

# World Elder Abuse Awareness Day (WEAAD) Activity Ideas

Previous activities compiled by the NYS Coalition on Elder Abuse and Lifespan Possibilities for June 15, during that week, or throughout the month of June



## In your organization:

- Wearing purple on June 15<sup>th</sup>.
- Special WEAAD t-shirts worn by staff.
- Inside and/or outside decorations to raise public awareness – signs, flags, posters, pinwheel garden.
- Press event with elected officials, community members, faith organizations, businesses leaders, etc.

## In your community:

- Local community forums with multiple speakers.
- Educational information in local newsletter.
- Tables with information set up inside or outside local organizations or government buildings.
- Tabling events in various locations, including at libraries, fairs, picnics, senior events, farmer's market, etc.
- Conference, training and/or presentations planned around WEAAD in June.
- Run local radio ads a week before.
- Local TV news segments and public service announcements.
- Local news interviews with DSS/APS, OFA, and Victim Services.
- Formal or informal presentations at OFA meal sites; educational placemats for the tables.
- Panel discussion on elder abuse in an underserved population in the community.
- Hold an awareness walk in your neighborhood.
- Fun event idea from Australia – afternoon tea parties. Attendees encouraged to wear purple.
- Collect and distribute Caring Cards to homebound elders receiving meal services.
- Free document shredding events.
- Lighting buildings, bridges, and water in purple.
  - Think about the increasing number of colorful lights you have seen at different times.
  - Find out how special lighting is requested by contacting local government offices, educational institutions, business, building management companies, etc.
  - Post pictures of purple lights and include in press releases.
- Plan a social media campaign.
- Post organization and community activities on social media before and after events.
- Press conferences with prominent local celebrities and elected officials.
- Local government proclamation.
- Article in local paper – health related section.

## Partnership Possibilities:

- Think about ways to collaborate with other organizations on various recognition activities: libraries, nutrition sites, local emergency services, law enforcement, OFA, DSS/APS, Victim Services.
- Combine purple lighting with an event and/or press coverage.
  - Collaborate with local elected officials, businesses, educational institutions, agencies, etc.
  - Publicize in different ways before, during, and after.
- Work with neighborhood associations to encourage individual homeowners and businesses to use purple lights. Then publicize the event.

## Give Aways – Purple EVERYTHING

- Include awareness and/or contact information on bookmarks, magnets, stickers, lapel ribbons or pins, posters, placemats, pens, mugs, cookies, etc.