

**PROCLAMATION REQUEST –
ELDER ABUSE AWARENESS MONTH**

Recommendation

The City Clerk recommends:

- 1) That June 2007 be proclaimed as “**Elder Abuse Awareness Month**”; and
- 2) That the proclamation be posted on the City's website, published on the City Page, space permitting, and that staff issue a news release.

Economic Impact

N/A

Communications Plan

The Corporate Communications Department posts proclamations issued by the City on the City's website under “Events – Proclamations”. Publishing proclamations on the City Page depends on space availability. Corporate Communications will, given sufficient lead-time, issue news releases in support of the proclamation.

Purpose

To respond to the request received from the President, Toronto Residents in Partnership.

Background - Analysis and Options

The correspondence received from the President, Toronto Residents in Partnership, dated April 17, 2007 is attached (Attachment #1).

One of the criteria of the City's proclamation policy to be eligible for Council to consider the proclamation is that the event or matter is one that the City would consider directly sponsoring. A similar proclamation was issued last year.

The President, Toronto Residents in Partnership has requested the City publicize this proclamation which will help promote recognition and awareness of elder abuse as a public health and human rights issue. The City of Vaughan proclaimed Elder Abuse Week in 2006 in response to a request received from the Chair, Prevention of Elder Abuse Committee of York Region.

Relationship to Vaughan Vision 2007

This report is consistent with the priorities set forth in Vaughan Vision 2007, particularly ‘A – Serve our Citizens’ and the necessary resources have been allocated and approved.

Regional Implications

This proclamation will bring awareness of Elder Abuse throughout the Region.

Conclusion

Staff is recommending that June 2007 be proclaimed as "Elder Abuse Awareness Month" and that the proclamation be posted on the City's website and published on the City Page, space permitting.

Attachments

Attachment #1 - Correspondence from the President, Toronto Residents in Partnership, dated April 17, 2007

Report prepared by:

John D. Leach, City Clerk

Respectfully submitted,

John D. Leach,
City Clerk

Janice Atwood-Petkovski,
Commissioner of Legal and Administrative Services



RECEIVED

APR 17 2007

CLERK'S DEPT.

April 17, 2007

Dear Mayor:

As in every other community in Ontario, Seniors are the fastest growing segment of your constituency. And this growth is not in Ontario alone. The trend to older populations is a worldwide phenomenon.

With the rise in numbers, we are also seeing a rise in cases of **Elder Abuse**.

As you know, Elder Abuse takes a number of forms, ranging from financial exploitation and neglect, to psychological and even physical harm.

Like other forms of abuse, Elder Abuse is abetted by silence. A community that is unaware of the causes and the nature of Elder Abuse and is not exploring possible means of prevention and redress is putting its Seniors at risk.

Community awareness is a critical first step to ending Elder Abuse.

For the past five years, Toronto Residents In Partnership has taken up the challenge to have municipalities across the Province recognize the signs and the consequences of Elder Abuse. At TRIP's invitation, the City of Toronto was the first city in the world to proclaim an Elder Awareness Month in 2002. The numbers today continue to grow. Won't you join with mayors and councils across and beyond the GTA to officially proclaim June Elder Abuse Awareness Month in your community?

Toronto Residents In Partnership is a not-for-profit organization whose members are dedicated to the promotion of racial, ethnic, religious and communal understanding, co-operation and harmony. We would be happy to offer our support and our assistance in drafting a Proclamation document, providing an information package, and in recognizing and publicizing your community's participation in this initiative.

Thank you for your participation.

Harvey Starkman
President
Toronto Residents In Partnership

Mauti, Kay

From: Leach, John
Sent: Tuesday, April 17, 2007 1:19 PM
To: Mauti, Kay
Importance: High
Attachments: Elder Abuse letter.doc

From: Compagno, Mirella
Sent: Tuesday, April 17, 2007 12:25 PM
To: Leach, John
Subject: FW: Elder Abuse
Importance: High

Hi John,

this is a proclamation request.

Mirella Compagno
Executive Assistant to the Mayor
(905) 832-8585, Ext.8837
mirella.compagno@vaughan.ca

From: Toronto CCRER - Committee on Community Race & Ethnic Relations [<mailto:ccrer@toronto.ca>]
Sent: Tuesday, April 17, 2007 11:59 AM
To: mayor@city.cambridge.on.ca; mayor@city.peterborough.on.ca; bhalloran@city.waterloo.on.ca; ccarrier@collingwood.ca; townhall@goderich.ca; mayor@mississauga.ca; ctobey@penetanguishene.ca; clerks@town.midland.on.ca; steve.parish@townofajax.com; dwhite@townofbwg.com; mayor@vaughan.ca; council@whitby.ca
Subject: Elder Abuse
Importance: High

Please see attached regarding Elder Abuse Awareness Month. Your help in this matter will be greatly appreciated.

Thanks,
Harvey Starkman
416 395 6475

4/17/2007