

World Elder Abuse Awareness Day
Is June 15th, but Elder Abuse
Happens Every Day...
Do Something About It!



CALL (1-888-277-8366)
TO REPORT ABUSE
<http://www.myspace.com/tvac2008>



WEAAD 2008

in
**Nashville, Tennessee
USA**

...publicized with
twenty-one billboards
throughout the state...

The Tennessee Vulnerable Adult Coalition, along with the Tennessee Commission on Aging and Disability (TCAD), planned a rally at Legislative Plaza in Nashville Tennessee to raise awareness on the issue of elder abuse. Ten organizations had information booths at the rally, including the Metro Nashville Police Department, Tennessee Division of Consumer Affairs, the YWCA, Adult Protective Services and TCAD. Other remembrances of the date were held in Chattanooga, with a proclamation signed by the mayor, and other east Tennessee communities.

General Sessions Judge Dan Eisenstein was the keynote speaker, who told the crowd of more than 90 persons, of the need for awareness of this issue. He said that as a result of being invited to speak, he has asked the court clerks to start keeping statistics on elder abuse cases in Davidson County. District Attorney Criminal investigator Stan Jablonski told the crowd they had a one in three chance of being abused when they became elderly.

State Senator Douglas Henry, also told the crowd that he supported their work in protecting Tennessee's elderly.

The event was covered by Nashville Public Radio and Channel 4 news. Pre publicity included a local talk show on News Channel 5 discussing the issues with a representative from APS, the Tennessee Bureau of Investigation and Tennessee Vulnerable Adult Coalition. The event was also publicized online in the Tennessean's community pages. A post event interview, again with representatives from APS, TBI and TVAC will be on Nashville's radio 92Q. A MySpace page was also developed and advertised. <http://www.myspace.com/tvac2008>



World Elder Abuse Awareness Day was publicized with 21 billboards throughout the state, funded by AoA Elder Abuse funds and private donations. A picture of the board above. The rally was funded by AoA elder abuse funds. Organizers included Janet Lamb of TCAD, Vickie Lawson, Michelle Mowry Johnson, Lori Krauth and Renee Bouchellon of APS, and Rita Brockman Baker of the Metro Nashville police department.

Politicians showed interest, but most were all out of town as the State Legislature was not in session. Senators and Congressmen did not send representatives.



The most challenging was getting media attention. Even getting on the calendar of events for newspaper and TV stations was an ordeal with unsatisfactory results. Submitting notices through email did not guarantee that it would be opened by the agency at all. Personal contact with the media is necessary for any kind of publicity of the event. The coalition worked the best, in that all were committed to making the event a success and made sure that persons attended in support of the rally.



To get a bigger crowd next year, a poster contest for children might be considered. If we include day care facilities and plenty of room for displays, we could get children and maybe parents to come to the event. It would also raise awareness of children to look out for their elders. I would continue to have speakers and booths.

The event is worth repeating.
It is a worthwhile cause and interest in the topic is going to grow.

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