

## WORLD ELDER ABUSE AWARENESS DAY: THE IMPORTANCE OF TAKING ACTION!

**Baie-Comeau, June 10<sup>th</sup>, 2021** – 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, invite you to join the solidarity movement and to wear purple to show your support for the fight against elder abuse.

It is very important to highlight the importance of taking action to counter ageism, ensure respect for the rights and needs of seniors, and report any situation of abuse, whether it is psychological, physical, sexual, financial, organizational or other. Well-treatment remains our main objective in order to improve the living conditions of our relatives, regardless of their living environment.

According to the 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, whether it is intentional or not.

### Elder Mistreatment Helpline

People who are victims 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. Keep an eye on the Facebook page of the CISSS de la Côte-Nord, where video capsules on abuse prevention, produced by the CIUSSS du Centre-Sud-de-l'Île-de-Montréal, will be posted starting today.

For more information, or to organize awareness activities, you can contact the regional coordinator for the fight against elder abuse, Ms. Claire Plante, by email at [claire.plante.09ciyss@ssss.gouv.qc.ca](mailto:claire.plante.09ciyss@ssss.gouv.qc.ca).

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

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