WORLD ELDER ABUSE AWARENESS DAY
2015
Nepal Report on
World Elder Abuse Awareness Day, June 15
(WEAAD/ADA, 2015)

Prepared by:

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Background
The UN observed the first World Elder Abuse Awareness Day (WEAAD) in 2012 at the UN Headquarter. WEAAD brings together people around the globe to shine a spotlight on the mistreatment of the elderly people. This day provides campaigner the opportunity to put pressure on governments to stop elder abuse and violence against older people and raise public awareness on elder abuse. It is also a golden chance to build political engagement and support for the UN convention on the rights of older people.

WEAAD is observed all over the world. Ageing Nepal (AN) has also been observing the day with various awareness building activities since last few years. This year Ageing Nepal with partnership of HelpAge International came up together with some activities to mark World Elder Abuse Awareness Day (WEAAD) as an ADA campaign of HelpAge International.

Objectives
- To raise awareness of Age Demands Action (ADA/WEAAD) on Rights and Abuse of older persons.
- To reach masses with the messages to fight against elder abuse.

This report presents details of process followed and activities completed by Ageing Nepal to mark the WEAAD as an ADA activity of HelpAge International.
Major Achievements

a) People reached through electronic media (Radio and TV): 2 million
b) People reached through print media: 50,000
c) Social media impression: 16,329
d) People of all ages involved in the campaign: 200
e) Production and distribution of pamphlets: 6,000
f) Distribution of T-shirt with ADA/WEAAD message: 200
g) Distribution of Sticker with ADA/WEAAD message: 500
SECTION ONE

Preparation
1. **Group formation and sharing of responsibilities**

Ageing Nepal formed a core team of professionals and volunteers responsible for completing all activities planned for the observance of the World Elder Abuse Awareness Day (WEAAD) as a campaign. The team consisted of the following members:

- Ms. Sanju T. Magar, Team leader
- Mr. Krishna M. Gautam, Member
- Mr. Bhumidatta Poudel, Member
- Mr. Prakash Gautam, Member
- Ms. Lea Frei, Member Volunteer
- Ms. Sushila Shrestha, Member
- Mr. Binamra Luital, Member
- Ms. Sangita Dhimal, Member
- Ms. Manisha Sapkota, Member Volunteer

Each member of the team was assigned individual responsibility. All were focused in the assigned sector and carried out the planned activities.
2. Selection of Campaign Materials
The team came up with the following designs for banner, T-shirt with slogan, sticker and pamphlets with messages against elder abuse.

a) Banner
All activities of WEAAD were completed under the following main banner.

![Main Banner](image)

b) Video
A short video with English subtitle on elder abuse was released. The video also highlights about elder abuse in emergency situation. It is of about 13 minutes long. Link of video: [https://youtu.be/MpFA8EGi8gA](https://youtu.be/MpFA8EGi8gA)

c) T-shirt with slogan
Team members conducted activities wearing t-shirt with the message of “Stop Elder Abuse”.

d) Sticker

The team developed following sticker with the slogan to spread the message of WEAAD/ADA.
e) Pamphlets| flyer

Three types of pamphlets were prepared in Nepali language. The pamphlets were related to the following issues:

i. What is elder abuse?

ii. Why is the UN Convention necessary for ensuring rights of older people? and

iii. Why older people’s needs should be considered first in rescue and relief operations?
SECTION 2
Activities Completed

Team members successfully completed the following activities to mark WEAAD/ADA
1) Use of mass media

Team members used mass media to reach out to the masses with the messages against elder abuse.

f) TV Talk shows

Mr. Krishna M. Gautam, Founder Chairperson of Ageing Nepal, gave an interview to the National television about the need and relevance of UN convention for the rights of older people. He also highlighted the elder abuse in emergency situation as Nepal is suffering from emergency situation after the devastating earthquake of April 25. The 25 minute long talk show was broadcasted throughout the week before and after June 15 in two national television channels, Nepal television and Nepal Television plus. It is estimated that 75% Nepalese were reached with the message of WEAAD through these state media. These TV stations are accessible to Nepali living abroad in more than 50 countries of the world. Link to the video: https://www.youtube.com/watch?v=p7MXLouOT2c&feature=youtu.be
g) Radio Talk shows

