

## [World Elder Abuse Awareness Day](#)

*The purpose of the World Elder Abuse Awareness Day is to encourage people to become aware of the problem of elderly abuse.*

*Online PR News* “24-June-2015” At present, the world is experiencing significant demographic changes. Assessments show that by 2050, the worldwide population of people over the age of 60 will go beyond the number of younger people. These changes have caused a universal recognition of the difficulties and challenges that elderly face. Research has revealed that elderly abuse, mistreatment, violence, as well as exploitation are the major issues faced by senior citizens across the world. World Health Organization facts suggest that 4-6 % of elderly undergo some form of mistreatment, a big percentage of which goes unreported.

Â

The purpose of the World Elder Abuse Awareness Day is to encourage people to become aware of the problem of elderly abuse, and for nations to make policies that foster respect for senior citizens and offer them the tools to continue to be productive people.

Â

15th June, the World Elder Abuse Awareness Day seeks to know the challenges as well as opportunities presented by an ageing population, and brings together senior citizens, and their caregivers, national as well as local government, researchers, and the private sector to discuss ideas about how best to lessen events of violence towards elders, increase reporting of such mistreatment, and to develop elder friendly policies.

Â

HelpAge India is a leading NGO working with and for elderly in India for the past thirty six years. It runs age care programmes all over the nation & advocates intensely for the cause of the elderly and fights for their human rights. It moreover counsels & eases the process for the Government in creation of policy related to the elderly.

Â

HelpAge India releases its report on Elder Abuse in India (2014) revealing a shocking growth of Elder Abuse in our country.

Â

The research report pans 12 cities all over 8 states, with a sample size of 1200 elders covering both Metro (Tier I) as well as Non-Metro (Tier II) cities. It aims to discover the reality of Elder Abuse, the causes for its happening, its extent and what as per elderly were the most effective procedures to cope with the problem.

Â

Get more details about World Elder Abuse Awareness Day log on [www.helpageindia.org](http://www.helpageindia.org)

Â

Â

Contact Details:

Â

HelpAge India

Â

C-14, Qutab Institutional Area  
New Delhi - 110016  
Toll Free Elder Help Line: 1800-180-1253  
Telephone: 011 41688955-56  
e-mail: [messageheadoffice@helpageindia.org](mailto:messageheadoffice@helpageindia.org)  
website: <http://www.helpageindia.org>

Â

## Media Information

HelpAge India  
[messageheadoffice@helpageindia.org](mailto:messageheadoffice@helpageindia.org)  
<http://www.helpageindia.org>

C-14, Qutab Institutional Area  
New Delhi - 110016  
New Delhi  
Delhi  
110016  
India