

2026

Recognizing 20 years of WEAAD

World Elder Abuse Awareness Day
Toolkit



June
15th

World Elder Abuse Awareness Day

#ABGrowTheConversation



WEAAD is an excellent way to engage your community and increase awareness about this important topic. June 15 represents the one day in the year when the whole world voices its opposition to the abuse and suffering inflicted on adults, older adults, and seniors in our communities.

The Alberta Elder Abuse Awareness Council has NEVER changed its dedication to raising awareness and addressing elder abuse in Alberta! Every older adult living in the province of Alberta is empowered to age gracefully and safely free of abuse.

The **theme for WEAAD 2026** is:
“The Power of Connection: Breaking Isolation, Preventing Abuse and Growing the Conversation”

This powerful message highlights three key actions we can all take:

- **Breaking Isolation** – Experiencing isolation can be detrimental to your physical and mental health – connect with your neighbours, friends, and family to help combat this
- **Preventing Abuse** – Be alert to the indicators of elder abuse and learn how to contribute to a positive environment where abuse does not occur
- **Grow the Conversation** – Break the silence. Encourage open dialogue within families, communities, and institutions to challenge stigma and build a culture of respect and safety for older people.

Let’s use this WEAAD as a call to action — take small proactive steps to connect with others, to help combat the abuse of older adults

What is Elder Abuse?

Elder abuse is any intentional or reckless act or willful and negligent disregard, occurring within a relationship of family, trust, or dependency, directed at someone 65 years of age or older that:

- Causes physical, emotional or psychological harm
- Involves the misappropriation or misuse of money or other personal possessions or personal property or real property
- Subjects an individual to non-consensual sexual contact, activity, or behaviour; or
- Fails to provide the necessities of life.

Awareness Guide

The Power of Connection: Breaking Isolation, Preventing Abuse and Growing the Conversation

Join the Alberta Elder Abuse Awareness Council (AEAAC) to promote World Elder Abuse Awareness Day (WEAAD) and helping to

#ABGrowTheConversation

#WEAADJune15

#WEAAD20years



Various studies indicate that between four and ten percent of older adults in Canada are likely to experience abuse.

The Alberta Government estimates that 1 in 10 seniors may experience abuse, however roughly 1/3 of cases actually get reported.

Shame or guilt may prevent an older adult from disclosing or talking about their situation. Whether an older adult is unable or unwilling, some of the barriers to revealing abuse include:

- Fear
- Love for the person causing harm
- Lack of understanding or impairment
- Lack of awareness of resources
- Cultural complexities
- Acceptance of abuse or neglect as normal

People who cause harm to older adults can include:

- Family members
- Friends
- Neighbors
- Paid care providers
- Landlords
- Staff
- Any individual in a position of power, trust or authority

Elder abuse can be impacted by the mental and physical conditions of both the person causing harm and the older adult. These factors interact in ways uniquely dependent on the individuals involved and the situation. Other risk factors may include:

- 2SLGBTQ+
- Family Dynamics | Conflict
- Caregiver Burnout | Stress
- Social isolation
- Low Income
- Female
- Culture | Societal Attitudes
- Ageism and lack of knowledge about the ageing process
- Being dependent on mobility aids.
- Severe cognitive impairment such as dementia and/or Alzheimer's
- Addictions
- Past Generational Trauma | Abuse

Common signs that you may see in an older adult experiencing elder abuse:

- Changes in behaviour such as:
 - Withdrawn, increased isolation
 - Unexplained injuries
 - Confusion, depression and anxiety
 - Seeming fearful around certain people
 - Fear or worry when talking about money
- Changes in appearance may include:
 - Poor hygiene
 - Unkept
 - Broken Glasses | Teeth | Dentures
 - Unexplained Injuries | Bruises | Scrapes | increase in falls
- Was never previously short on money but now indicating that they don't have any left
- Sudden change in legal documents | Names added to bank accounts.

People experiencing abuse commonly suffer more than one type of abuse at the same time. The most frequently identified and reported types of elder abuse in Canada are **financial and emotional**.

Elder Abuse or Mistreatment May Include:

Financial Abuse: Involves misappropriation or misuse of money or other personal possessions or property through fraud, trickery, theft or force.

Possible Indicators:

- Standard of living not in keeping with income or assets
- Theft of property
- Unusual activity in bank accounts
- Forged signatures on financial documents
- Coercion used in signing of wills or releasing property
- Overdue bills
- And limiting a senior's access to their own accounts

Emotional or Psychological Abuse: Actions or statements that cause emotional anguish, fear, diminished self esteem or dignity.

Possible Indicators:

- Fear
- Anxiety
- Depression

- Withdrawal
- Cowering
- Secrecy
- Fearful interaction with caregiver
- Carer speaking on behalf of the older adult
- Not allowing privacy
- Physical signs of isolation (lack of phone or visitors)

Physical Abuse: Action that causes physical discomfort, pain or injury. Can also include the intentional or unintentional misuse of medications and prescriptions, such as withholding or providing doses that cause bodily harm, sedation or other adverse effect(s).

Possible Indicators:

- Unexplained injuries such as bruises, burns or bites
- Missing hair
- Untreated medical problems or history of injury/
- Misuse of medications may present as changes in mental ability or physical activity and decline in general health status including:
 - Confusion
 - Poor balance
 - Falling
 - Depression
 - Recent incontinence
 - Agitation

Neglect: the failure to provide the necessities of life. The neglect can be active (intentional) or passive (unintentional) and has the effect of failing to provide an older adult with a basic level of care.

