



## World Elder Abuse Awareness Day

Each year on the 15<sup>th</sup> June, the world collectively opposes and raises the awareness of the abuse that our older generations are at risk of or are suffering from. Elder abuse presents in many forms including physical, emotional, sexual, financial and/or neglect. Prior to Covid 19, Action on Elder Abuse estimated that more than one million older people in the UK were experiencing either abuse or neglect. Social isolation and loneliness during the pandemic has increased the risk of abuse further. Now more than ever, we need to raise awareness of Elder Abuse and encourage victims and those concerned to speak up. **Older people who may be suffering are our parents, grandparents, aunts, uncles, our loved ones and those with a lifetime of experience whom deserve respect and dignity like everyone else.**

Older people are more likely to have a physical disability or a cognitive impairment, be socially isolated and because of this they can be more susceptible to experience abuse from the hands of a family member, partner or care provider. These specific barriers which older people face make reporting of own abuse additionally difficult. Media reaches out to prevent domestic violence but most of the people portrayed in the images are of young women not the older population. Yet older victims are more likely to be living with the abuser after reaching out for help. Polling Data commissioned by Hourglass 2020 found that 1/3 of UK residents don't perceive acts of domestic violence towards older people to count as actual abuse.

**If you see something, say something.** If you suspect an older person is at risk or is experiencing abuse or neglect please refer to the Safeguarding Adults Policy on the intranet. If an older adult is at risk of immediate threat then you need to contact the police.

**The Silver Line Helpline 0800 470 80 90** is available for people aged 55 years and over. This confidential helpline is available 24 hours a day and provides people with telephone friendship, advice and information regarding local groups and services.

**Action on Elder Abuse 0808 808 8141** is available Monday to Friday 9am-5pm for older people at risk of abuse and for individuals that are concerned about elder abuse.

**Dementia Connect Support Line 0333 150 3456** is available Monday – Wednesday 9am to 8pm, Thursday to Friday 9am to 5pm, Saturday & Sunday 10am to 4pm. Advisors available for people with dementia during Covid 19.

**Signposting older people to professional services to ensure they stay connected is one way of preventing loneliness and keeping people safe.**