



Nunavik Elder Safety Day Campaign: United for the Safety and Wellness of Our Elders

Kuujuuaq, June 3, 2025 – The Nunavik Regional Board of Health and Social Services (NRBHSS) is proud to launch the 2025 edition of the **Elder Safety Day Campaign**, reaffirming our shared responsibility to protect, respect, and honour elders across Nunavik. This annual initiative, observed on **June 15**, raises awareness about elder mistreatment while celebrating the essential role of elders in our communities.

This year's campaign brings together a range of tools to inform and mobilize the region including the mass mailing of a **Vinyl Decal Mailing and a 2-week Facebook campaign**.

A Shared Responsibility

Elder mistreatment can take many forms—emotional, financial, physical, or psychological—and it often goes unspoken. Whether you're a family member, a friend, a caregiver, or a neighbour, everyone has a role to play in ensuring elders are treated with the dignity and care they deserve.

Take Action

Visit the NRBHSS [website](#), follow us on Facebook or email: coordinator.wellbeing.elder@ssss.gouv.qc.ca to learn more about tools and resources that can help you support someone in your environment, recognize and report mistreatment, and stay informed about the upcoming Elders Month campaign taking place throughout October 2025.

Let's continue to stand together—to **protect, respect, and honour our elders**.

The Nunavik Regional Board of Health and Social Services is a public agency created in 1978 under the James Bay and Northern Quebec Agreement. It is responsible for nearly the entire Quebec territory located north of the 55th parallel in terms of the provision of health and social services for the inhabitants of the 14 communities.

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Source: Nunavik Regional Board of Health and Social Services
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