

World Elder Abuse Awareness Day Teen Outreach Toolkit



1. What and when is WEAAD?

The International Network for the Prevention of Elder Abuse and the World Health Organization at the United Nations (UN) launched World Elder Abuse Awareness Day (WEAAD) on June 15, 2006 in an effort to unite communities around the world in raising awareness about elder abuse.

WEAAD encourages national, state, and local organizations to raise awareness about elder abuse, neglect, and exploitation and empowers communities to get involved and take action.

2. Why does WEAAD matter to youth?

- Caring about elder abuse is caring about justice for all.
- Youth can advocate for older people in their communities and help create a stronger society that prevents elder abuse from occurring.
- WEAAD is an opportunity to build and strengthen intergenerational relationships.
- Educating our communities about the role everyone can play in preventing elder abuse means we are supporting all of us as we age.

3. What is Elder Abuse? (Types & Signs)

Elder abuse is an intentional act or failure to act that causes or creates a risk of harm to an older adult. Elder abuse affects older people across all socioeconomic groups, cultures, and races and can occur anywhere when people are disconnected from social supports.

Forms of Abuse

- Neglect or Isolation
- Physical abuse
- Sexual abuse
- Financial abuse and exploitation
- Emotional or psychological abuse (including verbal abuse and threats)

Common Risk Factors

- Social isolation
- Poor mental and physical health
- Dementia
- Limited social support
- Lack of access to support services and community resources

Where Abuse May Occur

- In a person's own home
- In nursing homes/assisted living facilities and other long-term care settings
- In hospitals
- In virtual spaces like online websites, chat rooms, and phone calls
- **Elder abuse may occur anywhere, at any time.**

TOGETHER, WE CAN PREVENT AND ADDRESS ELDER ABUSE.

4. What can we do about it?

LOOK OUT FOR SIGNS OF ELDER ABUSE

Emotional & Behavioral Signs

- Unusual changes in behavior or sleep
- Fear or anxiety
- Isolated or not responsive
- Depression

Physical Signs

- Broken bones, bruises, and welts
- Cuts, sores, or burns
- Dehydration or malnutrition
- Torn, stained, or bloody underclothing
- Unexplained sexually transmitted diseases
- Unsafe or unsanitary living conditions
- Untreated bed sores or unattended medical needs
- Lack of medical aids (glasses, walker, teeth, hearing aid, medications)

Financial Signs

- Unusual changes in bank account or money management
- Unusual or sudden changes in a will or other financial documents
- Fraudulent signatures on financial documents
- Unpaid bills

SPEAK UP

Report suspected abuse in the community to Adult Protective Services and suspected abuse in long-term care facilities to the Long-Term Care Ombudsman. In the event of an emergency, call **911**. To connect to a local or state reporting number, contact Eldercare Locator at eldercare.acl.gov or at 1-800-677-1116.

BE AN ADVOCATE FOR THE OLDER ADULT POPULATION

- Use **#WEAAD** on your social media
- Participate in the **#WEAAD615** challenge (shareable [graphic](#) / [fillable PDF](#))
- Use the WEAAD [virtual background](#)
- Use a WEAAD email signature:

Your Name

Be an [advocate](#) for Elder Justice!

Include the WEAAD logo



Visit the [WEAAD microsite](#) to learn more!