Possible Indicators:

- Inappropriate or dirty clothing
- Poor hygiene
- Dehydration
- Unsafe living conditions
- Lack of social contact
- Irregular medical appointments
- Lack of, or poor condition of
 - Dentures
 - Glasses
 - Hearing aides

Self-neglect, while not technically considered abuse, is also a significant concern in ways that disregard their health or safety need.

- Can in some cases pose a hazard to others

Sexual Abuse: non-consensual sexual contact, activity or behaviour, including sexual comments, exploitive use of pornography, fondling or sexual assault.

Possible Indicators:

- Pain, bruising or bleeding in the genital or chest area
- Sexually transmitted diseases
- Recent depression
- Recent incontinence

Did You Know?

- Everyone over the age of 18 no matter your current health status can preplan for their future financial and health needs.
- The process of Advance Care Planning ensures that you receive care that aligns with your values and provides peace of mind for you and your family members. It also allows you to maintain control of your care while protecting your decisions if/when needed.
- Advance Care Planning documents can be changed and altered if your preferences change over time, you are able to make changes as long as you still have cognitive capacity. If you do not have capacity and have not prepared your documents, there is a large risk that your wishes, beliefs and decisions will not be enacted.

What does the Advanced Care Planning Process Entail?

- Thinking about your values, beliefs and preferences for your future healthcare and financial needs.
- Writing down your directions in documents such as a Power of Attorney, Personal Directive, Goals of Care, and your final wishes in your will.
- Think about your end-of-life choices for a dignified death when you have physical or capacity eroding health conditions. What decisions could you enact prior to losing capacity due to health conditions and while you have capacity.

- A large part that Advance Care Planning has is that you have healthy, supportive conversations with your family and your decision makers to ensure that everyone knows what is important to you and why you want your end of life to go the way you planned.
- Abuse can happen to anyone at anytime, these legal documents will ensure that your wishes and what you want your life to look like is provided to you. We recommend naming someone who you know and trust, this person will be the one to carry out what is on the documents. If you lose capacity and the person you name misuses or abuses these documents, it is very difficult to have them removed as your PD, or POA.

Power of Attorney (POA) Document?

- An Enduring Power of Attorney is a legal document that you make to give another person the authority to make financial decisions on your behalf.
- An Enduring POA is defined by the [Powers of Attorney Act](#) in Alberta.
- The document
 - Is written when you are capable of making your own decisions.
 - States when the person will have authority
 - Can start at either of these times:
 - Immediately and continue if you lose permanent capacity
 - When you lose capacity
- An Enduring POA can come into effect: as soon as it is signed, on a specific date, or when a specific event occurs.
- If the specific event is ‘when you lose capacity,’ the POA document should state who must make a written declaration that this event has occurred. If the document does not say who makes this declaration, two medical practitioners must make a written declaration.
- If you lose capacity and do not have an Enduring POA, one of your family members or friends might have to go to court to become your [trustee](#).

What is a Personal Directive Document?

- A Personal Directive is legal document you make in case you cannot make your own personal decisions in the future such as your social, medial and wellness wishes.
- A Personal Directive:
 - Is optional, voluntary and highly recommended
 - Names the person or people you have picked to make personal decisions for you- this individual or people are named as your ‘Agents’
 - Ensure your written instructions are known in case something happens to you.
 - Only comes into affect if you are found to lack capacity- that means you are not able to make your own decisions
 - Can be registered with the Office of the Public Guardian and Trustee (OPGT)—if you and your agent consent to having your contact information included in the registry.
 - Your PD is enacted when a capacity assessment is done and confirms through a Declaration of incapacity form – that you are unable to make decisions on behalf of yourself any longer.
 - The Alberta Government has developed a [Personal Directive Kit](#) for you to use!

What is MAID?

- Medical Assistance in Dying is a process that allows someone who is found eligible to receive assistance from a medical practitioner in ending their life. Medical Assistance in Dying does not happen within a day, there is a process that is to be followed and a criteria to qualify for MAID.
1. To qualify, a person must satisfy all of the following criteria:
 - a. 18+
 - b. Have a grievous and irremediable condition which includes a serious illness, disease or disability excluding a mental disorder. The individual must be in an advanced state of decline that cannot be reversed and must be experiencing unbearable physical or mental suffering

from an illness, disease, disability or state of decline that cannot be relieved under acceptable conditions deemed by the individual.

- c. Have made a voluntary request for MAID that was not a result of external pressure
 - d. Provided informed consent after receiving all information needed to make this decision including a medical diagnosis, all available forms of treatment and all options to relieve suffering.
2. Individual meets with their healthcare provider to receive two medical assessments.
 3. A written request is then drawn up when the individual has passed the medical assessments. This request must be signed by the individual and witnessed by an independent person.
 4. Immediately before the MAID procedure, the individual will be given the opportunity to withdraw consent. The individual must confirm consent unless they signed a waiver of final consent. Audrey's Consent
 5. The MAID procedure is where an healthcare provider administers a medication that will induce the patient to sleep within one minute. The remaining medications will put the individual in a deep coma and stop your heart within 5-10 minutes.

What is a Will Document?

