



*As Americans, we believe in justice for all. Yet, every year an estimated **5 million**, or **1 in 10** older Americans experience elder abuse, neglect, or exploitation. Working together, we can build the social supports that can prevent this abuse and keep everyone safe as we age.*

**World Elder Abuse Awareness Day (WEAAD)** – commemorated on **June 15th** every year – is an opportunity for people or organizations to take action to protect older people by raising awareness about elder abuse, why it occurs, and what we can do to stop it. We can act collectively to support justice for all.

**The World Elder Abuse Awareness Day Tool Kit** contains resources to help you engage your community, educate others, raise awareness about this serious problem, and empower people to take action to end elder abuse.

### **The Toolkit Includes:**

- **Outreach Guide:** This booklet provides event planning tips and outreach ideas to help organizations generate awareness of the need to prevent elder abuse.
- **Event Planning Materials:** Event planning materials such as fliers, and PowerPoint templates are available for you to download and customize to meet your needs. We also provide a list of things one can do to mark WEAAD and links to videos one can show at a WEAAD event.
- **Help with FAQs:** *Red Flags of Abuse* and *12 Things Everyone Can Do to Prevent Elder Abuse* handouts to empower organization members to be advocates as they educate community members about this important issue.
- **Fact Sheets:** Educate people in our communities about how to recognize and intervene in instances of elder abuse, and provide information to help people protect themselves from potential abuse with consumer fact sheets. These are available in multiple languages.
- **Web Banner:** Show support for WEAAD by posting a banner ad on websites.
- **Poster:** Raise awareness about elder abuse by putting up an 8x11 inch posters in your community, such as in a local grocery store, pharmacy, post office, and places of worship.
- **Media Tools:** Use our customizable social media posts for Facebook, Twitter, and Instagram as well as a more formal Press Release template.