



# PROTECT SENIORS

Take a stand against **ELDER ABUSE**.

YEAR OF ELDER ABUSE PREVENTION

## PROTECT SENIORS IN THE YEAR OF ELDER ABUSE PREVENTION

Every year an estimated 2.1 million 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 five cases go unreported.

Elder abuse happens, but everyone can act to protect seniors.

The Year of Elder Abuse Prevention (YEAP) is an opportunity for your organization to take action to protect seniors by raising awareness about elder abuse. The Year of Elder Abuse Prevention Outreach Guide contains resources to help you educate people in your community about this serious problem, and empower people to protect seniors.

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, fact sheet templates, and PowerPoint templates are available for you to download and customize to meet your event needs.

**FAQ Booklet:** Use the How to Answer Those Tough Questions About Elder Abuse booklet 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:

- How You Can Protect Seniors
- 10 Things Anyone Can Do to Protect Seniors
- Warning Signs of Elder Abuse
- Protect Yourself From Abuse, Neglect, and Exploitation

**Web Banners:** Show your support for the YEAP by posting a banner ad on your organization's website or by taking the pledge to protect seniors at [www.aoa.gov/YEAP.html](http://www.aoa.gov/YEAP.html).

**Poster:** Break the silence surrounding elder abuse by putting up posters in your community, such as in your local grocery store, pharmacy, post office, and places of worship.

