

Media Release

Gabrielle Williams MP

Minister for Prevention of Family Violence
Minister for Women
Minister for Youth



**DELIVERING
FOR ALL VICTORIANS**

Friday, 14 June 2019

CALLING OUT ELDER ABUSE

The Andrews Labor Government is rolling out a new campaign to encourage Victorians to call out elder abuse.

Minister for Prevention of Family Violence Gabrielle Williams and Minister for Disability, Ageing and Carers Luke Donnellan launched the campaign, which focuses on financial abuse.

The advertisements feature an elderly woman looking at a photograph of her two daughters as children, reminiscing about their childhood traits but growing sad as she describes how as adults, one kept taking money from her until the other spoke up and stopped it.

The *Respect Older People – Call it Out* campaign urges Victorians to speak up if they notice early signs of elder abuse. If not stopped early this can rapidly escalate and may lead to violence.

The campaign includes advertising across regional and metropolitan doctors' surgeries and medical centres, as well as on radio, online and in the press. Printed materials will be distributed through organisations including libraries, councils and hospitals to connect older people with help and support.

Family violence against elders takes many forms, with financial abuse one of the most prevalent. With rising house prices, researchers believe more older people are vulnerable to financial pressure from their children.

Research shows that up to 14 per cent of older people may experience elder abuse, which tends to be under-reported and often not recognised as a form of family violence.

This is one of a number of advertising campaigns funded by the Labor Government and run by Respect Victoria, including the public transport bystander campaign launched early this year.

The campaign complements a number of measures the Labor Government is supporting to prevent elder abuse, including 10 elder abuse prevention networks and the trial of the model of care for suspected elder abuse.

Today's launch is ahead of World Elder Abuse Awareness Day on Saturday.

For more information on the campaign visit www.respectvictoria.vic.gov.au.

The Labor Government also today announced \$50,000 for Victoria's first Elder Abuse Prevention Network Framework, to help promote awareness of elder abuse and prevention through workshops and education.

If you or someone you know is experiencing elder abuse please call Seniors Rights Victoria on 1300 368 821.

Quote attributable to Minister for Prevention of Family Violence Gabrielle Williams

"This campaign highlights a form of family violence and abuse that has been ignored and unrecognised for too long – it's time to respect older people and call it out."

Quote attributable to Minister for Disability, Ageing and Carers Luke Donnellan

"This campaign is heartbreaking and confronting, but it's essential we all call out elder abuse when we see it to protect the elderly Victorians who deserve our care and respect."

Media contact: Fran Cusworth 0434 212 209 | healthmedia@minstaff.vic.gov.au