

World Elder Abuse Awareness Day Teen Outreach Toolkit

In this extended guide, you will find resources to help you become a strong advocate for older adults. Access sample captions for your photos, sample social media posts, and ideas on how to engage your community in the mission of [World Elder Abuse Awareness Day \(WEAAD\)](#). WEAAD, observed on June 15th every year, is an opportunity to build and strengthen intergenerational relationships

Remember! The best posts have a call to action. Turn your followers into effective advocates by giving them a clear action to take.



Sample Social Media Posts

- Social isolation is a known risk factor for #ElderAbuse. Reaching out to older adults in your life is one way you can prevent #ElderAbuse this World Elder Abuse Awareness Day (#WEAAD).
- #ElderAbuse is not only physical or psychological. It also includes financial abuse, sexual abuse, and neglect. Do not stand by, but stand up against #ElderAbuse this World Elder Abuse Awareness Day (#WEAAD).
- World Elder Abuse Awareness Day (#WEAAD) is June 15th! Raising awareness is one way we can be part of the solution to end #ElderAbuse.
- Connect with older adults in your life for World Elder Abuse Awareness Day (#WEAAD).
- World Elder Abuse Awareness Day (#WEAAD) is June 15th. Visit the #WEAAD microsite to find out more about advocating for older adults! <http://eldermistreatment.usc.edu/weaad-home>
- Older people are mistreated more often than we think. Take action and be part of the solution to end elder abuse! #WEAAD <http://eldermistreatment.usc.edu/weaad-home>
- Join me and wear purple on June 15th to honor survivors of elder abuse and to raise awareness. #WEAAD
- We are all born with the same human rights that should be enjoyed at every stage of our lives. When ageism, negative stereotypes based on prejudices about age, is directed at older people, it drives discrimination and the denial of our human rights as we age. Let's end ageism and make our society more just. <http://eldermistreatment.usc.edu/weaad-home> #WEAAD
- June 15th is World Elder Abuse Awareness Day. Older people throughout the United States lose an estimated \$2.6 billion or more annually due to elder financial abuse and exploitation. Elder abuse also creates health care and legal costs for our society. However, we can change this. Learn more: <http://eldermistreatment.usc.edu/weaad-home> #WEAAD
- Elder abuse is an injustice with many consequences for our society, affecting everything from our communities' public health to our economic resources. Working together, we can build the social supports that can prevent elder abuse. <http://eldermistreatment.usc.edu/weaad-home> #WEAAD

Community Engagement Activities

Involve your friends and family in a special [WEAAD event](#).

Curious to see what people around the world are doing to commemorate WEAAD? Visit the WEAAD worldwide [events map and calendar](#) to build your own WEAAD itinerary.

Host a bake sale at your school

Ask volunteers (family, friends, etc.) to bring purple colored baked goods to your bake sale stand. With the money you raise, find a local senior center, elder shelter, home-delivered meals program for older adults, or other support programs you can donate to.

Wear Purple Challenge

Ask your friends to wear purple on June 15th in honor of WEAAD. Take photos, videos and stories to post to your social media pages to spread awareness to others! Make sure to use #WEAAD.

Paint your car purple

Use window safe paint markers to decorate your car purple in support of WEAAD. This is a great way to spread awareness everywhere you go on June 15th!

Participate in the #WEAAD615 Challenge

Inform, educate, and empower others to be part of the solution to end Elder Abuse. Participate online or offline by using the shareable [graphic](#) and /or [fillable PDF](#) to:

- List six facts about elder abuse everyone should know
- Share one thing you can do to prevent elder abuse
- Reach out to five people to participate in this challenge



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



The World Elder Abuse Awareness Day Tool Kit is sponsored by the Administration on Aging, an agency of the Administration for Community Living. For more information visit us at <http://eldermistreatment.usc.edu/weaad-home>.