

Elder Abuse Awareness & Prevention Toolkit

EMPOWERING COMMUNITIES TO RECOGNIZE, RESPOND,
AND PREVENT ELDER ABUSE



DEVELOPED BY THE NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS (NEVR)
FUNDED BY THE COUNCIL TO REDUCE ELDER ABUSE (CREA)

Acknowledgments

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We extend our heartfelt gratitude to our community partners, contributors, and volunteers, whose insight, creativity, and dedication helped bring this project to life.

This toolkit was made possible through the generous support of the Council to Reduce Elder Abuse (CREA). Their funding and commitment to community collaboration have empowered NEVR to develop this comprehensive, accessible, and culturally responsive digital resource to raise awareness about elder abuse and promote prevention across British Columbia.

Finally, we acknowledge the many seniors, caregivers, and frontline service providers whose lived experiences, stories, and feedback guided this work. Your voices remain at the heart of this toolkit and the progress it represents, toward a future where all older adults can live with dignity, safety and respect.



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About the Network to Eliminate Violence in Relationships (NEVR)

Founded in 2011, the Network to Eliminate Violence in Relationships (NEVR) is a collaborative, multi-sectoral network based in British Columbia that brings together professionals, organizations, and community leaders committed to ending relationship violence in all its forms.

Our Vision: Violence in relationships will be non-existent in our community.

Our Work: Through our ongoing projects, conferences, publications, and community partnerships, NEVR focuses on:

- **Education and Training:** Developing and sharing evidence-based resources, books, workshops, and toolkits that build awareness and prevention capacity among service providers and the public.
- **Networking and Collaboration:** Bringing together cross-sectoral professionals to share strategies, research, and promising practices that reduce the incidence and impact of violence in relationships.
- **Research and Resource Sharing:** Partnering with academic institutions and frontline organizations to strengthen data-informed approaches to violence prevention and intervention.
- **Advocacy and Public Awareness:** Engaging the public in campaigns and conversations that challenge stigma, promote healthy relationships, and amplify the voices of survivors.

Our Commitment to Addressing Elder Abuse

Elder abuse is one of the least reported yet most damaging forms of relationship violence. NEVR is deeply committed to increasing public understanding of elder abuse as part of the broader continuum of relationship violence. By promoting intergenerational respect, community vigilance, and accessible support networks, NEVR aims to ensure that older adults can live with dignity, independence, and safety.

Website: nevr.org



Introduction

Purpose

This toolkit was created to help organizations, caregivers, and communities raise awareness of elder abuse, promote recognition and response through accessible, ready-to-use digital communication materials.

Funded by the Council to Reduce Elder Abuse (CREA), this initiative supports NEVR's mission to eliminate violence in relationships through education, collaboration, and advocacy.

Vision

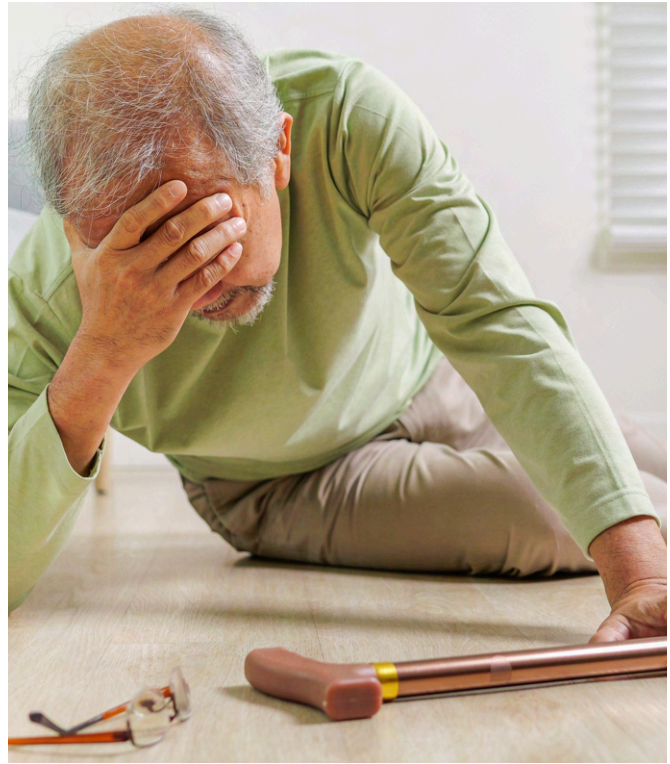
To create a digital toolkit to empower communities to recognize, respond and prevent elder abuse.

Goals

- To create a social media campaign.
- Increase public awareness of elder abuse and prevention strategies.
- Provide digital tools that can be easily shared, customized, and used by community partners.
- Foster inclusive conversations that empower both seniors and caregivers.
- Promote consistent, coordinated messaging across British Columbia.

Understanding Elder Abuse

Elder abuse is any action, or lack of appropriate action, within a relationship of trust that causes harm or distress to an older adult. It is a serious social and public health issue that can occur anywhere; within families, care homes, hospitals, or the wider community. Sadly, it often goes unreported due to fear, dependence, shame, or lack of awareness about what constitutes abuse.



Forms of Elder Abuse

- **Physical Abuse:** Hitting, pushing, or rough handling.
- **Emotional or Psychological Abuse:** Verbal insults, intimidation, humiliation, coercion, stalking or social isolation in person or online.
- **Financial Abuse:** Misuse or theft of an older adult's money, property, or assets.
- **Sexual Abuse:** Any non-consensual sexual contact, touching, or exploitation.
- **Neglect:** Failure to provide basic necessities such as food, shelter, medical care, or emotional support.
- **Spiritual or Cultural Abuse:** Preventing an older adult from practicing their faith or cultural traditions, or using beliefs to manipulate or control them.

Common Warning Signs

Watch for:

- Unexplained injuries, frequent “accidents,” or medical issues left untreated.
- Sudden changes in finances, property transfers, or banking patterns.
- Withdrawal, fearfulness, anxiety, or sudden mood changes.
- Poor hygiene, malnutrition, or lack of necessary aids such as glasses or mobility supports.

A Simple Framework for Action -

“SEE it. NAME it. CHECK it.”

Notice the signs, name what's happening, and check in with others or professionals who can help.

Toolkit Overview



This toolkit includes a collection of ready-made materials that can be used individually or as a full campaign. Additionally, each item in this toolkit is designed for reuse across multiple digital formats and platforms.

Category	Examples	Purpose
Social Media Assets	Ready-made visuals + captions	Raise awareness online
Blogs articles	Educational posts	Deepen understanding
Newsletters	Themed PDFs	Strengthen outreach
Quotes, Quizzes & Polls	Ready-made visuals & Interactive tools	Encourage reflection
Videos	Short Videos	Engage diverse audiences
Content Calendar	Year long plan	Guide consistent posting

How to Use the Toolkit:

The toolkit is designed for flexible use by organizations, community groups, and individuals.

- **Social Media:** Share posts and reels across Facebook, Instagram, X, and LinkedIn and tag NEVR's official social media accounts which are:
 1. Instagram and X: @violencenevr
 2. Facebook: NEVR Campaign
 3. LinkedIn: Network to Eliminate Violence in Relationships (NEVR)
- 4. Use campaign hashtags which are indicated on each material inside the toolkit. You can also share them as WhatsApp broadcasts.
- **Workshops & Events:** Display quote graphics, play awareness videos, and use polls for discussion.
- **Newsletters & Emails:** Adapt newsletter content or blog summaries to your audience.
- **Websites & Blogs:** Republish content pieces or embed NEVR resources.
- **Training Sessions:** Use slides, blog snippets, or quizzes for education and engagement.



Deployment & Repurposing Strategies



Each resource in this toolkit is formatted for seamless reuse across various digital platforms:

Format	Repurpose Ideas
Quotes & Social Media Graphics	Turn into short video reels, posters, flyers or handouts during outreach events. Display them on digital screens in community centres, clinics, or libraries.
Videos	Adapt scripts into radio PSAs or podcasts
Blog Posts	Use as website articles, newsletters, or speaking notes
Polls & Quizzes	Recreate as interactive stories or workshop icebreakers
Emails	Convert to press releases or partner bulletins

Introduction to Social Media Communication for Beginners



This section is designed to help organizations, caregivers, and first-time users create, set up, and confidently manage social media profiles to share elder abuse awareness messages.

A. Step-by-Step: How to Set Up a Social Media Profile

1. Facebook (recommended for community engagement)

Create a Page (for organizations):

1. Visit facebook.com/pages/create.
2. Select “Community or Nonprofit Organization.”
3. Enter your page name, category, and short description.
4. Click Create Page.
5. Upload:
 - Profile Photo: Your organization’s logo (minimum 170x170 px). Must be JPEG or PNG not PDF.
 - Cover Photo: Toolkit banner, event image, or community photo (1200x628 px recommended).
6. Add contact info, website, and location under “Page Info.”
7. Click Edit Page Buttons → Add a call to action like “Contact Us” or “Learn More.”
8. Invite your network to follow your page and like your posts.

Tip: Adjust settings under Page Settings → Privacy to restrict posting access to approved administrators only.

Introduction to Social Media Communication for Beginners



2. Instagram - recommended for visuals and awareness posts

How to Create an Account:

- Download the Instagram app or visit [instagram.com](https://www.instagram.com).
- Click Sign Up: Use your organization's email address.
- Choose a clear username (e.g., @ViolenceNEVR).
- Upload:
 1. Profile Photo: Your logo (circular format).
 2. Bio (150 characters max): E.g. "Working to prevent elder abuse and promote dignity, safety, and respect. #EndElderAbuse"
- Add website link
- Go to Settings → Account → Switch to Professional Account → Choose "Nonprofit Organization."
- Link to your Facebook Page for cross-posting.
- Engagement Tip: Use Instagram Highlights to group content e.g., "Signs of Abuse," "Prevention Tips," "Caregiver Support."

3. LinkedIn - recommended for professional outreach and partnerships

How to Create a Company Page:

- Go to [linkedin.com](https://www.linkedin.com) → Click Work → Create a Company Page.
- Choose "Small Business" or "Nonprofit."
- Fill in: Page name, website: (your URL), Industry (Nonprofit Organization Management / Community Services) and organization size & type: e.g., "1-10 employees / Nonprofit."
- Upload a logo (300x300 px) and banner (1128x191 px)
- Write an About Section (2-3 sentences):

"We work collaboratively to eliminate violence in relationships and raise awareness about elder abuse prevention through education and advocacy."
- Add location and contact info.
- Engagement Tip: Share articles on safe aging, community updates and videos monthly to build credibility among partners and professionals.

Introduction to Social Media Communication for Beginners

4. X (Twitter) – recommended for quick updates and advocacy

Create an Account:

1. Go to twitter.com → Click Sign Up.
2. Use your organization's name and email.
3. Choose a short handle (e.g., @StopElderAbuse).
4. Upload a profile picture (your logo) and banner image
5. Sample bio: "Raising awareness about elder abuse and promoting dignity and respect across BC. #ItsNotRightBC."
6. Pin your most important tweet (e.g., campaign launch, event invite).
7. Follow partner organizations, municipalities, and local news outlets.

Engagement tip: Keep posts short (max 280 characters). Pair every tweet with one visual, a link, and 2–3 hashtags for visibility.

B. Posting Basics

What to Post:

- Use ready-made templates from this toolkit (images, videos, blog excerpts).
- Share local initiatives, community events, and support resources.
- Repost NEVR and CREA campaigns to stay aligned with province-wide messaging.

When to Post:

- Consistency matters more than frequency. Aim for 2 to 3 posts weekly.
- Best times: Best times to post for your account will be reported in your page analytics.

How to Post:

1. Upload your selected visual (image or video).
2. Copy and paste the caption from the toolkit.
3. Add hashtags (e.g., #ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse).
4. Tag partner organizations
5. Always include helplines at the end of your post:
 - Seniors Abuse & Information Line (SAIL): 1-866-437-1940
 - VictimLinkBC: 1-800-563-0808

Introduction to Social Media Communication for Beginners

C. Engagement & Community Building

- Respond to messages and comments promptly, especially questions about resources.
- Use polls, quizzes, and short videos to start conversations.
- Thank community members for sharing posts. This builds trust and visibility.
- Feature community voices (quotes, photos, or stories) with consent.

D. Accessibility, Privacy & Safety

- Add Alt Text (a short written description of an image) to describe each image for screen readers. Alt Text is used by people who are blind or have low vision, using a screen reader or people with slow internet where images don't load. All downloaded materials from this toolkit come with Alt Text.
- Avoid posting private information, photos of seniors, or identifiable caregivers without written consent.
- Monitor your comment section, remove or report harmful content.
- Keep tone respectful, factual, and non-confrontational, even when correcting misinformation.

E. Continuing Learning & Resources

Free online tools to build your digital skills:

- Meta Business Suite: Schedule and track Facebook & Instagram posts in one place.

facebook.com/business/tools/meta-business-suite

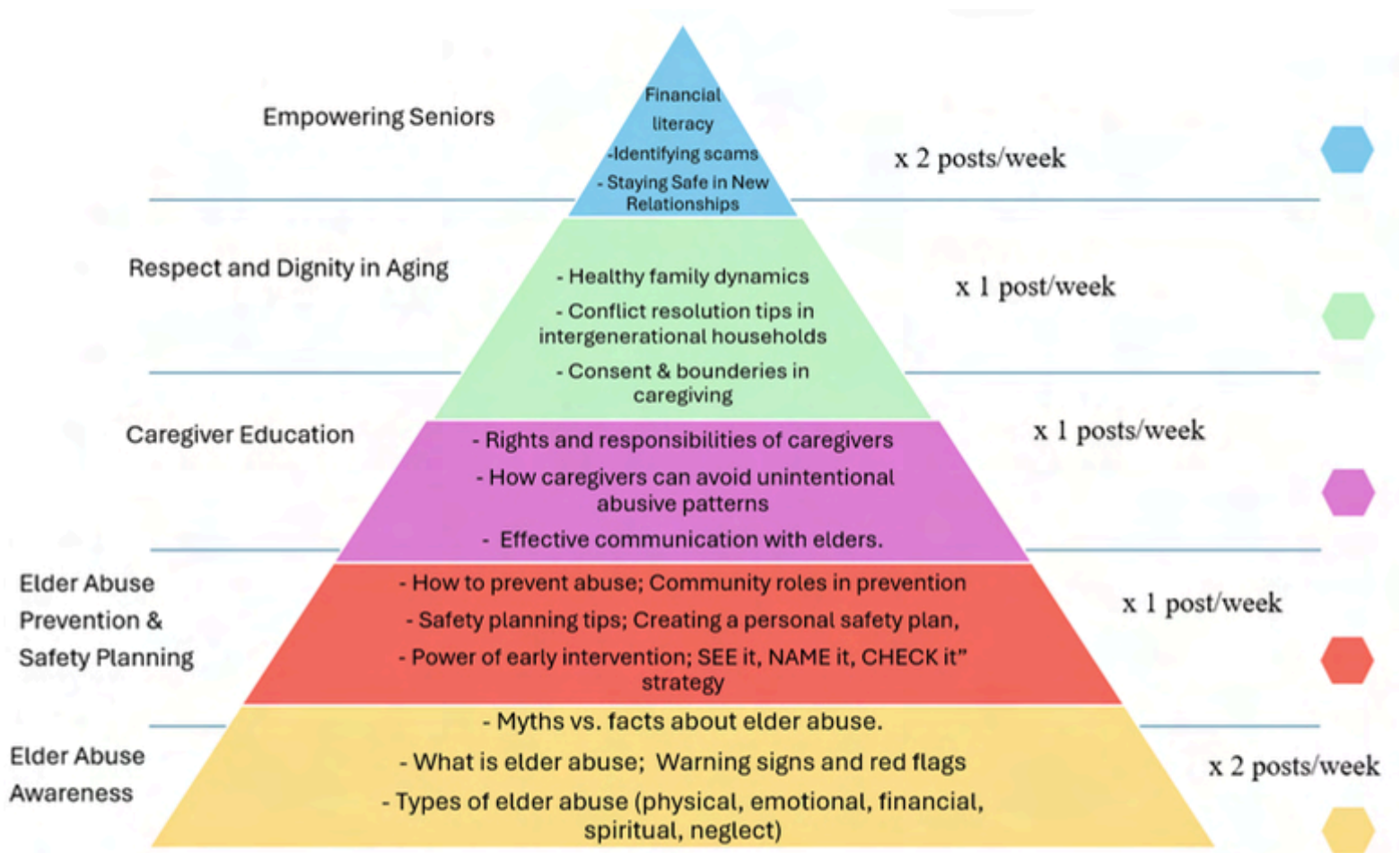
- Google Digital Garage: Free beginner lessons on online marketing and analytics.

learndigital.withgoogle.com

- Canva Design School: Tutorials on creating branded social media graphics.

canva.com/learn

From Awareness to Empowerment: NEVR's Five Pillars of Prevention



This toolkit is built around five interconnected content pillars designed to raise awareness, promote prevention, and empower seniors, caregivers, and communities.

- 1. Elder Abuse Awareness:** introduces what elder abuse looks like, its warning signs, and how to respond using the “See It, Name It, Check It” framework.
- 2. Elder Abuse Prevention & Safety Planning:** provides practical steps for early intervention and development of personal and community safety plans.
- 3. Caregiver Education:** supports caregivers with knowledge and communication tools to prevent unintentional harm and maintain healthy relationships.
- 4. Respect and Dignity in Aging:** highlights family harmony, intergenerational respect, and seniors’ autonomy in care.
- 5. Empowering Seniors:** focuses on financial literacy, identifying scams, and staying active, connected, and confident.

Together, these pillars form a year-long communication roadmap that helps organizations share consistent, impactful messages across digital and community platforms—promoting dignity, inclusion, and safety for all older adults.

KNOW THE SIGNS, SPEAK UP

PART 1

Ready-to-Post Social Media Graphics



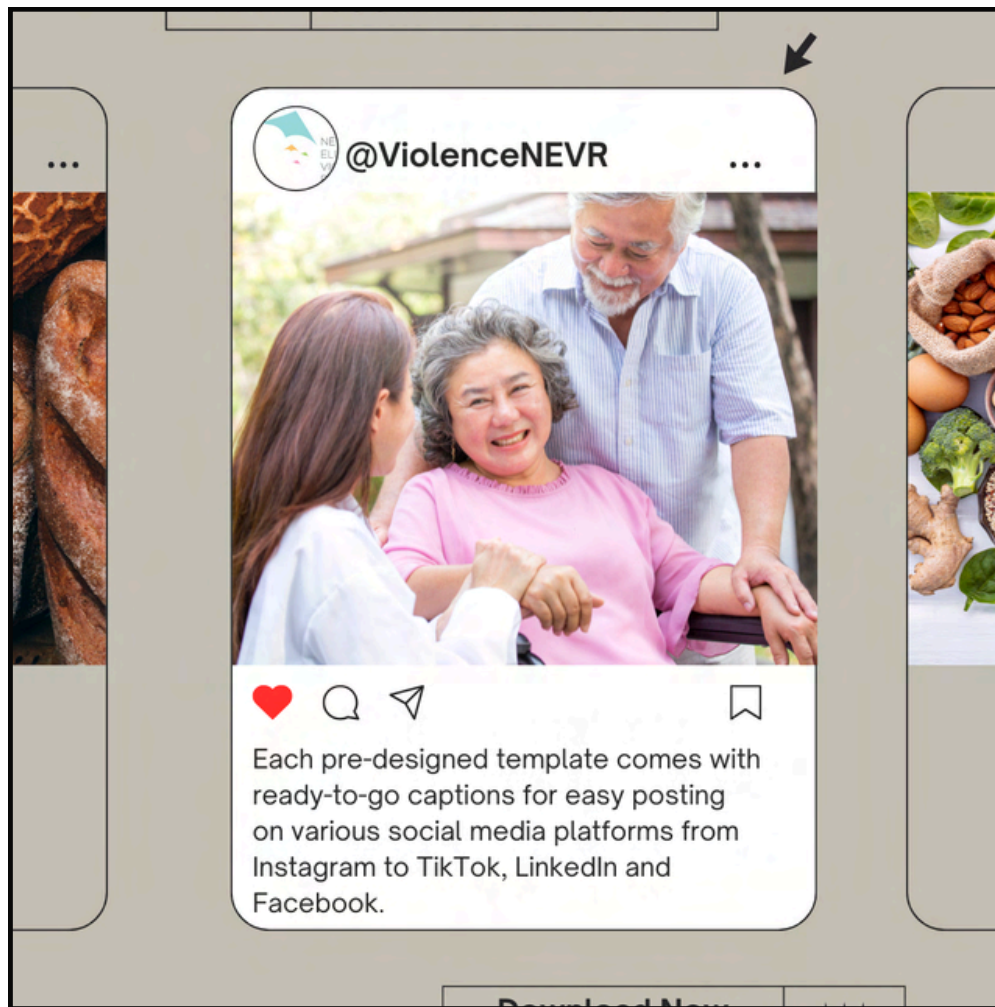
About This Section: This section features a curated collection of pre-designed social media graphics with matching captions that organizations can post directly across their channels. The posts are sized and optimized for Instagram, Facebook, LinkedIn, and X (Twitter).

How to Use These Posts:

1. **Pick Your Theme:** Choose posts that align with your campaign focus.
2. **Download and Post:** Simply download and use the provided caption as-is or adapt it slightly to fit your organization's tone or branding.
3. **Add Local Context:** To strengthen impact, include local helplines, community services, or your organization's logo before posting.
4. **Plan Ahead:** Use the sample content calendar (included in this toolkit) to schedule posts consistently across a year or campaign period.
5. **Tag and Collaborate:** Tag NEVR and partner organizations to expand reach and cross-promote messages.

Pro Tip: To maximize engagement and visibility, post 2–3 times weekly for consistency and include polls in your Stories section that match the posts, to drive interaction.

Elder Abuse Awareness Content



Foundation for understanding and recognition.

The first step in prevention is awareness. The following pre-designed social media templates focus on helping communities understand what elder abuse is. They cover the different forms elder abuse can take: physical, emotional, financial, sexual, spiritual, and neglect, and how to recognize the red flags.

Elder Abuse Awareness Content



Elder abuse is more than physical harm.

— it's any action or inaction that limits an older adult's rights, freedom, or safety.

If you're concerned, call SAIL:
1-866-437-1940
seniors first BC



Content Title: What is elder abuse?

Caption:

Elder abuse is any action — or lack of action — that causes harm or distress to an older adult. It is crucial we speak out and take action to protect our elders. Know the signs. Start the conversation. Share support resources. Together, we can break the silence and protect our elders.

If you or someone you know is experiencing abuse, call the Seniors Abuse & Information Line (SAIL) at 1-866-437-1940.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



Elder abuse often hides in plain sight.

Anyone in a position of power, trust or authority can be abusive:

- Relatives, friends, neighbours
- Paid or unpaid caregivers
- Landlords, financial advisors

If you're concerned, call SAIL:
1-866-437-1940
seniors first BC



Content Title: Who Are the Abusers of Older Adults?

Caption:

Elder abuse is usually closer to home than we think. Abuse can come from adult children, grandchildren, spouses, caregivers, or anyone in a position of trust or power. Stopping elder abuse is not just a family issue, it's a community responsibility. Know the signs. Speak up. Support our elders.

If you're unsure but concerned, call the Seniors Abuse & Information Line (SAIL) at 1-866-437-1940 for some support.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse

Elder Abuse Awareness Content



Elder abuse takes many forms and all of them are harmful.

- Psychological abuse
- Financial abuse
- Physical abuse
- Spiritual abuse
- Sexual abuse
- Neglect

If you're concerned, call SAIL:
1-866-437-1940

seniors first BC



Content Title: Types of elder abuse

Caption:

Abuse wears many faces and isn't always visible. It can show up in subtle yet deeply damaging ways.

Psychological: Yelling, threats, manipulation, or isolation

Financial: Misuse of money, theft, pressure to sign documents or phone scams.

Physical: Hitting, restraining, or rough handling.

Spiritual/Cultural: Blocking access to ceremonies, traditions, or community.

Sexual: Unwanted or inappropriate touching, sexual comments/jokes and non-consensual sexual activity of any kind.

Neglect: Failing to provide basic care, food, or medical attention

These forms of harm often go unnoticed but can deeply impact older adults. Recognizing the signs is the first step toward prevention and support.

If you or someone you know is experiencing abuse, call the Seniors Abuse & Information Line (SAIL) at 1-866-437-1940.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse



Elder abuse can happen to anyone.

Who is at Risk

- Seniors with cognitive impairment
- Immigrant and racialized seniors
- Financially vulnerable seniors
- Seniors in Long-term care
- 2SLGBTQI+ seniors
- Isolated seniors

If you're concerned, call SAIL:
1-866-437-1940

seniors first BC



Content Title: Elder abuse can happen to anyone

Caption:

"I never thought it would happen to me." No one does. Elder abuse can happen to anyone, but some older adults face greater risks, especially those who are living with cognitive impairment, immigrant or racialized, financially vulnerable, living in long-term care, 2SLGBTQI+ or isolated. Women and those with a history of domestic violence are also particularly vulnerable. Let's raise awareness and protect those most at risk.

If you suspect abuse, call the Seniors Abuse & Information Line (SAIL) at 1-866-437-1940. or VictimLinkBC at 1-800-563-0808.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse

Elder Abuse Awareness Content



Not sure if it's elder abuse? Trust your instincts.

-Elder abuse isn't always visible, but there are warning signs we can't afford to ignore.

If you're concerned, call SAIL:
1-866-437-1940
seniors first BC

CREA
NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS

Content Title: Warning signs and red flags

Caption:

Elder abuse isn't always physical. Watch for warning signs like:

- Unexplained injuries or repeated accidents
- Sudden changes in mood, finances, or living conditions
- Avoidance of eye contact or social isolation
- Nervousness around certain individuals
- Confusion about finances or legal documents

If something doesn't feel right, it probably isn't. Speak up. Support is available. Call Seniors Abuse & Information Line (SAIL) 1-866-437-1940 or VictimLinkBC: 1-800-563-0808

Let's keep our elders safe, respected, and heard.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



Wherever trust exists, elder abuse can too.

Examples of places where elder abuse can happen:

- Community centers
- Private homes
- Cyberbullying
- Care facilities
- Assisted living

If you're concerned, call SAIL:
1-866-437-1940
seniors first BC

CREA
NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS

Content Title: Where Can Abuse occur?

Caption:

Did you know elder abuse can happen anywhere? Elder abuse doesn't just occur behind closed doors, it can happen at community centers, at home, cyberbullying, in care facilities or assisted living. Wherever trust exists, abuse can too. Stay alert. Speak up. Protect our elders.

Call Seniors Abuse & Information Line (SAIL): 1-866-437-1940 or VictimLinkBC: 1-800-563-0808 for elder abuse support or information.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse

Elder Abuse Awareness Content



Elder abuse: Is your behaviour abusive?

Signs You May Be Causing Harm:

- You make decisions without their consent
- The older adult is afraid of you.
- You disregard their feelings.

If you're concerned, call SAIL:
1-866-437-1940

seniors first bc



Content Title: Is my Behaviour Abusive?

Caption:

Is your behavior abusive? Abuse isn't always loud or obvious. It can slowly show up in everyday actions. If you're controlling their choices or finances without their consent, the older adult is afraid of you, or you disregard their feelings, it's time to pause and reflect.

- Abuse is never the other person's fault.
- You are responsible for your actions.
- Abuse often gets worse without help.

Getting support doesn't mean you're bad. It means you're ready to change. Talk to someone you trust. You can choose a different path.

Call Seniors Abuse & Information Line (SAIL): 1-866-437-1940 or VictimLinkBC: 1-800-563-0808 for elder abuse support or information.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



Four common reasons why elder abuse remains hidden.

The older adult:

- Fears retaliation or physical abuse
- Depends on abuser for care
- Can't report due to illness
- Protects the abuser

If you're concerned, call SAIL:
1-866-437-1940

seniors first bc



Content Title: Why the abuse continues?

Caption:

Elder abuse can continue for years because many older adults:

1. Fear retaliation or physical abuse
2. Depend on their abuser for daily care or housing
3. Can't report due to illness
4. Don't want to get a loved one "in trouble"

These are real barriers and they remind us to listen with compassion, act with care, and speak up for those who can't.

