

World Elder Abuse Awareness Day

Below you will find a list of ideas for [raising awareness](#) on World Elder Abuse Awareness Day, June 15, and a selection of the ongoing activities and programs aimed at improving victim safety, increasing abuser accountability, and expanding community awareness of elder abuse all year long.

Ideas for Raising Awareness and Supporting Older Survivors on June 15

- Ask local leaders (e.g., Mayor, County Executive, and Governor) to release a proclamation declaring June 15 as Elder Abuse Awareness Day.
- Develop a PSA on elder abuse with a local TV or radio station.
- Disseminate outreach materials that depict older adults and include abuse across the lifespan.
- Host a [conference or training](#) focused on elder abuse awareness and available community resources.
- Host a public awareness event geared toward seniors.
- Host a public awareness activity that includes politicians, seniors, local programs, survivors of abuse, and others.
- Plan a campaign using social and print media to [raise awareness](#) about elder abuse.
- Send out a press release, hold a press conference, or submit an editorial to discuss elder abuse awareness and prevention efforts.



Activities and Programs to Raise Awareness and Support Older Survivors Throughout the Year

- Confront ageist messages in the media by writing editorials or engaging in social media to encourage positive portrayals of older adults and visibility of persons of all ages.
- Consider [inviting older survivors](#) to speak about their experiences.
- Create new or enhance existing [policies](#) to address violence and harm across the lifespan.
- Develop [outreach materials and strategies](#) to raise awareness of available elder abuse resources in your community.
- Develop outreach strategies to increase collaboration with [faith communities](#).
- Develop common messaging about elder abuse, neglect, and exploitation.
- Educate yourself and others about [elder abuse](#) & [abuse in later life](#).
- Help your community improve its response to elder abuse by hosting a training.
- Hold media appearances on local news and current events programming (both broadcast television and public radio) to discuss the problem of elder abuse.
- Host regularly occurring programs for long-term residential facilities to address issues affecting seniors, including elder abuse and sexual assault (e.g., “Tea and Tips”).
- Include images of older adults and examples of abuse in later life in general education materials and presentations.
- Involve older adults from diverse backgrounds in a meaningful way in creating, reviewing, and implementing programs and policies.
- Join the [national community](#) of advocates and others committed to promoting respect and dignity across the lifespan by joining NCALL’s advocates’ listserv or e-newsletter list.
- Lead or join a [multidisciplinary or coordinated community response team](#) focused on older victims.
- Visit an elderly neighbor who lives alone.
- Volunteer for a program or organization that benefits seniors.
- Work with adult foster care homes, continuing care retirement communities, or long term care residential facilities to establish emergency housing options for older victims.