- A will is a legal document that allows you to:
 - Direct how your property will be distributed after your death.
 - Name your personal representative – “Executor” who will represent your estate after your death and carry out the wishes you have stated in your will.
 - An Executor is responsible for the administration of the estate, which includes all duties from locating assets, paying debts and funeral costs, to distributing estate property and assets to named beneficiaries.
- There are two types of wills
 - A Formal Will
 - Is in writing and has your signature

- Is signed in the presence of 2 witnesses, who also sign the will in the will maker's signature
- A Holograph Will
 - Is prepared entirely in your own handwriting and signed by you.
- Upon your death, if you do not have a will, Part 3 Distribution of Intestate Estates in the Wills and Succession Act sets out how a deceased person's estate will be distributed and who will inherit. The Estate Administration Act lists the persons who will be given preference to apply for a grant of administration where there is not will. The grant will set out who will be the personal representative.
- A properly prepared will allows for you to direct where your property will go after your death.

Taking Action Against Elder Abuse

If you are concerned for yourself or for someone you know who may be experiencing abuse, you can:

- Ask the older adult questions in a safe location
- Develop trust and have awareness of the older adults:
 - Honour and Respect Culture
 - Meeting location
 - Ceremony practices
 - Smudging, sweat lodge
 - Traditional ways of sharing knowledge
 - Language
 - Translation support
 - Religion
 - Comfort level in obtaining disclosure
- Ask the older adult permission to gather information and assess what supports are needed to support the older adult. If there is no other individual who can act on the person's behalf. The Office of the Public Guardian and Trustee may be available to help.
- Note anything unusual, any red flags that could indicate abuse. What is the older adults understanding of the information, consequences of decisions and the capacity to follow through on decisions.
- Ensure that the older adult is aware of the legal consequences.

- Safety Plan
 - Where can you go?
 - How will you leave your home?
 - How will you get to safety?
 - Who can help you?
 - What do you need to bring?
 - Internet safety → who may have access to my information from my devices?

Support Contacts:

- **911** if the situation is an emergency, you or someone is unsafe or in immediate danger.
- Family Violence Info Line | **318-1818**
 - Text or call
 - Support available in over 170 languages 24 hours a day, 7 days a week.
- Local Elder Abuse Case Manager | Community Coordinated Response Network (CCR)
- Protection for Persons in Care Reporting Line | **1-888-357-9339**
 - Reporting abuse for an older adult receiving care/support from the following care sites is **MANDATORY**:
 - Hospitals
 - Seniors' Lodges
 - Retirement Homes
 - Supportive Living/Long Term Care Sites
 - Mental Health sites
 - Shelters
 - Group Homes
 - Addiction Treatment Centres
- **2-1-1 Alberta**
- Dementia Link | Health Link | **8-1-1**
- Local Victim Services offices
- Alberta Law Line | Legal Aid | **1-866-845-3425**
- Connect with your local FCSS office.
- Calgary Elder Abuse Resource Line | **403-705-3250**
- Edmonton Seniors Abuse Help Line | **780-454-8888**
- Red Deer Helping Elder Abuse Reduction (HEAR) Resource Information Line | **1-877-454-2580**
- Strathcona County Elder Abuse Line | **780-464-7233**
- **Canadian Network for the Prevention of Elder Abuse (CNPEA)**
 - Nation wide resources and information

Get the Facts

One senior abused is one too many. Unfortunately, when it comes to showing just how urgent a problem elder abuse is, the numbers don't lie.

- Approximately one in ten older adults in Alberta experience one or more forms of elder abuse (AB Government)
- Various studies indicate that between 4-10% of older adults in Canada are likely to experience abuse (AB Government)
- In 2019, one third of violence reported to the police against older adults in Canada was committed by a family member.
- Family violence against seniors that came to the attention of police was most often perpetrated by their child (34%) followed by a spouse (26%) and a sibling (12%), and this pattern was the same for female and male seniors.
- By 2050, it is estimated that there will be upward of 100 million people living with dementia (World Health Organization)
- Three quarters of a million people live with dementia and 60% of these individuals still live in their home. (Alzheimer's Society)
- Abuse of older adults living with dementia affects between 5.4-11.9% of the population. (Alzheimer Society of Canada)
- 50% of Canadians say agism is the most tolerated prejudice.
- It has been estimated that one in three nurses have witnesses physical or emotional abuse of elders in care settings. (HCPO)
- 1 in 6 people over the age of 60 may experience elder abuse (World Health Organization)
- It is estimated that one in ten older adults living in Alberta may experience elder abuse and the most common form of abuse is financial abuse, followed by psychological and physical abuse. (WHO)
- 2 in 3 staff in care settings have perpetrated abuse in the past year. (WHO)
- Only one in five incidents comes to the attention of individuals or organizations who can support the older adult. (Canadian Government)
- 7.5% of Canadians aged 55+ experience abuse.

- 8 out of 10 seniors report age discrimination in healthcare.
- 1 in 2 people are prejudiced against older people (Global Report on Ageism, World Health Organization)
- Two-thirds (67%) of seniors who have experienced abuse of family violence were assaulted using physical force.
- [Taking Action Against Elder Abuse - Case Management Senior's Report](#)