Call Seniors Abuse & Information Line (SAIL): 1-866-437-1940 or VictimLinkBC: 1-800-563-0808 for elder abuse support or information.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse

Elder Abuse Awareness Content



What everyone should know about elder abuse:

- Abused seniors are often isolated
- Abuse involves a misuse of power
- Abuse is never the senior's fault
- Ageism promotes abuse

If you're concerned, call SAIL:

1-866-437-1940

seniors first BC



Content Title: What We All Need to Know about Abuse

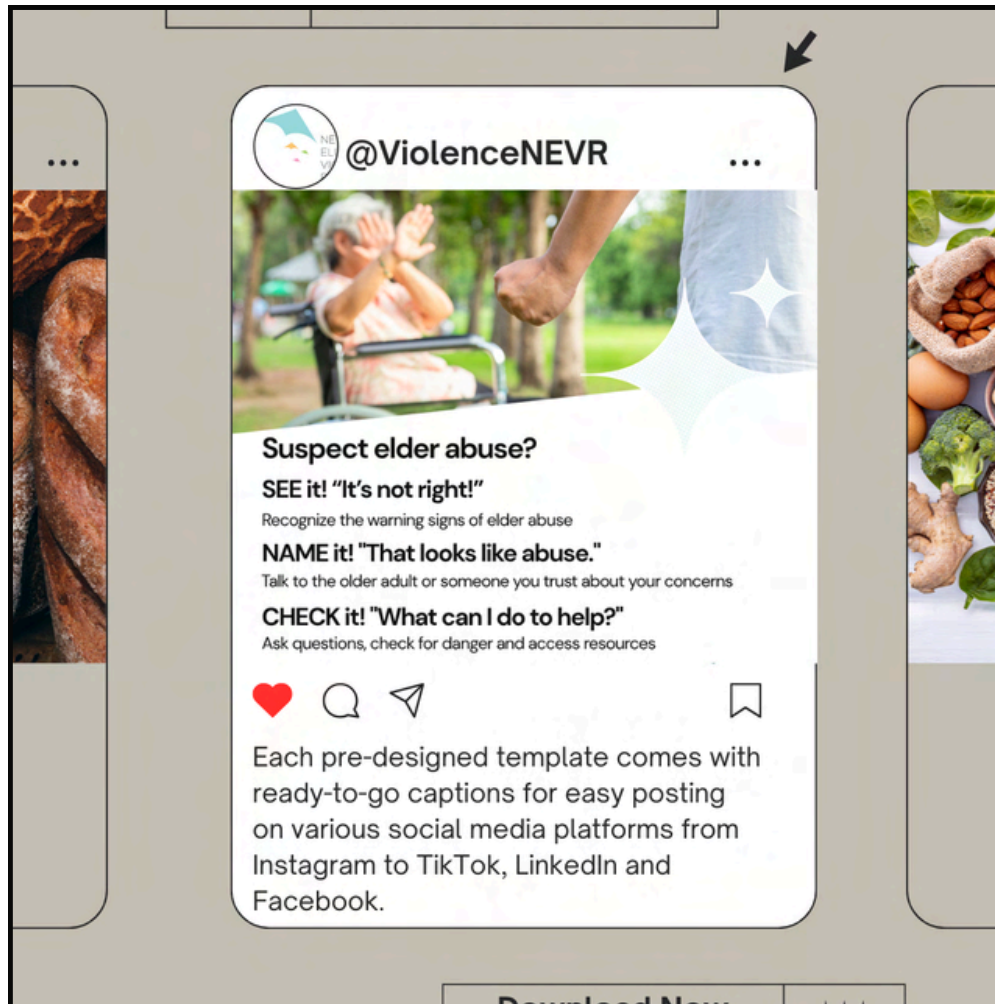
Caption:

Isolation, power imbalances and ageism often allow abuse to continue unnoticed. It's never the older adult's fault, and most are fully capable of making their own decisions. Abuse goes beyond rudeness. It's about control and harm. While you may not be able to stop it alone, your support can make a difference.

Call Seniors Abuse & Information Line (SAIL): 1-866-437-1940 or VictimLinkBC: 1-800-563-0808 for elder abuse support or information.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse

Elder Abuse Prevention & Safety Planning Content



Empowering individuals and communities to act early.

The social media assets under this section provide actionable guidance on preventing abuse before it occurs. They cover how to create personal safety plans, promote community vigilance, and apply the principles of early intervention. They also emphasize the importance of education, open dialogue, and strong support systems to protect vulnerable older adults from harm.

Elder Abuse Prevention & Safety Planning Content



Suspect elder abuse?

SEE it! "It's not right!"

Recognize the warning signs of elder abuse

NAME it! "That looks like abuse."

Talk to the older adult or someone you trust about your concerns

CHECK it! "What can I do to help?"

Ask questions, check for danger and access resources

If you're concerned, call SAIL:
1-866-437-1940

seniors first bc



Content Title:

How to prevent abuse: See It. Name It. Check It

Caption:

Knowing what to say and do can save a life. There are three steps to providing support:

1. **SEE it: Learn the warning signs.**

Abuse isn't always obvious. Trust your gut. What you see may be just the tip of the iceberg.

2. **NAME it: Speak up with care.**

Say, "I'm worried about you," and describe only what you observe, without judgment.

3. **CHECK it: Ask questions, listen with empathy, and provide support.**

In urgent cases or if there is imminent danger, call 911.

You can also call Seniors Abuse & Information Line (SAIL): 1-866-437-1940 or VictimLinkBC: 1-800-563-0808 for elder abuse support or information.

Let's all be part of the solution. Abuse is never acceptable.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse



Intervening Safely: The 3 D's to Stop Elder Abuse

Distract

Create a diversion to diffuse tension and protect the older adult

Delegate

Get help. Ask someone else — maybe another bystander—to intervene

Direct

Let your presence be known. Say, "That's not okay,"

If you're concerned, call SAIL:
1-866-437-1940

seniors first bc



Content Title:

Intervening Safely: The 3 D's to Stop Elder Abuse

Caption:

Not sure how to help when you see abuse happening?

Use the 3 D's:

Distract: Create a diversion to diffuse tension and protect the older adult. Ask for directions, the time, or help with something nearby.

Delegate: Get help. Ask someone else, maybe a friend, staff, or another bystander, to check in or intervene.

Direct: Speak up safely. Let your presence be known.

Say, "That's not okay," or "No one deserves to be treated like that."

Always approach with care. Never blame the older adult. Your concern can make a difference.

In urgent cases or if there is imminent danger, call 911.

You can also call Seniors Abuse & Information Line (SAIL): 1-866-437-1940 or VictimLinkBC: 1-800-563-0808 for elder abuse support or information.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse

Elder Abuse Prevention & Safety Planning Content



Elder abuse is preventable.

1. **Stay connected** – Loneliness increases risk.
2. **Listen without judgment** – Make elders feel safe to share concerns.
3. **Know the signs** – Learn to spot financial, physical and other abuses.
4. **Support caregivers** – Support can reduce risk of elder abuse.
5. **Speak up** – If you suspect abuse, reach out for help.

If you're concerned, call SAIL:
1-866-437-1940
seniors first BC



Content Title: Elder abuse is preventable

Caption:

Abuse thrives in silence, but prevention starts with awareness, empathy, and action. When we build strong, respectful communities, we help keep our older adults safe.

Staying connected, non-judgmental listening, knowing the warning signs, caregiver support and speaking up, help us protect the elders in our lives.

Need help or advice? Call Seniors Abuse & Information Line (SAIL): 1-866-437-1940 or VictimLinkBC: 1-800-563-0808

Let's create a culture of care, dignity, and protection.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse



It takes a community to prevent elder abuse.

Here's how you can help:

- Listen without judgment
- Support, don't pressure
- Stay involved, stay safe
- Respect their choices
- Document concerns

If you're concerned, call SAIL:
1-866-437-1940
seniors first BC



Content Title: Community roles in elder abuse prevention

Caption:

If someone confides in you about abuse, your job isn't to fix the situation. It's to listen. Let them speak on their own terms. Offer help without pressure. Stay connected and provide relief when you can. Support their choices, even if you don't agree, and document your concerns. Your quiet, steady support can make all the difference.

When neighbors, families, and service providers work together, we build safer communities for everyone.

Concerned about someone? Call Seniors Abuse & Information Line (SAIL): 1-866-437-1940 or VictimLinkBC: 1-800-563-0808

Let's stand together to protect and honor our elders.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse

Elder Abuse Prevention & Safety Planning Content



Content Title: Power of early intervention

Caption:

Worried about an older adult? Start with a simple conversation. Noticing subtle changes and asking gentle questions can open the door to safety. Offering support early can prevent harm from escalating. Connecting someone to help can save a life. You don't need to have all the answers. You just need to care and act.

If something feels wrong, speak up. Call Seniors Abuse & Information Line (SAIL): 1-866-437-1940 or VictimLinkBC: 1-800-563-0808.

Let's act early. Let's act together.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse

If you see a warning sign of elder abuse, ask questions.

If you're concerned, call SAIL:
1-866-437-1940
seniors first bc

Questions you can ask:
– Do you feel respected in your relationship?
– How have you been feeling emotionally and physically lately?
– Do you feel safe and comfortable?
– How may I help you?



Content Title: Safety planning tips

Caption:

- Keep your ID and legal documents somewhere safe.
- Keep emergency contacts: Seniors Abuse & Information Line (SAIL) (1-866-437-1940), and VictimLinkBC (1-800-563-0808), written down and stored safely.
- Pack a small emergency bag of essentials in case you need to leave quickly.
- Tell a trusted friend, neighbour or professional.
- If things escalate, know where you can go and how to get there.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse

Elder abuse: safety planning tips for older adults.

If you're concerned, call SAIL:
1-866-437-1940
seniors first bc

– Keep important documents safe.
– Know the numbers to call
– Have an exit plan



Elder Abuse Prevention & Safety Planning Content



Elder abuse? It's time for a personal safety plan.

A safety plan can help you take
back control; quietly and
confidently.

If you're concerned, call SAIL:
1-866-437-1940
seniors first bc



Content Title: Creating a personal safety plan

Caption:

You have the right to be safe, respected, and heard. You can create a personal safety plan by taking some simple steps:

- List your emergency contacts – trusted friends, family, or support workers
- Keep important items ready – ID, health card, medications, legal papers.
- Know your exits – plan how to safely leave home if needed
- Memorize or store help lines – Seniors Abuse & Information Line (SAIL): 1-866-437-1940 or VictimLinkBC: 1-800-563-0808
- Tell someone you trust – share your plan with a safe person

Support is just a call away. Call Seniors Abuse & Information Line (SAIL): 1-866-437-1940

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



Elder abuse: how to stay supportive when help is refused.

- Call police if there's urgent danger.
- Stay open and non-judgmental.
- Let them know you're available.
- Share concerns gently.
- Be patient and kind.
- Offer resources.

If you're concerned, call SAIL:
1-866-437-1940
seniors first bc



Content Title:

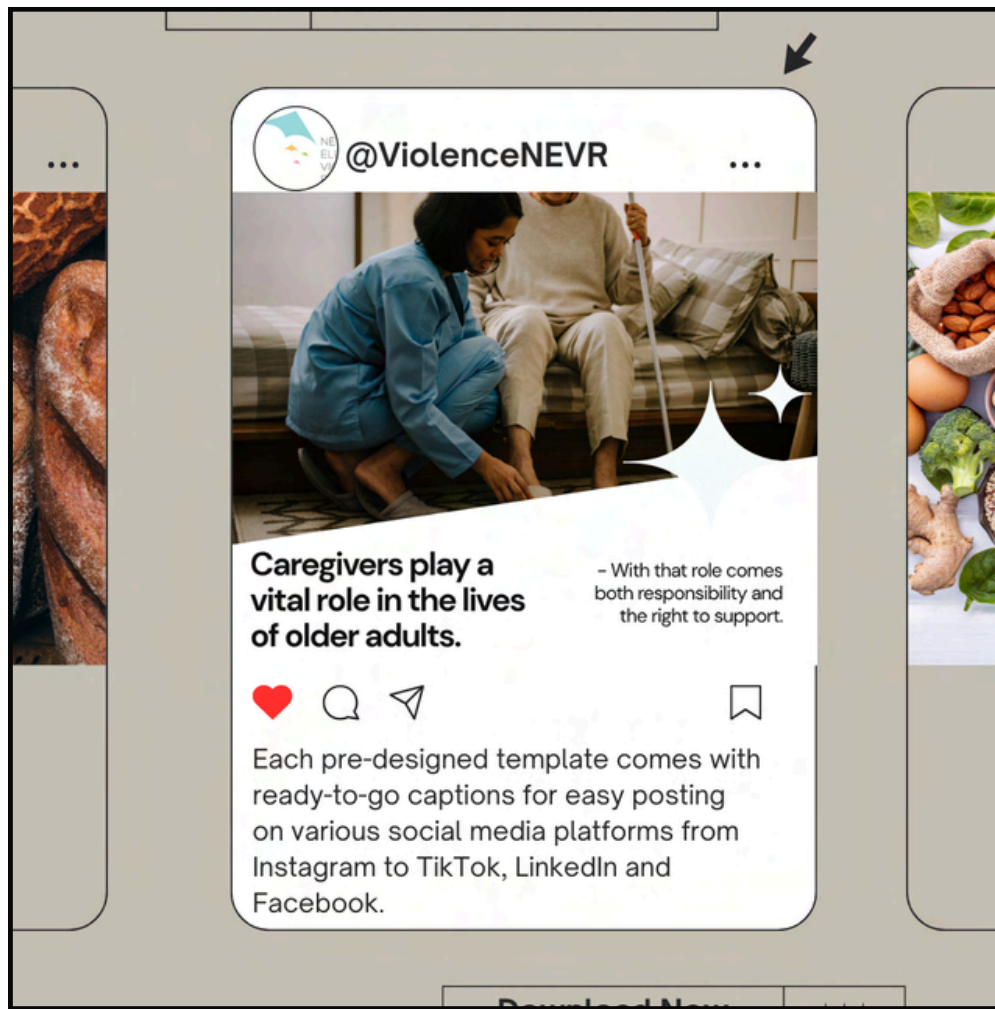
When Help Is Refused: How to Stay Supportive

Caption:

When someone refuses help, it can be hard. Support doesn't mean forcing a conversation; it means staying present. People may stay silent about abuse due to fear, shame, or loyalty. Even if they say nothing's wrong, trust your instincts. Let them know you're there to listen without judgment, share your concerns gently, and offer support when they're ready. Patience and compassion can make all the difference. And if you believe someone's safety is at risk, don't hesitate to contact the police. Your steady presence can be the first step toward their healing.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse

Caregiver Education Content



Supporting those who provide care with knowledge and compassion.

Caregivers play a crucial role in the well-being of older adults. The materials under this pillar focus on the rights, responsibilities, and emotional resilience of older adults. They address unintentional patterns that can lead to neglect or harm. Promote healthy communication, and highlight the importance of self-care and burnout prevention. Empowered caregivers are better equipped to protect and respect those in their care.

Caregiver Education Content



Caregivers play a vital role in the lives of older adults.

– With that role comes both responsibility and the right to support.

If you're concerned, call SAIL:
1-866-437-1940
seniors first bc



Content Title: Rights and responsibilities of caregivers

Caption:

Healthy caregiving is built on empathy, communication, and mutual respect. Although caregivers have a responsibility to treat older people with dignity and respect, they also have rights.

Caregivers have the right to:

- Access support and respite services
- Set healthy boundaries
- Protect their own well-being
- Be treated with respect and appreciation

Everyone thrives when caregivers are supported.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse



Even well-meaning caregivers, can fall into unintentional elder abuse.

– Prevention starts with awareness and support.

If you're concerned, call SAIL:
1-866-437-1940
seniors first bc



Content Title: How caregivers can avoid unintentionally abusive patterns

Caption:

Sometimes, even the best of caregivers can unintentionally slip into harmful patterns. The risk increases especially when overwhelmed or unsupported. Preventing this starts with self-awareness, involving older adults in their own care, recognizing burnout, and seeking help when needed. Prioritizing connection over isolation helps create a safe, respectful environment for everyone involved. Support is available. Call BC Caregiver Support Line – Family Caregivers of BC (FCBC): 1-877-520-3267.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse

Caregiver Education Content



**Elder Abuse Prevention:
Words spoken with care,
build trust.**

–Good communication
creates space for safety
and connection with elders.

If you're concerned, call SAIL:

1-866-437-1940

seniors first BC



**Content Title: Effective communication with
older adults**

Caption:

To truly connect with older adults, it's important to be fully present and listen without interruption. Speak with calmness and respect, especially during difficult conversations. Use clear, simple language to ensure understanding. Your body language matters too. Kindness is reflected in your gestures and expressions. Most importantly, honour their stories and decisions, recognizing the value of their lived experiences.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse



**Caring for others is
meaningful, but it
can also take a toll.**

–Burnout doesn't make you a bad
caregiver; it makes you human.

If you're concerned, call SAIL:

1-866-437-1940

seniors first BC



Content Title: Recognizing caregiver burnout

Caption:

If you're a caregiver feeling exhausted, irritable, or emotionally drained, you might be experiencing burnout. You deserve care too. You can't pour from an empty cup. Take breaks, ask for help, connect with caregiver support and respite services. Need someone to talk to? Call BC Caregiver Support Line – Family Caregivers of BC (FCBC): 1-877-520-3267. Caring for yourself is part of caring for others.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse

Caregiver Education Content



Content Title: Mental health support for caregivers

Caption:

Many caregivers experience stress, anxiety, and even depression. Mental health support is essential. Talk to someone you trust. Visit [BC211.ca](https://bc211.ca) to find local counselling, respite care, and mental health resources.

Remember that taking care of your own well-being helps you be there for others. It's not selfish, it's necessary.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse

**Elder care:
caregivers need
care too.**

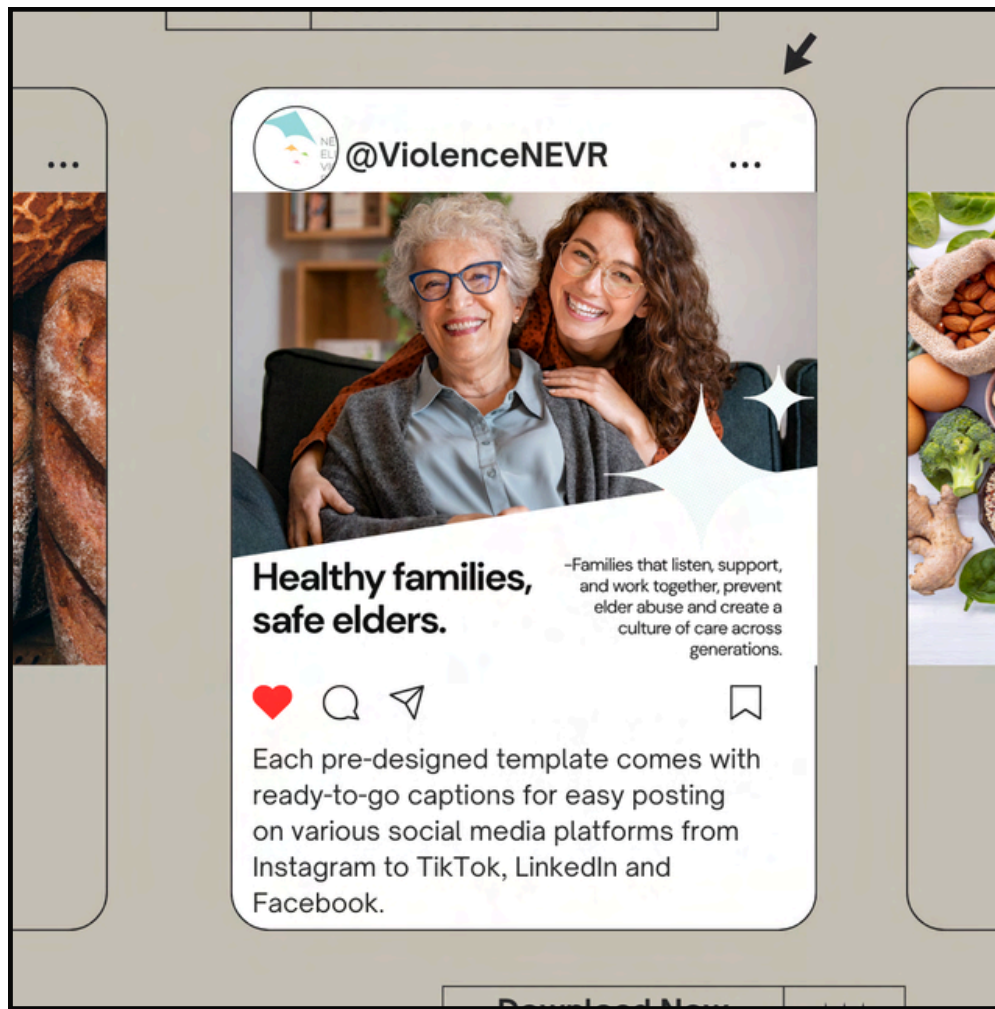
-Caring for a loved one can be deeply rewarding, but also emotionally and physically draining.

If you're concerned, call SAIL:
1-866-437-1940

seniors first BC



Respect and Dignity in Aging Content



Promoting healthy family dynamics and intergenerational harmony.

This pillar encourages families and communities to build relationships grounded in respect, empathy, and inclusion. The materials focus on conflict resolution in intergenerational households, maintaining boundaries in caregiving, and recognizing older adults as decision-makers. Dignity and respect are at the heart of safe aging and violence-free relationships.

Respect and Dignity in Aging Content



Healthy families, safe elders.

-Families that listen, support, and work together, prevent elder abuse and create a culture of care across generations.

If you're concerned, call SAIL:
1-866-437-1940

seniors first bc



Content Title: Healthy family dynamics

Caption:

Healthy families are built on trust, mutual respect, and open communication. When older adults are included in decisions and supported without being controlled, it strengthens relationships and prevents harm. Let's foster family environments where every generation feels safe, heard, and valued.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse



Intergenerational homes, are built with empathy.

-Bridging generations, instead of building walls.

If you're concerned, call SAIL:
1-866-437-1940

seniors first bc



Content Title: Conflict resolution tips for intergenerational households

Caption:

In intergenerational homes, differences in values or expectations can create tension. Respectful communication can turn conflict into connection. Listen with empathy, speak with kindness, and involve elders in decisions that affect them. When everyone feels heard and respected, home becomes a safer, more supportive place for all.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse

Respect and Dignity in Aging Content



Senior caregiving isn't just about providing help.

—it's about honouring the choices, comfort, and dignity of the person you care for.

If you're concerned, call SAIL:
1-866-437-1940
seniors first BC



Content Title: Consent and boundaries in caregiving

Caption:

Even with good intentions, crossing boundaries or ignoring consent can lead to emotional harm. Always ask before offering assistance, especially with personal care. Involve older adults in decisions about their routines, health, and space. Listen to their preferences and take "no" seriously. Respecting boundaries builds trust, preserves autonomy, and protects against abuse. Care with consent is care with compassion.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse



Emotional well-being is not just individual, it's shared.

—Co-regulation can bring healing through connection.

If you're concerned, call SAIL:
1-866-437-1940
seniors first BC



Content Title: Co-regulation and emotional support

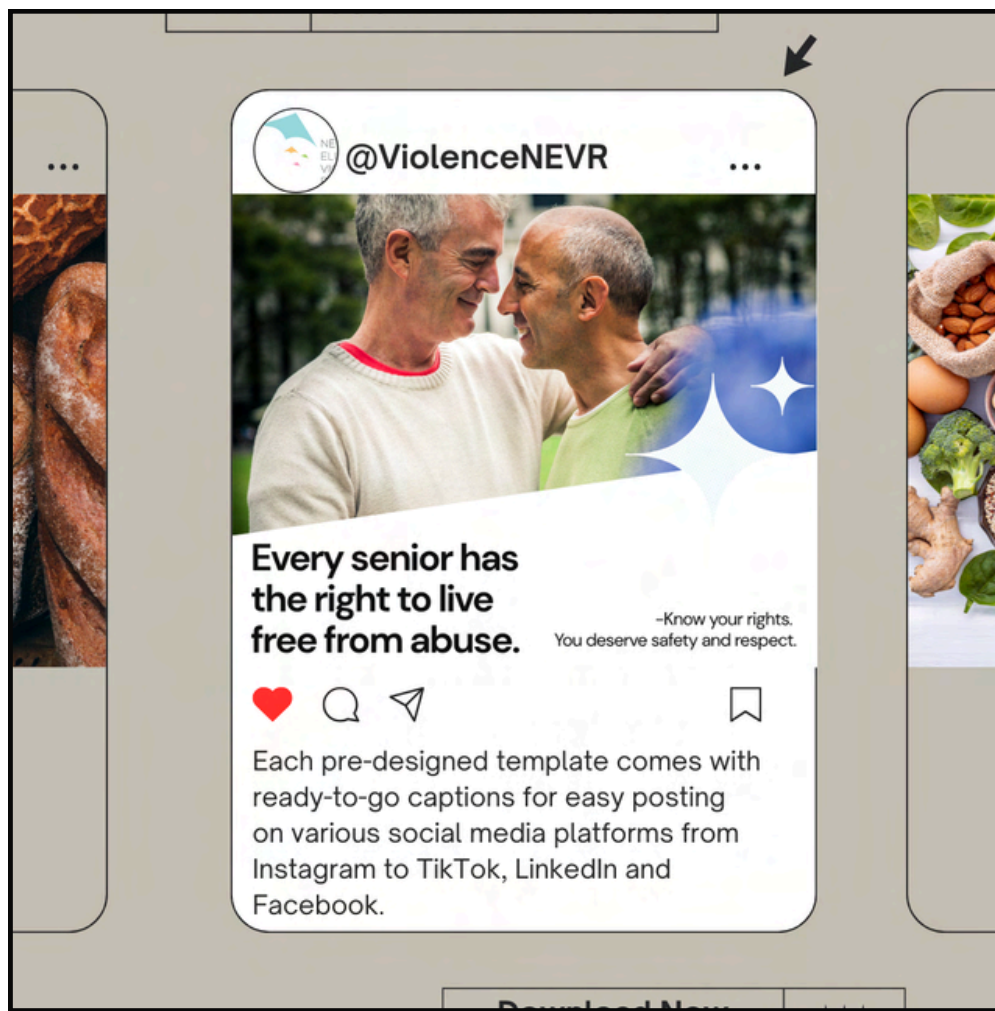
Caption:

Co-regulation is a powerful tool for reducing anxiety and building trust. A gentle voice, steady presence, or simply sitting quietly with someone can help regulate overwhelming emotions. In moments of frustration or fear, your calm can become their calm. Support isn't always about fixing the problem. Sometimes, it's just about being there together, grounded, and safe.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse

Empowering Older Adults Content



Promoting autonomy, safety, and continued engagement.

The content in this section celebrates the voice, agency, and resilience of older adults. It focuses on financial literacy, protecting assets, identifying scams, and staying safe in new relationships. It also encourages older adults to build community connections, remain socially active, and seek help when needed. Empowerment is prevention and informed seniors are powerful advocates for themselves and others.

Empowering Older Adults Content



**Every older adult
has the right to live
free from abuse.**

—Know your rights.
You deserve safety and respect.

If you're concerned, call SAIL:
1-866-437-1940

seniors first BC



Content Title: Knowing your rights

Caption:

You have the right to make decisions about your life, to set boundaries, to say no, and to ask for help without shame. Understanding your rights is the first step toward protecting them. No family member, caregiver, or friend, has the right to control you, speak for you without consent, or deny you safety and dignity.

If something feels wrong, trust your instincts. You have the right to speak up and be heard.

Support is available. Call Seniors Abuse & Information Line (SAIL): 1-866-437-1940

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse



**Connected communities
keep older adults safe.**

—You belong.
Your Community Needs You.

If you're concerned, call SAIL:
1-866-437-1940

seniors first BC



Content Title:

Connected communities keep older adults safe

Caption:

Staying socially connected is one of the strongest protections against isolation and elder abuse.

Whether it's joining a local group, volunteering, attending cultural events, or chatting with neighbors. Community is a lifeline.

When you're involved and engaged, you're more likely to be informed, supported, and empowered to speak up if something isn't right. Connection helps us all thrive at any age.

Let's build stronger, safer communities together.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse

Empowering Older Adults Content



Elder abuse prevention: protect your physical & emotional well-being.

- Stay connected with supportive people
- Reach out if you're feeling lonely or low
- Join community or seniors' programs
- Stay active & eat as well as you can
- Asking for help is a sign of strength
- Do what brings you joy

If you're concerned, call SAIL:
1-866-437-1940

seniors first bc



Content Title:

Elder abuse: protect your physical & emotional wellbeing

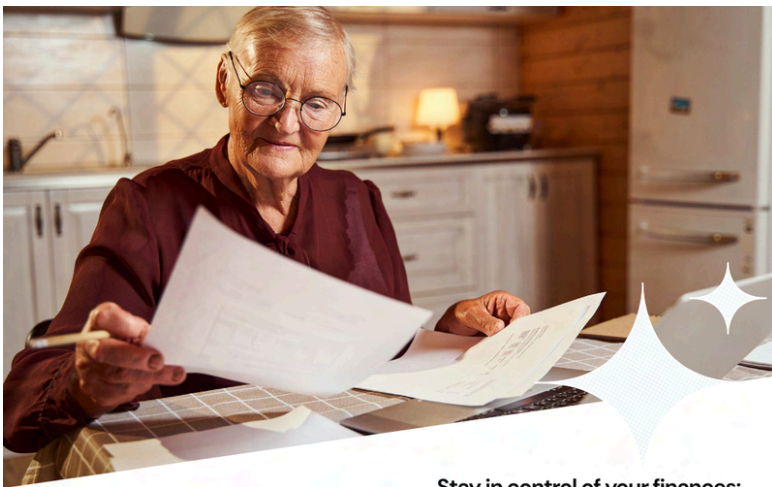
Caption:

Being part of a caring community can make all the difference. Whether it's sharing a laugh, lending a hand, or simply showing up for one another, these everyday moments build resilience and reduce the risk of isolation and elder abuse. Staying connected, reaching out, joining communities, being active, eating well, asking for help and simply doing what brings you joy engaged isn't just good for your health, it's a powerful form of prevention.

For support or more information, Call Seniors Abuse & Information Line (SAIL): 1-866-437-1940

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse



Elder abuse prevention: protect your finances.

- Stay in control of your finances:**
- Learn about powers of attorney & representation agreements
 - Review your bank statements
 - Keep documents safe
 - Manage your mail
 - Plan ahead

If you're concerned, call SAIL:
1-866-437-1940

seniors first bc



Content Title:

Elder abuse prevention: protect your finances.

