

WORLD ELDER ABUSE AWARENESS DAY: LET'S WORK TOGETHER TO COMBAT MALTREATMENT AND PROMOTE WELL-TREATMENT

Baie-Comeau, June 12, 2023 – The Centre intégré de santé et de services sociaux (CISSS) de la Côte-Nord, as well as partners working with seniors in the region, invite you to join the solidarity movement and to wear purple to show your support for the fight against elder abuse.

Actions implemented

On the North Shore, like elsewhere in Quebec, elder abuse is a concrete reality. World Elder Abuse Awareness Day, on June 15th, is an opportunity to highlight the importance of implementing various actions to recognize, report and intervene to combat maltreatment towards anyone and promote well-treatment.

In the past few years, several actions were taken, including the creation of the Mistreatment Helpline (formerly known as the Elder Mistreatment Helpline), the arrival of regional and national coordinators specialized in maltreatment and the Act to combat maltreatment of seniors and other persons of full age in vulnerable situations. That is combined with the deployment of the third governmental action plan for 2022-2027 and more recently, the publication of the reference framework *Favoriser la bientraitance envers toute personne âgée dans tous les milieux et tous les contextes* (French only). These actions reinforce the importance of recognizing and working together to combat maltreatment in all environments.

Activities to mark June 15th

Maltreatment awareness activities and well-treatment actions will take place in CHSLDs, certain intermediate resources, private residences and several community organizations and partners in the fight against maltreatment, such as volunteer centres. There will also be several virtual [conferences](#) relevant to the topic.

Mistreatment Helpline

People who are victims of abuse, as well as relatives and other people involved, can contact the Mistreatment Helpline at 1 888 489-2287. This toll-free line available across Quebec offers a professional, confidential, and bilingual service, every day from 8:00 a.m. to 8:00 p.m. You can also call Info-Social at 811, option 2, 911 in case of an emergency, or the Service Quality and Complaints Commissioner at 1 833 677-6243.

For more information on elder abuse, visit the following websites:
<https://www.cisss-cotenord.gouv.qc.ca/en/care-and-services/maltreatment/> or
<https://www.aideabusaines.ca/en/>.

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Source: Noémie Caron
Information officer
Centre intégré de santé et de services sociaux de la Côte-Nord
418 589-9845, ext. 252265