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## MINISTER RESPONSIBLE FOR SENIORS PROCLAIMS TODAY ELDER ABUSE AWARENESS DAY IN MANITOBA

Healthy Living Minister Kerri Irvin-Ross, minister responsible for seniors, has proclaimed today Elder Abuse Awareness Day in Manitoba at a provincial recognition event and official launch of the *It's Everybody's Business* elder abuse video at the St. Vital Silver City in Winnipeg. The video will serve as an important tool in increasing awareness and preventing abuse across Manitoba.

"In a world where everyone deserves to live free of the fear of abuse, Elder Abuse Awareness Day is a time to create supportive communities, increase awareness and ensure older adults know where to find help," said Irvin-Ross. "In Manitoba, we are committed to creating age-friendly communities that are respectful of people of all ages and address the issue of abuse of older adults."

Other activities at the event include highlights from the Manitoba Elder Abuse Awareness Day student project and presentations to the winners of the first Manitoba Elder Abuse Awareness Recognition Awards, sponsored by the Seniors and Healthy Aging Secretariat.

The objective of this day is to raise awareness of elder abuse throughout the world and show support for prevention initiatives. The theme for the day, My World...Your World...Our World – Free of Elder Abuse provides an important vision, said the minister.

Manitoba's elder abuse strategy is supported by the Seniors and Healthy Aging Secretariat and includes a provincial toll-free seniors abuse line, education and awareness initiatives, the development of community-based networks and funding to community partners including Age & Opportunity which provide support services for older adults affected by this issue.

"We recognize that addressing the issue of abuse of older adults is one way of developing an age-friendly Manitoba that supports older adults in leading active, socially engaged, independent lives that contribute to healthy aging," said Irvin-Ross. "Working together with communities to build programs and services that benefit older adults will have an impact on the health, independence and well-being of all older Manitobans. The goal is to make Manitoba the most age-friendly province in Canada."

More information about elder abuse is available from the Manitoba Seniors and Healthy Aging Secretariat Seniors abuse line at 1-888-896-7183 (toll-free) or in Winnipeg at 945-1884.

Older adults living in facilities such as personal-care homes or hospitals who may be affected by abuse can contact the Protection for Persons in Care Office at 204-788-6366 or 1-866-440-6366 (toll-free).

