World Elder Abuse Awareness Day
Caravan Event Guidelines

Organize a WEAAD car caravan!

A car caravan is a parade of cars that drives through a strategically selected route. Each car in the caravan displays messages or images to raise awareness of WEAAD.

EVENT PLANNING

• Identify a primary point of contact to provide communication and logistical support for the event.

• Determine a start & end point and map out a clear route.
  − Take into consideration the number of cars and stoplights, etc.
  − Secure relevant city approvals, including from the police department (escort or non-escort).

• Event promotion can be done through social media or by flyers. Templates are available on the WEAAD microsite.

SPREAD AWARENESS BY DECORATING YOUR CARS

• WEAAD’s Date: June 15th

• WEAAD Logo

• 5 Things Everyone Can Do to Prevent Elder Abuse

• National Elder Fraud Hotline: 1- 833-372-8311

• Local elder abuse reporting numbers (Adult Protective Services, Long-Term Care Ombudsman)

Refer to the CDC’s considerations for events and gatherings. Consult with local/state public health offices as they have the most up-to-date, relevant information for each community’s needs, restrictions, and guidelines.