

## World Elder Abuse Awareness Day “Finish this Sentence” Campaign



**Looking for a creative way to commemorate WEAAD, encouraging others to take a stand against abuse, and to provide a united message?**

During the countdown to #WEAAD, join the NCEA and Ageless Alliance in this campaign by following these easy steps:

**Step 1:** Print the attached template and share it with your colleagues, advocates of older people, family members and others who are passionate about spreading the message and commemorating WEAAD.

**Step 2:** Finish the sentence, “**We build strong supports for elders by...**” using the template provided. Some action-oriented examples include:

- “educating the community, one culture at a time”
- “actively listening to older people and appreciating their wisdom”
- “fighting ageism”
- “ditching ageist comments”
- “creating a community where everyone can age with dignity and respect”
- “reaching out to older people and creating connections”
- “working together to create relationships of mutuality and respect”
- “improving resources, engaging older people, and reducing social isolation”
- “sharing services and community supports to reduce social isolation”
- “creating a society where all people thrive, no matter their age”
- “investing in one of our greatest community resources – older people”
- “collaborating to create a sturdy social structure that can support all of us as we grow older”
- “constructing community supports and human services for caregivers and older people”

**Step 3:** Take a photo of yourself holding the template with your answer. Add meaning by including a family member, colleague, or pet in the photo. Consider taking a photo with an older person you cherish.

**Step 4:** Share the photo on Facebook, Twitter, or another social media platform and include the hashtag #WEAAD. If you are sharing on Twitter, make sure to tag @NCEAatUSC, @ACLgov, and @AgelessAlliance

*Thank you for taking part in this activity that is sure to create a buzz! If you have any questions about this campaign, or would like to email the photos you posted, please contact Ageless Alliance directly at [weaadinfo@agelessalliance.org](mailto:weaadinfo@agelessalliance.org)*

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