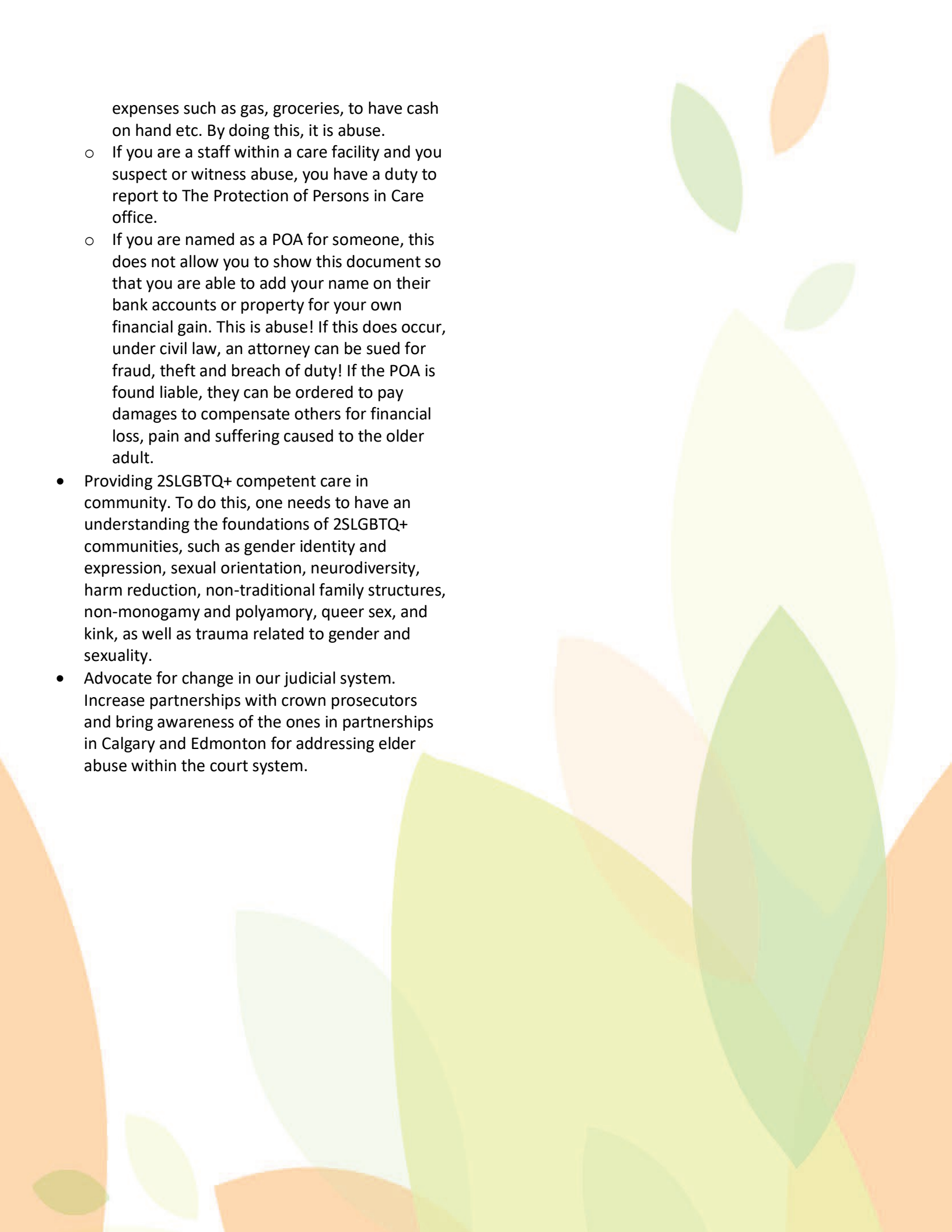
Call for Action

Here are some examples on what we need from you and your partners to recognize the signs and reduce the risk of abuse:

- Make it mandatory in your organization for staff to be trained on how to recognize and respond to elder abuse. Any training or tools that you can provide to your team will increase their comfort level therefore increasing natural conversations of abuse in older adults. Don't just provide one training. Have elder abuse topics on meeting agendas. Make the training apart of your onboarding initiatives as well as provide annual refresher training to the team.
- Encourage and raise awareness that your organization is inclusive, accessible, and supportive for all older adults. This should include:
 - Housing | Shelters
 - For Us-By-Us Programming | Education | Awareness
 - Mandatory Training for GBV Organizations
 - Specific Programming for 2SLGBTQ+ GBV
 - Collaboration | CCR development and enhancement
 - Funding Opportunities
 - Restorative Justice
 - Age Friendly and Dementia Friendly Initiatives
 - Intergenerational Programming
- Provide community workshops, practical ways and tools for all to be supported. Include in the conversation key players such as
 - Police Services
 - Community Organizations and Businesses
 - Healthcare Teams and Systems
 - Older Adults
 - Family Caregivers
 - All Generations
- Do you have a protocol or community response to violence in your community? Add in a section for older adults. Share it with key players so there is a unified stand to create change for older adults in your community.
- Healthy relationships are critical to ensure abuse does not occur. As much as we hope and desire that our children will appropriately care for us as we age, sometimes that does not happen therefore ensuring that we have conversations about or wants, wishes and desires prior to experiencing a life event or change.
- Advocate for change in the legislation of Power of Attorney's in Alberta. Currently, there is a lack for safeguards against the misuse of POA. Take action and inform the community and all levels of government about the concerns had with the current legislation and provide recommendations that will protect older Albertans against abuse.
 - Did you know that currently there are not procedures, policies or legislation that ensure those who are POA over someone to provide record keeping of expenses. Let's change this! Let's coordinate together to talk to government, police, legal and financial institutions and unite to ensure that older adults are able to safely age in Alberta and not have to worry about POA misuse.
- The more we talk about abuse and mistreatment, the more we create the change needed to address and stop abuse. During awareness initiatives point out real situations such as:
 - Borrowing money regularly without consent from your aging parents and not paying them back is in fact financial abuse! Families may not realize that their unintentional acts are causing harm to their parent or family member.
 - Misusing a person's POA authority may lead to abuse, it does not allow the Attorney to use the older adult's funds for their own

expenses such as gas, groceries, to have cash on hand etc. By doing this, it is abuse.

