

PROMISING PRACTICES FOR AGENCIES TO ENGAGE OLDER WOMEN

Older women face disproportionate rates of violence. This includes violence from current or former intimate partners, adult children, grandchildren, siblings, and caretakers.



Supporting older women's leadership

- Engage older women in the design and evaluation of services and programs.
- Facilitate opportunities for older women to share stories of resilience such as speakers' bureaus and engaging in public education campaigns.



Accessible and safe services

- Develop culturally responsive services.
- Incorporate age-positive language and imagery in outreach materials that show older women as empowered and active community members.
- Provide food, honoraria, and transportation.



Work with other agencies

- Build relationships with other community agencies working in community health, mental health, seniors, elder abuse, and gender-based violence to maximize resources and strengthen programming.
- Introduce intergenerational programming to tackle negative stereotypes that contribute to ageism.



Training

- Anti-ageism training
- Cross-sectoral training to raise awareness about older women's needs and the barriers they face in accessing support.

Helplines:

Seniors Safety Line: 1-866-299-1011

Assaulted Women's Helpline: 1-866-863-0511 (TTY: 1-866-863-7868)

Victim Support Line: 1-888-579-2888

Fem'aide: 1-877-336-2433 (TTY: 1-866-860 7082) – for self-identified Francophone Women in Ontario

Talk 4 Healing: 1-855-554-HEAL (4325) – free and culturally safe telephone helpline for Indigenous women living in Ontario.

References

James, K., Dickinson, R. (2016). Engaging Older Women in Your Community: A Promising Practices Guide for Women's and Senior Serving Organizations. Canadian Centre for Elder Law.