# PURPLE

**P - Prevention through Preparation**

**O - Observation & Awareness**


**W - Work Collaboratively**

**E - Education for Empowerment**

**R - Report & Respond**



**WORLD ELDER  
ABUSE  
AWARENESS  
2023**



**THE  
POWER  
OF  
PURPLE**

**P - Prevention through Preparation**

**O - Observation & Awareness**

**W - Work Collaboratively**

**E - Education for Empowerment**

**R - Report & Respond**



# WORLD ELDER ABUSE AWARENESS 2023



## THE POWER OF PURPLE

**P - Prevention through Preparation**

**O - Observation & Awareness**

**W - Work Collaboratively**

**E - Education for Empowerment**

**R - Report & Respond**



# **ADDITIONAL RESOURCES**

# ADDITIONAL RESOURCES

## The NC Division of Aging and Adult Services

The NC Division of Aging and Adult Services Website	<a href="https://www.ncdhhs.gov/divisions/aging-and-adult-services">https://www.ncdhhs.gov/divisions/aging-and-adult-services</a>
NC Adult Protective Services	<a href="https://www.ncdhhs.gov/assistance/adult-services/adult-protective-services">https://www.ncdhhs.gov/assistance/adult-services/adult-protective-services</a>
Long Term Care Ombudsman (Advocacy for Residents in Long Term Care Facilities)	<a href="https://www.ncdhhs.gov/divisions/aging-and-adult-services/long-term-care-ombudsman-advocacy-residents-long-term-care-facilities">https://www.ncdhhs.gov/divisions/aging-and-adult-services/long-term-care-ombudsman-advocacy-residents-long-term-care-facilities</a>

## The National Center of Elder Abuse Resources

Publications	<a href="https://ncea.acl.gov/Resources/Publications.aspx">https://ncea.acl.gov/Resources/Publications.aspx</a>
WEAAD LOGO	<a href="https://www.dropbox.com/sh/vzdxo7p4zyctw5a/AADvZwEX716i0wTRT8hzbsZYa?dl=0">https://www.dropbox.com/sh/vzdxo7p4zyctw5a/AADvZwEX716i0wTRT8hzbsZYa?dl=0</a>
TIPS and Tools by NCEA	<a href="https://eldermistreatment.usc.edu/weaad-home/tools-and-tips/">https://eldermistreatment.usc.edu/weaad-home/tools-and-tips/</a>

## Area Agencies on Aging

Directory	<a href="https://www.ncdhhs.gov/area-agencies-agingjun2022pdf/open">https://www.ncdhhs.gov/area-agencies-agingjun2022pdf/open</a>
-----------	---

## The NC Division of Social Services

Department of Social Services Directory	<a href="https://www.ncdhhs.gov/localDSS">https://www.ncdhhs.gov/localDSS</a>
---	---

## Adobe- How to Customize A PDF

Adobe	<a href="https://helpx.adobe.com/acrobat/using/edit-images-or-objects-pdf.html">https://helpx.adobe.com/acrobat/using/edit-images-or-objects-pdf.html</a>
-------	---

**2023 World Elder Abuse Awareness Day**  
**The POWER of Purple**

# ***Live Streaming Event***

**Join Us Via Computer or Mobile Device**

**Link to access the live stream 2023 WEADD event:**

**[https://ncsu.zoom.us/webinar/register/WN\\_3WMIA0YmT9yIC\\_wgfXQPlug](https://ncsu.zoom.us/webinar/register/WN_3WMIA0YmT9yIC_wgfXQPlug)**

***STREAMING***

**● LIVE**

**Date: June 29, 2023**

**Time: 1pm-3pm**