



Each June 15th is World Elder Abuse Awareness Day. World Elder Abuse Awareness Day (WEAAD) was launched by the International Network for the Prevention of Elder Abuse and the World Health Organization at the United Nations. The purpose of WEAAD is to provide an opportunity for communities around the world to promote a better understanding of abuse and neglect of older people by raising awareness of the cultural, social, economic and demographic processes affecting elder abuse and neglect.

As the population of older adults grows, so will the number of people who are exposed to – and experience elder abuse. It is up to each of us on the individual and community level to step up and speak out in support of elder justice.

Take Action for Elder Justice

- **Partner with Local Organizations:** Collaborate with your [Area Agency on Aging](#) or [Long-term Care Ombudsman](#) to host awareness events.
- **Host a [SAGETable](#):** Encourage **intergenerational dialogue** to combat ageism and build stronger communities.
- **Distribute Educational Materials:** Share **flyers**, [scam checklists](#), and [warning signs](#) of elder abuse in public spaces.
- **Give Presentations:** Use resources from the [National Center on Elder Abuse \(NCEA\)](#) and [SAGE](#) to educate your community.
- **Launch a [Social Media Campaign](#):** Use the hashtag **#WEAAD** to amplify your message and reach a broader audience.