Caption:

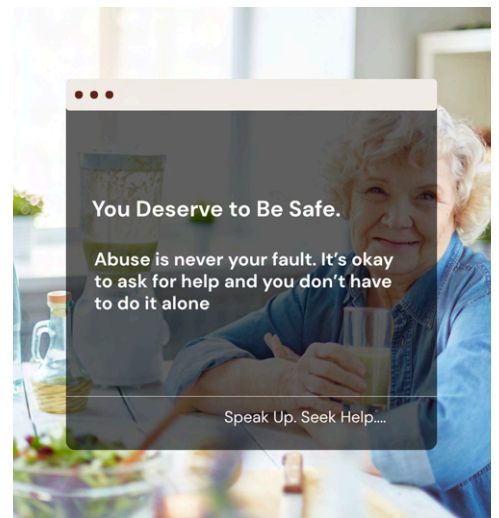
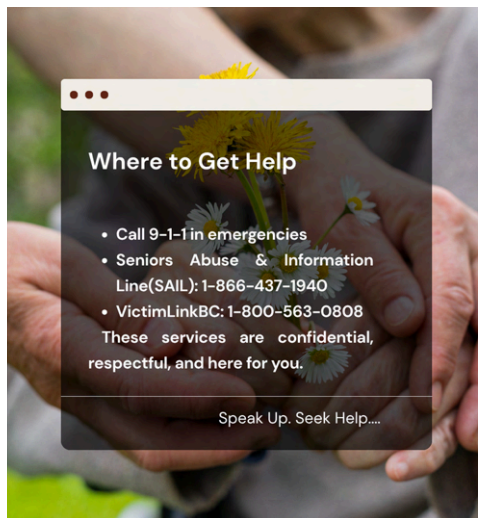
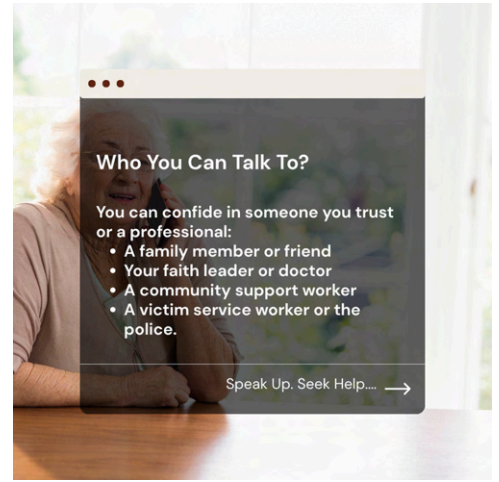
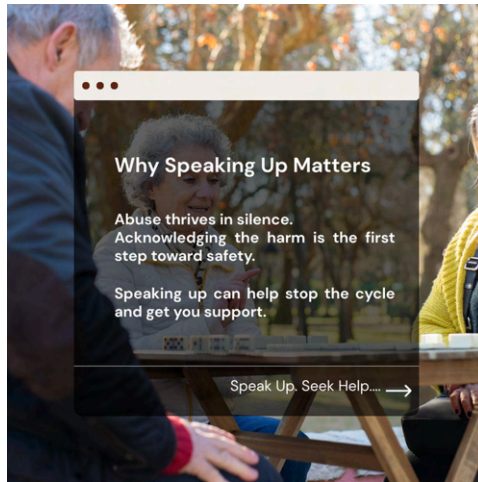
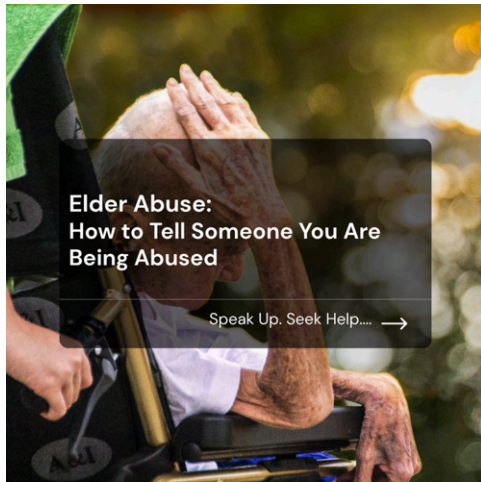
As we age, staying financially informed isn't just smart, it's essential. Scams, coercion, and financial manipulation can happen quietly and often by people we trust. That's why financial literacy is one of your strongest tools for independence. Knowing your rights, seeking advice when needed, and having trusted safeguards in place can help you stay in control. Empowerment starts with awareness. Talk about it, learn about it, and don't be afraid to ask questions.

Need guidance or support? The Seniors Abuse & Information Line (SAIL) is here to help: 1-866-437-1940.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse

Empowering Older Adults Content - Carousel Post (Rotating Images)



Content Title:

How to speak up and seek help: A carousel post

Caption:

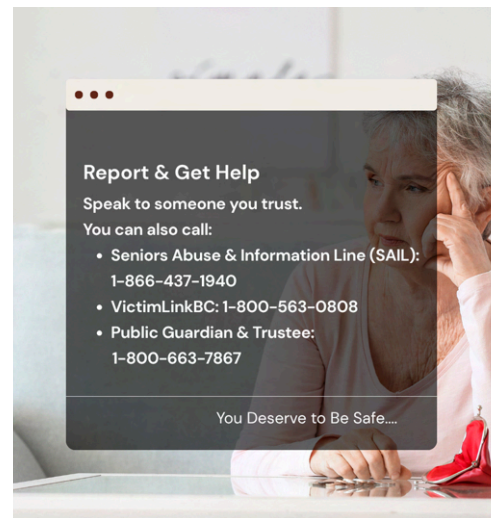
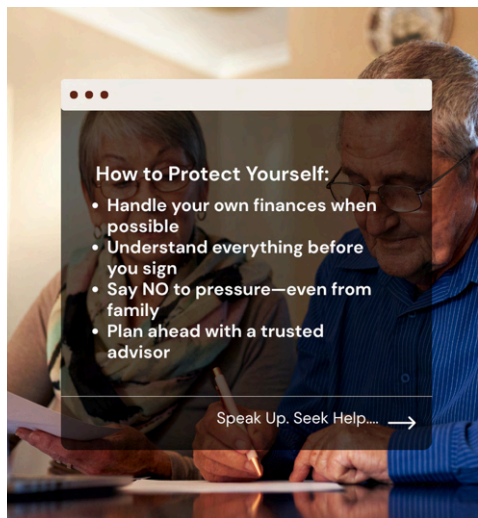
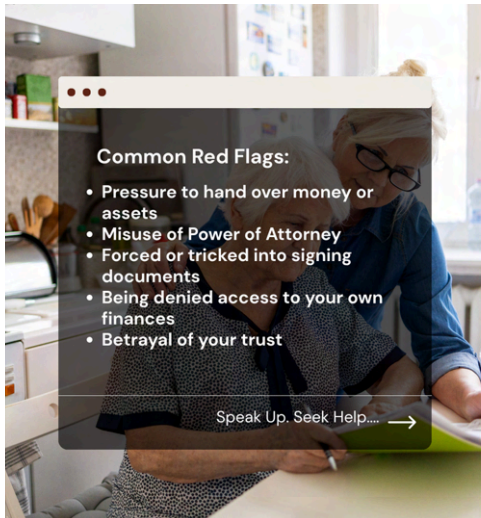
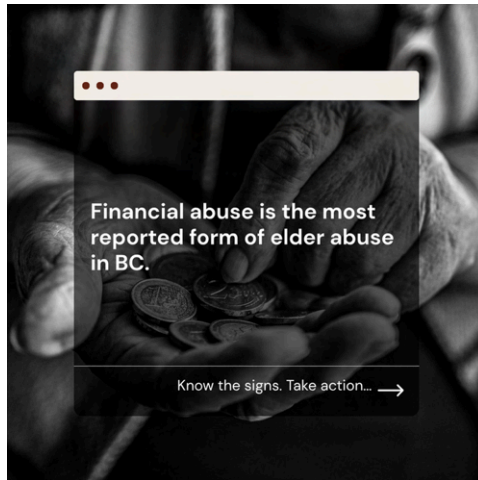
Speaking up about abuse takes courage, but you don't have to do it alone.

Whether you're experiencing physical harm, emotional control, or financial manipulation, you deserve safety, dignity, and support. This post walks you through how to start the conversation, who you can talk to, and where to find help.

Swipe through to learn how to break the silence and take your first step toward safety.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Empowering Older Adults Content - Carousel Post (Rotating Images)



Content Title:

Protecting your finances - Financial literacy and protecting assets: A carousel post

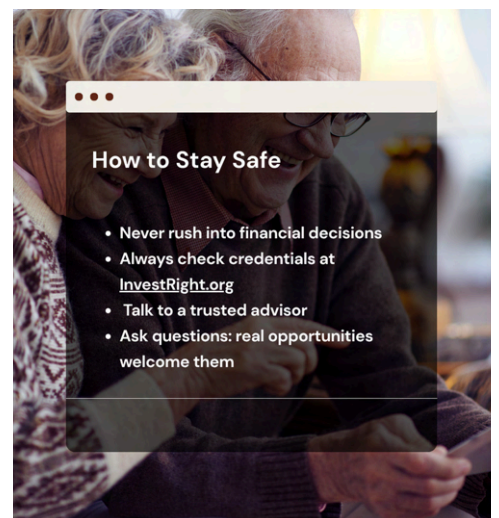
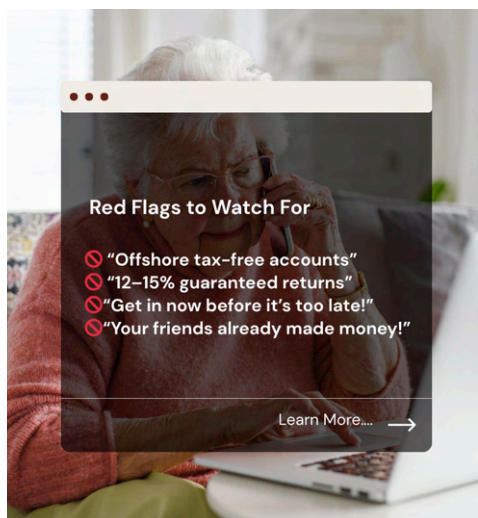
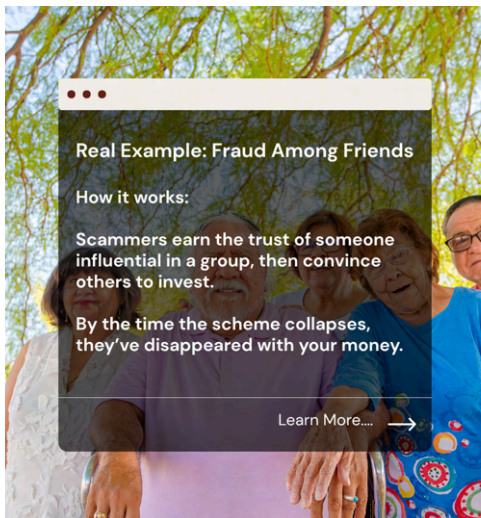
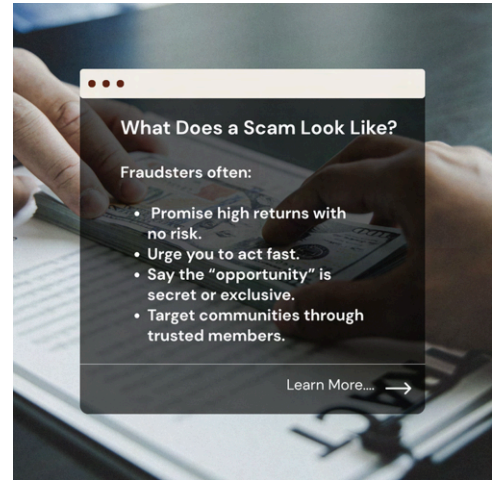
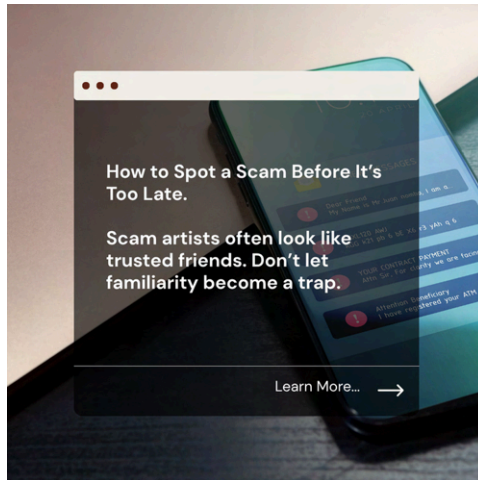
Caption:

Financial abuse is real and often hidden behind trust. From pressured signatures to stolen pensions, many seniors are at risk of losing more than just money. This post helps you recognize the warning signs, take control of your finances, and know where to turn for help.

Swipe through to learn how to protect what you've worked hard for.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Empowering Older Adults Content - Carousel Post (Rotating Images)



Content Title: How to identify scams

Caption:

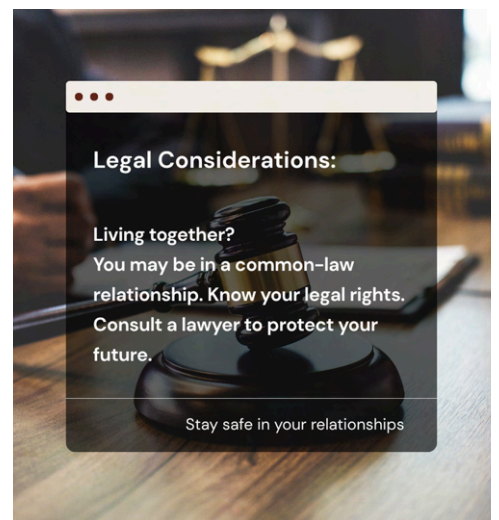
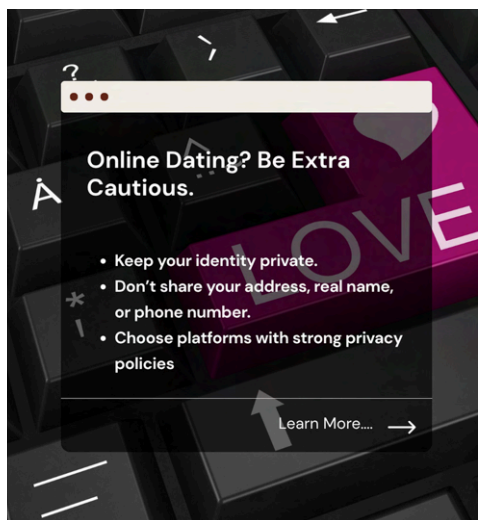
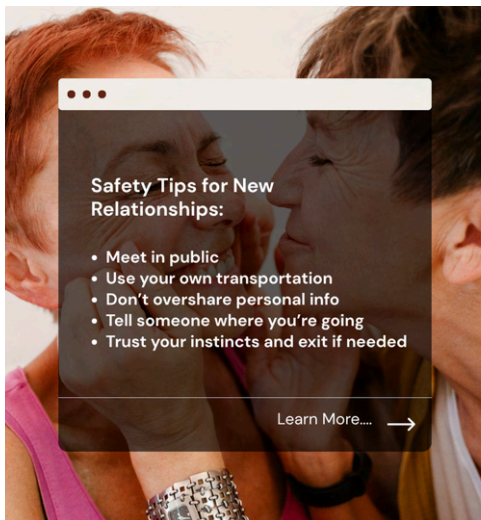
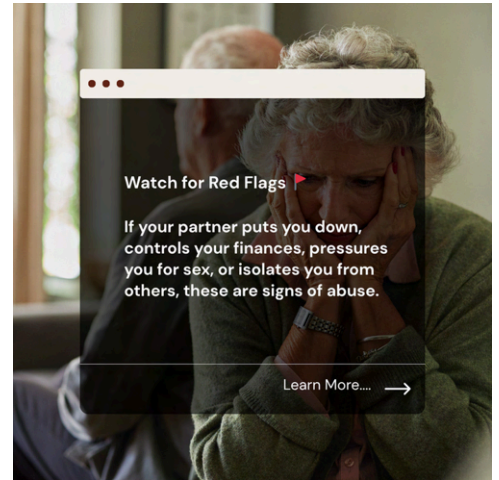
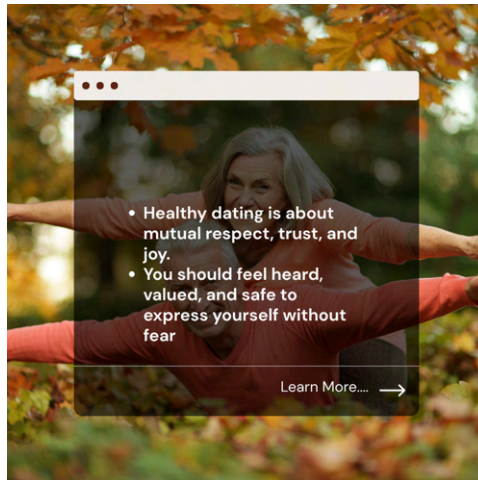
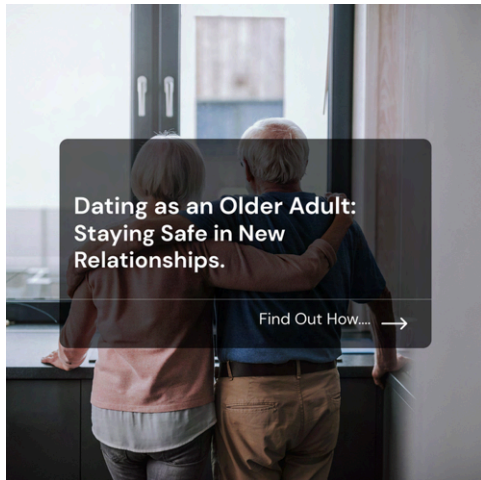
Scams don't always come from strangers, sometimes they come from "friends". Financial fraud targeting older adults is on the rise, and scammers often use urgency, secrecy, and false trust to take advantage. You can stop them in their tracks.

This post breaks down common scam tactics, red flags to watch for, and steps you can take to protect yourself and your community. If you suspect a scam or financial fraud you can call Seniors Abuse & Information Line (SAIL) for support: 1-866-437-1940.

Swipe to stay informed, stay alert, and stay safe.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Empowering Older Adults Content - Carousel Post (Rotating Images)



Content Title:

Staying Safe in New Relationships

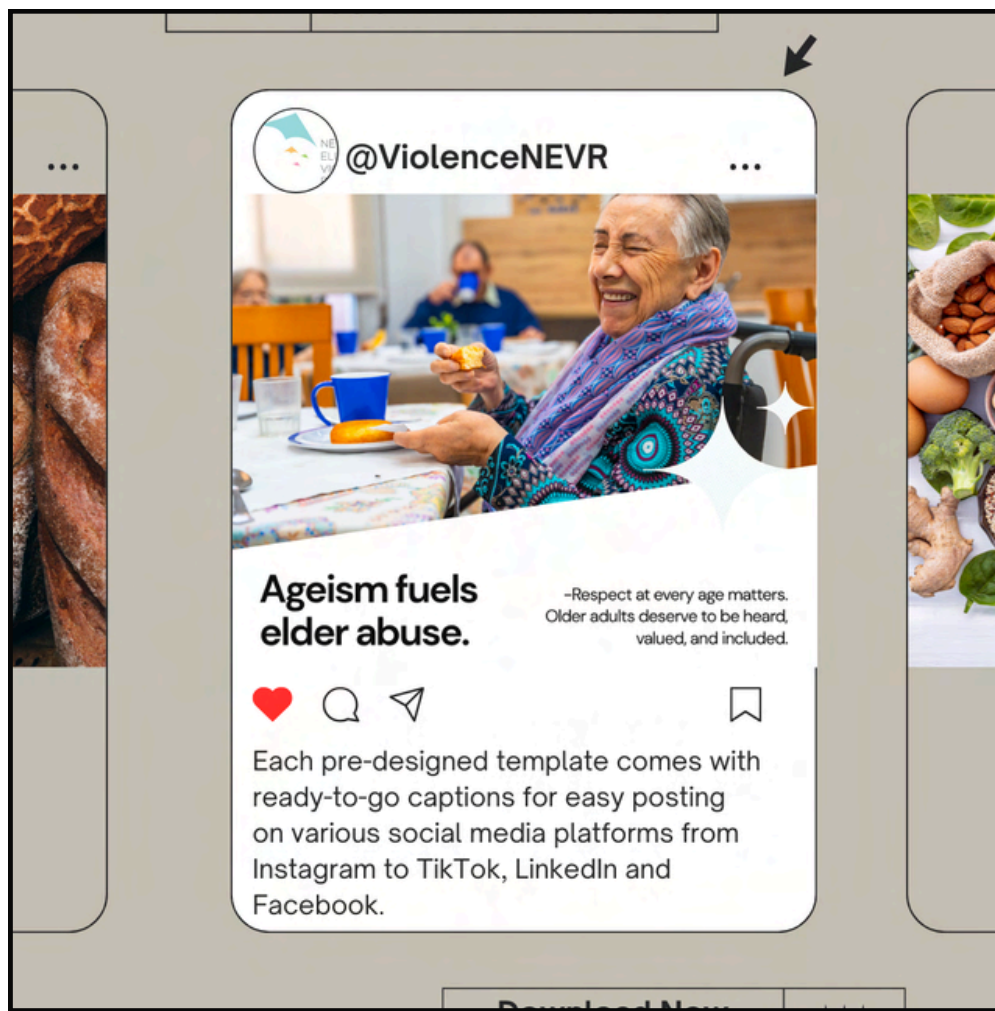
Caption:

Love has no age limit and neither does your right to feel safe. Dating in later life can be exciting, but it should always be rooted in respect, trust, and choice. If a relationship makes you feel afraid, pressured, or controlled, it may be abuse. Learn the red flags and safety tips to help you protect your well-being while exploring new connections. If you are in an unsafe relationship and you want support, you can call Seniors Abuse & Information Line (SAIL): 1-866-437-1940 or VictimLinkBC: 1-800-563-0808.

Swipe to learn how to stay safe, confident, and in control.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Addressing Ageism Content



Challenging stereotypes and promoting dignity for every generation.

Ageism limits opportunities, silences voices, and fuels abuse. The content under this pillar works to change how society views aging, by celebrating older adults as contributors, decision-makers, and leaders in their communities.

Addressing Ageism Content



**Ageism fuels
elder abuse.**

—Respect at every age matters.
Older adults deserve to be heard,
valued, and included.

If you're concerned, call SAIL:
1-866-437-1940
seniors first BC



Content Title: What is ageism?

Caption:

Ageism is discrimination based on a person's age, often targeting older adults. It sounds like this:

- “You’re too old to learn that.”
- “They’re just confused—it’s their age.”
- “Let the young people handle it.”

Awareness is the first step to prevention. Let's challenge stereotypes. Listen with empathy. Speak up when you hear ageist language.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



**Ageism isn't
just unfair, it's
dangerous.**

—When we treat older adults as less
valuable, or less deserving of respect,
we create a culture where abuse can
hide in plain sight.

If you're concerned, call SAIL:
1-866-437-1940
seniors first BC



Content Title: How ageism fuels abuse

Caption:

Too often, signs of abuse, neglect, or poor health in older adults are dismissed with one harmful phrase: “It’s just old age.” But not every bruise is from a fall. Not every withdrawal is “normal aging.” Not every confusion is dementia.

Ageism teaches us to ignore, dismiss, and overlook real harm. It creates silence, risk and masks abuse. It delays help. Older adults deserve to be seen, heard, and supported with dignity and respect. Let’s stop brushing off concerns. Let’s ask better questions. Let’s listen more closely. Because aging should never mean invisibility.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse

Addressing Ageism Content



**See people
beyond their age.**

Societal bias & ageism lead to:

- Denied opportunities
- Dismissed opinions
- Normalized neglect
- Silenced voices

If you're concerned, call SAIL:
1-866-437-1940

seniors first BC



Content Title: Challenging societal stereotypes and social bias.

Caption:

Why do we assume all older adults are fragile, forgetful, or a burden? These assumptions may seem minor, but they fuel disrespect, promote exclusion, and make it easier for elder abuse to be overlooked. But we can change this. Let's break down bias with one thought, one word, and one action at a time.

Together we can create communities where elders are valued, visible, and safe.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



**Promoting dignity
in aging.**

-Aging is not a decline.
It's a journey of wisdom,
strength and contribution.

If you're concerned, call SAIL:
1-866-437-1940

seniors first BC



Content Title: Promoting dignity in aging

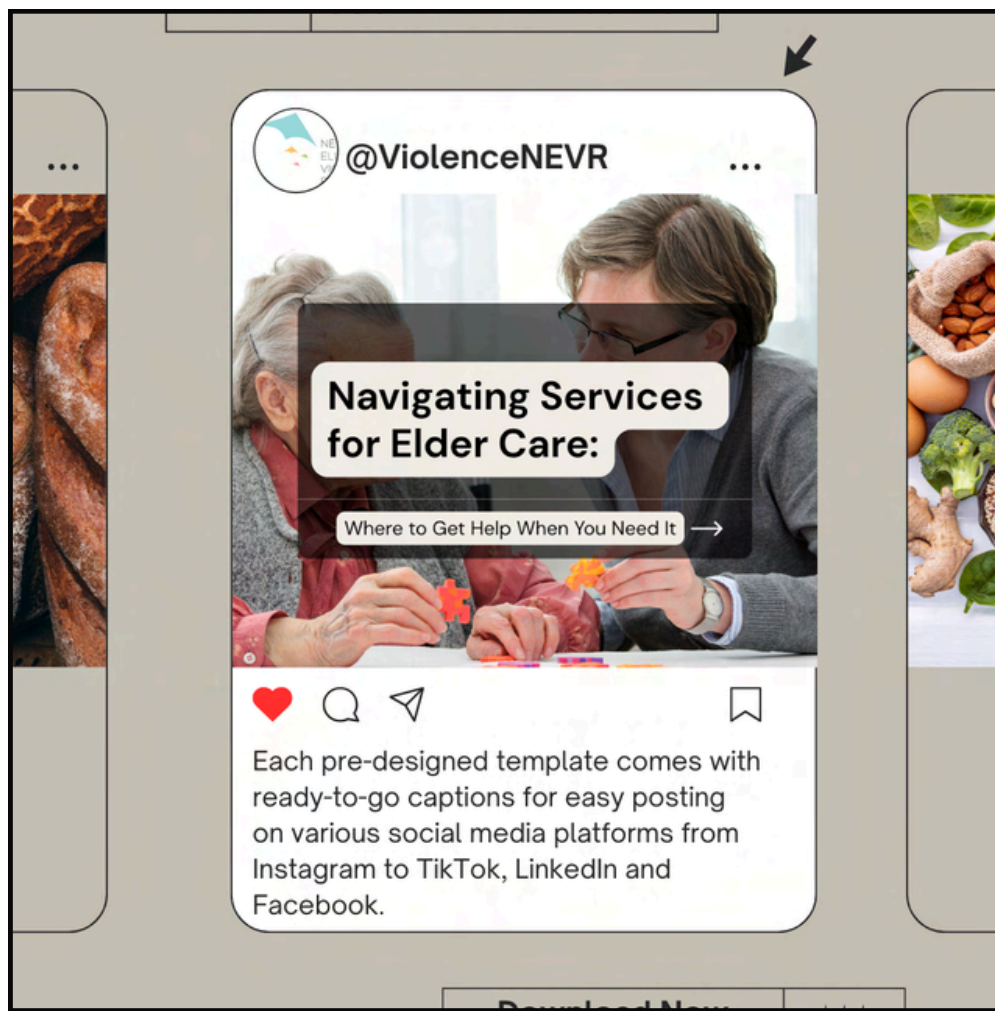
Caption:

Treating older adults with dignity means listening to their voices, respecting their choices, honouring their independence and valuing their life experiences. Promoting dignity in aging isn't optional. It's essential to prevent abuse.

