

## World Elder Abuse Awareness Day

### Continuing Action Toward Inclusive, Safe and Caring Living Environments



On the occasion of World Elder Abuse Awareness Day, I would like to reaffirm, with conviction, the City of Montréal's commitment to preventing and addressing all forms of abuse, while actively promoting the well-being and respectful treatment of older adults.

As the elected official responsible for seniors, I am proud to carry this commitment, which is reflected notably in the implementation of the Municipal Strategy for Seniors 2023–2030 (MADA Strategy). This strategy mobilizes all municipal departments and boroughs around a shared vision: enabling older adults to age in healthy, safe, accessible, and discrimination-free living environments.

As the implementation of the Strategy continues, we are pursuing concrete actions to meet the needs of older adults and support their full participation in Montréal life.

This work is also supported by an annual mobilization event bringing together municipal teams and their partners. It provides a valuable opportunity to share successes, lessons learned, and emerging issues. Last October's edition highlighted the importance of intersectoral collaboration and enabled participants to learn more about the initiative *Visiting an Isolated Older Adult*, a flagship program that helps prevent isolation and combat elder abuse.

Addressing abuse also means addressing discrimination, including ageism. In this regard, the City's actions aimed at raising staff awareness, strengthening safe environments, and recognizing the contributions of older adults, particularly through civic participation initiatives, also contribute to promoting their well-being.

In addition to these efforts, the Montréal Police Service (SPVM) plays a crucial role in prevention and intervention, notably through awareness activities for older adults related to abuse, fraud, and other situations of vulnerability.

On this day of mobilization, I invite us all to continue our efforts. Promoting respectful treatment is a shared responsibility, built every day through concrete actions, inclusive environments, and respect for the rights and dignity of older adults.



**Madam Christine Black**

Mayor of the Montréal-Nord borough,

Vice-President of the Executive Committee of the City of Montréal, and responsible for family, seniors, youth, sports, and recreation.

**For more information:**

[Stratégie municipale pour les personnes âgées 2023-2030 \(in French\)](#)