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](#).

<table>
<thead>
<tr>
<th>Month</th>
<th>Month-long Observance</th>
<th>Week-long Observances</th>
<th>Recognition Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>National Stalking Awareness Month</td>
<td></td>
<td>January 9, Law Enforcement Appreciation Day (LEAD)</td>
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<tr>
<td>February</td>
<td>Black History Month</td>
<td>April 5-11, National Public Health Week</td>
<td>February 19, National Caregivers Day, February 20, World Day of Social Justice</td>
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<tr>
<td>March</td>
<td>National Nutrition Month, Social Work Month, Women’s History Month</td>
<td>April 6, Sexual Assault Awareness Month (SAAM), Day of Action</td>
<td>March 8, International Women’s Day</td>
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<tr>
<td>April</td>
<td>Financial Literacy Month, National Volunteer Month, Sexual Assault Awareness Month, Social Security Month</td>
<td>April 18-24, National Crime Victims’ Rights Week, National Volunteer Week</td>
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</tr>
<tr>
<td>May</td>
<td>Asian Pacific American Heritage Month, Better Hearing and Speech Month, Mental Health Month, Older Americans Month</td>
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</tr>
</tbody>
</table>

STEAP Initiative Outreach Calendar 2021
May continued

RECOGNITION DAYS
May 9
Mother’s Day
May 15
International Day of Families
National Senior Fraud Awareness Day
May 20
Older Adult Mental Health Awareness Day
May 21
World Day for Cultural Diversity for Dialogue and Development
May 26
National Senior Health and Fitness Day

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 20
Father’s Day
June 22
Olmstead Anniversary (1999)

July

RECOGNITION DAYS
July 14
Older Americans Act Anniversary (1965)
July 30
Medicare & Medicaid Anniversary (1965)

August

RECOGNITION DAYS
August 9
International Day of the World’s Indigenous People
August 14
Social Security Anniversary (1935)
August 21
Senior Citizens Day

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
World Alzheimer’s Month

WEEK-LONG OBSERVANCES
September 15-21
National Medicare Education Week
September 19-25
National Employ Older Workers Week

RECOGNITION DAYS
September 10
World Suicide Prevention Day
September 12
Grandparents Day
September 21
World Alzheimer’s Day
September 22
National Falls Prevention Awareness Day
September 28
National Good Neighbor Day
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
- National Disability Employment Awareness Month
- National Retirement Security Month

WEEK-LONG OBSERVANCE
- October 4-10
  Active Aging Week

RECOGNITION DAYS
- October 1
  International Day of Older Persons
- October 2
  International Day of Non-Violence
- October 10
  World Mental Health Day
- October 11
  Indigenous Peoples’ Day
- October 15
  Medicare Open Enrollment Begins (10/15-12/7)

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
- November 26
  Native American Heritage Day

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.

RECOGNITION DAY
- December 10
  Human Rights Day
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.

This material was completed for the National Center on Elder Abuse situated at Keck School of Medicine at the University of Southern California, in partnership with the National Association of Area Agencies on Aging, and is supported in part by a grant (No. 90ABRC000101-02) from the Administration for Community Living, U.S. Department of Health and Human Services (HHS). Grantees carrying out projects under government sponsorship are encouraged to express freely their findings and conclusions. Therefore, points of view or opinions do not necessarily represent official ACL or HHS policy.