2016

WORLD ELDER ABUSE AWARENESS DAY

Every year an estimated 5 million, or 1 in 10, older Americans are victims of elder abuse, neglect, or exploitation. And experts believe that for every reported case of elder abuse or neglect, as many as 23.5 cases go unreported.

Everyone can act to protect seniors – no act is too small. World Elder Abuse Awareness Day (WEAAD) is an opportunity for you or your organization to take action to protect seniors by raising awareness about elder abuse. It starts with **one person** and **one action**.

The World Elder Abuse Awareness Day Tool Kit contains resources to help you engage your community, educate others, raise awareness about this serious problem, and empower people to action to end elder abuse.

THE TOOLKIT INCLUDES:

- **Outreach Guide:** This booklet provides event planning tips and outreach ideas to help your organization generate awareness of the need to prevent elder abuse.
- **Event Planning Materials:** Event planning materials such as fliers, and PowerPoint templates are available for you to download and customize to meet your event needs. We also provide a list of things one can do to mark WEAAD and links to videos one can show at a WEAAD event.
- **Help with FAQs:** *Why Should I Care About Elder Abuse* and *12 Things Anyone Can Do to Prevent Elder Abuse* handouts to empower members of your organization to be advocates for older adults as they educate community members about this important issue.
- **Fact Sheets:** Educate people in your community about how to recognize and intervene in instances of elder abuse, and provide information to help people protect themselves from potential abuse with consumer fact sheets. These are available in multiple languages.
- **Web Banner:** Show your support for WEAAD by posting a banner ad on your organization's website.
- **Poster:** Raise awareness about elder abuse by putting up an 8x11 inch posters in your community, such as in your local grocery store, pharmacy, post office, and places of worship.
- **Media Tools:** Use our customizable social media posts for Facebook, Twitter, and Instagram. As well as a more formal Press Release template.

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 www.acl.gov/weaad.

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