- If you are a staff within a care facility and you suspect or witness abuse, you have a duty to report to The Protection of Persons in Care office.
- If you are named as a POA for someone, this does not allow you to show this document so that you are able to add your name on their bank accounts or property for your own financial gain. This is abuse! If this does occur, under civil law, an attorney can be sued for fraud, theft and breach of duty! If the POA is found liable, they can be ordered to pay damages to compensate others for financial loss, pain and suffering caused to the older adult.
- Providing 2SLGBTQ+ competent care in community. To do this, one needs to have an understanding the foundations of 2SLGBTQ+ communities, such as gender identity and expression, sexual orientation, neurodiversity, harm reduction, non-traditional family structures, non-monogamy and polyamory, queer sex, and kink, as well as trauma related to gender and sexuality.
- Advocate for change in our judicial system. Increase partnerships with crown prosecutors and bring awareness of the ones in partnerships in Calgary and Edmonton for addressing elder abuse within the court system.





Planning Guide

Grow the Conversation... The Power of Connection: Breaking Isolation, Preventing Abuse

April 2026

World Elder Abuse Awareness Day (WEAAD) is a day that is recognized annually on June 15, we are inviting all Albertans of all ages to recognize the Power of Connection and to help Grow the Conversation!

[#ABGrowTheConversation](#)

[#WEAADJune15](#)

[#WEAAD20years](#)

This is the month for planning- plan for your awareness campaign, your event, what do you want to achieve for your community and the people that you support.

- Harness the power of social media to raise WEAAD's profile and broadcast news of various events. Here is a list of some useful provincial websites for your community to promote through social media.

- [Alberta Elder Abuse Awareness Council \(AEAAC\)](#)
- [Canadian Network for the Prevention of Elder Abuse](#)
 - 2026 WEAAD Campaign
Be Bold – Age with Attitude
[REGISTER HERE](#) for the National WEAAD Event
- Utilize art for awareness – consider doing a visual display either on a social media platform or in person, where people are safely able to walk through and view your display. This may be a billboard, a series of images or information posters (like a storybook walk) set up along a trail or other public walkway, or art displayed in store front windows of your downtown area.
- Do you have older adults not born in Canada? What about the @SLGBTQ+ communities?? Ask them to help you understand older adults are and are not respected, cared about, and protected in their home country or based on their gender orientation. Have things changed from the past to now? Communities will take away more for true, lived experiences than facts or knowledge.
- Buy and plant **purple** flower seeds—Coneflowers are great! Connect with your Parks department and see if they will plant purple flowers in the community flower beds.
- Print off the **Grow the Conversation** graphic to create flags to distribute to local greenhouses or garden centres. These flags can then be placed in pots for people to purchase.
- Have a great coffee shop or two in your community? Print WEAAD information on coffee sleeves and partner with a coffee shop of two to hand out with their coffees on June 15.
- Light up your community! Reach out to various community partners or municipal departments and ask them to light their buildings **purple**. Any building/object that has significance within the community may be able to be changed to **purple** to raise awareness.
 - Make a call out to your community to take photos and promote on social media.
- Take and host an on-line bystander training ([It's Not Right: Neighbours, Friends, and Family](#))

- Plan an intergenerational activity such as a walk, tea, or park session for June 15th. Elder abuse is everyone's business and issue. Start raising awareness in little kiddos and include all generations. Everyone then will have and receive the same messaging.
- Plan an in-person event that allows people to gather to increase community connections and provide an opportunity to share key information and celebrate the day – Food and refreshments will bring people.
- Plan a WEAAD parade.
 - Decorate vehicles with decorations and WEAAD information and drive around caravan style (with only those who live in a household together in each vehicle) and honk your horns (ideally on busy roads) – raising awareness for WEAAD.
- Paint your pinky **purple**- Why paint your pinky **purple** you may ask? People will ask you why you only have one nail painted, you can then start a conversation about elder abuse and mistreatment of older adults.
- Organize and facilitate a community walk recognizing WEAAD
- Have your organization, friends, and family wear **purple** on June 15!
- Create awareness signs and take photos of older adults holding them.

Examples of signs could include:

I have a right to live free of abuse.
 I have a right to dignity and respect.
 I have a right to independence.
 I have a right to a warm safe home.

May 2026

World Elder Abuse Awareness Day (WEAAD) is a day that is recognized annually on June 15, we are inviting all Albertans of all ages to recognize the Power of Connection and to help Grow the Conversation. Show us how you will make a commitment to changing and preventing abuse of older adults in Alberta! The countdown is on!

#ABGrowTheConversation
#WEAADJune15
#WEAAD20years

This is the month to put your plans into action. During May, ensure you have everything you may need to carry out a successful awareness day!