- Mr. Krishna M. Gautam gave an interview in two radio programmes about the Elder abuse and the relevance of UN Convention for the rights of older people. Mr. Gautam gave 15 minutes interview in Sagarmatha F.M, the oldest independent community radio of Nepal. The talk show was broadcasted in the programme entitled Current Affair on June 15 at 6:15 pm and also repeated on June 16. It is estimated that the programme was reached in 2.5 million listeners. [http://radiosagarmatha.org.np/sagarmathafm/](http://radiosagarmatha.org.np/sagarmathafm/)


- Mr. Bhumidatta Poudel, Programme coordinator of Ageing Nepal also gave 25 minutes talk about elder abuse and need of UN Convention on the rights of older people in community radio of Sunwal. The program was broadcasted at 6:30 pm on June 15 and also repeated on June 16.
h) An article in daily newspaper
An article by Mr. Bhumidatta Poudel that highlighted the importance of older people in our society and the need to fight against elder abuse was printed in one of the popular daily newspapers of Nepal – the Nagarik.

http://nagariknews.com/

i) Video showed
On the occasion of WEAAD a short video on elder abuse was shown in different places.
2) Visited the focal government authorities

Ageing Nepal campaign team visited Miss Meera Sherchan, Chief of Senior Citizen’s Unit of Ministry of Women, Children and Social Welfare (MoWCSW), which is the focal ministry for all concerns of ageing, Government of Nepal. The team briefed authorities on the objectives and importance of WEAAD, HelpAge International/ADA, and importance of UN Convention for the rights of older people. They also gifted pamphlets, T-shirt and sticker to Miss Sherchan and other concerned authorities in the ministry.

3) Involved all age groups

Team members worked with different age groups with the message to stop elder abuse and need for UN Convention.
Youth

Team members organized a discussion session with youth on status of elder abuse in Nepal and the need for UN Convention.

Sharing pamphlets and other IEC materials with the message of WEAAD/ADA with participants of a training programme.

College students in discussion session
Team members with youth of Media Advocacy Group

- **Older persons**

Team members conducted experience sharing session with the elderly group of an OAH, Nisaya Sewa Kendra, Kathmandu. The elderly were made aware of the rights of older persons and the relevance of calling for UN convention.
Mr. Prakash Gautam, Manager of Ageing Nepal with elderly residents of the OAH

- **Children**
  Team member visited under 15 children of community with the message of WEAAD/ADA. They also distributed pamphlets and stickers.
4) Involved media
The team visited media personnel of SetoPati, a popular online news of Nepal and briefed them on importance of WEAAD/ADA and the need for UN Convention on the rights of older persons.
5) Visited rural Communities
Some team members visited the earthquake affected rural area of Kavre district with the message of WEAAD. They also distribute materials (t-shirt, sticker and pamphlets) prepared for the day.

A group of children of Kavre district rendered homeless by the earthquake of April 25, 2015

Ms. Manisha, team member of Ageing Nepal with Elderly women and a child in the earthquake affected rural area of Kavre District.
6) Oriented literary group on elder abuse
Mr. Krishna M. Gautam spoke with literary group of Kathmandu on the need for WEAAD/ADA and the importance of calling for UN Convention on the rights of older persons.
7) Candle light ceremony
Ageing Nepal marked the end of WEAAD/ADA activities by lighting candle in public area of Kathmandu as shown below.

Team members trying to light candle in public area on the windy evening

8) Used social network
Team members used social network like facebook, facebook page and twitter to spread the message of WEAAD.
Activities of Ageing Nepal Switzerland

- The team of Ageing Nepal Switzerland Shared 90 mails to spread the message against elder abuse.
- An article entitled “Discrimination against older people” by Edi Frei, President of Ageing Nepal Switzerland was printed in regional weekly newspaper of Switzerland on June 11.
• The team ran a campaign calling families, friends, neighbours and communities to light a candle at dusk on the balcony, terrace, in the garden or in the house to mark the day.

Swiss people observing WEAAD