When we respect, include and uplift older adults, we protect them. Let's build a society where everyone ages with dignity and pride.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse

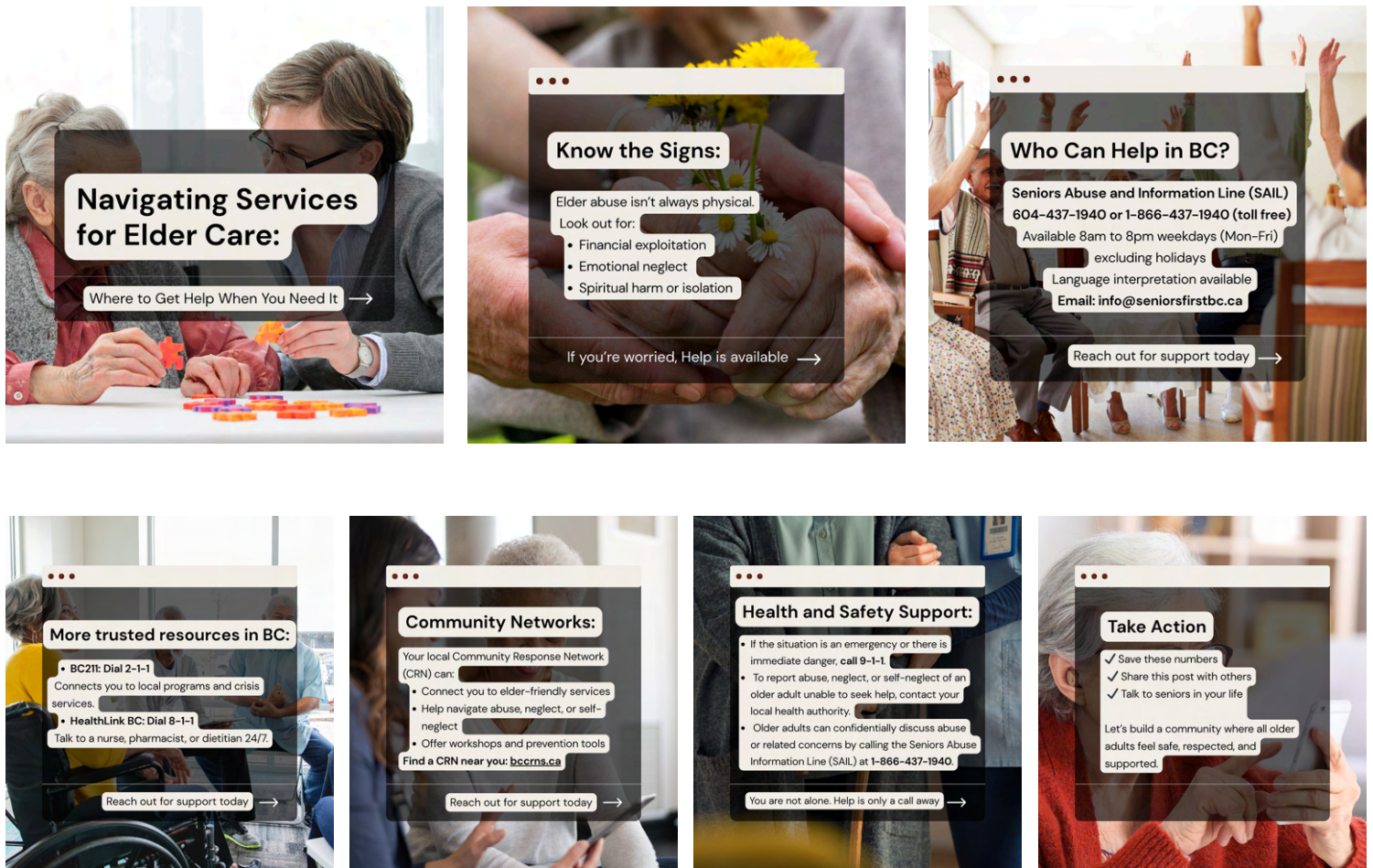
Access to Resources & Support Content



Connecting older adults, caregivers, and communities to the help they need, when they need it.

Access to the right information and services can be life-changing. This pillar focuses on ensuring that every older adult knows where to turn for help, guidance, and safety—whether through community programs, hotlines, or digital tools.

Access to Resources & Support Content - Carousel Post (Rotating Images)



Content Title:

Navigating services for elder care - Where to get help

Caption:

Not sure where to turn when an older adult is at risk? Whether it's emotional neglect, financial abuse, or just a feeling that something isn't right, you don't have to figure it out alone.

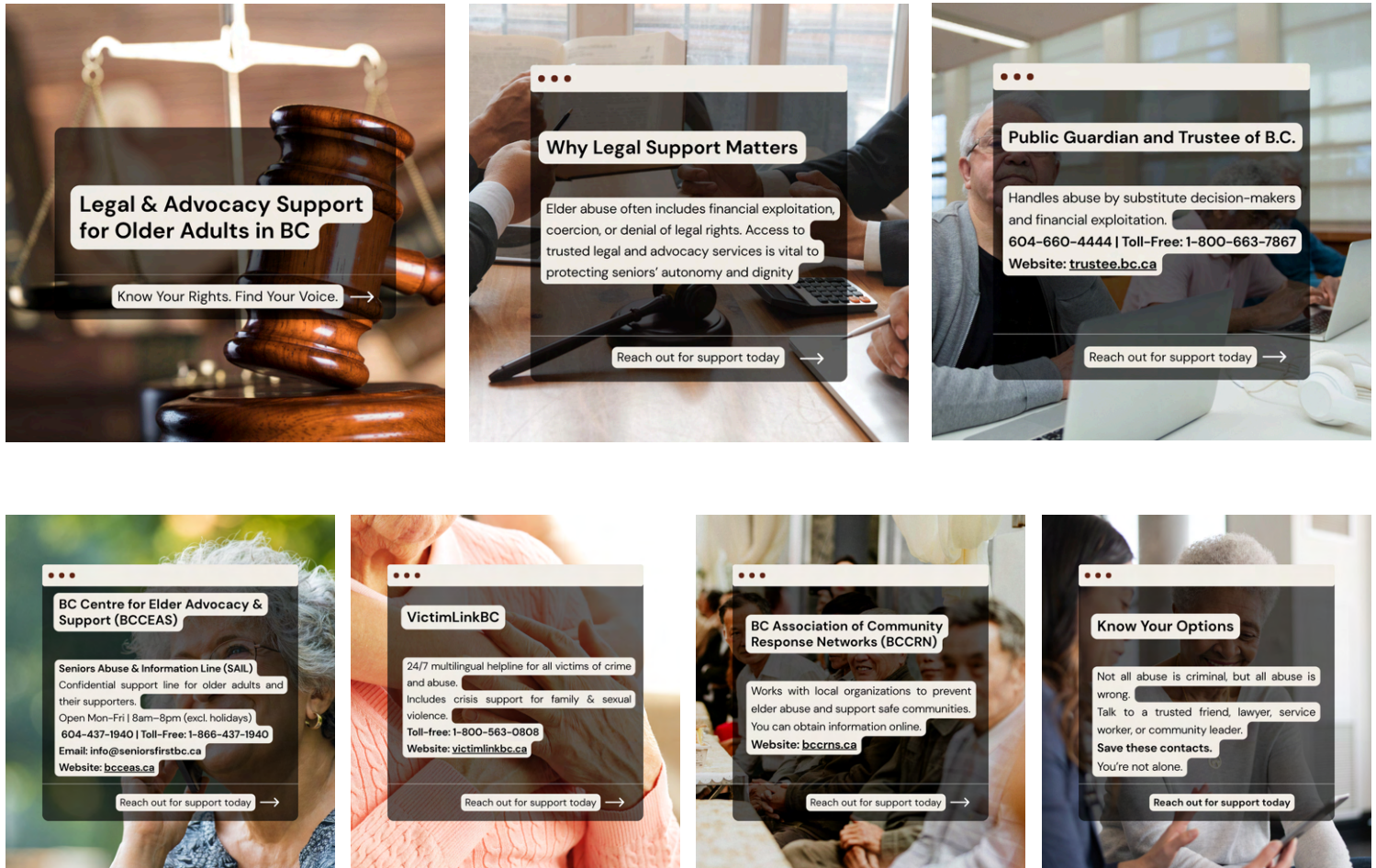
This post walks you through trusted support services in British Columbia, from crisis lines to community response networks (CRNs), so you know exactly where to go when help is needed.

Save this. Share this. Someone in your circle might need it.

If someone is in immediate danger, always call 9-1-1. Together, let's protect, respect, and support our elders.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Access to Resources & Support Content - Carousel Post (Rotating Images)



Content Title:

Support services - Legal and advocacy organizations

Caption:

Not sure where to turn when elder abuse is suspected? Legal and advocacy organizations can offer vital support, guidance, and protection. From free legal advice to representation and rights-based advocacy, these services ensure that older adults are not alone.

Swipe through to discover the organizations that stand up for seniors' safety, dignity, and justice.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Access to Resources & Support Content



Elder Abuse: finding the right type of help.

–When supporting an older adult experiencing abuse, a well-meaning referral isn't enough. It needs to be the right fit.

If you're concerned, call SAIL:
1-866-437-1940

seniors first BC



Content Title: Culturally appropriate referrals

Caption:

When older adults seek help, language barriers, cultural misunderstandings, or unfamiliar services can make it difficult to access the care they deserve. If you're supporting an older adult from an immigrant or racialized community, match them with service providers who:

- Speak their preferred language.
- Understand their cultural values.
- Offer trauma-informed, culturally safe, respectful care.

A culturally appropriate referral builds trust, promotes follow-through, and reduces the risk of re-traumatization.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse



You have the power to be an advocate for the safety of older adults.

–Elder abuse often hides in plain sight. Behind silence, isolation, or fear. If you suspect abuse, don't look away.

If you're concerned, call SAIL:
1-866-437-1940

seniors first BC



Content Title: What to do if you suspect abuse-

Advocacy options

Caption:

Think something's not right? Speak up. Advocate. Support. Here's what you can do:

- **Start the Conversation:** Gently ask how the person is feeling.
- **Document What You Notice:** Changes in behavior, injuries or withdrawal.
- **Seek Guidance:** Contact a local seniors' support organization or Community Response Network
- **Empower, Don't Pressure:** Let the person make their own decisions.
- **Know Who to Call:** In urgent cases, call 911.

Being a voice for someone in need can change a life.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

End-of-Year Reflection Post



Caption:

This year reminded us that protecting older adults starts with awareness, connection, and speaking up.

As we close the year, we carry forward a shared commitment to respect, safety, and dignity for older adults. Awareness doesn't end here—it continues into the year ahead.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

PART 2

Ready-to-Post Mobile Videos



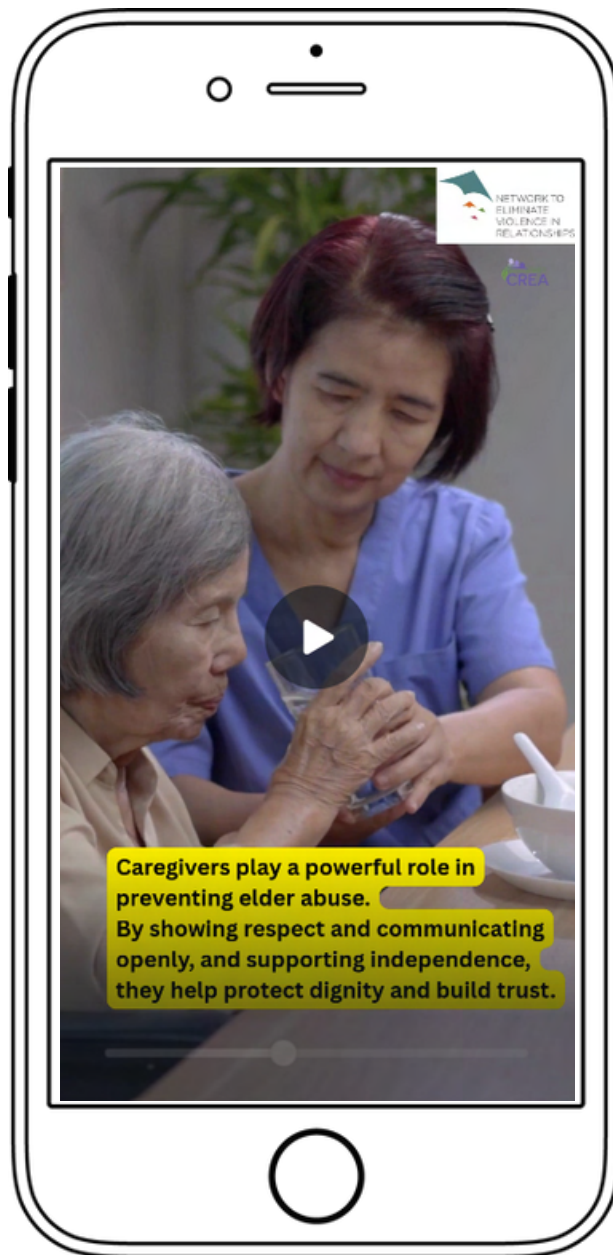
About This Section: This section features a collection of short videos (30 – 45 seconds each) designed to bring the messages of elder abuse awareness, prevention, and safety to life. Some clips are presented by NEVR community members and partners across sectors, with the aim of putting real faces and voices to the issue and helping audiences connect emotionally while learning vital prevention tips.

How to Use These Posts:

1. Share Across Platforms: Post videos to your organization's Instagram, Facebook, LinkedIn, and X (Twitter) accounts. They're optimized for reels, shorts, and story formats.
2. Integrate into Campaigns: Pair each video with matching blog posts, graphics, or polls for an integrated campaign.
3. Use in Training & Events: Play the clips during presentations, workshops, or community outreach events to introduce key concepts or start discussions.
4. Encourage Community Sharing: Ask staff, volunteers, and partners to repost videos on their own pages to amplify awareness.

Pro Tip: Keep captions short and include hashtags like #ViolenceNEVR, #EndElderAbuse. Rotate new videos monthly to maintain audience interest and show community involvement.

Mobile Video Content Title: The Role of Caregivers in Prevention

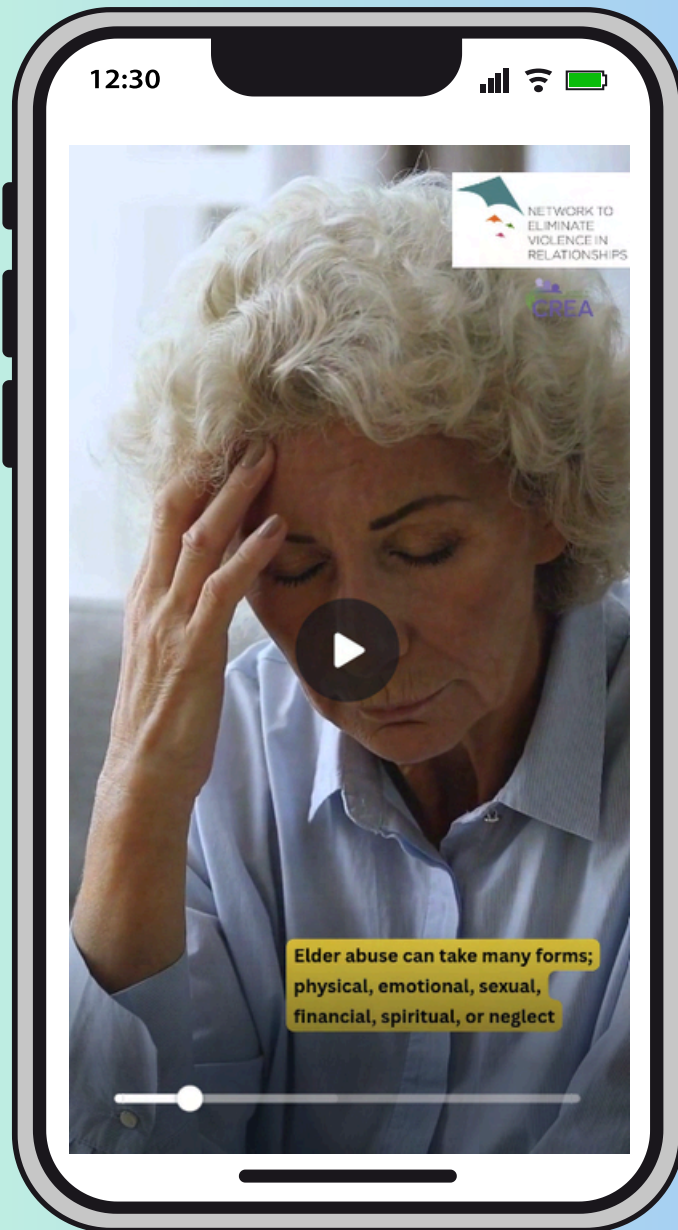


Caption:

Caregivers are the heart of elder support — but they're also the first line of defense against abuse. Care with compassion and protect dignity and safety every day.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: The Most Common Forms of Elder Abuse

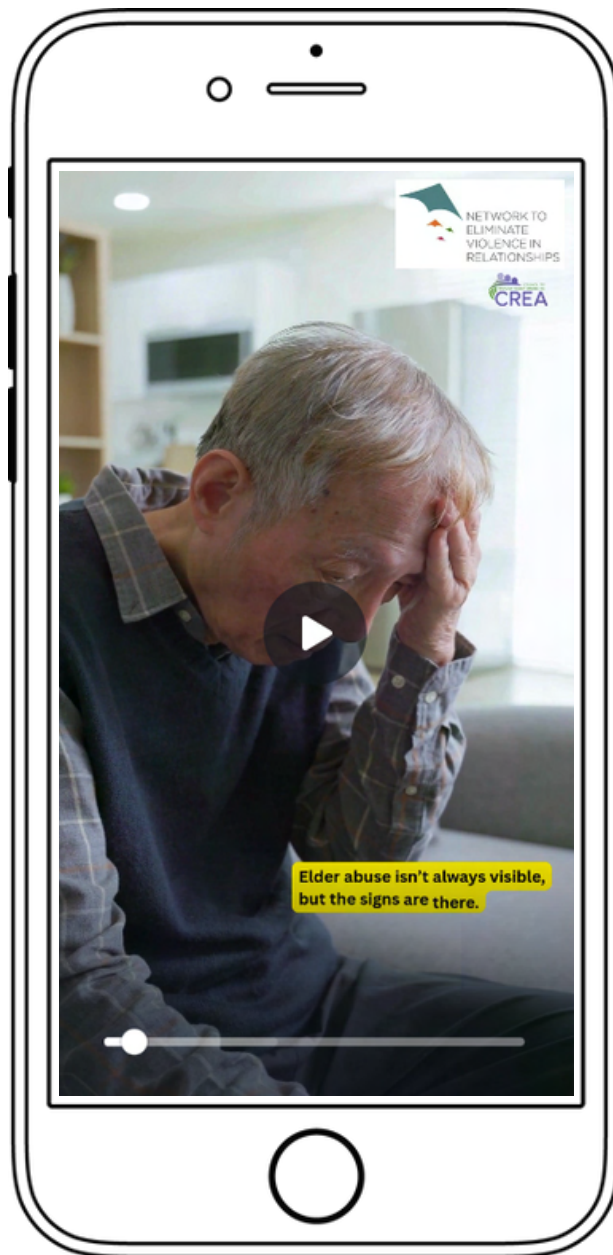


Caption:

Not all abuse leaves bruises. Financial and emotional abuse are among the most common. Let's talk about it.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: Warning Signs & Red Flags of Elder Abuse

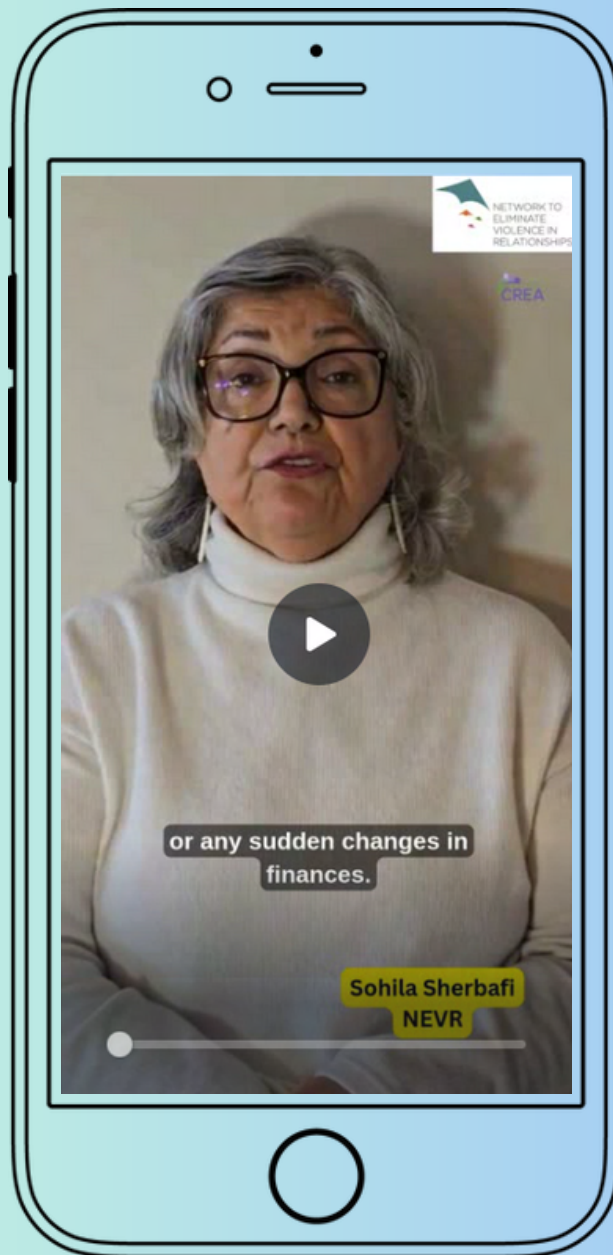


Caption:

Know the signs. Unexplained injuries, fear, or withdrawal could mean abuse. Speak up. Your voice can save a life.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: Warning Signs & Red Flags of Elder Abuse

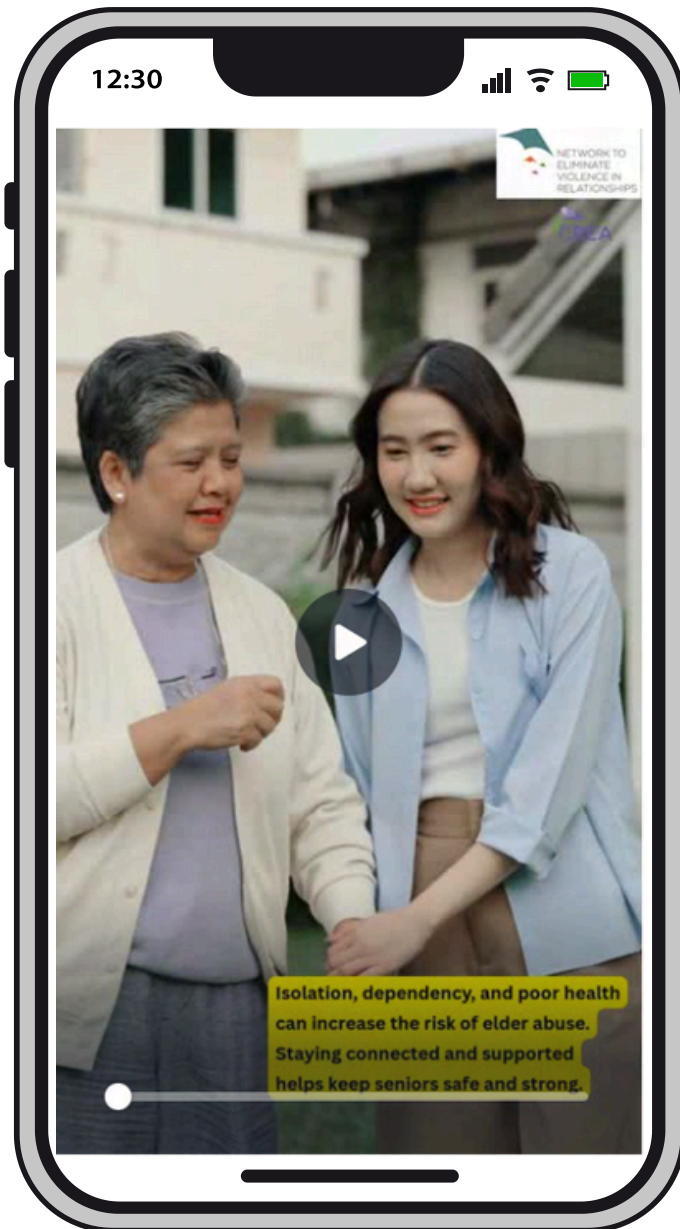


Caption:

Know the signs. Unexplained injuries, fear, or withdrawal could mean abuse. Speak up. Your voice can save a life.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: Major Risk Factors of Elder Abuse

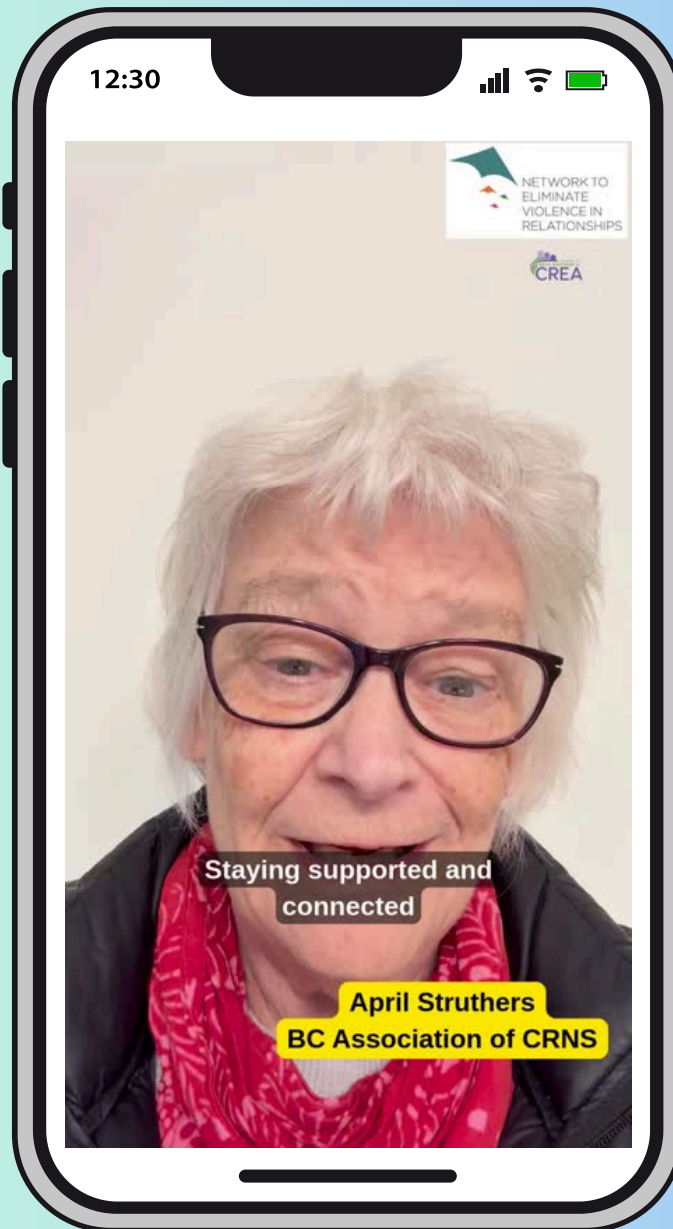


Caption:

Isolation. Dependence. Poor health. Know the risk factors. Protect our older adults.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: Major Risk Factors of Elder Abuse

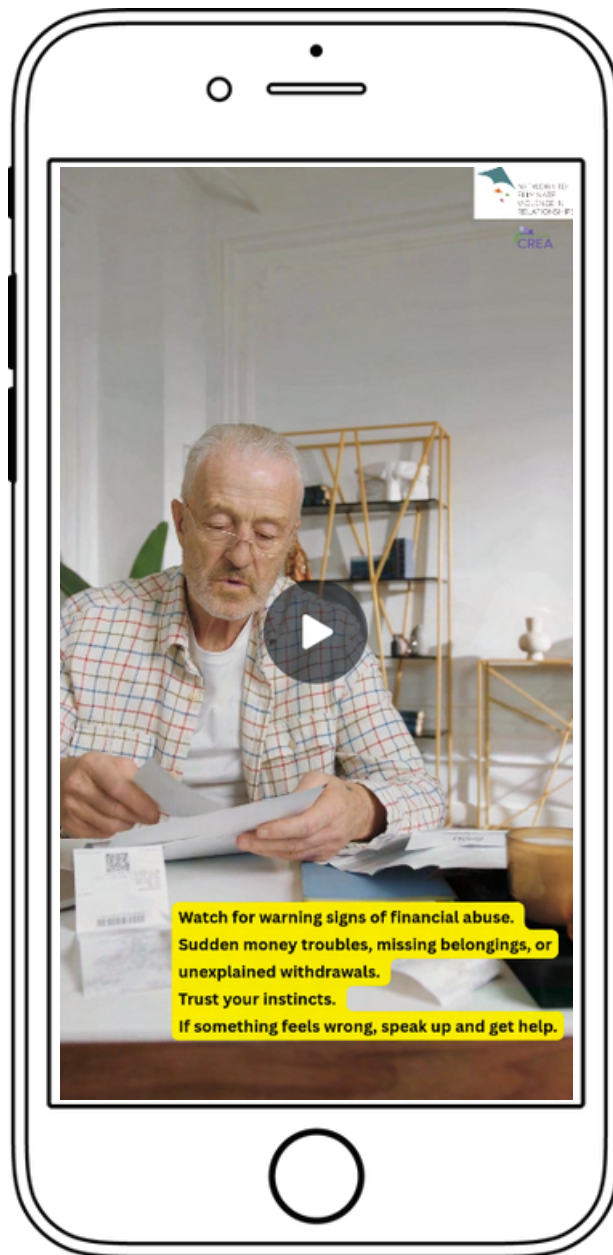


Caption:

Isolation. Dependence. Poor health. Know the risk factors. Protect our older adults.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: Common Signs of Financial Abuse

