

## WORLD ELDER ABUSE AWARENESS DAY: PURSUING OUR ACTIONS!

**Baie-Comeau, June 11<sup>th</sup>, 2020** – As part of the World Elder Abuse Awareness Day, on June 15<sup>th</sup>, the Centre intégré de santé et de services sociaux (CISSS) de la Côte-Nord, as well as partners working with seniors in the region, want to raise awareness among the population on the importance of reporting any situation of abuse or intimidation.

Given the context of the COVID-19 pandemic, purple ribbons will not be distributed across the territory, but we still invite the population to show its support by wearing a purple garment. It will also be impossible to hold the usual awareness-raising activities that involve gatherings.

Nevertheless, this event deserves to be highlighted. The confinement and the different restrictions faced by seniors do not stop the abuse situations they may go through. On the contrary, certain seniors are now more isolated, and they become even more vulnerable to abuse.

According to World Health Organization, elder abuse can be defined as "a single, or repeated act, or lack of appropriate action, occurring within any relationship where there is an expectation of trust, which causes harm or distress to an older person."

### Elder Mistreatment Helpline

People who are victim of abuse, as well as relatives and other people involved, can contact the Elder Mistreatment Helpline at 1 888 489-ABUS (2287). This toll-free line available across Québec offers a professional, confidential, and bilingual service, every day from 8:00 a.m. to 8:00 p.m.

In the coming months, the regional coordinator for the fight against elder abuse, Ms. Claire Plante, will carry on with her actions related to the Regional action plan to combat maltreatment. The main objective is to raise awareness and to favour detection in order to counter elder abuse (ageism, intimidation and all its forms) while advocating a culture of well-treatment, based on the respect for the person and their needs, requests and rights, for example.

For more information on elder abuse, visit the following websites: <http://www.cisss-cotenord.gouv.qc.ca/en/care-and-services/seniors/elder-abuse/> or <http://www.aideabusaines.ca/en/>. You can also reach the regional coordinator at 418 962-9761, ext. 452427, or by email at [claire.plante.09cisss@sss.qouv.qc.ca](mailto:claire.plante.09cisss@sss.qouv.qc.ca).

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