

WORLD ELDER ABUSE AWARENESS DAY: LET'S TAKE ACTION, BECAUSE TOGETHER, WE ARE STRONGER THAN ABUSE!

Baie-Comeau, June 11th, 2019 – As part of the World Elder Abuse Awareness Day held on June 15th, 2019, 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.

For the occasion, purple ribbons will be distributed throughout the territory. The population is invited to wear this ribbon as well as purple clothing in support of the campaign. Activities will be held this week throughout the region, such as workshops on abuse and well-treatment (“Ce n’est pas correct!”, snakes and ladders game, upside down words), the presentation of certificates advocating well-treatment, the distribution of special snacks in CHSLDs and intergenerational activities.

According to the World Health Organization, “Elder abuse is 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 intervenors, 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. Actions to come are based on the Act to combat maltreatment of seniors and other persons of full age in vulnerable situations as well as on the Plan d’action gouvernemental pour contrer la maltraitance envers les personnes âgées 2017-2022, which includes four main orientations and 52 measures.

The main objective is to raise awareness and to favour the detection in order to counter elder abuse (ageism, intimidation and all its forms) while advocating a well-treatment culture notably based on the respect for the person according to their needs, their requests and their rights.

For more information about elder abuse, visit the following websites: <http://www.cisss-cotenord.gouv.qc.ca/soins-et-services/personnes-agees/maltraitance/> 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@ssss.gouv.qc.ca.

- 30 -

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