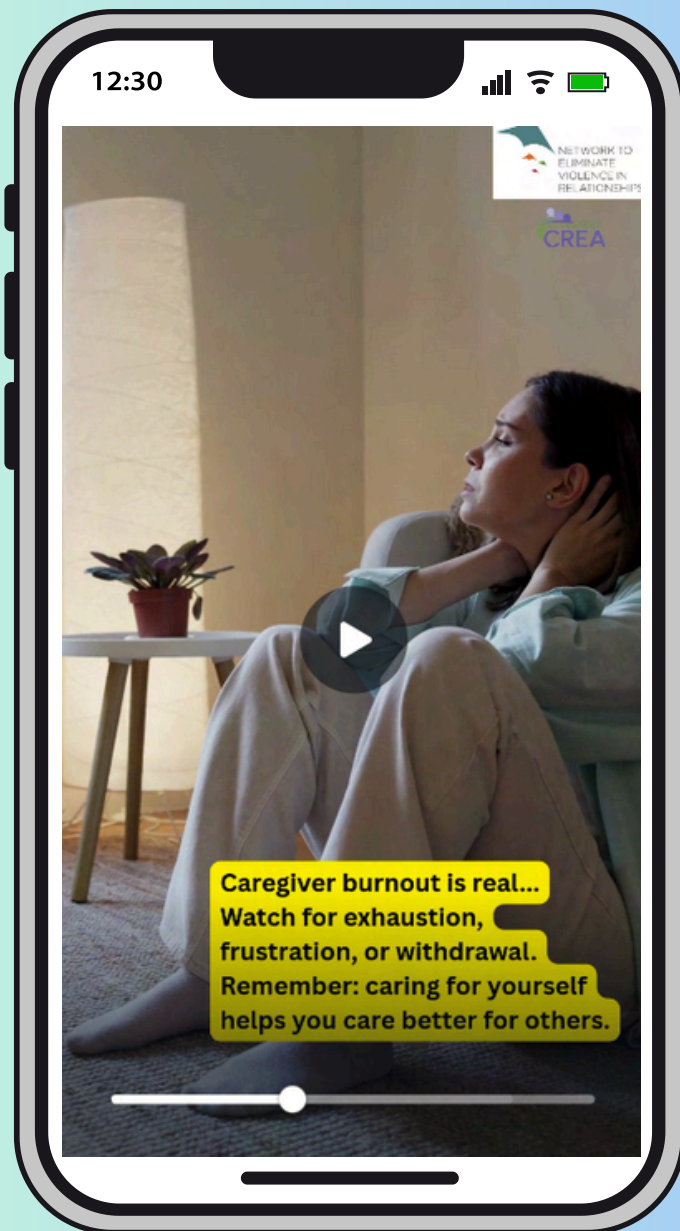


Caption:

Financial abuse steals more than money—it steals independence. Learn the warning signs.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: Caregiver Burnout: Signs & Supports

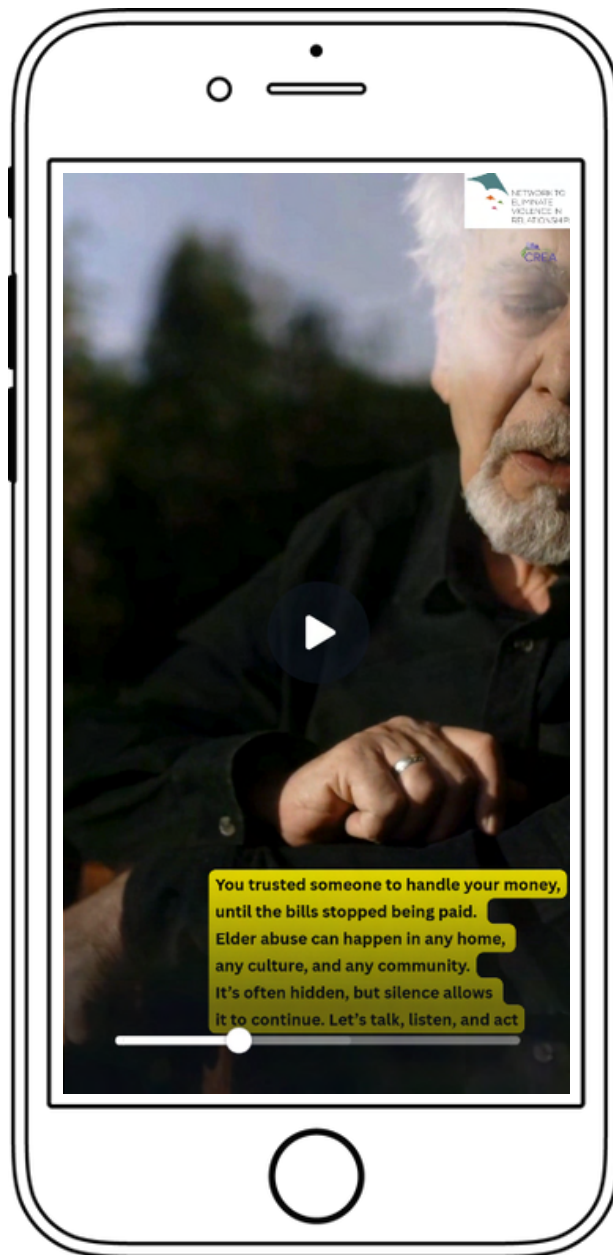


Caption:

Burnout doesn't mean failure. It means you've been carrying too much for too long. Support for caregivers is prevention, too.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: Real Scenarios & Hard Truths of Elder Abuse

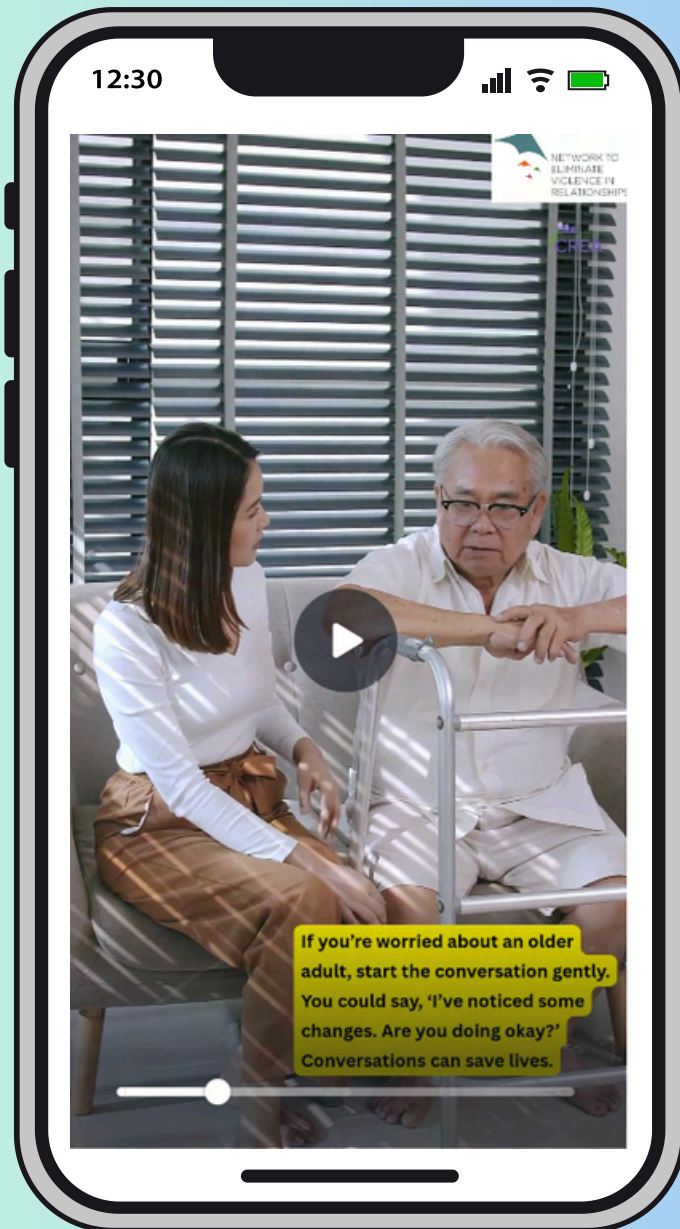


Caption:

Elder abuse isn't rare, it's underreported. Understanding the hard truths helps us build safer communities.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: How to Talk to an Older Adult About Abuse

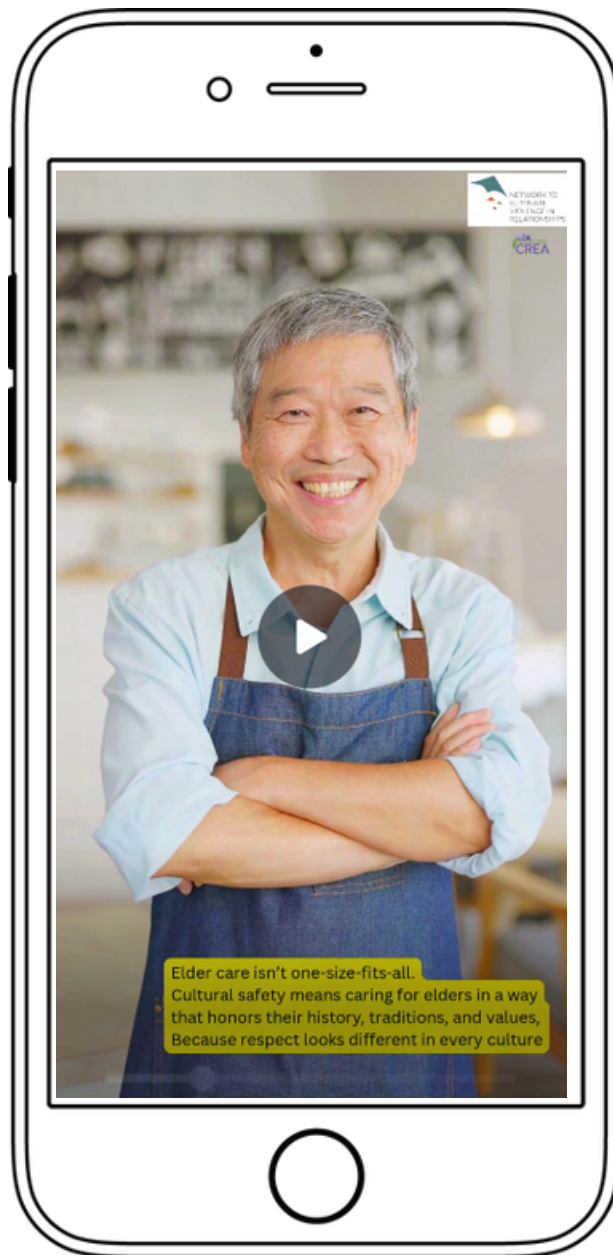


Caption:

Talking about abuse isn't easy — but your voice could save a life. Listen, believe, and start the conversation with care.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: Cultural Safety in Elder Care

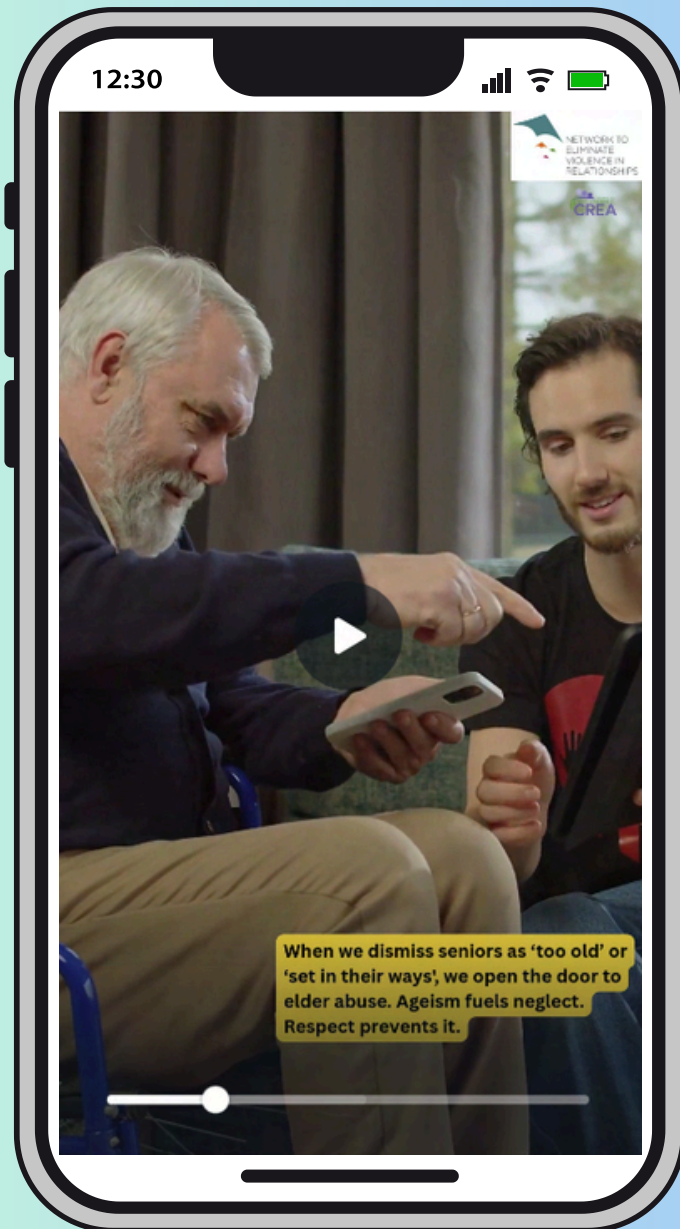


Caption:

Every older adult's story is shaped by culture, language, and lived experience. Cultural safety is about more than awareness. It's about respect, humility, and inclusion in every act of care.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: Ageism Fuels Abuse



Caption:

Ageism creates conditions where abuse thrives, through silence and exclusion. Every voice, every age, deserves respect and safety.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: Ageism Fuels Abuse

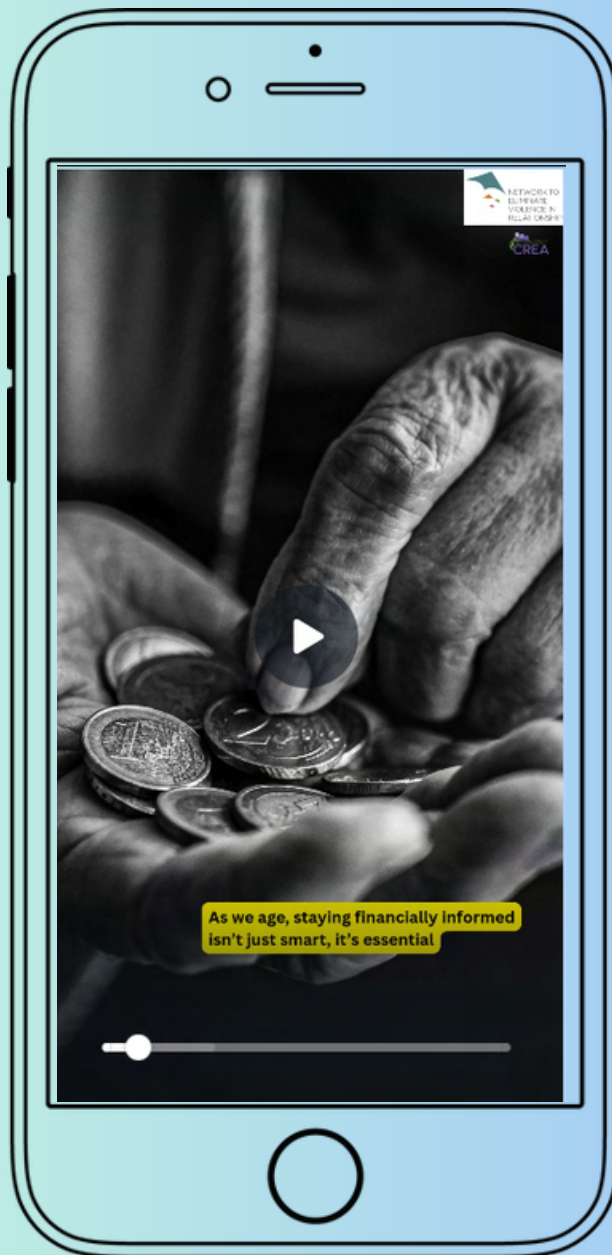


Caption:

Ageism creates conditions where abuse thrives, through silence and exclusion. Every voice, every age, deserves respect and safety.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: Scam Awareness

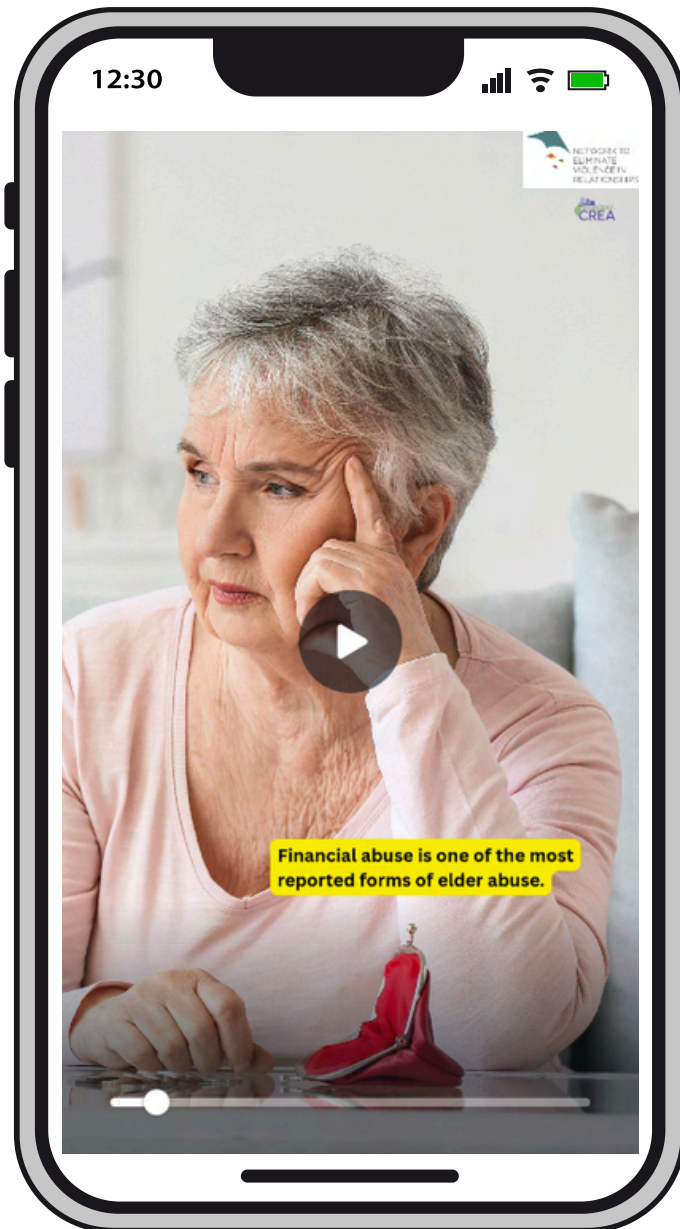


Caption:

Scams target trust. Stay alert. Protect your money, your privacy, and your peace of mind.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: Protecting your Finances



Caption:

Your money, your future, your control. Learn how to spot red flags and protect your hard-earned savings.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: Conflict Resolution Tips for Intergenerational Households

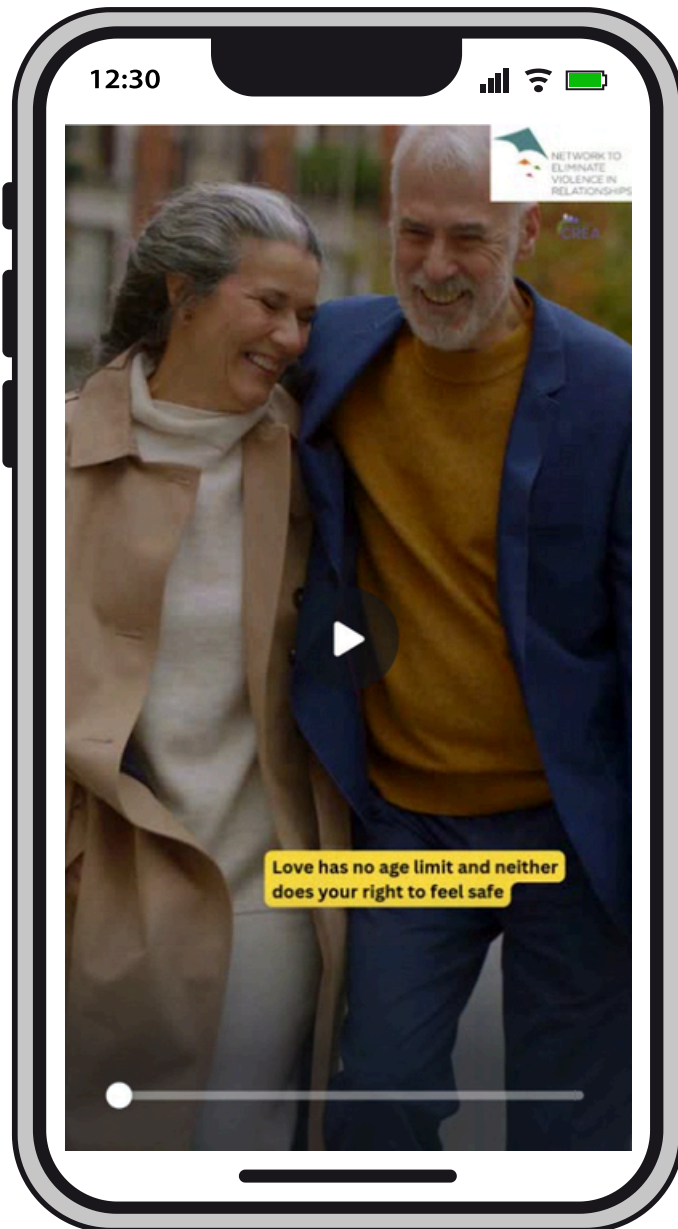


Caption:

Living together across generations can be rewarding and challenging. Respectful dialogue, empathy, and patience keep families connected and safe.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: Staying Safe in New Relationships

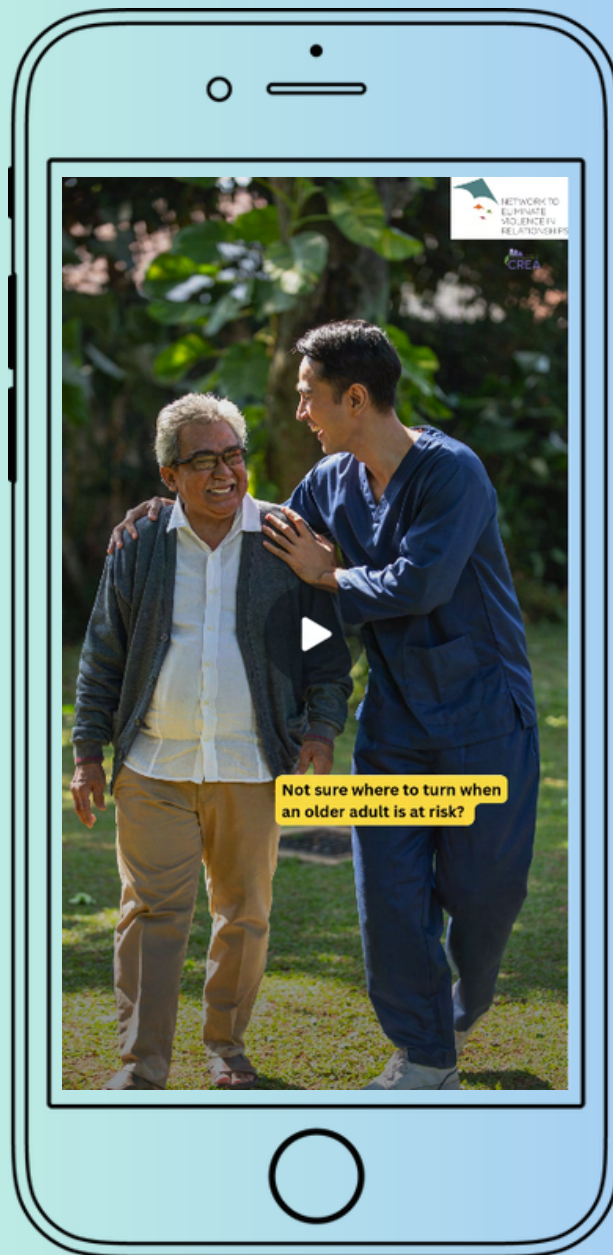


Caption:

New connections can bring joy and companionship but safety comes first. Trust your instincts and set boundaries that protect your peace of mind.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: Navigating Services for Elder Care

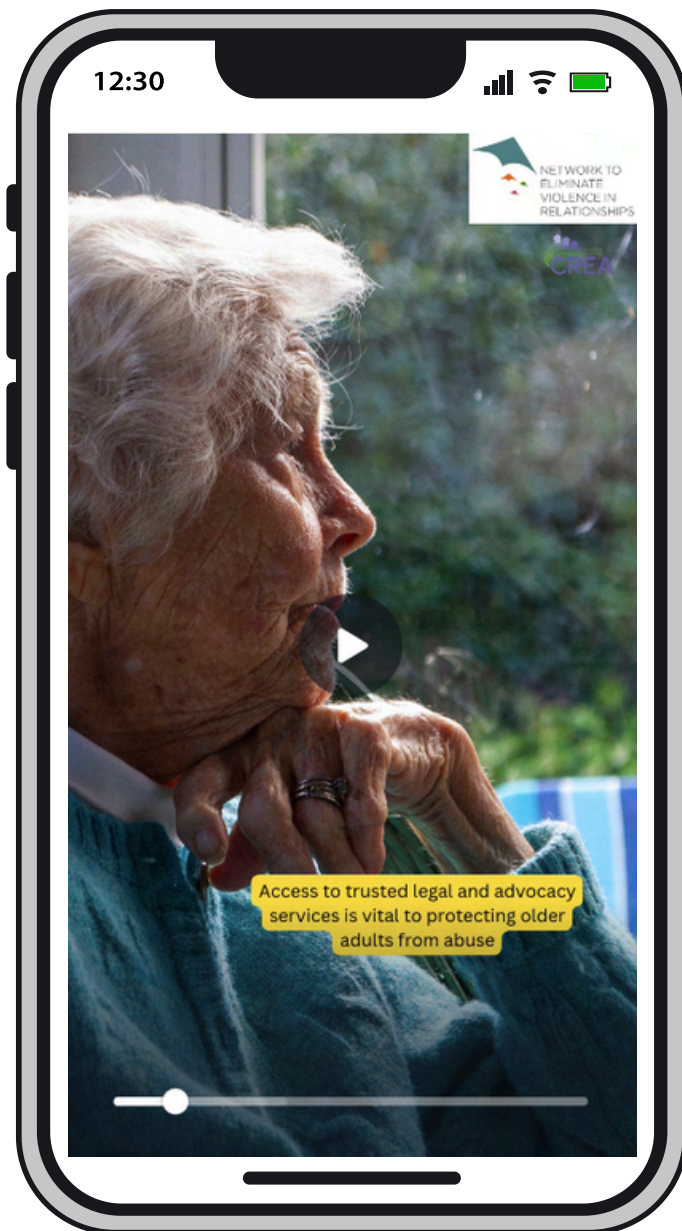


Caption:

Caring for an older adult can be complex, but help is out there. Navigate local resources and build a support network that works for you.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: Legal and Advocacy Support for Older Adults

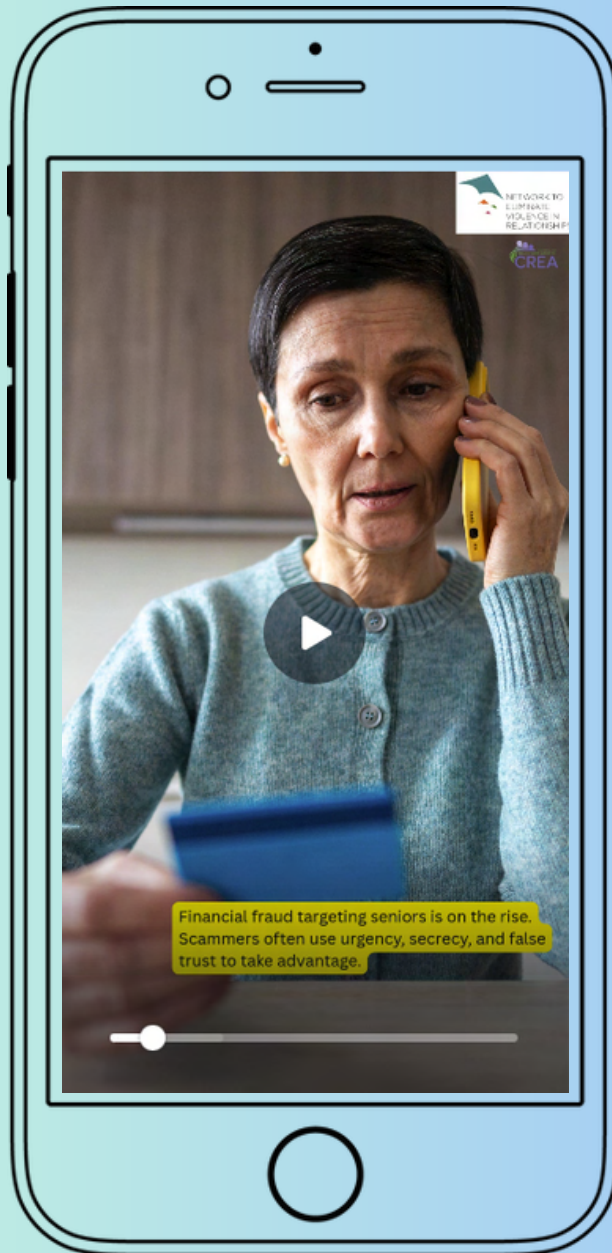


Caption:

Knowledge is power. Learn how legal and advocacy support can protect the rights of older adults and promote justice.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: How to Identify Scams

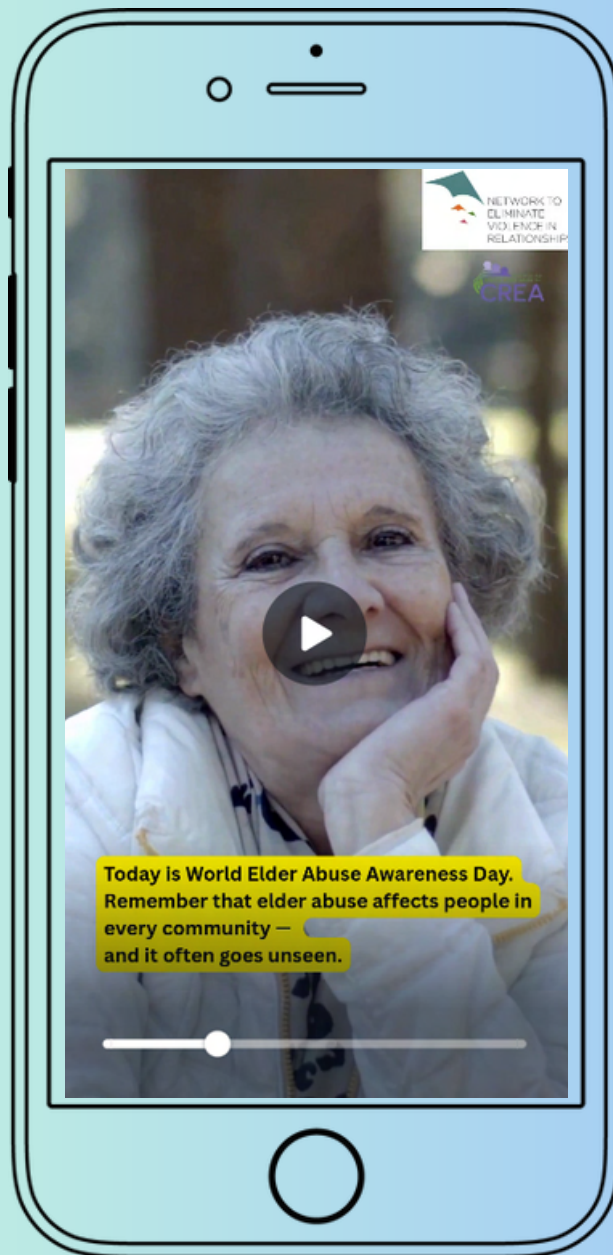


Caption:

Scammers target trust, not just money. Learn how to spot red flags before it's too late.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

Mobile Video Content Title: June 15. World Elder Abuse Awareness Day



Caption:

On World Elder Abuse Awareness Day, let's speak up to protect older adults from harm.

#ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse

PART 3:

KEEP THE CONVERSATION GOING WITH INTERACTIVE POLLS...



About This Section

This section features interactive polls and reflection prompts designed to spark engagement, self-awareness, and conversation about elder abuse prevention across digital platforms.

These polls are crafted to educate audiences while encouraging participation, helping communities move from awareness to reflection and, ultimately, to action.

Each poll has been carefully worded to:

- Challenge assumptions about aging and caregiving.
- Encourage dialogue between older adults, caregivers, and service providers.
- Help organizations measure engagement and awareness levels in their audience.

They are short, relatable, and ideal for use on Instagram Facebook, LinkedIn, or X (Twitter), both as individual posts and on the stories features.

How to Use These Posts:

- **Select the Polls That Fit Your Campaign Focus:** e.g., warning signs of abuse, financial safety, etc.
- **Post on Social Media:** Upload the poll text using the platform's built-in tools (e.g., Instagram Story or post polls or LinkedIn pulse questions).
- **Engage Your Audience:** Encourage followers to vote, share their opinions in the comments, or discuss their experiences. After each poll, post a short explanation or resource link that connects to the correct information.

Pro Tip: Use interactive features such as sliders, quizzes, and emoji reactions to make engagement fun. End each week's set of polls with a call to action, such as, "If you see something, say something — call SAIL at 1-866-437-1940."



1 **Poll 1: Elder Abuse Awareness — "Would You Recognize It?"**

Poll Question:

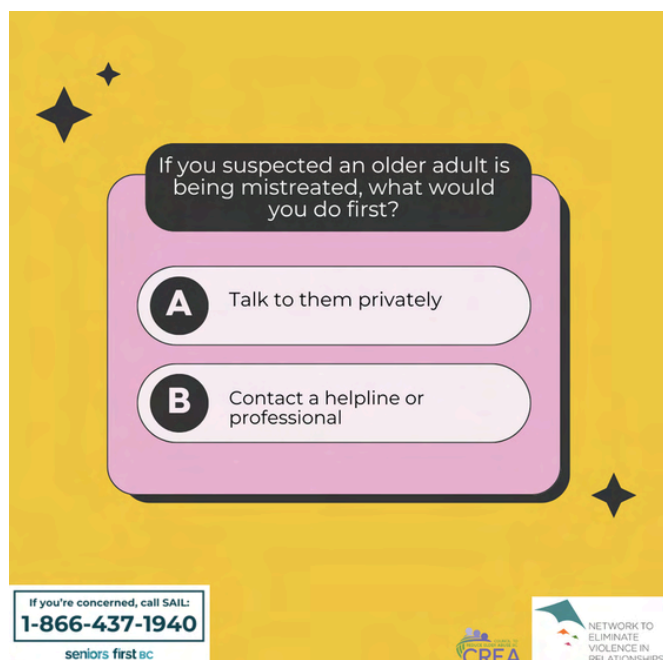
Do you think most people could recognize the signs of elder abuse if they saw them?

- Yes, it's obvious
- Not always. The signs can be subtle

Caption:

Elder abuse isn't always physical. It can look like isolation, neglect, spiritual or sexual abuse, financial control, or emotional manipulation. Awareness starts with recognition.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



2 **Poll 2: Prevention & Safety Planning — "Who Would You Call?"**

Poll Question:

If you suspected an older adult is being mistreated, what would you do first?

- Talk to them privately
- Contact a helpline or professional

Caption:

Your response matters. Early intervention can stop abuse before it escalates.

SEE it. NAME it. CHECK it. Notice the signs, name what's happening, and check in with someone who can help.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



3 Poll 3: Caregiver Education – “How Are You Coping?”

Poll Question:

Caregivers, do you feel you have enough support for your mental and emotional well-being?

- Yes, most of the time
- No, I often feel overwhelmed

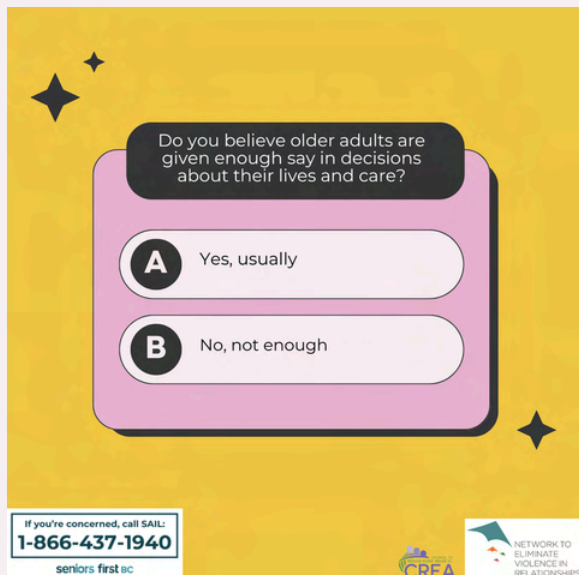
Caption:

Caregiving is an act of love — but it can also be exhausting. Recognizing caregiver stress helps prevent burnout and unintentional harm.

Reach out. Rest. Recharge.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse



4 Poll 4: Respect & Dignity in Aging – “Voice and Choice”

Poll Question:

Do you believe older adults are given enough say in decisions about their lives and care?

- Yes, usually
- No, not enough

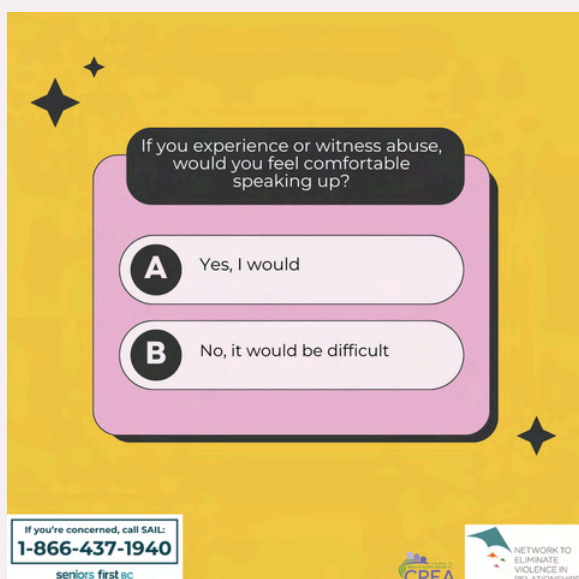
Caption:

Respect means listening, not deciding for someone, but with them.

Every older adult deserves autonomy, dignity, and inclusion in life's choices.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse



5 Poll 5: Empowering Older Adults – “Breaking the Silence”

Poll Question:

If you experience or witness abuse, would you feel comfortable speaking up?

- Yes, I would
- No, it would be difficult

Caption:

Speaking up isn't easy, but it's powerful. When one voice rises, others find the courage to rise too.

Share this poll and keep the conversation going. Together, we can break the silence.

#ViolenceNEVR #ElderAbuseAwareness

#EndElderAbuse



6 Poll 6: Financial Safety — “Would You Spot It?”

Poll Question:

If someone close to you started managing your money without asking — what would you do?

- Talk to them about it
- Not sure — I'd feel uncomfortable saying anything

Caption:

Financial abuse often starts quietly; a “helping hand” that becomes control.

Stay alert, ask questions, and keep control over your financial decisions.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



7 Poll 7: Scam Awareness — “Too Good to Be True?”

Poll Question:

If you got a call saying you've won a prize but you must pay to claim it, what would you do?

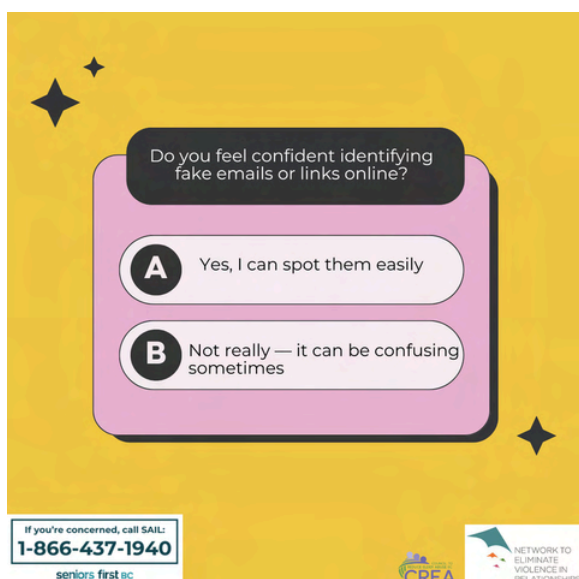
- Hang up immediately
- Ask for proof or call back later

Caption:

Scammers prey on trust. Remember: If you have to pay to win, it's not a prize.

Report scams to the Canadian Anti-Fraud Centre (1-888-495-8501).

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



8 Poll 8: Digital Literacy — “Online Confidence”

Poll Question:

Do you feel confident identifying fake emails or links online?

- Yes, I can spot them easily
- Not really — it can be confusing sometimes

Caption:

Learning digital safety skills helps protect your personal information and independence online. Stay informed. Stay safe.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



9 Poll 9: Addressing Ageism — “Do You See It?”

Poll Question:

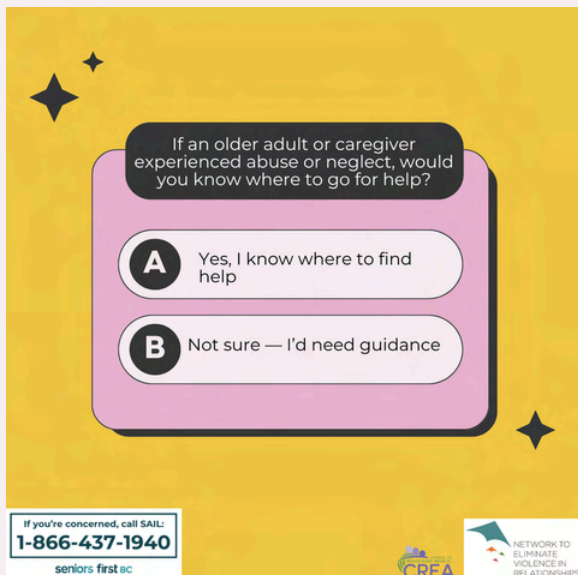
Do you think older adults are often underestimated or dismissed because of their age?

- Yes, too often
- Sometimes, but it's improving

Caption:

Ageism can be subtle — a joke, a dismissal, or being left out of a decision. Every voice deserves respect. Let's value age as strength, not limitation.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



10 Poll 10: Access to Resources — “Would You Know Where to Turn?”

Poll Question:

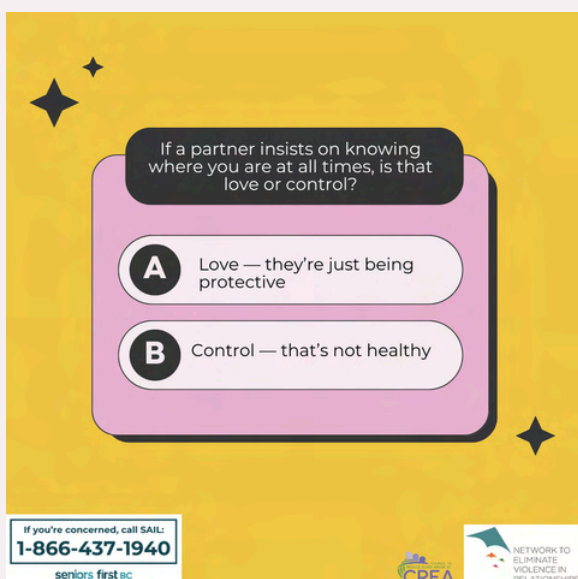
If an older adult or caregiver experienced abuse or neglect, would you know where to go for help?

- Yes, I know where to find help
- Not sure — I'd need guidance

Caption:

Knowing where to find help can save a life. Reach out to the BC Seniors Abuse & Information Line (1-866-437-1940) or visit nevr.org for trusted resources.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



11 Poll 11: Healthy Relationships — “Love or Control?”

Poll Question:

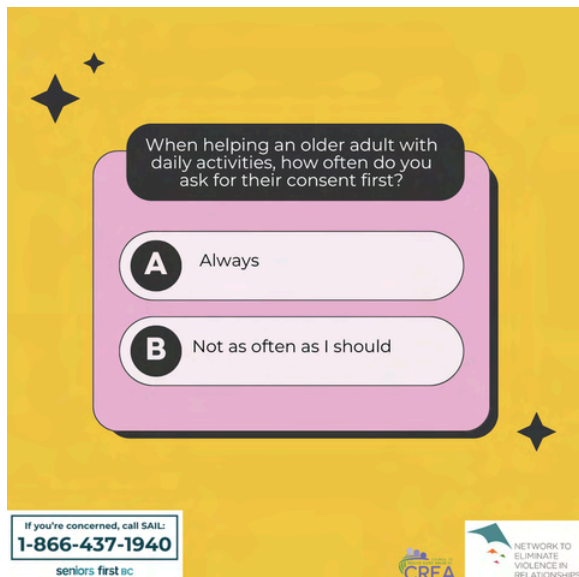
If a partner insists on knowing where you are at all times, is that love or control?

- Love — they're just being protective
- Control — that's not healthy

Caption:

True love builds trust, not fear. Healthy relationships at any age are based on respect, equality, and freedom. Talk about what healthy love looks like.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



12 Poll 12: Caregiving Dynamics — “Helping or Overstepping?”

Poll Question:

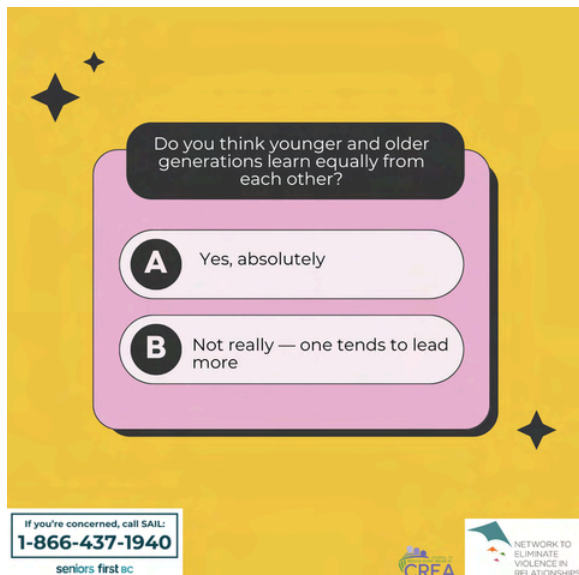
When helping an older adult with daily activities, how often do you ask for their consent first?

- Always
- Not as often as I should

Caption:

Care is powerful when it respects choice. Asking before helping may seem small — but it preserves dignity and independence.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



13 Poll 13: Intergenerational Respect — “Who Teaches Who?”

Poll Question:

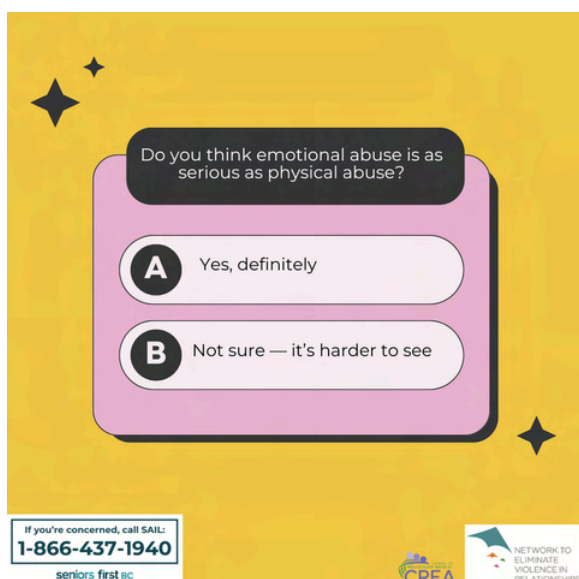
Do you think younger and older generations learn equally from each other?

- Yes, absolutely
- Not really — one tends to lead more

Caption:

Wisdom flows both ways. When generations listen and learn together, communities grow stronger. Every story shared is a lesson passed forward.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



14 Poll 14: Emotional Well-being — “How Are You, Really?”

Poll Question:

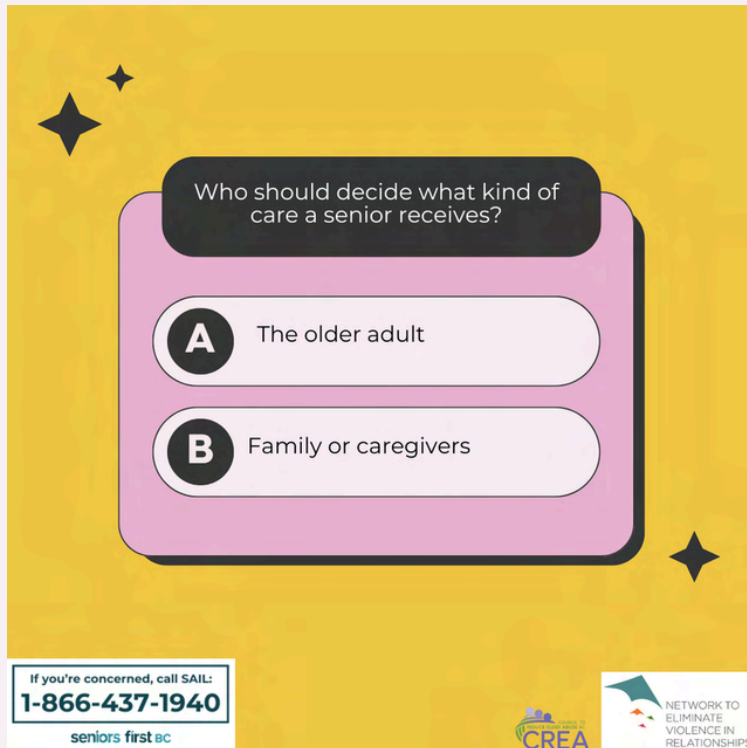
Do you think emotional abuse is as serious as physical abuse?

- Yes, definitely
- Not sure — it's harder to see

Caption:

Emotional abuse leaves deep scars, even if they're invisible. Words, isolation, or manipulation can hurt just as much as violence. Let's speak up for emotional safety too.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse



Poll 15: Respect & Autonomy — “Whose Choice Is It?”

Poll Question:

Who should decide what kind of care an older adult receives?

- The older adult
- Family or caregivers

Caption:

Dignity means choice. older adults deserve to have the final say in their care, lifestyle, and future.

Empower, don't override.

#ViolenceNEVR #ElderAbuseAwareness
#EndElderAbuse

Ways to Repurpose the Polls

- Include in newsletter campaigns to spark engagement among subscribers.
- Feature in community presentations or workshops as conversation starters.
- Integrate into training modules for service providers or volunteers.
- Use as icebreakers in caregiver education or senior centre activities.

Each poll is a small step toward a larger goal; helping every person in our community SEE it, NAME it, and CHECK it when they notice the signs of abuse. Engagement turns awareness into action.

PART 4

Newsletters

Bridging Awareness and Action



How to Use This Section:

- Share the newsletters monthly or quarterly on your website or social media.
- Feature excerpts in community bulletins, emails, or senior centre programs.
- Use each issue as a conversation starter. Share with your mailing list or as a WhatsApp broadcast message.

Let's keep the dialogue alive and the momentum going, turning awareness into ongoing community action.

Volume 1 – Understanding Elder Abuse



Together for Safe Aging – Awareness, Action, and Advocacy.

ELDER ABUSE AWARENESS & PREVENTION NEWSLETTER

ISSUE #1

“

Talk about it. Share one thing you've learned from this newsletter with a friend, family member, or colleague. Every conversation helps break the silence around elder abuse.

UNDERSTANDING ELDER ABUSE

Elder abuse is a growing concern across Canada, affecting older adults in every community. It happens when an older adult experiences harm, neglect, or exploitation at the hands of someone they trust, often family members, caregivers, or acquaintances.



Quick Tip for Awareness

If you SEE it, NAME it, CHECK it:

- SEE the signs of abuse.
- NAME what you notice—speak it out.
- CHECK with the person or reach out for support.



Resource Spotlight

1. BC Seniors Abuse and Information Line (SAIL)
1-866-437-1940
Open 8 am–8 pm daily
Confidential daily support in over 150 languages.
2. NEVR Website
Visit the [Elder Abuse Awareness & Support Resources](#) page & NEVR Toolkit for free resources, guides, and prevention tools.

ELDER ABUSE CAN TAKE MANY FORMS:

- **Physical Abuse:** Hitting, restraining, or causing physical harm.
- **Emotional Abuse:** Verbal attacks, threats, humiliation, or isolation.
- **Coercive Control:** dominating, isolating, and restricting an older adult's freedom.
- **Financial Abuse:** Misusing money, property, or assets.
- **Sexual Abuse:** non-consensual sexual contact or activity.
- **Spiritual Abuse:** Disrespecting beliefs or preventing participation in faith traditions.
- **Neglect:** Failing to provide care, food, or safe shelter.

MYTHS VS. FACTS

- **Myth:** Elder abuse only happens in care homes.
- **Fact:** Most cases occur in private homes or close relationships.
- **Myth:** Abuse is always physical.
- **Fact:** Financial, emotional, and neglect are the most reported types of elder abuse in BC.
- **Myth:** Talking about abuse makes things worse.
- **Fact:** Speaking up is the first step to safety and change.

Volume 2 — Prevention & Safety Planning



NETWORK TO
ELIMINATE
VIOLENCE IN
RELATIONSHIPS



Together for Safe Aging — Awareness, Action, and Advocacy.

ELDER ABUSE AWARENESS & PREVENTION NEWSLETTER

ISSUE #2

“

Talk to an older adult in your life today about safety planning. A simple conversation can build trust and prevent abuse before it starts.

PREVENTION & SAFETY PLANNING

Preventing elder abuse starts with awareness and proactive steps to create safe environments for older adults. Abuse can be prevented when communities, families, and caregivers recognize risks early and take action to support seniors with respect and dignity.



SEE it, NAME it, CHECK it Strategy

- **SEE it** — Notice unusual signs such as withdrawal, fearfulness, or unexplained injuries.
- **NAME it** — Say what you see: “I’ve noticed you seem worried lately.”
- **CHECK it** — Ask directly: “Is something happening that makes you feel unsafe?”

Together, these steps create space for seniors to share concerns safely.



Resource Spotlight

1. BC Seniors Abuse and Information Line (SAIL) 1-866-437-1940 | Confidential daily support in over 150 languages.

2. NEVR Website Visit the [Elder Abuse Awareness & Support Resources page](#) & NEVR Toolkit for free resources, guides, and prevention tools.

SAFETY PLANNING TIPS

- Keep a list of trusted contacts nearby, including doctors, family members, and helplines.
- Arrange regular check-ins from friends or neighbors.
- Store important documents such as IDs, health cards, and bank details securely.
- Learn to recognize controlling or manipulative behaviours and seek support immediately.

THE POWER OF EARLY INTERVENTION

Addressing warning signs early can prevent abuse from escalating. If you notice sudden changes in an older adult's finances, health, or emotional state, act quickly—check in, seek advice, and connect with support services.

Volume 3 – Supporting Caregivers



Together for Safe Aging – Awareness, Action, and Advocacy.

ELDER ABUSE AWARENESS & PREVENTION NEWSLETTER

ISSUE #3

“

If you are a caregiver, take one step today to support your well-being—whether it's reaching out for help, joining a peer group, or simply taking a break. Caring for yourself protects both you and the loved one you support.

SUPPORTING CAREGIVERS

Caregivers play a vital role in the lives of seniors, often providing the physical, emotional, and social support needed for healthy aging. Yet caregiving is also demanding, and without proper supports, it can lead to stress, exhaustion, or even unintentional harm. Recognizing the importance of caregiver well-being is key to preventing elder abuse and strengthening families.



Effective Communication with Older Adults

Respectful communication strengthens trust. Caregivers can practice this by listening without judgment, asking open-ended questions, and involving elders in daily decisions, from meals to medical care.

Even small gestures, like asking permission before assisting, affirm an elder's autonomy and dignity.



Resource Spotlight

1. Family Caregivers of BC
1-877-520-3267
Access peer support groups, resources, and helpline services for caregivers.
2. Visit
www.familycaregiversbc.ca
for practical tools and information to support caregiver wellness

RIGHTS AND RESPONSIBILITIES

- Caregivers have the right to information, resources, and support to help them succeed.
- At the same time, they have the responsibility to respect an elder's dignity, autonomy, and choices.
- Good caregiving enhances quality of life by supporting independence rather than diminishing it.

AVOIDING UNINTENTIONAL HARM

Even well-meaning caregivers can slip into harmful patterns when stressed. This might look like ignoring requests, speaking harshly, or making decisions without consultation. To prevent this, caregivers should ask for help when needed, set healthy boundaries, and regularly reflect: "Am I supporting, or am I controlling?"



Together for Safe Aging — Awareness, Action, and Advocacy.

ELDER ABUSE AWARENESS & PREVENTION NEWSLETTER

ISSUE #4

“

Start a conversation today with an older adult in your life about their preferences and needs. Listening and honouring their voice is the first step toward respect and dignity in aging.

RESPECT, DIGNITY & INCLUSION IN AGING

Respect and dignity are the foundations of safe and supportive aging. Older adults thrive when families and communities honour their autonomy, include them in decision-making, and value their contributions.

Building inclusive environments not only reduces the risk of elder abuse but also strengthens families and communities.



Healthy Family Dynamics

- Strong family relationships are built on communication, trust, and inclusion.
- Inviting elders to participate in decisions about their lives, such as housing, finances, and daily routines, helps them feel valued and respected.
- Families that share responsibilities and recognize older adults as contributors, not burdens, create healthier environments for everyone.



Resource Spotlight

1. BC Seniors Abuse and Information Line (SAIL)
1-866-437-1940
Open 8 am-8 pm daily
Confidential daily support in over 150 languages.
2. NEVR Website
Visit the [Elder Abuse Awareness & Support Resources](#) page & NEVR Toolkit for free resources, guides, and prevention tools.

CONFLICT RESOLUTION IN INTERGENERATIONAL HOUSEHOLDS:

- Living with multiple generations under one roof can be rewarding, but it may also lead to conflict.
- Disagreements over traditions, space, or roles are common.
- Conflict resolution strategies, such as active listening, patience, and compromise, can prevent small issues from escalating.
- Regular family check-ins provide a safe space for everyone to express themselves.

CONSENT AND BOUNDARIES IN CAREGIVING

- Older adults have the right to make choices about their care and daily activities.
- Caregivers can show respect by asking before offering help, respecting privacy, and honouring an older person's right to say no.
- Establishing clear boundaries ensures caregiving remains supportive rather than controlling, protecting dignity on both sides of the relationship.

Volume 5 — Prevention & Safety Planning



Together for Safe Aging — Awareness, Action, and Advocacy.

ELDER ABUSE AWARENESS & PREVENTION NEWSLETTER

ISSUE #5

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Share this newsletter with an older adult in your community. A five-minute conversation about financial safety could protect someone you love from losing their savings and independence.

FINANCIAL SAFETY & SCAM AWARENESS

Financial security is one of the foundations of independence, yet older adults are increasingly targeted by fraudsters and abusers.

Financial abuse can involve the misuse of money, property, or assets by someone an older adult trusts, while scams may come from strangers using deceptive tactics.

Awareness and education are key to prevention.



