

# Tackling abuse of older people [WEAAD 2022]

## Digital Communications Package

**Embargoed until 15 June 2022, 9:00 CEST**

**Main Web Link:** <https://bit.ly/AbuseOfOlderPeople>  
(this link will be active on 15 June 2022)

### Key Accounts:

#### UN Decade of Healthy Ageing [2021-2030]

- Twitter: @UNDecadeAgeing
- Website: <https://www.decadeofhealthyageing.org>

#### World Health Organization

- Twitter / Instagram / Facebook: @WHO
- LinkedIn: <https://www.linkedin.com/company/world-health-organization>

#### UN Department of Economic and Social Affairs

- Twitter: @UNDESA; @UNDESASocial; @UN4Ageing
- Instagram / Facebook: @undesasocial
- LinkedIn: <https://www.linkedin.com/company/united-nations-department-of-economic-and-social-affairs>

#### Office of the High Commissioner for Human Rights

- Twitter: @UNHumanRights; @mbachelet
- Instagram / Facebook: @unitednationshumanrights
- LinkedIn: <https://www.linkedin.com/company/ohchr>

#### United Nations Population Fund

- Twitter / Instagram / Facebook: @UNFPA
- LinkedIn: <https://www.linkedin.com/company/unfpa>

#### UN Women

- Twitter: @UN\_Women
- Instagram / Facebook: @UNWomen
- LinkedIn: <https://www.linkedin.com/company/un-women>

#### International Network for the Prevention of Elder Abuse

- Twitter: @INPEANetwork
- Facebook: @inpea

### Key Hashtags:

#WEAAD2022 #WEAAD #ElderAbuse #AbuseOfOlderPeople  
#AddingLifeToYears #HealthyAgeing

## Guidance and Recommendations

A new publication that outlines five priorities for tackling the abuse of older people during the UN Decade of Healthy Ageing [2021-2030] will be released on 15 June 2022. The publication has been developed by WHO, in collaboration with OHCHR, UNDESA, UNFPA, and UN Women with the support of INPEA.

The publication will have a formal launch at a commemoration event during the **UNECE Ministerial Conference on Ageing [15 June 2022, 13:45 – 14:00 CEST]**, which will be livestreamed on the conference website at <https://mipaa2Orome.it/>.

### 1. Please amplify other organisations' content on the day.

WHO's official social media accounts will be pushing out content on 15 June, using the key messages from the new publication and linked assets.

Please encourage your social media team to reflect our collaboration on this publication **by amplifying WHO's content on the day through retweets, retweets with comments, shares, and reposts**. For maximum impact, please encourage your colleagues to add your organisation's unique point of view or take on tackling the abuse of older people.

The UN Decade of Healthy Ageing Twitter account will also be amplifying all content produced by other UN agencies and organisations on the social media platform.

### 2. Please use key messages/hashtags + tag @UNDecadeAgeing and other organisations' accounts when pushing out content.

We also encourage organisations to originate tweets and content about the publication and issue. **Please make sure that you:**

- **Use the common link** to the advocacy brief: <https://bit.ly/AbuseOfOlderPeople>
- **Use the key hashtags:** #WEAAD2022 #WEAAD #ElderAbuse #AbuseOfOlderPeople #AddingLifeToYears #HealthyAgeing
- Tag **@UNDecadeAgeing** and the accounts of other organisations in the body of the tweet or in any images

## Key Messages

- **The abuse of older people (also known as elder abuse)** is a single or repeated act, or lack of appropriate action, within any relationship where there is an expectation of trust that causes harm or distress to an older person. The abuse of older people can occur in community [for example, at home] or institutional settings [such as nursing homes]. It takes many forms including physical, psychological, financial/material, and sexual abuse, as well as neglect.
- **The abuse of older people is widespread.** Around 1 in 6 people aged 60 years and older experiences some form of abuse in the community, annually. In institutions, the rates of abuse of older people are higher, with 2 out of 3 staff reporting they have abused an older person in the past year. The number of older people who experience abuse is predicted to increase as countries experience rapid population ageing.
- **The abuse of older people is a serious problem** that negatively impacts physical, mental, and social health. Despite this, abuse of older people has received very little attention and resources to address it.
- **The UN Decade of Healthy Ageing (2021–2030) presents an opportunity** to address the abuse of older people in a concerted, sustained, and coordinated way across diverse sectors and stakeholders.
- **There are five actions that should be prioritised during the Decade to tackle the abuse of older people:**
  - Combat ageism, as it is a major reason why the abuse of older people receives so little attention
  - Generate better and more data on what causes the abuse of older people, how common it is, and what works to reduce or prevent it
  - Develop and scale up cost-effective solutions to stop abuse of older people
  - Make an investment case that shows how addressing the issue is money well spent
  - Raise funds, as more resources are needed to tackle the issue

## Social Media Content



### Full infographic

Both vertical and horizontal versions are available.

