

Elder abuse

See it. Expose it.



Around one in six older people face abuse worldwide. Despite this fact, elder abuse remains invisible.

Emerging evidence is showing violence, abuse and neglect of older people has increased since the outbreak of COVID-19. We've also seen many cases reported in the media.

World Elder Abuse Awareness Day (WEAAD) is an opportunity to raise awareness of the problem and influence key people to stop it. Join us on 15 June to expose elder abuse.

Here you will find some tools to help older people and communities recognise elder abuse and take action, as well as materials to engage with your local and national media, and support the global online campaign.

The change we want to make this year

We want to enable communities (family members, friends, neighbours and others) to recognise abuse and help older people affected by it to access safety and support. We also want to enable older people to seek support if they are experiencing abuse.

To achieve this, we need to:

- Raise awareness of elder abuse
- Raise awareness of ageism and the barriers to support that older people are currently facing
- Inform communities and older people about what they can do

Our message in a nutshell

Here is a simple narrative to explain elder abuse during the COVID-19 pandemic.

Around one in six older people face abuse. But most people don't know this.

Ageism means older people are seen as unworthy, vulnerable and unable to make decisions for themselves. This can lead to elder abuse.

Emerging evidence is showing abuse of older people has increased since the outbreak of COVID-19. We've also seen many cases reported in the media, including [financial scams](#) and [domestic violence](#).

Lockdown living conditions pose higher risks of violence, abuse and neglect of older people who live with family members or caregivers. Stress, anxiety, financial problems have increased due to the pandemic which further add to the risk of abuse.

Help isn't always available.

Older people find themselves isolated from friends and services that can help them.

Police interventions and access to justice services have been reduced. Health and psychosocial services have also been reduced or have shifted to telephone or online support.

Older people with no access to internet, phone or those who have no technological skills are excluded.

It doesn't have to be this way.

Many older people find ways to deal with these situations and communities can also help.

Together we can shed a light on elder abuse.

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Flyers to share advice

Here are three flyers to help you raise awareness of elder abuse and support older people.

You can fill in the blank spaces with details of your local support services and send them to people in your local communities. You can also use these flyers to disseminate information on the radio or through megaphones.

1. Many older people aren't aware they are experiencing abuse. Use this flyer to **help older people recognise the signs of abuse and help them know what to do to find safety.**

- [Download this version](#) to fill in and print
- [Download this version](#) if you need to translate first

2. Communities can play a big role in recognising elder abuse and supporting older people. Use this flyer to **help families, friends and those in your community to support older people who are experiencing abuse.**

- [Download this version](#) to fill in and print
- [Download this version](#) if you need to translate first

3. Elder abuse is a hidden problem. Use this flyer to **raise awareness of elder abuse online.**

- [Download this version](#) to share online
- [Download this version](#) if you need to translate first

We have also created image versions of these flyers to share on your phone through WhatsApp or any other app.

- [Download as images](#)

Spread the word on the radio

World Elder Abuse Awareness Day provides an opportunity to reach out to radio stations to encourage them to focus on the issue of elder abuse. Here are some ideas for how to do this, including news to lead your pitch and possible discussion points.

[Download radio guidelines for WEAAD](#)



Get in touch with your local and national media

Use this media advisory to invite local or national media to cover World Elder Abuse Day. Here is a template that you can adapt.

[Download media advisory template](#)



Share your messages online

On 15 June elder abuse will be a popular topic on social media. This means more people will be active online and we have a unique opportunity to have our voice heard.

Here are some example tweets that you can customise to suit your context. You can also adapt these posts to other channels, such as Facebook or Instagram.



Below you will also find images and GIFs (animated images) that you can use to accompany your posts.

Example tweets

We want every older woman and man to be able to say:
"I am safe. I am free from discrimination, abuse and neglect."
Are you with us? #WEAAD

#Ageism leads to older people being denied care, medical treatment and support based on age.
To eliminate discrimination, we must see people, not stereotypes.
#ElderAbuse. See it. Expose it. #WEAAD

One in six older people experience physical, sexual, financial or emotional harm, or neglect.
This is #ElderAbuse.
See it. Expose it. #WEAAD

During the #COVID19 pandemic older people who experience abuse are more isolated from friends and support.
In challenging times communities must stand together. #WEAAD
#ElderAbuse. See it. Expose it.

#Ageism leads to older people being denied support when they need it the most. " When I retired and got sick, everyone moved away from me, no one needs me anymore, people forgot that I exist." Older person, Moldova
#WEAAD

Women of all ages experience abuse, but older women are often invisible and excluded from support.
#ElderAbuse. See it. Expose it. #WEAAD

During the #COVID19 pandemic older people are at higher risk of abuse. Stress, tension and worries increase in lockdown conditions.
It doesn't have to be this way. Together we can call out #ElderAbuse.
See it. Expose it. #WEAAD @WHO

#Ageism means older people are seen as unworthy, vulnerable and unable to make decisions for themselves. This can lead to #ElderAbuse.

Recognising ageism helps stop elder abuse. #WEAAD

We all want to live without fear. We all want to be free from discrimination and abuse.

#ElderAbuse. See it. Expose it. #WEAAD

Images and GIFs for social media

[GIF \(animated images\) and video](#) of reports of abuse in the news.

[Photos of older people](#). Please always credit the photographer/ owner.

[Quotes and photos](#) of older people who have experienced abuse.

[Graphics of statistics](#): 1 in 6 people face abuse and only 4% is reported.

→ If you need help or have any questions, please get in touch: laura.pares@helpage.org