- Print off the **Grow The Conversation** Tree and ask your local community organizations and businesses to display them around your community.
- Support a Proclamation
 - Proclamations are formal statements by a local, regional, or national government organizations recognizing and identifying the significance of an issue. In some cases, it is tied to a formal event or ceremony.
 - Proclamations can be good opportunities for working with media, to establish and develop partnerships.
- Use the graphics or web banners for electronic signs around your community.
 - Partner with your local drugstores to put a small package of seeds in everyone's prescriptions bags. Forget Me Nots flowers are a great example of a **purple** flower that can be used. You can use the back of the seed pack to list local resources for individuals to see.
- Print off the WEAAD postcard and staple tea bags on the back of the card with a little poem. Drop off these postcards around your community to hand out to individuals on June 15.
- Do a Facebook (or other media platform) challenge. Ask/challenge people in your friend group to post pictures of themselves wearing purple in support of WEAAD and use the hashtags provided in this toolkit.
- Partner with elementary schools to have the children create **purple** flowers to display for the seniors living at lodges/assisted living sites.
- Provide schools with awareness swag, purple ribbons or flags. Ask the school to send in photos of them recognizing WEAAD.
- Reach out to financial and banking professionals to discuss ways to stop and prevent financial abuse of older adults.
 - Promote the different elder abuse trainings that you can facilitate to their staff!

- Connect with your Mayor, MLA and/or MP to discuss how they can support preventing and addressing elder abuse (through legislation, funding, and awareness raising). Wouldn't it be great to see elder abuse come to the forefront and advocate for more change around elder abuse??
- Buy and plant a tree that represents your commitment to **Grow the Conversation** (could include a plaque that signifies this!)
- Look into having a speaker/presentation from a community champion, a community senior advocate, ethnic and multicultural organization.
- Get grocery stores to include information sheets in senior's grocery bags (including important information and important numbers).
****See WEAAD 2026 Toolkit for printable sheets.**
- Write a letter or postcard (or make a phone call) to let a senior(s) in your community know you are available to talk to and that you care about their well-being.
- Have a survivor story.... ask if you can share the persons story? Interview seniors who have experienced elder abuse, ageism or have been stereotyped by someone. Ask the person their thoughts on how attitudes towards older adults have changed over time both positively and negatively. Ask them how these attitudes may increase or decrease the likelihood of abuse and neglect occurring later in life. Be mindful of your older person privacy and confidentiality.

June 2026

World Elder Abuse Awareness Day (WEAAD) is a day that is recognized annually on June 15, we are inviting all Albertans of all ages to show us in how you are advocates in recognizing and eliminating abuse in our older adults! Today and everyday counts!

#ABGrowTheConversation

#WEAADJune15

#WEAAD20years

15 days to go! June is the month to ensure that you are ready to shine! Ready to create change in your community! If you want to get feedback on your event or awareness campaign, ensure you are ready

to share how individuals can provide feedback. Will it be a QR code, a paper survey, a virtual link?

- Send out your Public Service Announcement on elder abuse with a local TV or radio station.
- If your organization responds to elder abuse, show the awareness of the cases, and calls by display **purple** flags on your green space. This visual display will be very impactful for you and the community.
- Promote your June 15 event to be **PURPLE**. **Purple** food, **purple** clothing, **purple** ribbons etc.
- Buy a **purple** plant and gift to a senior (violets, pansies, etc.)
- Connect with caregivers (or give them a small gift or care package) in your area to **Grow The Conversation** around how burnout and stress can sometimes be a risk factor for using abusive behaviours and provide resources available to assist them in coping and preparing a well-resource care plan for their care-recipient (including more people and resources than just them).
- Hand our **purple** ribbons to community members.
- Is there a point of interest in your community such as a lighthouse, bridge, tower, or other attractions that you can light up **purple**?
- Send out a press release, hold a press conference, or submit an editorial to discuss elder abuse awareness and prevention efforts.

WEAAD Activity Timeline

June 8, 2026 | **Indigenous Day – Train the Presenter in Lac la Biche**

June 9, 2026 | **Frauds and Scams Presentation – virtual**

June 10, 2026 | **National WEAAD Day with CNPEA - To be announced**

June 11, 2026 | **It's Not Right: Neighbours, Friends and Family – Train the Presenter in Edmonton**

June 12, 2026 | **Taking Action Against Elder Abuse – Spruce Grove**

June 15, 2025 | **Community WEAAD Events**

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Resources

Did you know that since the inception of the AEAAC, the council has partnered, created and developed some fantastic resources for you to use not only for WEAAD, but to use throughout the year:

- [Staying Safe: a resource for OLDER ADULTS living in Alberta](#)
 - You can order a printed copy or go online and download the electronic and audible version.
- [Facts on Elder Abuse](#)
- [Financial Abuse of Seniors: What can financial abuse of a senior look like?](#)
- [Service Provider Screening Guide for Elder Abuse](#)
- [It's your money: protect yourself from financial abuse](#)
- [A Guide to Supported Decision Making: Protecting Individual Rights and Reducing the Risk of Elder Abuse](#)
- [Social Isolation: The relationship between social isolation and elder abuse](#)
- [Spot the difference: Learn to recognize elder abuse, bullying, frauds and scams](#)
- [Understanding Privacy Legislation: A Guide to Help Service Providers Identify and Respond to Elder Abuse](#)
- [Perceptions of aging and older adults](#)
- Learning opportunities can be found on:
 - Our website- Alberta Elder Abuse Awareness Council
 - www.albertaelderabuse.ca
 - Taking Action Against Elder Abuse
 - [It's Not Right: Neighbours, Friends, and Family \(INR NFF\)](#)
 - Strangulation Identification Training
 - Online
 - [CORE Alberta](#)
 - [Elder Abuse Prevention of Ontario](#)
 - [Canadian Network for the Prevention of Elder Abuse](#)

Education and Training Opportunities in your community

- Is there an elder abuse community coordinated response team or case manager in your community?
- Would you like your organization to be trained in facilitating education opportunities or locate resources related to elder abuse?
- To learn more information, attend bystander neighbour, friends and family training go to [Alberta Elder Abuse](#) website.

