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>Observance/Day</th>
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<tbody>
<tr>
<td><strong>January</strong></td>
<td>MONTH-LONG OBSERVANCE</td>
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<td>National Stalking Awareness Month</td>
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<td>RECOGNITION DAY</td>
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<td>January 9</td>
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<td>Law Enforcement Appreciation Day (LEAD)</td>
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<td>RECOGNITION DAYS</td>
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<td>March 8</td>
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<td>International Women’s Day</td>
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<td>March 10</td>
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<td>Slam the Scam Day</td>
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<td><strong>February</strong></td>
<td>MONTH-LONG OBSERVANCE</td>
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<td>Black History Month</td>
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<td>RECOGNITION DAYS</td>
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<td>February 18</td>
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<td>National Caregivers Day</td>
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<td>February 20</td>
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<td>World Day of Social Justice</td>
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<td><strong>March</strong></td>
<td>MONTH-LONG OBSERVANCES</td>
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<td>National Nutrition Month</td>
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<td>Social Work Month</td>
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<td>Women’s History Month</td>
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<td>WEEK-LONG OBSERVANCES</td>
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<td>March 6-12</td>
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<td>National Consumer Protection Week</td>
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<td><strong>April</strong></td>
<td>MONTH-LONG OBSERVANCES</td>
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<td>National Financial Capability Month</td>
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<td>National Volunteer Month</td>
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<td>Sexual Assault Awareness Month</td>
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<td>Social Security Month</td>
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<td>WEEK-LONG OBSERVANCES</td>
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<td>April 4-10</td>
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<td>National Public Health Week</td>
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<td>April 17-23</td>
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<td>National Volunteer Week</td>
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<td>April 24-30</td>
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<td>National Crime Victims’ Rights Week</td>
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<td>RECOGNITION DAYS</td>
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<td>April 5</td>
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<td>Sexual Assault Awareness Month (SAAM) Day of Action</td>
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<td>April 7</td>
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<td>World Health Day</td>
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May

MONTH-LONG OBSERVANCES
Asian Pacific American Heritage Month
Better Hearing and Speech Month
Jewish American Heritage Month
Mental Health Month
Older Americans Month

RECOGNITION DAYS
May 8
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 25
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 19
Father’s Day
June 22
Olmstead Anniversary (1999)

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 18-24
National Employ Older Workers Week

RECOGNITION DAYS
September 10
World Suicide Prevention Day
September 11
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 Awareness Month
- Domestic Violence Awareness Month
- Health Literacy Month
- LGBT History Month
- National Hispanic Heritage Month (9/15-10/15)
- Residents’ Rights Month
- National Disability Employment Awareness Month
- National Retirement Security Month

WEEK-LONG OBSERVANCES
- October 3-9: Active Aging Week
- October 3-7: Malnutrition Awareness 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: National Coming Out Day
- October 15: Medicare Open Enrollment Begins (10/15-12/7)
- October 21: National Check Your Meds Day

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 25: National Day of Listening

December

MONTH-LONG OBSERVANCE
- Home for the Holidays: Offer tips and encourage 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 fact sheets from the NCEA.

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.

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