### Sample tweet:

The abuse of older people is a serious problem.

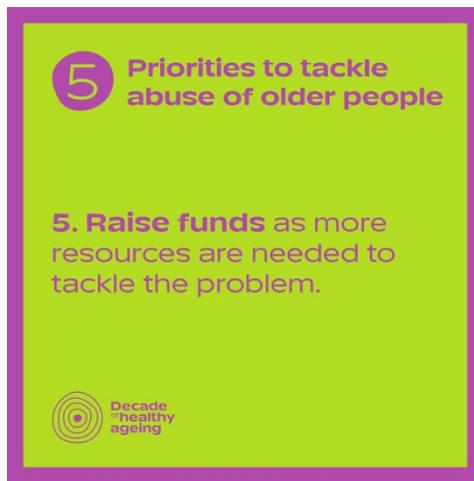
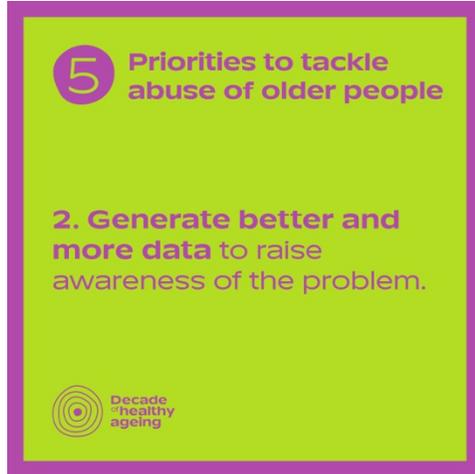
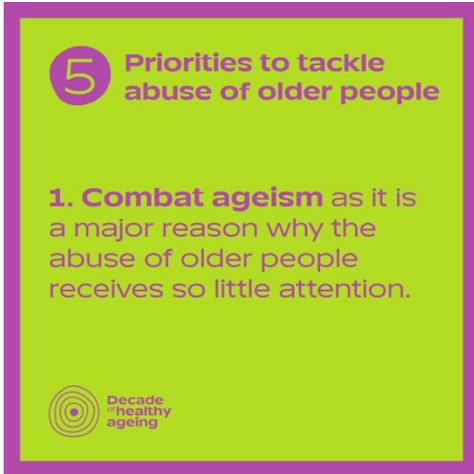
1 in 6 older people are abused every year, harming their physical & mental health.

But we can reduce abuse of older people by working together across 5 priorities [↓](#)

Learn more [👉](#)

[bit.ly/AbuseOfOlderPeople](https://bit.ly/AbuseOfOlderPeople)