Safeguarding Your Finances

- Older adults can protect themselves by keeping personal documents secure, using direct deposit for pensions, and regularly reviewing bank or credit card statements.
- Avoid signing contracts or making large financial decisions under pressure, and never share banking details over the phone or email with unknown contacts.



Resource Spotlight

1. Canadian Anti-Fraud Centre
1-888-495-8501
Report suspected scams and get fraud prevention advice.

2. NEVR Website
Visit the [Elder Abuse Awareness & Support Resources page](#) & NEVR Toolkit for free resources, guides, and prevention tools.

BUILDING FINANCIAL LITERACY:

- Understanding budgeting, online banking, and planning can empower older adults to make informed decisions.
- Community workshops and trusted online resources provide valuable tools to stay in control of finances and spot red flags early.

RECOGNIZING SCAMS:

- Scammers often use fear or urgency, claiming unpaid taxes or pensions, fake lottery wins, or pretending to be a relative in distress.
- When it feels unreal or demands instant action, don't trust it—it's a scam.
- Always pause, verify with trusted sources, and don't act under pressure.

Volume 6 – Special Edition

World Elder Abuse Awareness Day (June 15)



Together for Safe Aging – Awareness, Action, and Advocacy.

ELDER ABUSE AWARENESS & PREVENTION NEWSLETTER

ISSUE #6

SPECIAL EDITION – WORLD ELDER ABUSE AWARENESS DAY (JUNE 15)

World Elder Abuse Awareness Day is a reminder that every older adult deserves to live with respect, safety, and independence. Elder abuse can happen to anyone, and it is never your fault. Learning about elder abuse is one way to protect yourself and others in your community.



If You Need Support

1. BC Seniors Abuse and Information Line (SAIL)
1-866-437-1940
Free, confidential support in over 150 languages.

2. NEVR Website
Visit the [Elder Abuse Awareness & Support Resources page](#) for free guides and prevention tools.

YOU HAVE THE RIGHT TO FEEL SAFE

You have the right to:

- Make your own decisions
- Be treated with respect
- Say no to things that make you uncomfortable
- Ask questions and take your time
- Get help without fear or shame

On this World Elder Abuse Awareness Day, we encourage you to seek support, stay informed, and know that help is available when you need it.

You deserve safety. You deserve respect. You deserve dignity.

STAYING SAFE AND SUPPORTED

Here are some simple steps that can help:

- Stay connected with people you trust
- Keep important documents in a safe place
- Ask questions before signing anything
- Check your bank statements regularly
- Speak up if you feel pressured or unsafe
- Staying informed and connected can reduce the risk of abuse.

“

Elder abuse happens when someone harms, mistreats, or takes advantage of an older adult. It often occurs in relationships where trust exists, such as with family members, caregivers, friends, or others who provide support.



Elder abuse can include:

- Emotional abuse: yelling, threats, insults, or controlling behaviour
- Financial abuse: taking money, pressuring you to sign documents, or misusing bank accounts
- Physical abuse: hitting, pushing, or rough handling
- Neglect: not providing needed care, food, or medication
- Sexual abuse: unwanted sexual contact or attention

Volume 7 – Special Edition

Year-End Round-Up Edition (December)



Together for Safe Aging – Awareness, Action, and Advocacy.

ELDER ABUSE AWARENESS & PREVENTION NEWSLETTER

ISSUE #7

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Awareness does not end in December. In the year ahead, let's continue to build communities where older adults are treated with respect, supported to live safely, and never made to feel alone.

YEAR-END ROUND-UP EDITION

As we close the year, we want to thank you for being part of a community that values the safety, dignity, and well-being of older adults. Elder abuse is often hidden, but awareness, connection, and timely support can make a real difference. This year-end round-up highlights key reminders, practical prevention tips, and where to find help.



Key Warning Signs:

Consider reaching out or seeking advice if you notice:

- Sudden fear, withdrawal, or changes in mood
- Unexplained injuries or frequent “accidents”
- Unpaid bills or missing money/valuables
- Isolation from friends, family, or community
- Poor hygiene, weight loss, or lack of basic care
- Pressure to sign documents or change wills/finances



If You Need Support

1. BC Seniors Abuse and Information Line (SAIL)
1-866-437-1940
Free, confidential support in over 150 languages.
2. NEVR Website
Visit the [Elder Abuse Awareness & Support Resources page](#) for free guides and prevention tools.
3. If there is immediate danger, call 911.

PREVENTION STARTS WITH CONNECTION

Simple actions help reduce risk:

- Check in regularly with older adults in your life
- As a senior, stay socially connected. Isolation increases vulnerability
- Talk openly about boundaries, consent, and safety
- Protect your finances (stay in control, review your financial statements and be scam aware)

FINANCIAL SAFETY REMINDER

Scams and financial manipulation are common forms of elder abuse. Older adults are encouraged to:

- Take time before making decisions
- Verify callers, emails, and requests for money
- Avoid sharing passwords or personal information
- Talk to someone they trust if something feels “off”

Happy Holidays!

PART 5: Blog Posts

Deepening the Conversation



Awareness begins with a single post, but understanding grows through stories, reflection, and shared learning. This section of the toolkit features a curated collection of ready-to-publish blog posts, each one designed to educate, engage, and empower readers to recognize and prevent elder abuse.



Every blog can stand alone or form part of a monthly awareness series, offering practical insights for older adults, caregivers, and community partners. They are designed for easy integration across platforms:

- **On Your Website:** Publish each post as a feature article or resource piece.
- **In Newsletters:** Adapt excerpts as educational inserts in community bulletins or organization updates.
- **On Social Media:** Break down key paragraphs into carousel slides or post series with hashtags like #ViolenceNEVR #ElderAbuseAwareness #EndElderAbuse.
- **In Workshops or Training:** Use the blogs as discussion starters or reading materials for staff, caregivers and volunteers.

Each post includes practical takeaways and a call-to-action linking to support services, making them valuable tools for awareness and intervention.

Blog Post 1

Understanding Elder Abuse: What You Need to Know

Elder abuse is a hidden crisis—an act, or failure to act, that causes harm or distress to an older adult within a relationship of trust. It can happen anywhere: at home, in care settings, in the community, or online. Often, it's committed by someone close—a family member, caregiver, or trusted friend.

Types of Elder Abuse

Elder abuse takes many forms:

- Physical abuse: hitting, pushing, or using physical force.
- Emotional or psychological abuse: insults, threats, humiliation, or isolation.
- Financial abuse: misusing money, property, or power of attorney.
- Sexual abuse: non-consensual sexual contact, behaviour, or activity.
- Spiritual abuse: Denying people freedom of belief or using faith to control, harm, or silence them.
- Neglect: failing to provide food, care, medication, or companionship.

Each type is damaging, and many older adults experience more than one form of abuse at the same time.

Warning Signs and Red Flags

Recognizing the signs is key. Look for unexplained injuries, sudden withdrawal from social activities, changes in financial circumstances, missing possessions, or fearfulness around certain individuals. Social isolation is a major risk factor, as abusers often isolate older adults from friends and family to maintain control.

Myths vs. Facts

A common myth is that elder abuse is rare. In reality, it is one of the most underreported forms of violence, with many cases never reaching authorities. Another misconception is that only frail or dependent seniors are affected. The truth is that abuse can happen to healthy, independent older adults as well. What is always true is this: abuse is never the fault of the older adult.

Where to Get Help:

If you see the signs of elder abuse, whether physical, emotional, financial, sexual, spiritual or neglect, know that support is available.

- Call the BC Seniors Abuse and Information Line (SAIL) at 1-866-437-1940 for free, confidential advice.
- Talk to someone you trust: a doctor, faith leader, neighbour, friend, or community worker.
- Learn more warning signs through [elder abuse awareness & support resources](#) linked on NEVR's website.

Awareness is the first step. If you suspect abuse, don't wait. Reach out, listen, and take action.

Blog Post 2

Protecting Older Adults Before Harm Happens

Prevention begins with awareness and connection. Staying socially involved, building supportive networks, and knowing where to get help can reduce the risks of isolation and vulnerability. Having open conversations about finances, caregiving expectations, and health needs also help set boundaries and reduce misunderstandings that can lead to exploitation or neglect.

Safety Planning Tips:

Older adults can take proactive steps to feel safer and more in control:

- Keep important phone numbers (family, neighbours, helplines) in an easy-to-access place.
- Identify a trusted person to talk to if something feels wrong.
- Protect financial documents, and consider direct deposit for income or pensions.
- Arrange regular check-ins with friends, community members, or faith groups.
- Trust your instincts: if someone's behavior makes you uncomfortable, set boundaries or seek help.

The Power of Early Intervention:

Early intervention is critical. Abuse rarely stops on its own, and the longer it continues, the more damaging it becomes. Noticing and responding to red flags an older adult might exhibit, such as sudden withdrawal, unexplained injuries, or financial changes, can prevent further harm and restore safety.

SEE it, NAME it, CHECK it

A simple and effective strategy for everyone is SEE it, NAME it, CHECK it:

- **SEE it:** Watch for warning signs or changes in behaviour.
- **NAME it:** Call it what it is; abuse, neglect, or exploitation.
- **CHECK it:** Reach out, ask questions, and offer support or connect the older adult to resources.

We can stop abuse before it starts by creating communities where older adults are safe, valued, and respected.

Where to Get Help:

If you suspect abuse, don't wait. Please call the BC Seniors Abuse and Information Line (1-866-437-1940) or talk to someone you trust.

Lastly, small steps, like checking in regularly, can make a big difference in preventing harm to a senior.

Blog Post 3

Caring with Respect: Your Role as a Caregiver

Caring for an older adult is one of the most meaningful things you can do. It's also a role that can feel both rewarding and overwhelming at times. As a caregiver, you have rights, but you also carry responsibilities and finding the balance between the two is key to creating a safe and respectful relationship.

Your Rights and Responsibilities

You have the right to access support, resources, and information that make your role easier. But you also have the responsibility to treat the person you're caring for with dignity and respect. That means encouraging independence, supporting decisions instead of making them, and remembering that caregiving is about enhancing someone's quality of life, not taking over.

Avoiding Unintentional Harm

Sometimes stress, exhaustion, or frustration can sneak in and shape how we act. Maybe it's speaking a little too sharply, dismissing a request, or deciding something without asking. These things often happen unintentionally, but over time they can cause harm. One simple check-in question to ask yourself is: "Am I supporting or am I controlling?" Setting boundaries, asking for help, and taking breaks can help you stay grounded and compassionate.

Communication is Everything

Good communication is the glue that holds healthy caregiving relationships together. Listen without judgment. Ask open questions. Involve your loved one in everyday choices, from what's for lunch to how to spend the afternoon. Even small gestures, like asking before you help with something, show that you respect their independence.

When caregivers balance their rights and responsibilities with respect and open communication, they not only protect the dignity of older adults but also protect their own well-being.

Need Support?

For resources and tips to help you in your caregiving role, contact Family Caregivers of BC at 1-877-520-3267 or visit www.familycaregiversbc.ca

Blog Post 4

Caregiver Wellness: Recognizing Burnout and Seeking Support

Burnout often creeps in gradually. At first, you might brush off fatigue or irritability, but over time these small signs can grow heavier. Common warning signs include:

- Constant tiredness or trouble sleeping
- Feeling irritable, impatient, or emotionally numb
- Frequent headaches, stomach issues, or illness
- Withdrawing from friends, family, or activities you once enjoyed
- Feeling hopeless, resentful, or trapped in your caregiving role

These feelings are signals, not failures. They're your body and mind telling you that you need care, too. Recognizing them early allows you to take steps to restore balance.

Seeking Mental Health Support

Support for caregivers comes in many forms, and reaching out is a sign of strength. Options include:

Peer support groups: Connecting with others who “get it” can reduce feelings of isolation and provide fresh coping strategies.

Professional counseling: A trained counselor can help you process emotions, manage stress, and build healthier patterns.

Respite care services: Taking a break, whether for a few hours or a few days, gives you the space to recharge.

Everyday self-care: Exercise, journaling, meditation, or simply spending time with friends are not luxuries, they're lifelines.

Why Support Matters

Just as older adults need consistent care to thrive, so do you. When caregivers are well-supported, everyone benefits. You'll find yourself more patient, compassionate, and emotionally available. Your loved one will experience safer, more respectful care. And perhaps most importantly, you'll reclaim a sense of balance and purpose in your own life.

Taking the First Step

If you're starting to feel overwhelmed, don't wait. Call the BC Caregiver Support Line at 1-877-520-3267 or explore local respite and wellness resources.

Caring for yourself isn't separate from caring for your loved one, it's part of it.

Blog Post 5

Strengthening Families Through Care and Communication

Healthy families recognize that older adults are still decision-makers in their own lives. Including older adults in choices, whether about meals, finances, or living arrangements, sends a powerful message: that their voice matters. Too often, families unintentionally slip into “doing for” instead of “working with,” which can make older adults feel sidelined.

Practical tip: Instead of saying, “We’ve decided this is best for you,” try asking, “What do you think about this option?” That shift creates respect and partnership.

Conflict Resolution in Intergenerational Households

Living with multiple generations under one roof can bring joy but also challenges. Clashes over traditions, routines, or personal space are normal. What matters is how families manage those disagreements.

Using strategies like active listening, patience, and compromise can transform conflict into growth.

Practical tip: During heated discussions, pause and ask “What matters most to you right now?” This keeps conversations grounded in respect.

Consent and Boundaries in Caregiving

Caregiving should never mean stripping away independence. Older adults have the right to make choices about their daily lives and health. Asking before stepping in, respecting privacy, and honouring their right to say “no” are all acts of dignity. Even small decisions, like choosing clothes or how to spend the afternoon, carry big meaning.

Practical tip: Replace assumptions with questions. Instead of moving quickly to help, ask “Would you like me to assist, or would you prefer to try on your own?”

The Bigger Picture

When families weave respect, healthy communication, and boundaries into everyday life, they help older adults age with dignity. More than that, they model values for younger generations, showing that respect for older adults is a family legacy worth carrying forward.

Respect isn’t optional, it’s the foundation of safety, love, and connection across generations.

Where to Get Help

Visit NEVR’s curation of [elder abuse awareness & support resources](#) linked on the website, for more guidance on supporting older adults with dignity. You can also call the BC Seniors Abuse and Information Line at 1-866-437-1940 or the Family Caregivers of BC (FCBC) support line: 1-877-520-3267.

Respect starts at home, but its impact can ripple across entire communities.

Blog Post 6

Empowering Older Adults: Knowing Your Rights, Staying Connected, and Speaking Up

As an older adult in Canada, you have the right to live free from abuse, neglect, and exploitation. This means you have the final say over your finances, your health, your relationships, and your daily activities. No one should pressure you into decisions that don't feel right.

Unfortunately, many older adults aren't fully aware of their rights, which can make them more vulnerable to manipulation or control. Taking time to learn about your rights ensures you're better prepared to recognize red flags (signs of potential abuse) and stand firm if someone tries to take advantage of you.

Building Community Connections

One of the strongest defenses against abuse is staying connected. Isolation often makes older adults more vulnerable, while being active in their community provides support and safety. Whether it's joining a seniors' centre, attending faith-based gatherings, volunteering, or enjoying social clubs, staying engaged builds a network of people who look out for you.

When an older adult is connected, they are not only less likely to be targeted by abusers, but they also gain friendships, encouragement, and a sense of belonging. These connections can help boost their confidence and protect their independence.

Staying Involved and Engaged

The more involved they are, the more empowered they'll feel. Hobbies, lifelong learning, advocacy, and even casual social activities strengthen a sense of purpose and remind older adults of their value. Staying engaged connects them with resources, helps them share their wisdom, and ensures they're never left in the dark if they need support.

Simple actions like attending a local event, taking up a class, or mentoring younger people—can go a long way toward reinforcing an older adult's dignity and independence.

Where to Get Help

If an older adult ever feels unsure, tell them they are not alone. The BC Seniors Abuse and Information Line (1-866-437-1940) provides confidential support, and NEVR's curation of [elder abuse awareness & support resources](#) offers more information about the older adult's rights and safety.

Empowerment begins with the older adult, knowing their rights, staying connected, and finding their voice. Older adults deserve to live with respect, safety, and dignity at every stage of life.

Blog Post 7

Protecting their Finances: Spotting Scams

Financial security is one of the cornerstones of independence. It allows older adults to make choices, enjoy their retirement, and feel confident about the future. Sadly, more and more older adults are being targeted by scams and financial abuse. The good news? With the right knowledge and a little extra vigilance, older adults can protect their hard-earned savings and stay financially strong.

Safeguarding Your Finances

Start with the basics: keep the important documents, like passport, SIN card, or banking information, in a safe place that only the older adult and trusted people can access. If possible, use direct deposit for an older adult's pension or benefits to reduce the risk of stolen cheques. Older adults need to make a habit of reviewing their bank and credit card statements regularly.

If someone pressures an older adult to sign a contract, agree to a loan, or make a big purchase quickly, tell them to pause, take time to think it through, and talk to someone they trust before signing. And remind older adults to never give out their banking details, PIN, or passwords to strangers, especially over the phone or email.

Recognizing Scams

Scammers often play on urgency and fear. Older adults might receive a call or message saying they owe money to the government, that you've won a prize, or that a relative needs urgent help. These are classic tricks.

One common scheme is the "grandparent scam," where someone pretends to be a grandchild in trouble, asking for money. Others might promise "guaranteed" investments or claim their computer is infected and needs repair. Older adults may also receive fake phone calls about their pension.

The rule of thumb? If something feels suspicious, it probably is. Tell the older adult, don't rush. Hang up, verify the information with a trusted source, and trust their instincts.

Where to Get Help

If fraud is suspected, call the Canadian Anti-Fraud Centre at 1-888-495-8501 or use NEVR's curation of [resources on preventing financial abuse and staying safe](#) linked on the website.

An older adult's money represents years of hard work. Protecting it means protecting their freedom, independence, and dignity.

Blog Post 8

Staying Safe in New Relationships: Love with Confidence and Care

Love, friendship, and companionship matter at every stage of life. Whether it's rekindling romance, finding a new partner, or building a close friendship, relationships in later years can bring joy, purpose, and renewal. But just like at any age, it's important to make sure new relationships are safe, healthy, and respectful.

Healthy Relationship Foundations

A good relationship should feel like a partnership built on respect, trust, and equality. People listen to each other, make decisions together, and give space when it's needed. A partner should encourage your independence, not take it away.

Ask yourself, does this person bring me joy, comfort, and peace? Or do I feel pressure, fear, or unease? Love should make you feel stronger, not smaller.

Recognizing Red Flags

Sometimes warning signs show up early, and it's important to notice them:

- A partner pressuring you for money or access to your finances
- Isolating you from friends, family, or activities you enjoy
- Making you feel guilty for wanting independence
- Controlling decisions about where you go, what you do, or who you see
- Using belittling words, gaslighting (making you doubt yourself), or intimidation

If something feels "off," trust your instincts. Unease is often an early signal that something isn't right.

Setting Boundaries

Boundaries are your right. You are never "too old" to set clear limits on what you will and will not accept. Whether financial, emotional, sexual or physical, boundaries protect your dignity and independence. Saying "no" should never bring fear of retaliation.

Practical tip. Talk openly about your expectations and values early in a relationship. Boundaries that are respected from the beginning build stronger, healthier connections.

Where to Get Help

If you're concerned about your relationship, call the BC Seniors Abuse and Information Line at 1-866-437-1940 for confidential advice. NEVR's website also provides [resources for recognizing abuse and building healthy connections](#).

Blog Post 9

Promoting Respect and Dignity at Every Age

Aging is a natural part of life, yet too often it comes with unfair assumptions and stereotypes. Think about how many times you've heard comments like, "You're too old for that," or seen older adults left out of conversations about their own care. This is called ageism, and it can be just as damaging as any other form of discrimination. For older adults and those who care for them, understanding and addressing ageism is key to building safer, more respectful communities.

How Ageism Fuels Abuse

When society undervalues older adults, mistreatment becomes easier to overlook. For example, someone might justify neglect by saying, "They probably won't notice," or excuse financial exploitation with, "They don't need all their money." These attitudes not only silence older adults but also make it harder for them to report abuse.

Ageism, then, isn't just unfair—it's a pathway that can lead directly to abuse and exploitation. Challenging these harmful beliefs is a crucial step in prevention.

Promoting Dignity in Aging

The good news is that every caregiver, family member, and community has the power to make change. Promoting dignity means actively valuing seniors as contributors, leaders, and decision-makers.

In families: Include older adults in conversations about their health, finances, and daily routines. Respect their independence, even in small things like what to eat, wear, or how to spend their time.

In communities: Create inclusive spaces where older adults feel welcomed. From community centres to workplaces, services should be designed with older adults in mind.

Through intergenerational programs: Bringing together youth and older adults helps break down stereotypes. Older adults can share wisdom and life experience, while younger generations share energy and new skills. Both benefit, and so does society.

Campaigns, education, and everyday acts of respect all help push back against ageism.

Take Action: Talk openly about ageism in your circles. Notice when stereotypes appear—and challenge them. Respect is ageless, and it starts with all of us.

Find more [resources on promoting dignity and preventing elder abuse](#) curated on NEVR's website.

Blog Post 10

Breaking Stereotypes: Equity, Inclusion, and Intergenerational Learning

Stereotypes are powerful. When older adults are seen only as dependent, society overlooks their skills, knowledge, and ability to lead. Many older adults are community leaders, mentors, caregivers themselves, or volunteers making a real difference. However, when stereotypes strip away credibility and authority, older adults can become more vulnerable to neglect or exploitation.

Challenging Bias and Promoting Inclusion

Breaking stereotypes requires more than just goodwill—it requires intentional action. Communities must promote equity and inclusion by ensuring that older adults are not simply “included,” but given central roles in decision-making.

This is especially important for vulnerable groups such as immigrants and refugees, Indigenous elders, women, 2SLGBTQIA+ older adults, and those with low incomes. Inclusion means actively removing barriers—whether in healthcare, community programs, or workplaces—and making sure every older adult’s voice is valued.

The Role of Intergenerational Education

One of the best ways to challenge stereotypes is by bringing generations together. Intergenerational education programs connect youth and older adults in ways that break down assumptions on both sides.

When young people spend time with older adults, they see resilience, humour, and strength, not just age. Older adults, in turn, benefit from the fresh perspectives and digital skills of younger generations. These relationships replace myths with mutual respect and learning. They also reduce isolation, creating a web of connection that strengthens the entire community.

Empowering Older Adults through Equity and Inclusion

Empowerment comes when older adults are treated as equals. This means giving older adults access to resources, leadership opportunities in community programs, and space to participate in advocacy.

True equity also recognizes that not all older adults start from the same place. Some face systemic barriers, while others carry the weight of discrimination or poverty. Supporting equity means tailoring solutions to meet diverse needs while making sure no older adult feels invisible or left behind.

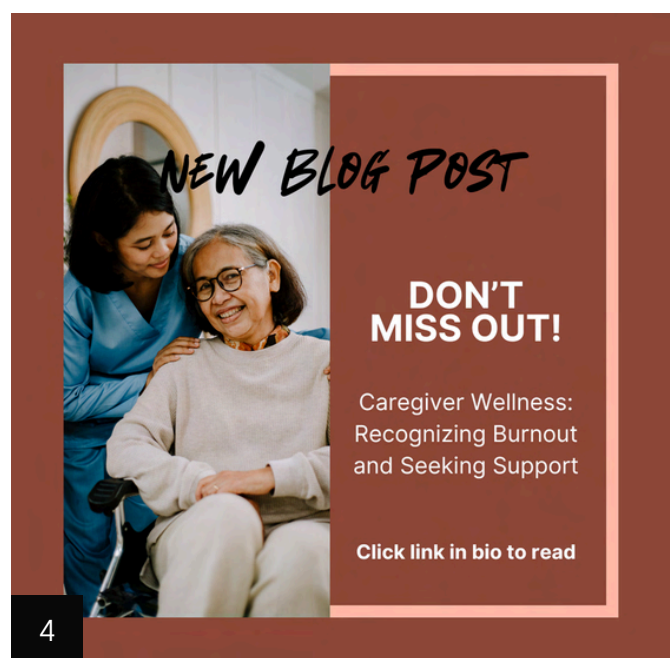
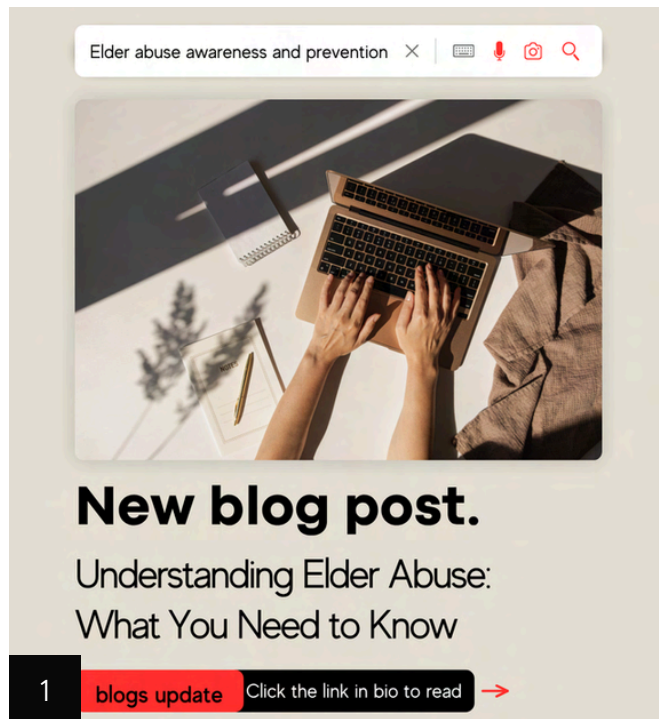
Taking Action

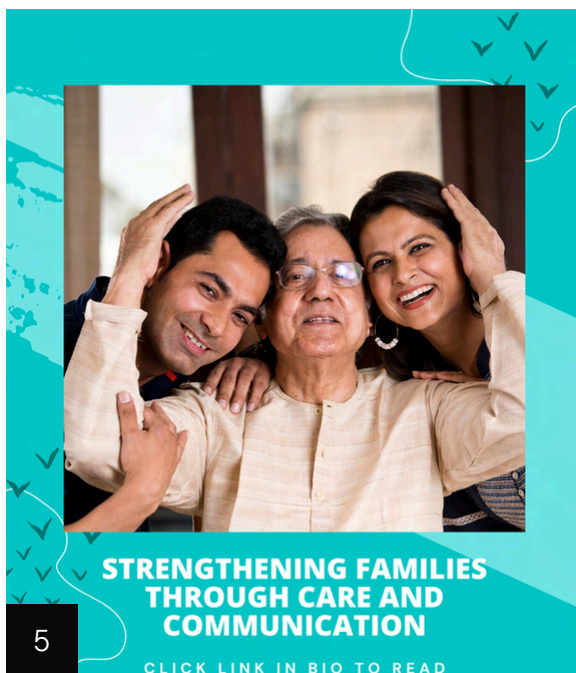
Every person—caregiver, family member, or community leader—has a role to play. Challenge stereotypes when you hear them. Support intergenerational programs and advocate for policies that promote inclusion.

Best Practices for Search Engine Optimization When Sharing Shared Content

Customize Before You Post: Each organization should personalize the blog before publishing. Small edits make a big difference for search engines. Try:

- Adding a local perspective or statistic (e.g., “In Surrey, older adults represent 22% of our population...”).
- Including your organization’s name and mission within the introduction or closing paragraph.
- Adjusting titles, headings, and subheadings to reflect your voice (e.g., “Elder Abuse Prevention in [Your Community Name]”).





Best Practices for Search Engine Optimization When Sharing Shared Content

2. **Pair Each Blog with Local Media:** Create supporting content around each blog post:

- Share a short social post linking to the article.
- Add a 15–30 second video clip, infographic, or quote card.
- Use hashtags like #ViolenceNEVR #ElderAbuseAwareness #SupportSeniors #RespectInAging #StopAbuseBC .

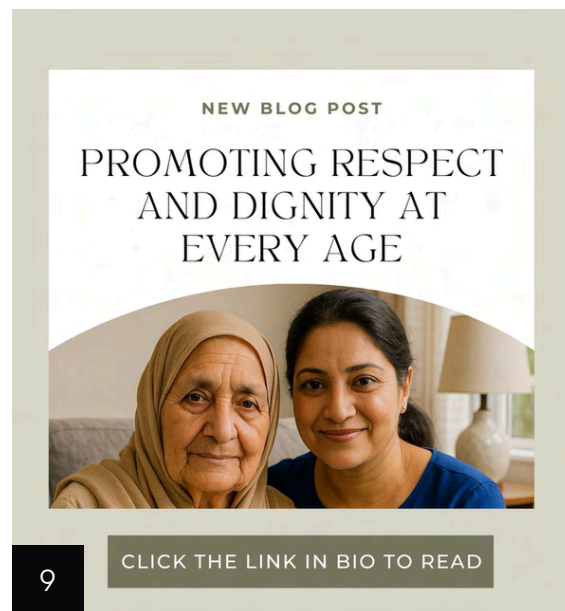
This creates original digital signals (images, videos, social shares) that boost your search engine optimization even if the article text overlaps with others.

Best Practices for Search Engine Optimization When Sharing Shared Content

3. **Update Regularly:** Google favors freshness. Once or twice a year:

- Add new statistics or campaign references (e.g., “In 2026, reports of elder abuse rose by 12% in BC...”).
- Repost around awareness days (e.g., World Elder Abuse Awareness Day – June 15).

Lastly, ask readers to leave a comment or testimonial (if your site allows it) and share posts on social media. Engagement metrics (clicks, shares, time on page) improve SEO rankings organically.



