

## **WORLD ELDER ABUSE AWARENESS DAY: LET'S JOIN TOGETHER TO COUNTER ABUSE AND PROMOTE POSITIVE TREATMENT**

**Baie-Comeau, June 15, 2022** – The Centre intégré de santé et de services sociaux (CISSS) de la Côte-Nord as well partners working with elders in the region invite you to join this movement of solidarity and wear purple to show your support for the fight against the abuse of seniors.

### **A few numbers**

On the North Shore, much like anywhere else in the province of Quebec, elder abuse is a current reality. The recent pandemic served to shed light on the importance of taking action collectively in order to prevent it and counter it.

The Study on Elder Abuse published by the Institut de la statistique (released in 2020) revealed that in 2019, approximately 6% of seniors living at home in Quebec declared having experienced at least one form of abuse in the 12 months before the survey. This represents about 79,000 Quebecers. It is important to note that this number does not account for abuse experienced in long-term residential care centres (CHSLDs). This finding emphasizes the importance of uniting and taking action to prevent and counter the abuse of seniors in our community.

### **Activities to celebrate June 15**

Awareness activities addressing both the abuse and positive treatment of elders will be held in CHSLDs, intermediate resources and some private residences. Many community organizations, the Sûreté du Québec and local senior round tables will be participating. There will also be information stands in some areas and the distribution of promotional materials.

### **Elder Mistreatment Helpline**

Persons who are struggling with abuse, as well as their loved ones and their social workers, can contact the Elder Mistreatment Helpline (Aide Abus Aînés) at 1 888 489-ABUS (2287). This line is accessible free of charge across the province and offers professional, confidential and bilingual services every day from 8 a.m. to 8 p.m.

For more information on the subject of abuse, please visit the following sites: <http://www.cisss-cotenord.gouv.qc.ca/soins-et-services/personnes-agees/maltraitance/> (in French) and <https://www.quebec.ca/en/family-and-support-for-individuals/violence/mistreatment-of-older-adults>.

- 30 -

Source: Jean-Christophe Beaulieu  
Information officer  
Centre intégré de santé et de services sociaux de la Côte-Nord  
418-962-2572, extension 414009