#WEAAD2022 #ElderAbuse



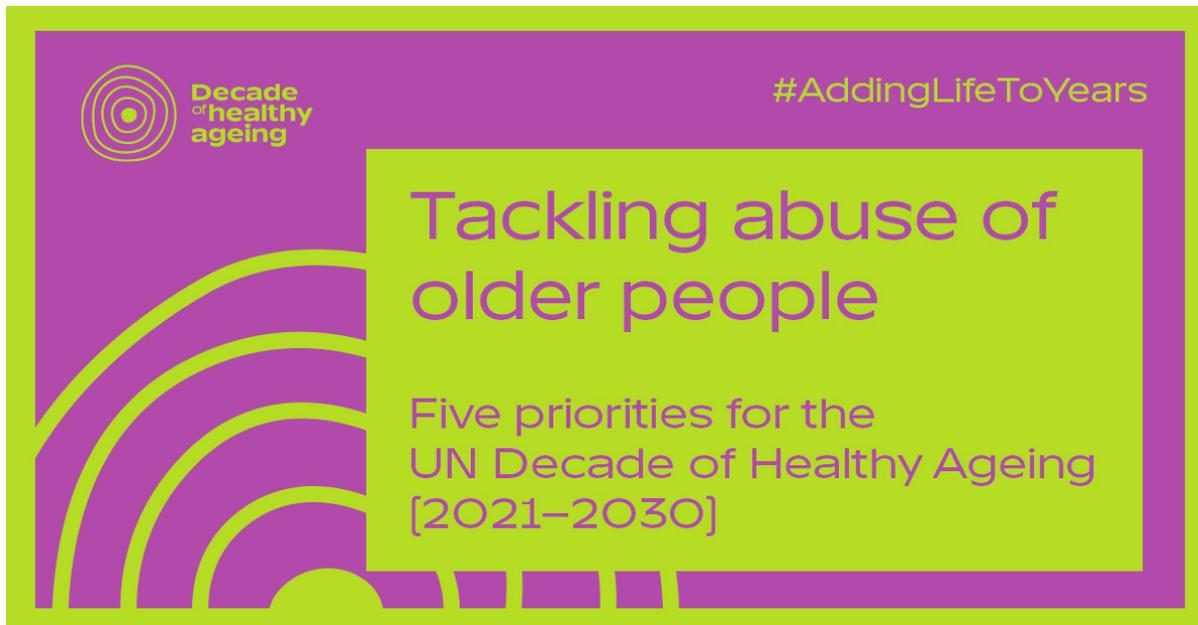
### Individual tiles for each priority

These tiles should only be used together as a group of images, in a carousel, or as a tweet thread.

### Sample tweets (if tiles are used in a tweet thread):

<p><b>Tile 1</b></p>	<p>Priority 1: Combat #Ageism</p> <p>Age-based stereotypes, prejudice &amp; discrimination against older people prevent the abuse of older people from being taken seriously as a problem.</p> <p>👉 <a href="https://bit.ly/AbuseOfOlderPeople">bit.ly/AbuseOfOlderPeople</a></p> <p>#WEAAD2022 #ElderAbuse #AWorld4AllAges</p>
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<p><b>Tile 2</b></p>	<p>Priority 2: Generate better &amp; more data</p> <p>Abuse of older people can be addressed more effectively by doing research about what causes it, how widespread it is, and what works to reduce and prevent it.</p> <p>👉 <a href="https://bit.ly/AbuseOfOlderPeople">bit.ly/AbuseOfOlderPeople</a></p> <p>#WEAAD2022 #ElderAbuse</p>
<p><b>Tile 3</b></p>	<p>Priority 3: Develop and scale up cost-effective solutions</p> <p>Once we know what works to prevent and reduce the abuse of older people, this knowledge needs to be implemented by governments and decision makers – worldwide.</p> <p>👉 <a href="https://bit.ly/AbuseOfOlderPeople">bit.ly/AbuseOfOlderPeople</a></p> <p>#WEAAD2022 #ElderAbuse</p>
<p><b>Tile 4</b></p>	<p>Priority 4: Make an investment case</p> <p>Addressing abuse of older people will improve lives and protect human rights. But it can also reduce costs to economies and societies – and these benefits need to be clearly understood.</p> <p>👉 <a href="https://bit.ly/AbuseOfOlderPeople">bit.ly/AbuseOfOlderPeople</a></p> <p>#WEAAD2022 #ElderAbuse</p>
<p><b>Tile 5</b></p>	<p>Priority 5: Raise funds</p> <p>Resources available to address the abuse of older people are currently very limited. More funding is needed to tackle this issue effectively and reduce the number of older people who experience abuse.</p> <p>👉 <a href="https://bit.ly/AbuseOfOlderPeople">bit.ly/AbuseOfOlderPeople</a></p> <p>#WEAAD2022 #ElderAbuse</p>



### **Publication focused asset**

This tile can be used if your target audience is already sensitised to the issue, and you would like to primarily bring attention to the new publication. However, it should ideally be used together with the full infographic to account for a wider audience.

### **Sample tweet:**

Today is World Elder Abuse Awareness Day [#WEAAD].

Abuse of older people is a serious problem which has received too little attention for far too long.

This @UNDecadeAgeing, it's 🕒 to end the abuse of older people. Find out how in a new publication 📖

[bit.ly/AbuseOfOlderPeople](https://bit.ly/AbuseOfOlderPeople)