



JUNE 15
**WORLD ELDER ABUSE
AWARENESS DAY**

Each year, an estimated 5 million older adults are abused, neglected, or exploited. Older Americans lose an estimated \$2.6 billion or more annually due to elder financial abuse and exploitation, funds that could be used to pay for basic needs such as housing, food, and medical care. Unfortunately,

it occurs in every demographic and can happen to anyone—a family member, a neighbor, even you. It is estimated that only one in five of these crimes are discovered.

World Elder Abuse Awareness Day (WEAAD) was launched on June 15, 2006 by the International Network for the Prevention of Elder Abuse and the World Health Organization at the United Nations (UN). WEAAD aims to provide an opportunity for communities around the world to promote a better understanding of abuse and neglect of older persons by raising awareness of the cultural, social, economic, and demographic processes affecting elder abuse and neglect. In addition, WEAAD is held in support of the UN International Plan of Action acknowledging the significance of elder abuse as a public health and human rights issue. This observance serves as a call-to-action for individuals, organizations, and communities to raise awareness about elder abuse, neglect, and exploitation.

Access [the latest World Elder Abuse Awareness Day campaign materials](#) available from the [USC Center on Elder Mistreatment](#). Logos, web banners, stationary templates, sample press releases, and more are available.

Please contact the National Center on Elder Abuse at 1-855-500-3537 or ncea-info@aoa.hhs.gov with any questions.



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