



WORLD ELDER ABUSE AWARENESS DAY
(WEAAD) 2010
Silver Inning Foundation
Programme Report
India

On the occasion of 5th Global World Elder Abuse Awareness Day 15th June 2010 , Silver Inning Foundation (SIF), A Dedicated organization for senior citizens and their family members commemorated World Elder Abuse Awareness Day from 21st May to 25th June 2010. It has taken the initiative to host various events to create awareness and sensitize the Government and the Civil Society to eliminate elder abuse at both micro and macro level. It also did networking with organizations working with elderly in Mumbai and all over India.

World over 15th June is marked as World Elder Abuse Awareness Day by INPEA. INPEA is an organization, founded in 1997, which is dedicated to the global dissemination of information as part of its commitment to the world-wide prevention of the abuse of older people. The United Nations International Plan of Action adopted by all countries in Madrid, April 2002, clearly recognizes the importance of addressing and preventing abuse and neglect of older adults and puts it in the framework of the Universal Human Rights. INPEA is dedicated to supporting the plan of action. World Elder Abuse Awareness Week programme aims to increase society's ability, through various programmes, to recognise and respond to the mistreatment of older people in whatever setting it occurs, so that the latter years of life will be free from abuse, neglect and exploitation.

Objective:

- To create awareness in elderly people themselves regarding what comes under elder abuse.
- To sensitize young people regarding elder abuse and to bridge the intergenerational gap between elderly and young people.
- To create awareness in media and society at large regarding elder abuse.

World Elder Abuse Awareness Day 2010, Month long Programme Detail:

I. 3rd Annual Essay Competition 2010 on Elder Abuse (WEAAD) 2010 : <http://silverinnings.blogspot.com/2010/05/3rd-annual-essay-competition-2010.html>

Following were Terms and Condition:

- Essay should not be less than 2000 words
- Essay should only be in English language
- Essay should be sent by Email only (soft copy only)
- No hard copy will be accepted
- It's open to all Indian Residence / POI / NRI
- People from other country can also participate, but they will not be part of competition.

Essay of maximum 2000 words were invited in following category and topics:

1) For all age group:

'Elders Abuse - The Change Has to Start at Our Home'

2) For School Students - Class 5th to class 10th:

"My Grandparents - Our Golden Treasures"

3) For Students - 1st year College to Post graduation :

'No Excuse for Elder Abuse - Signs and Solutions'

Winners were announced on 16th July 2010:

<http://silverinnings.blogspot.com/2010/07/results-announced-for-3rd-annual-essay.html>

1) For all age group: 'Elders Abuse - The Change Has to Start at Our Home' :

1st Best : Vasanthi Sankaranarayanan – Rs.500/- and Certificate

2nd Best : Dr Vineeth S - Participation Certificate

3rd Best : M. A. PUROHIT - Participation Certificate

1st Consolation: Pradnya Surve - Participation Certificate

2nd Consolation: Arundathi Kaikini - Participation Certificate

2) For School Students - Class 5th to class 10th: “My Grandparents - Our Golden Treasures” :

1st Best: Manav Varma , 12 yrs - Rs.500/- and Certificate

3) For Students - 1st year College to Post graduation : 'No Excuse for Elder Abuse - Signs and Solutions':

1st Best: Vishakha Gupta – 19 yrs , 2nd graduate student - Rs.500/- and Certificate

2nd Best : Achala Gupta , MSW - Participation Certificate

3rd Best : Yash Bharadwaj ,2nd Yr Law Student - Participation Certificate

Participation Certificate will be also given to:

1. Dr Vineeth S
2. M. A. PUROHIT
3. Pradnya Surve
4. Arundathi Kaikini
5. Achala Gupta
6. Yash Bharadwaj
7. Vanita Kumta
8. Mrs.Prerana D.Desai
9. Shinsy P S
10. Resy Antony

II. WEAAD 2010 Bangalore School Report



JNANAJYOTHI U3A BENGALURU, KARNATAKA in association with Silver Inning Foundation organized Debate on Elder Abuse the occasion of World Elder Abuse Awareness Day 2010.

" Law can definitely curb abuse of elders in the family. The enactment of Maintenance of Parents and Senior Citizens Welfare act gives adequate teeth . Recent incidents indicate that justice may be delayed but can never be denied," argued a group of teenagers. Another group vehemently opposed stating that a number of law exists on paper only and anyway parents rarely go to court to get redress and they would rather prefer to suffer in India. The statements were a topic of debate organized for High School students celebrating "World Elder Abuse Awareness Day 2010" at their monthly meet by Jnanajyothi U3A.

First three prize winners Kirthana (JSS Public School), Rashmi K. Swamy (Ahalya Bai), and Roopashree (Prarthana) were awarded cash vouchers, mementos and appreciation certificates couriered by Silver Inning Foundation, Mumbai appreciating efforts of sister organisation. Madhuranathan's Rolling Shield was lifted by JSS Public School. N.B.Jayapraksh Dignity Foundation's Bengaluru Chapter Director, Rekha Murthy, Officer-in-Charge of Bangalore Unit of HelpAge India and V.R. Kulkarni, Secretary General of elder forum Swasahaya were the members of jury.

At the closing ceremony, stationery kits were distributed to children of domestic service providers under VIDYAKIRAN scheme, a Capacity Building project of Senior Citizens. The event was organized by Mr. M.R.Rangaswamy , President , JNANAJYOTHI U3A, BENGALURU, KARNATAKA, India

III. ICT (Information, Communication & Technology) Platform

Bulk SMS

To spread the awareness to common person with regards to Elder Abuse bulk sms were sent to mobile via internet. Silver Inning Foundation sent **3000 SMS** on 15th June 2010 Quoting: **Today is World Elder Abuse Awareness Day. Say NO to Elder Abuse. Love, Care & Respect Elders. Dial Elder Helpline 1298 or 1090 in Mumbai. Email: info@silverinnings.com**

Email

Silver Inning Foundation also sent Bulk Emails to 5000 people with regards to Elder Abuse Awareness.

IV. Social Media

Silver Inning Foundation created awareness by spreading the message through various Social Media tool including: Facebook ,Twitter , Blog , Yahoo group etc.. Following kind of posters were posted on different forum.

SENIOR CITIZENS NATIONAL PROTEST DAY AUGUST 16,2010, India

Senior Citizens, in spite of their number, collective wisdom & experience are continued to be ignored & marginalized by government of India



Contact for more info:

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Issued by Silver Inning Foundation
WEAAD 15th June 2010



V. Print Media

Silver Inning Foundation also created awareness by spreading the message through various Print Media including local language news paper :





VI. Talk



1. 6th June 2010 Interactive AV Talk on Understanding Dementia and Abuse at Home at Senior Citizens Association, Andheri East , Mumbai . 75 Senior Citizens participated.
2. 15th June Silent Walk at Joggers Park , Mira Road , around 105 people participated

3. 20th June Talk on Elder Abuse at Cosmopolitan School , 60 Senior Citizens attended

This Programme was supported by INPEA (International Network for Prevention of Elder Abuse) Indian Chapter through Development, Welfare and Research Foundation (DWARF) and 'Little Things Matter Initiatives' (LTMI).

Together, we all have the power to prevent elder abuse



“My World... Your World... Our World – Free of Elder Abuse”