PART 6: Quotes



How to Use This Section:

1. Social Media Posts:

Use the quote templates as ready-to-share visuals across platforms like Instagram, Facebook, LinkedIn, and X. Pair them with captions from the toolkit or create your own message inspired by the quote's theme.

2. Community Education:

Incorporate quotes into presentations, workshops, or newsletters to prompt discussion about safety, empathy, and intergenerational respect.

3. Print & Displays:

Use them on bulletin boards, posters, or slide decks in seniors' centres, libraries, healthcare facilities, and community halls to amplify key messages visually.

4. Campaign Integration:

Each quote aligns with specific themes in this toolkit — from financial safety to caregiver support to addressing ageism. Integrate them strategically with blogs, videos, or polls to reinforce a unified campaign narrative.

Inspiring Words to Spark Conversations About Respect, Safety, and Dignity in Aging

#ViolenceNEVR

“ Financial safety is just as important as physical safety. Every senior deserves to feel secure in both. ”

NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS
CREA
If you're concerned, call SAIL: **1-866-437-1940**
seniors first bc



#ViolenceNEVR

“ Asking for money under pressure or misusing a senior's bank card is not support, it's financial abuse. ”

NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS
CREA
If you're concerned, call SAIL: **1-866-437-1940**
seniors first bc



#ViolenceNEVR

“ Remember, it's your money. You have the right to say no, even to family members. ”


NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS
CREA
If you're concerned, call SAIL: **1-866-437-1940**
seniors first bc



#ViolenceNEVR

“ When someone you trust misuses your money or property, it's not just wrong. It may also be illegal. ”

NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS
CREA
If you're concerned, call SAIL: **1-866-437-1940**
seniors first bc



Inspiring Words to Spark Conversations About Respect, Safety, and Dignity in Aging

#ViolenceNEVR

Trust should bring comfort, not fear.
When it brings fear, it is no longer trust.



If you're concerned, call SAIL:
1-866-437-1940
seniors first bc

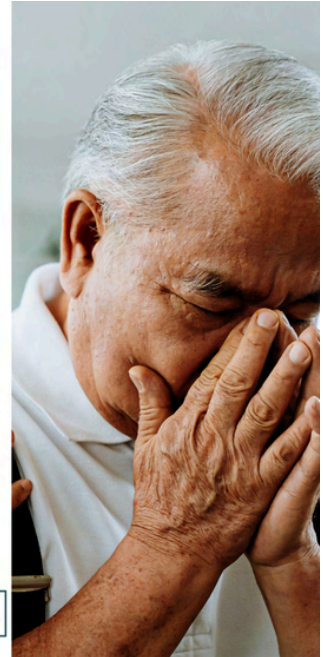


#ViolenceNEVR

A bruised spirit is as real
as a bruised body.
Both need healing.



If you're concerned, call SAIL:
1-866-437-1940
seniors first bc



#ViolenceNEVR

Telling someone
you're being abused is
the first step to finding
help, healing, and
safety.



If you're concerned, call SAIL:
1-866-437-1940
seniors first bc

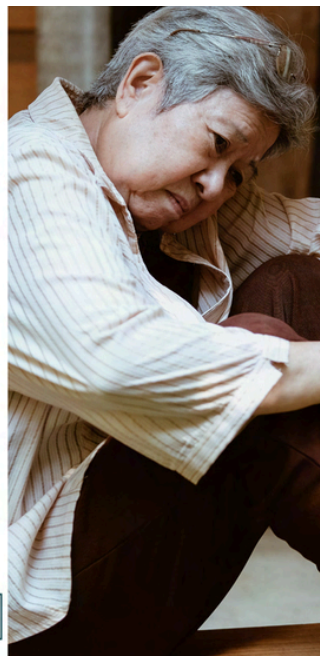


#ViolenceNEVR

Abuse whispers that it is
your fault;
wisdom shouts that it
never is.



If you're concerned, call SAIL:
1-866-437-1940
seniors first bc

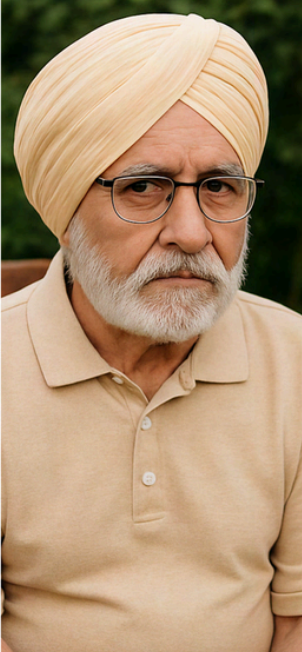


Inspiring Words to Spark Conversations About Respect, Safety, and Dignity in Aging

#ViolenceNEVR

“ Elder abuse thrives in silence. Talking about it shines a light and opens the door to support. ”

NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS
CREA
If you're concerned, call SAIL: **1-866-437-1940**
seniors first ec



#ViolenceNEVR

“ The first step to safety is believing that you deserve it. ”

NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS
CREA
If you're concerned, call SAIL: **1-866-437-1940**
seniors first ec



#ViolenceNEVR

“ Silence protects the abuser, but speaking up protects your future. ”


NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS
CREA
If you're concerned, call SAIL: **1-866-437-1940**
seniors first ec



#ViolenceNEVR

“ You are never a burden. Talking about abuse is a way of protecting yourself and others. ”

NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS
CREA
If you're concerned, call SAIL: **1-866-437-1940**
seniors first ec



Inspiring Words to Spark Conversations About Respect, Safety, and Dignity in Aging

#ViolenceNEVR

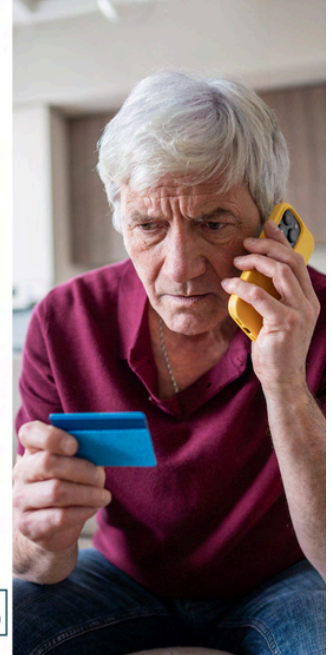
“
Fraud hides behind
friendly faces.
Ask the hard
questions.”



If you're concerned, call SAIL:
1-866-437-1940
seniors first bc

#ViolenceNEVR

“
Fraudsters often target
older adults because they
assume politeness means
compliance. Remember,
it's okay to say no.”



If you're concerned, call SAIL:
1-866-437-1940
seniors first bc

#ViolenceNEVR

“
Never feel pressured to
invest on the spot. Real
opportunities will still be
there tomorrow.”



If you're concerned, call SAIL:
1-866-437-1940
seniors first bc

#ViolenceNEVR

“
Scammers rely on
secrecy. If you're told
'Don't tell anyone,' that's
a red flag. ⚠️”



If you're concerned, call SAIL:
1-866-437-1940
seniors first bc

Inspiring Words to Spark Conversations About Respect, Safety, and Dignity in Aging

#ViolenceNEVR

“Your faith, your voice, your choices. No one has the right to take them from you.”

NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS

CREA

If you're concerned, call SAIL: **1-866-437-1940**

seniors first bc



#ViolenceNEVR

“Healthy relationships are built on equality, caring, and open communication, not blame or put-downs.”

NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS

CREA

If you're concerned, call SAIL: **1-866-437-1940**

seniors first bc



#ViolenceNEVR

“Dating should bring joy, respect, and companionship, not control, criticism, or fear.”

NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS

CREA

If you're concerned, call SAIL: **1-866-437-1940**

seniors first bc



#ViolenceNEVR

“If a partner pressures you to change your will, control your money, or isolates you, it's a warning sign of abuse.”

NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS

CREA

If you're concerned, call SAIL: **1-866-437-1940**

seniors first bc



Inspiring Words to Spark Conversations About Respect, Safety, and Dignity in Aging

#ViolenceNEVR

Trust your instincts: if a relationship makes you feel nervous, unhappy, or unsafe, it may be unhealthy.



If you're concerned, call SAIL:
1-866-437-1940
seniors first bc



#ViolenceNEVR

Seniors have the right to be safe and free from abuse. No one should have to live in fear.



If you're concerned, call SAIL:
1-866-437-1940
seniors first bc



#ViolenceNEVR

Abuse is never your fault. The person mistreating you is responsible for their actions.



If you're concerned, call SAIL:
1-866-437-1940
seniors first bc



#ViolenceNEVR

Abuse rarely goes away on its own; reaching out for help is a step toward safety and healing.



If you're concerned, call SAIL:
1-866-437-1940
seniors first bc



Inspiring Words to Spark Conversations About Respect, Safety, and Dignity in Aging

#ViolenceNEVR

“ Isolation is the shadow where abuse grows; connection is the light that ends it. ”


“ ”

NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS

CREA

If you're concerned, call SAIL: **1-866-437-1940**

seniors first bc



#ViolenceNEVR

“ Your money and property belong to you, not to your family. You have the right to make your own decisions. ”


“ ”

NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS

CREA

If you're concerned, call SAIL: **1-866-437-1940**

seniors first bc



#ViolenceNEVR

“ Abuse happens when someone limits an older adult's rights or freedoms. ”

“ ”

NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS

CREA

If you're concerned, call SAIL: **1-866-437-1940**

seniors first bc



#ViolenceNEVR

“ Neglect is abuse too! When food, care, or emotional support are withheld, older adults are left unsafe and unseen. ”

“ ”

NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS

CREA

If you're concerned, call SAIL: **1-866-437-1940**

seniors first bc



Inspiring Words to Spark Conversations About Respect, Safety, and Dignity in Aging

#ViolenceNEVR

“ Respect for older adults is everyone’s responsibility; ignoring abuse allows it to grow stronger. ”

NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS

CREA

If you’re concerned, call SAIL: **1-866-437-1940**

seniors first bc



#ViolenceNEVR

“ Isolation is a warning sign. Cutting older adults off from friends, family, or decisions is a form of control and abuse ”

NETWORK TO ELIMINATE VIOLENCE IN RELATIONSHIPS

CREA

If you’re concerned, call SAIL: **1-866-437-1940**

seniors first bc



PART 7: 12-Month Social Media Plan

Social Media Plan

Bringing it All Together...



How to use this calendar effectively:

This section provides a ready-to-use, year-long social media calendar that outlines exactly what to post, and when to post so you can maintain a consistent, effective online presence all year long, whether you have a communications team or one staff member. If all organizations follow this plan, a provincial prevention campaign will be created. That is NEVR's hope.

- **Follow the dates** provided to keep your posting schedule consistent throughout the year.
- **Use the content type** (e.g., social post, video, blog, newsletter) to diversify your outreach across platforms such as Facebook, Instagram, LinkedIn, blogs, and email.
- **Match each "Content Title"** with the corresponding resource inside the toolkit—this ensures messaging stays accurate, evidence-based, and aligned with NEVR's priorities.
- **Customize posts** using your organization's branding as needed, or use them exactly as written for quick and easy deployment.
- **Plan ahead** by preparing graphics, captions, and links monthly or quarterly.
- **Engage your audience** by encouraging shares, comments, and conversations around the key issues highlighted each month.

By following this roadmap, you can contribute to a stronger, safer community where older adults are respected, protected, and empowered.

12-Month Social Media Plan

January Social Media Plan

Theme: Elder Abuse 101 & Recognizing the Signs



Social media post:

What is elder abuse?

19

Social Media Post:

Types of elder abuse

21

Blog:

Understanding elder abuse: what you need to know

22

Social media post:

Who are the abusers of older adults?

23

Video:

Most common forms of elder abuse

26

Poll (Stories & social media post):

Would you recognize the signs of elder abuse?

27

Social media post:

Warning signs & red flags

28

Newsletter:

Elder abuse awareness issue 1

29

Social media post:

Where can abuse occur?

30

February Social Media Plan

Theme: SEE IT, NAME IT, CHECK IT



Social Media Post:

SEE IT.
NAME IT.
CHECK IT.

03

Video:

Warning signs & red flags of elder abuse

06

Blog:

Caring with Respect: Your Role as a Caregiver

10

Social Media Post:

Why abuse continues

13

Poll (Stories & social media post):

Who would you call?

17

Social Media Post:

What everyone should know about elder abuse

20

Video:

The hard truths of elder abuse

24

Newsletter:

See-Name-Check education issue 2

27

12-Month Social Media Plan

March Social Media Plan

Theme: Prevention & Safety Planning



Social media post:

Intervening safely:
The 3 D's to stop
elder abuse.

03

Social media post:

Community roles in
elder abuse
prevention

06

Video:

The role of
caregivers in
prevention

10

Poll (stories & social
media post):

Respect & dignity in
aging — "voice and
choice"

13

Blog:

Protecting
older adults
before harm
happens

17

Social media post:

Creating a
personal safety
plan

20

Social media post:

When help is
refused: how to
stay supportive

24

Newsletter:

Safety planning
Issue 2

27

April Social Media Plan

Theme: Caregiver Education



Social media post:

Rights &
responsibilities of
caregivers.

03

Video:

Caregiver burnout:
signs & supports

07

Social media post:

How caregivers can
avoid unintentionally
abusive patterns

10

Poll (Stories & social
media post):

Caregiver education
— "How are you
coping?"

14

Blog:

Caregiver wellness:
recognizing burnout
and seeking support

17

Social media post:

Recognizing
caregiver burnout

21

Social media post:

Mental health
support for
caregivers

24

Newsletter:

Supporting
caregivers issue 3

28

12-Month Social Media Plan

May Social Media Plan

Theme: Respect & Dignity in Aging



Social media post:
Healthy family dynamics.

01

Social media post:
Conflict resolution in intergenerational homes

05

Blog:
Strengthening families through care and communication

08

Video:
Conflict resolution tips for intergenerational households

12

Poll (Stories & social media post):
Intergenerational respect — "who teaches who?"

15

Social Media Post:
Co-Regulation & emotional support

19

Social Media Post:
Promoting dignity in aging

22

Newsletter:
Respect & dignity issue 4

26

June Social Media Plan

Theme: World Elder Abuse Awareness Day

Key Date: June 15 — World Elder Abuse Awareness Day



Social media post:
What is elder abuse? (Repost for awareness month)

02

Video:
Ageism fuels abuse

05

Social media post:
How ageism fuels abuse

09

Video:
WORLD ELDER ABUSE AWARENESS DAY

15

Poll (Stories & social media post):
Addressing Ageism — "Do You See It?"

16

Social Media Post:
Challenging societal stereotypes and social bias.

19

Blog:
Promoting respect and dignity at every age

23

Newsletter:
World elder abuse awareness day edition

26

12-Month Social Media Plan

July Social Media Plan

Theme: Empowering Older Adults



Social media post:
Knowing your rights

03

Social media post:
Connected communities keep older adults safe

07

Video:
Staying safe in new relationships

10

Poll (Stories & social media post):
Empowering older adults — “breaking the silence”

14

Blog:
Empowering older adults: knowing your rights, staying connected, and speaking up

17

Social Media Post:
Elder abuse: protect your physical & emotional wellbeing

21

Social Media Post:
Elder abuse prevention: protect your finances

24

Newsletter:
Empowering older adults issue 5

28

Video:
Protecting your finances

31

August Social Media Plan

Theme: Financial Abuse & Scam Awareness



Social Media Post:
Protecting finances - carousel post

04

Social Media Post:
How to Identify Scams - Carousel post

07

Poll (Stories & social media post):
Financial safety — would you spot it?

11

Video:
Scam awareness

14

Blog:
Protecting finances: spotting scams

18

Social Media Post:
How to speak up and seek help - carousel post

21

Poll (Stories & social media post):
Scam awareness — Too Good to Be True?

25

Newsletter:
Financial safety & scam awareness issue 5

28

12-Month Social Media Plan

September Social Media Plan

Theme: Access to Support



Social Media Post:

Navigating services for elder care - carousel post

01

Social Media Post:

Support services: Legal and advocacy organizations - carousel post

04

Video:

Legal and Advocacy Support for Older Adults

08

Poll (Stories & social media post):

Access to Resources — Would You Know Where to Turn?

11

Blog:

Staying safe in new relationships: love with confidence and care

15

Social Media Post:

What to do if you suspect abuse.

18

Social Media Post:

Culturally appropriate referrals

22

Quotes:

Older adults have the right to be safe and free from abuse. No one should have to live in fear

25

October Social Media Plan

Theme: Community Awareness



Social Media Post:

Community roles in elder abuse prevention.

02

Video:

Major risk factors of elder abuse

06

Social Media Post:

What we all need to know about abuse

09

Blog:

Breaking stereotypes: equity, inclusion, and intergenerational learning

13

Poll (Stories & social media post):

Respect & Autonomy — Whose Choice Is It?

16

Social Media Post:

Power of early intervention

20

Social Media Post:

Elder abuse can happen to anyone

23

Newsletter:

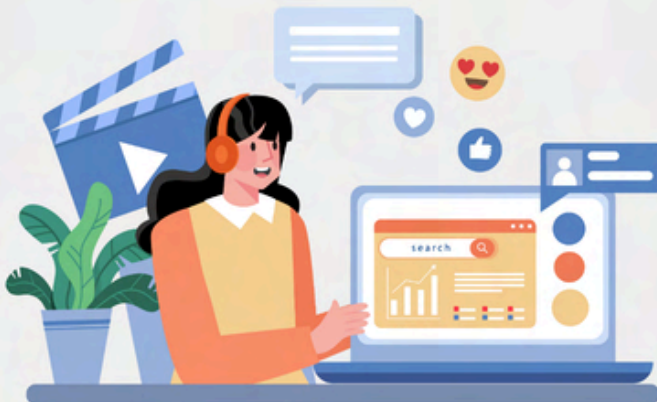
Community Awareness Issue

27

12-Month Social Media Plan

November Social Media Plan

Theme: Caregiver Month



Social Media Post:

Mental Health Support for Caregivers.

03

Video:

Caregiver Wellness.

06

Quote:

Respect for older adults is everyone's responsibility...

10

Social Media Post:

Effective communication with older adults .

13

Poll (Stories & social media post:

Caregiver Stress Check-In

17

Social Media Post:

How caregivers can avoid unintentionally abusive patterns.

20

Social Media Post:

Recognizing caregiver burnout

24

Newsletter:

Supporting caregivers - issue 3

27

December Social Media Plan

Theme: Dignity, Rights, and Reflection



Social Media Post:

Promoting Dignity in Aging.

01

Social Media Post:

Challenging societal stereotypes and social bias.

04

Video:

Ageism Awareness

08

Blog:

Ending Ageism & Protecting Rights.

11

Poll (Stories & social media post:

Do You See Ageism?

15

Social Media Post:

Healthy family dynamics

18

Social Media Post:

End-of-Year Reflection Post

22

Newsletter:

Year-End Elder Abuse Awareness Roundup

29

Branding & Customization Guide for Users

Purpose

This guide supports users of this toolkit in adapting content while preserving visual identity, clarity and consistency across customized materials.

A. Visual Identity

- **Logo Use:** Always display the NEVR and CREA logos when space allows. Maintain clear space around logos and do not distort or overlay the logos.
- **Typography:**
 1. Customize with your brand's font type or maintain the fonts styles already used in the toolkit, if you have no brand fonts.
 2. Change colors to suit your brand colors where applicable.
 3. Ensure high contrast (dark text on light background) and readability at 12pt or larger.



B. Customization

- You may add your organization's logo and helpline/contact information in toolkit materials.
- You may tailor captions to local context, while retaining the original hashtags and helpline references for consistency.

C. Voice & Tone

- Empathy: Focus on dignity, respect and empowerment of older adults.
- Clarity: Use plain language; avoid jargon and acronyms unless explained.
- Positivity: Emphasize prevention, community collaboration and a hopeful future.

D. Template Use

For editable Canva templates provided in the toolkit:

- Upload your organization logo.
- Maintain the original color harmony and legibility.

Social Media Campaign Evaluation Guide

Why Evaluation Matters

Evaluation helps us understand how elder abuse awareness messages are being received, shared, and acted on across communities. By tracking a small set of meaningful indicators, organizations can assess what content resonates, where engagement is strongest, and how awareness efforts contribute to prevention, learning, and connection to support.

This toolkit uses a practical, low-burden evaluation approach designed for community organizations, partners, and volunteers. No advanced analytics expertise required.

What to Measure

For each post shared, partners are encouraged to track:

1. Reach & Visibility

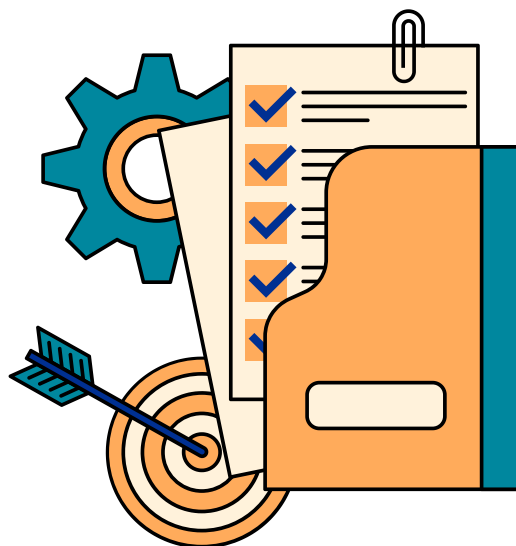
- Total views
- Accounts reached

2. Engagement

- Likes
- Comments
- Shares
- Saves
- Total interactions

3. Profile Impact

- Profile visits
- New followers gained from each post



How to Track Performance

NEVR's Social Media Evaluation Template (Excel) is included in the elder abuse awareness digital toolkit pack. Download it along with this e-book. You can use the template to log post-level results. Each row represents one post and includes space to record:

- Platform (e.g., Instagram, Facebook, LinkedIn, X)
- Post title or theme
- Date posted
- The core metrics listed above

A sample completed row is included in the template to ensure consistency and ease of use.

Social Media Campaign Evaluation Guide

ELDER ABUSE AWARENESS SOCIAL MEDIA CAMPAIGN
Q1 EVALUATION TEMPLATE
 Name of Organization:

***IMPORTANT NOTE: Only enter data into the white cells. Grey colored cells are formulaized.

30 DAY BENCHMARKS - JANUARY									
TOTAL NUMBER OF POSTS FOR THE MONTH	VIEWS PER POST	TOTAL NUMBER OF ACCOUNTS REACHED	LIKES PER POST	COMMENTS PER POST	SHARES PER POST	SAVES PER POST	TOTAL INTERACTIONS FOR THE MONTH	TOTAL PROFILE VISITS FOR THE MONTH	TOTAL NEW FOLLOWS FOR THE MONTH
8	1850	1420	96	12	18	24	3466	37	9

JANUARY													
DATE OF POST	Platform	Post Title/Description	Post Type (Feed/Post/Story)	Views	Accounts Reached	Likes	Comments	Shares	Saves	Total Interactions	Profile Visits	New Follows	Notes/Observations
01/05	Instagram	Elder Abuse Awareness, Signs & Support	Feed	1850	1420	96	12	18	24	3466	37	9	High save/shares—message received, repost on Facebook next day
01/06													
01/07													
01/08													
01/09													
01/10													
01/11													
01/12													
01/13													
01/14													
01/15													
01/16													
01/17													
01/18													
01/19													
01/20													
01/21													
01/22													

Q1 EVALUATION

Q2 EVALUATION

Q3 EVALUATION

Q4 EVAL

Using the Data

Evaluation data can be used to:

- Identify high-performing themes and strengthen future content planning
- Compare engagement across platforms
- Demonstrate collective impact across participating organizations

NEVR will be aggregating partner data to produce a quarterly campaign-wide impact summary, highlighting overall reach, engagement trends, and key learnings. Share your organization's quarterly evaluation template with NEVR at admin@nevr.org and Balbir@nevr.org, to be part of the quarterly campaign-wide impact summary.

What Success Looks Like

Success is not measured by viral content alone. Indicators of a strong campaign include:

- Consistent posting over time
- Meaningful engagement (comments, saves, shares)
- Increased visibility of helplines and support resources
- Ongoing cross-collaboration among partner organizations beyond the campaign period

Final Note

Evaluation is not about perfection. It is about learning. Even modest data helps strengthen elder abuse prevention efforts, improve messaging, and build safer, more informed communities.

By tracking and sharing results together, we reinforce that awareness is collective, prevention is shared, and impact is stronger when measured and reflected upon.

YOUR GO TO RESOURCE LIST

EMERGENCY & CRISIS SUPPORT

9-1-1

Call immediately if someone is in danger, injured, or facing an urgent threat.

KEY ELDER ABUSE SUPPORT LINES (BC)

Seniors Abuse & Information Line (SAIL)

- 604-437-1940
- 1-866-437-1940 (toll-free, 8am–8pm daily)
- Website: seniorsfirstbc.ca

SAIL offers emotional support, safety planning, legal info, and referral for all forms of elder abuse.

KEY ELDER ABUSE SUPPORT LINES (BC)

VictimLinkBC (24/7, multilingual)

- 1-800-563-0808
- Website: victimlinkbc.ca

Provides crisis support, information, and referrals for victims of family or sexual violence, including older adults.

REPORTING ABUSE, NEGLECT, OR SELF-NEGLECT (BC HEALTH AUTHORITIES)

- **Northern Health Authority:** 1-844-465-7414
- **Interior Health Authority:** 1-844-870-4754
- **Vancouver Coastal Health and Providence Health Care:** 1-877-732-2899 (REACT-99) or 604-904-6173. Email: react@vch.ca
- **Fraser Health Authority:** 1-877-REACT-08 (1-877-732-2808)

REPORTING ABUSE, NEGLECT, OR SELF-NEGLECT (BC HEALTH AUTHORITIES)

Island Health (Vancouver Island Health Authority):

- **South Island:** 1-888-533-2273
- **Central Island:** 1-877-734-4101
- **North Island:** 1-866-928-4988

First Nations Health Authority: www.fnha.ca/what-we-do/healthy-living/elder-wellness

Provincial health authority: www.phsa.ca

YOUR GO TO

RESOURCE LIST

LEGAL, GUARDIANSHIP & FINANCIAL PROTECTION

Public Guardian and Trustee of BC (PGT)

To report abuse by a substitute decision-maker or financial exploitation.

- 604-660-4444
- 1-800-663-7867 (Service BC)
- www.trustee.bc.ca

LEGAL, GUARDIANSHIP & FINANCIAL PROTECTION

Consumer Protection BC

Questions about consumer rights, contracts, scams, and unfair business practices.

- 1-888-564-9963. Website: www.consumerprotectionbc.ca

Dial-A-Law (Canadian Bar Association BC Branch)

Legal scripts on wills, estate planning, income rights, common-law relationships and more.

- 1-800-565-5297. Website: www.cbabc.org

FINANCIAL PROTECTION

BC Securities Commission – Report Investment Fraud

- 604-899-6854
- 1-800-373-6393
- www.InvestRight.org

Protects against Ponzi schemes, investment fraud, and scam artists.

ELDER ABUSE, NEGLECT & HEALTHY RELATIONSHIP RESOURCES

Seniors BC – www2.gov.bc.ca/gov/content/family-social-supports/seniors

Provides information about advance care planning, elder abuse prevention, home & community care, transportation and housing for seniors.

GENDER-BASED VIOLENCE, SEXUAL ASSAULT, AND DOMESTIC VIOLENCE

Government of BC Website: www2.gov.bc.ca/gov/content/safety/public-safety/domestic-violence

Information on family violence, safety planning, and how to get help.

YOUR GO TO

RESOURCE LIST

COMMUNITY ORGANIZATIONS

BC Association of Community Response Networks (BCCRN)

Local CRNs that prevent abuse, educate communities, and connect adults to support.
www.bccrns.ca

BC Association of Aboriginal Friendship Centres

Elder programs, cultural safety resources, and educational videos. www.bcaafc.com

LEGAL & HEALTH RESOURCES

Legal Help BC – Discover free legal help services and resources that can help you deal with your legal issue. www.legalhelpbc.ca

HealthLink BC – You can contact HealthLink BC 24 hours a day, 7 days a week to get health information and advice: www.healthlinkbc.ca

FINANCIAL ABUSE, SCAMS & FRAUD PREVENTION

InvestRight (BC Securities Commission)

Fraud warning signs, scam prevention, how to spot Ponzi schemes.
www.InvestRight.org

COMMUNITY & CAREGIVER SUPPORT (BC)

Family Caregivers of BC (FCBC)

Peer support, 1:1 coaching, webinars, and provincial caregiver resources.

- Provincial Caregiver Support Line: 1-877-520-3267. Website: www.familycaregiversbc.ca

BC 211: Dial 2-1-1 for community, social, and government services including respite, meals, housing supports, mental health, and seniors' programs.

COMMUNITY & CAREGIVER SUPPORT (BC)

Brella Community Services Society – Seniors & Caregiver Resource Directory

A comprehensive, easy-to-use directory connecting older adults and caregivers to programs, services, support groups, housing options, health services, social programs, transportation, financial supports, safety services, and community organizations across BC. **Directory:** www.brellasociety.ca/directory

YOUR GO TO

RESOURCE LIST

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MENTAL HEALTH, FAMILY SUPPORT & RELATIONSHIP SAFETY

Sashbear Foundation – Family Skills, DBT Education & Suicide Prevention

A national organization providing free programs that teach DBT-based skills for families supporting loved ones with emotional regulation challenges, relationship conflict, or self-harm risk. **Website:** www.sashbear.org