WEAAD Grow the Conversation Tree

AEAAC has developed a Grow the Conversation Tree to be placed in your community as a visual on how individuals can Take Action Against Elder Abuse. Please use the tree to [#ABGrowTheConversation](#)

You have the power to make an impact, let's start with three easy steps:

- Take a Leaf
- Write down how you are helping to combat social isolation
- **Grow The Conversation** by adding to the tree, you are helping to [#ABGrowTheConversation](#) around elder abuse.
- You can grow your tree in multiple ways:
 - Use the leaves themselves to build up the tree
 - Find small branches and twigs outside, stick them to your wall, and build a tree made out of actual wood
 - Take out your flipchart poster and draw a tree
 - Get Creative!



Guide for Social Media

The Power of Connection: Breaking Isolation, Preventing Abuse and Growing the Conversation

Follow the Alberta Elder Abuse Awareness Council



Ways to Make Your Social Media Posts Pop

- Follow the AEAAC's theme for 2026, remember to use the hashtags in all of your posts.
[#ABGrowTheConversation](#) | [#WEAADJune15](#) | [#WEAAD20years](#)
- Add visual aides to make your post stand out:
 - Graphics
 - Reels
 - Videos
 - GIFs
- Create an "Event" on Facebook to easily promote your community awareness events. This is a way to give information on your event in one place.

You can invite people to your event, see how many people are "Interested" or "Going", and easily share the event. As well, any updates to your event can be posted directly to your created online event, instead of making separate posts for every update. Link articles and websites to further help promote your messaging.

- Create a short video snippet. Video topics could include what elder abuse is and how to get help in your community, healthy relationships, ways to protect yourself, advance care planning, or what healthy aging looks like.
- Post photos of your community in action such as staff wearing their **purple** shirts, pictures from events
- Share the stats and facts in this Awareness Guide!
- Share videos such as:
 - [Power of Attorney Fraud | Edmonton Police Service](#)
 - [Preventing Elder Abuse | CNPEA](#)
 - [Elder Abuse-Learn the Signs and Break the Silence](#)
 - [It's Not Right: Neighbours, Friends, and Family for Older Adults Promo Video](#)
 - [Grow the Conversation- Elder Abuse Awareness Video](#)
 - [Age Doesn't Define You](#)
 - [Open to Seniors](#)
 - [Who Should I Tell](#)
 - [English](#) | [French](#) | [German](#) | [Punjabi](#) | [Tagalong](#) | [Plains Cree](#)
 - [Seniors are Cool.](#)
 - [What is Old?](#)
 - [How Old is Old?](#)
- Use of GIFs
 - [WEAAD GIF'S | GIPHY](#)
 - Let's challenge communities, groups, individuals to a GIF or reels challenge.
- Share content/websites
 - [AEAAC](#)
 - [CNPEA](#)
 - [CORE Alberta](#)
 - [EAPON](#)

Suggested Content for Social Media

#ABGrowTheConversation

#WEAADJune15

#WEAAD20years

- Save the Date! WEAAD is June 15th.
- To report abuse call (XXX)-XXX-XXXX
- June 15 is World Elder Abuse Awareness Day, an official United Nations International Day acknowledging the significance of elder abuse as a public health and human rights issue. This year's theme is: **The Power of Connection: Breaking Isolation, Preventing Abuse and Growing the Conversation**
- What can we do to together to break isolation and prevent abuse?
 - Commit to learning
 - Talk to the older folks in your community
 - Spread the word
 - Know the signs
 - Report the abuse
- One way to stop elder abuse is to simply be there for the older people in your life. By connecting, supporting, and reducing isolation, you will have a voice to ensure the older adult is living their life free of abuse.
- World Elder Abuse Awareness Day is on June 15. We encourage all community members to wear purple to honour survivors of abuse and raise awareness about this important social justice issue impacting older adults!
- Each year for **#WEAADJune15**, our team shows solidarity with those experiencing elder abuse by wearing purple. Elder abuse is often shameful and embarrassing to talk about. You can support older adults by breaking isolation, preventing abuse and growing the conversation
- Educating our community on how to prevent elder abuse shows that we are all connected and sharing one voice to support older adults as they age.
- Older people are mistreated more often than we think due to the lack of supports for older people in our communities. It does not have to be this way. Get involved in creating a stronger healthier society that safeguards our communities and prevents abuse. For more information check out _____ or www.albertaelderabuse.ca
- Today is World Elder Abuse Awareness Day. Join us in helping **#ABGrowTheConversation** around vulnerable older adults and the importance of aging safely, with dignity, and joy. For more information, please visit www.albertaelderabuse.ca
- Power of Purple. World Elder Abuse Awareness Day is the one day a year we can all stand together unified to **#ABGrowTheConversation** and be the change for the older adults in our province and beyond!
- Mistreatment of older adults can include financial, emotional, physical, sexual and medication abuse. Help **#ABGrowTheConversation** by acknowledging the significance of elder abuse as a public health and human rights issue.
- Elder abuse thrives in isolation, let's check in with one another and not allow elder abuse to go on unchecked. Recognize the signs in **YOUR** community **TODAY** and reduce the risk for our older adults!
- Raising awareness in our community on how to prevent abuse means we are all doing our part to support everyone as we age. Let's advocate for our elders.
- Sometimes it takes only one person to be one the to recognize the signs of elder abuse. Be that person that an older adult needs. If you suspect elder abuse, please reduce the risk of abuse and connect with the older adult.
- Tip Tuesday! Elder Abuse Awareness Day is marked each year on June 15th. It is an official United Nations International Day acknowledging the significance of elder abuse as a public health and human rights issue. TIP: Wear purple on Monday, June 15th to support World Elder Abuse Awareness. You can also plant a seed in support of the prevention. Let's make **INSERT COMMUNITY NAME**
- Elder abuse is often shameful and embarrassing to talk about. You can support older adults in your community by growing the conversation and bringing elder abuse out of the shadows.
- We all deserve to age happy and healthy, free from abuse, yet older people are often

