

# 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.