

STEAP Initiative Outreach Calendar 2020



Generate awareness and foster action to end elder abuse!

There are many opportunities throughout the year to bring your community together and build awareness on elder abuse. Below is an outreach calendar with commemorations related to elder abuse, neglect, and exploitation prevention and programming.

Tip: Sync this STEAP Initiative Outreach Calendar to your calendar! [Click here.](#)

January

MONTH-LONG OBSERVANCE

■ **National Stalking Awareness Month**

RECOGNITION DAY

■ January 9: **Law Enforcement Appreciation Day (LEAD)**

February

MONTH-LONG OBSERVANCE

■ **Black History Month**

RECOGNITION DAY

■ February 20: **World Day of Social Justice**

■ February 21: **National Caregivers Day**

March

MONTH-LONG OBSERVANCES

■ **National Nutrition Month**

■ **Social Work Month**

■ **Women's History Month**

RECOGNITION DAY

■ March 8: **International Women's Day**

April

MONTH-LONG OBSERVANCES

■ **Financial Literacy Month**

■ **National Volunteer Month**

■ **Sexual Assault Awareness Month**

■ **Social Security Month**

WEEK-LONG OBSERVANCES

■ April 6-12: **National Public Health Week**

■ April 19-25: **National Crime Victims' Rights Week**

■ April 19-25: **National Volunteer Week**

RECOGNITION DAYS

■ April 7: **Sexual Assault Awareness Day of Action**

■ April 7: **World Health Day**

May

MONTH-LONG OBSERVANCES

- **Asian Pacific American Heritage Month**
- **Better Hearing and Speech Month**
- **Mental Health Month**
- **Older Americans Month**

RECOGNITION DAYS

- May 10: **Mother's Day**
 - May 15: **International Day of Families**
 - May 15: **National Senior Fraud Awareness Day**
 - May 20: **Older Adult Mental Health Awareness Day**
 - May 27: **National Senior Health and Fitness Day**
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June

MONTH-LONG OBSERVANCES

- **Alzheimer's & Brain Health Awareness Month**
- **LGBTQ Pride Month**
- **National Safety Month**

RECOGNITION DAYS

- June 15: **World Elder Abuse Awareness Day**
 - June 21: **Father's Day**
 - June 22: **Olmstead Anniversary (1999)**
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July

RECOGNITION DAYS

- July 14: **Older Americans Act Anniversary (1965)**
 - July 30: **Medicare & Medicaid Anniversary (1965)**
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August

RECOGNITION DAYS

- August 14: **Social Security Anniversary (1935)**
 - August 21: **National Senior Citizens Day**
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September

MONTH-LONG OBSERVANCES

- **Healthy Aging Month**
- **National Hispanic Heritage Month (9/15-10/15)**
- **National Preparedness Month**
- **National Senior Center Month**
- **National Suicide Prevention Month**

September continued

WEEK-LONG OBSERVANCES

- September 15-21: **National Medicare Education Week**
- September 21-25: **National Employ Older Workers Week**

RECOGNITION DAYS

- September 13: **Grandparents Day**
 - September 21: **World Alzheimer's Day**
 - September 23: **National Falls Prevention Awareness Day**
 - September 28: **National Good Neighbor Day**
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October

MONTH-LONG OBSERVANCES

- **Crime Prevention Month**
- **Cyber Security Month**
- **Domestic Violence Awareness Month**
- **Health Literacy Month**
- **LGBT History Month**
- **National Depression and Mental Health Screening Month**
- **National Hispanic Heritage Month (9/15-10/15)**
- **Residents' Rights Month**

WEEK-LONG OBSERVANCES:

- October 5-11: **Active Aging Week**

RECOGNITION DAYS

- October 1: **International Day of Older Persons**
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November

MONTH-LONG OBSERVANCES

- **National Alzheimer's Disease Awareness Month**
- **National Family Caregivers Month**
- **National Hospice/Palliative Care Month**
- **Native American Heritage Month**

RECOGNITION DAYS

- November 11: **Veterans Day**
 - November 24: **National Day of Listening**
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December

MONTH-LONG OBSERVANCE

- **n4a's Annual Home for the Holidays Campaign**

Offering tips and encouraging families to use holiday gatherings as an opportunity to communicate with older loved ones about important issues concerning their health and welfare. [Click here](#) for recent public education campaigns.

Get started!

Awareness events and activities can help build relationships, strengthen partnerships, and bring recognition to various local and regional efforts to address elder abuse.

Here are some ideas:

- Organize a “Letter to the Editor” campaign to raise awareness not only of elder abuse, but also of the local resources that are available through your agency/organization or community partners.
- Make an effort to reach isolated older adults through direct mailing, ads in local newspapers, and radio interviews. Include elder abuse prevention information in community and neighborhood association newsletters or e-Newsletters.
- Download STEAP Toolkit materials and distribute at community events or offices of local partner agencies.
- Host a “Lunch and Learn.” Presentation materials are available for you to [download](#) and customize to meet your needs.
- Partner with local organizations, schools, and agencies and organize food, personal care, or cleaning supply collection drives. Assemble packages and include copies of this [brochure](#).
- Host a shred-a-thon. Organize a shredding event for your community to safely destroy and dispose of sensitive documents.
- Offer or share information about volunteer service opportunities.

Additionally:



Reach out to community partners to see if there are opportunities to work together to raise awareness about elder abuse.



Publicize your planned activities. Others may be able to help you with the event/activity and avoid duplicating your efforts!

*Everyone can get involved to **raise awareness** about **elder abuse prevention**.*



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