ᓄᓇᕗᒻᒥ ᓄᓇᓕᓕᒫᑦ ᑲᑎᒪᔨᖏᑦ ᐃᓗᓯᓕᕆᓂᕐᒥ ᐱᒍᑦᔨᓂᕐᓄᑦ
NUNAVIK REGIONAL BOARD OF HEALTH AND SOCIAL SERVICES
RÉGIE RÉGIONALE DE LA SANTÉ ET DES SERVICES SOCIAUX NUNAVIK

News Release

FOR IMMEDIATE RELEASE

ELDERS' MONTH AND WORLD ELDER ABUSE AWARENESS DAY
JUNE 15, 2014 - "Let's Unite against Elder Abuse"

Kuujjuaq, June 12, 2014 – Throughout the month of June, Elders' Month, the Nunavik Regional Board of Health and Social Services (NRBHSS) invites all *Nunavimmiut* to unite against elder abuse. Specifically dedicated to elders, the month of June includes World Elder Abuse Awareness Day on June 15.

On June 13, everyone is invited to tune into a regional radio broadcast on TNI (FM 94.1) between 9:00 and 11:00 a.m. Social media are joining in as well; for example, Facebook members can post a purple ribbon on their page. Also, the NRBHSS encourages the population and organizations to support and participate in the various local and regional activities that will be held throughout the month of June.

Elders are the base of every population across the world. They own the knowledge and the history of every culture and deserve to be treated with respect. Everyone should take a moment and spend time with elders to learn about their culture and their past.

For any questions related to this event, you may contact the regional organizing committee members by e-mail at mannanack@krg.ca, elizabeth.klimczak@ssss.gouv.qc.ca or fabien.pernet@ssss.gouv.qc.ca.

World Elder Abuse Awareness Day is an international initiative of the World Health Organization, supported by the *Secrétariat aux Aînés*.

The NRBHSS is a public agency created in 1978 under the **James Bay and Northern Québec Agreement**. *It is responsible for nearly the entire territory located north of the 55th parallel in terms of the provision of health and social services for the inhabitants of the 14 communities.*

- 30 -

Source: Nunavik Regional Board of Health and Social Services

Information: Dawn Forrest
Communications Officer
819 964-2222, extension 251
Nunavik Regional Board of Health and Social Services

This news release is also posted on our Web site at: www.rrsss17.gouv.qc.ca.