

**PROCLAMATION REQUEST –
WORLD ELDER ABUSE AWARENESS DAY**

Recommendation

The City Clerk recommends:

- 1) That June 15, 2006 be proclaimed as “**World Elder Abuse Awareness Day**”; 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.

Purpose

To respond to the request received from the Chair, Prevention of Elder Abuse Committee of York Region.

Background - Analysis and Options

The correspondence received from the Chair, Prevention of Elder Abuse Committee of York Region (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. This may be the case with this request.

The Chair, Prevention of Elder Abuse Committee of York Region 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 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.

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.

Conclusion

Staff is recommending that June 15, 2006 be proclaimed as “World Elder Abuse Awareness Day” 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 Chair, Prevention of Elder Abuse Committee of York Region, dated April 21, 2006

Report prepared by:

John D. Leach, City Clerk

Respectfully submitted,

John D. Leach,
City Clerk

Janice Atwood-Petkovski,
Commissioner of Legal and Administrative Services

April 21, 2006

Dear:

I am writing on behalf of the **Prevention of Elder Abuse Committee of York Region**. I wish to inform you that on June 15, 2006 the province will be proclaiming **World Elder Abuse Awareness Day**. I have taken the liberty of enclosing information regarding our Committee.

The World Health Organization has proclaimed June 15, 2006 as World Elder Abuse Awareness Day and so our Committee is requesting that your Council join with others from around the world to declare June 15, 2006 as World Elder Abuse Awareness Day. Enclosed is a copy of a declaration that we hope you will find helpful.

Further to this declaration, we are planning a "**Senior's Awareness Day**", at the **Newmarket Seniors Centre from 1:30pm - 4:00pm on June 15, 2006**. This dynamic event invites participation from community seniors and their families. Local community members, including the York Regional Police Officers, have been invited to provide strategies to help prevent elder abuse and to provide information about the various forms of elder abuse which include physical abuse, financial abuse and neglect. Participants will have the opportunity to interact and discuss issues pertaining to elder abuse through the use of skits and other presentation formats.

This will be the first in a series of Elder Abuse Awareness presentations to be held in York Region with the goal of enhancing seniors' safety and awareness by providing them with information regarding all aspects of abuse and prevention, including information on the community agencies available to assist seniors. The series will provide this valuable information to many of the diverse ethnic communities that help York Region thrive and flourish.

Your participation by proclaiming "**World Elder Abuse Awareness Day**" will help promote recognition and awareness of elder abuse as a public health and human rights issue. We are looking forward to an enjoyable day, where seniors and their families can meet and talk with service providers regarding these important issues.

Thank you for your support in promoting this event. If you have any questions please contact Miriam Snider-Petry 905-895-1334 Ext. 6510 or email ms_p05@msn.com.

Sincerely,

Miriam Snider-Petry

Miriam Snider-Petry

Chair Prevention of Elder Abuse Committee of York Region.

Encl.

World Elder Abuse Awareness Day Municipal Declaration

Whereas: (Country Name)'s seniors deserve to live safely with dignity, and as independently as possible, with the supports they need.

Whereas: Elder abuse is most often defined as any act that harms a senior or jeopardizes his or her health or welfare.

Whereas: Eliminating abuse to older persons is each community's responsibility; the (City/Town) of (Name) is concerned about the risk to our older residents who suffer from neglect or are victims of financial, emotional or physical abuse.

Whereas: All of our residents should watch for signs of abuse such as physical trauma, withdrawal, depression, anxiety, fear of family members, friends or caregivers; and

Therefore: I, Mayor (insert name), on behalf of the (City, Town) of (Name) Council and the people of our great city, do hereby proclaim June 15, 2006 as Elder Abuse Awareness Day and encourage everyone to commit to build safer communities for our elderly residents.

Signed: Mayor _____

Prevention of Elder Abuse Committee of York Region

WHO WE ARE....

The **Prevention of Elder Abuse Committee of York Region** is a collaboration of healthcare and social service providers in York Region that was formed in 1990. Over the past **16 years**, members of the Committee have become knowledgeable and a valuable resource in the community to respond to elder abuse.

The Committee is seen as the leaders in York Region, whose members can be contacted by other agencies for support and it also helps facilitate linkages between agencies in responding to abuse and other related issues. There is no other committee that encompasses agencies from both health and social service of this kind in the community of York Region who meets regularly to specifically address issues related to the prevention of elder abuse or develops programs/tools to assist vulnerable seniors and families. We hope that seniors will also join this committee and become active in these activities.

The **Prevention of Elder Abuse Committee of York Region** is an independent committee with the **GOAL** of facilitating the planning and coordination of educational activities related to elder abuse prevention in York Region and brings awareness of elder abuse issues to all segments of the York Region community. The Committee is dedicated to the awareness and promotion of prevention of elder abuse in York Region and acts as a resource on elder abuse to the community.

This committee has accomplished significant projects since it started including:

- Development of an *Elder Abuse Awareness Manual* (1993),
- Protocol on *The Identification and Detection of Elder Abuse (IDEA)*
- Participated in hosting a Community Connecting Modules workshop (Feb 03)
- Received Community Crime Prevention Grant (\$11,900):
 - Purchased a display board (multi-lingual)
 - Produced 20,000 brochures which were translated into four (4) languages English, French, Chinese and Italian (2002)
- Launched Pamphlet (2003)
- Rotation of the Elder Abuse Display board at Senior Centres, LTC homes, etc – expansion of visibility in York region to heighten profile of issue (2004 - on-going)
- Participated in the Best Practices Resource Guide Focus Group (2004)
- Participated in a joint meeting with other central east elder abuse networks to discuss protocol development and share ideas of the Committee's work (2005)
- Ongoing collaboration with community agencies and organizations, police, and seniors
- Provision of "Free" education initiatives on topics relevant for seniors and health providers who are working with the seniors in the region (on-going)
 - Community education session at McConaghy Centre 1998
 - Northern York region with school children 1999
 - Two education sessions with religious leaders 1999

- Education to seniors group Stouffville 2005
 - Organized Public Guardian and Trustee Presentation–full attendance!
(2005)
- Grant Application sent to New Horizons and accepted for promoting awareness in the senior population.
- Incorporated educational days into core Committee meetings to update members on services for older adults in York Region (on-going)

The effort and accomplishment achieved by this Committee have improved the coordination of services in York Region which has had a positive impact for seniors themselves, their families and caregivers seeking assistance.