mistreated. Take action to raise awareness and grow the conversation about this important social justice issue!

- If you witness or suspect abuse of an older adult, say **NO** to abuse and access the supported needed by:
 - Connecting with your local police service or CCR/elder abuse case manager
 - Attend a training opportunity such as Taking Action Against Elder Abuse or It's Not Right
 - Check in on the person, ask them how they truly are and let them know you recognized signs of abuse.
- Elder abuse is an injustice with many consequences for our society, affecting everything from our communities' public health to our economic resources. Working together, we can build the social supports that can prevent elder abuse. **Grow The Conversation** and bring change to the lives of older adults.
- Do you know the impacts of ageism?!?!
 - Older adults not being believed when disclosing abuse. Ageism leads to poorer physical and mental health.
 - Judicial system having less empathy for abuse in older adults.
 - Earlier death contributes to depression, social isolation, and loneliness.

Quotes

- "Recognizing a problem doesn't always bring a solution, but until we recognize that problem, there can be no solution" – James Baldwin
- "We can all reduce our life to a description that makes people feel sorry for ourselves or we can expand our life to a dimension where we connect and give to others" – Tony Robbins
- "Recognize that every interaction you have is an opportunity to make positive impact on others" – Shep Hyken

IF YOU ARE IN DANGER

If you think you are in danger, call 9-1-1 for emergency help

If you are deaf or hard-of-hearing use a TTY (teletypewriter), dial 9-1-1 through your TTY

If someone has hurt you and you need support or information, contact

The Alberta Family Violence Line provides information on Family Violence services and resources available by calling 310-1818. This phone number is accessible 24 hours per day, 7 days a week, with over 160 different languages available.

The Sexual Assault Alberta Crisis Line, available 24 hours a day, 1-866-403-8000 (call or text)

If you require information on services available in your area

Call 211 for service information, available by Calling 211

Text "info" to 211, or

Visit ab.211.ca and then click "live chat"

Everyone deserves SAFETY and RESPECT

Join us to become a presenter
of bystander training for It's
Not Right - NFF



INR Trainer WORKSHOP

June 11, 2026
10:00AM- 12:15PM

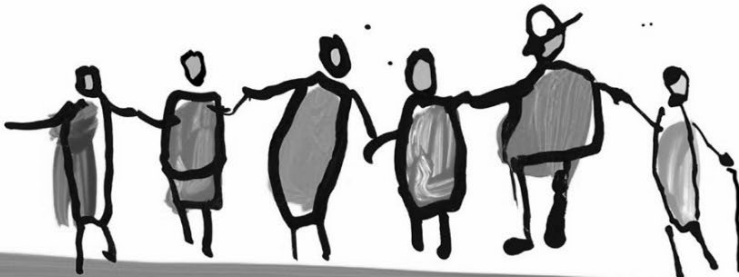
Further details and registration
can be found on [AEAAC website](#)

In this workshop you will learn how to deliver the It's Not Right - Neighbours Friends and Family presentation to your community.

True-to-life video scenarios are used to facilitate discussion and to build skills.

WORKSHOP OUTCOMES

- Recognize the warning signs and risk factors of elder abuse
- Recognize the role ageism plays in abuse
- Recognize the impact of abusive behaviour
- Build skills: how to respond safely and supportively / how to have a conversation about suspected abuse
- Where to find help
- Give the presentations in your community



Learn how the little things YOU do
can make a BIG difference to change attitudes
and behaviours to stop abuse of older adults.



www.albertaelderabuse.ca

Train the Presenter



AEAAC
Alberta Elder Abuse
Awareness Council



It's Not Right: Friends, Family & Neighbours



June 8/2026



10am - 3:30pm



Lac La Biche Friendship Centre 10105 -
Churchill Drive

ABOUT THE WORKSHOP

Join us for a dynamic **Train the Presenter** and learn how to facilitate an INR-NFF workshop with others who care about the well-being of older adults. The Presentation teaches bystanders of all ages the warning signs of elder abuse and what **YOU** can do. True-to-life scenarios are used to facilitate discussion and to build skills



WORKSHOP OUTCOMES

- Recognize warning signs of abuse
- Recognize ageism
- Respond safely and supportively
- Little things YOU do can make a big difference!
- Find help in your community

Light Lunch Provided

For more information contact Myrtle at myrtle@aeaac or call 403.391.0808

Learn how the little things YOU do

can make a BIG difference to change attitudes and behaviours to stop abuse of older adults.



www.albertaelderabuse.ca

TAKING ACTION against ELDER ABUSE



Upcoming Training



SPRUCE GROVE
JUNE 12, 2026



For registration
GURJOT@AEAAC.CA

