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Subject: World Elder Abuse Awareness Day materials and information
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Monday, June 15th, marks a very special day – **World Elder Abuse Awareness Day (WEAAD)**. This is a global awareness day officially introduced by the International Network for the Prevention of Elder Abuse and the World Health Organization at the United Nations on this day in 2006. This important day is in support of the United Nations International Plan of Action which recognizes the significance of elder abuse as a public health and human rights issue. It is observed every year to provide an opportunity for communities around the world to promote a better understanding and increased awareness of the cultural, social, economic, and demographic processes affecting elder abuse and neglect. **We know that no community or country in the world is immune from the mistreatment of older adults.** In Missouri, the Department of Health and Senior Services (DHSS) receives and investigates reports of abuse, neglect, bullying and exploitation of the elderly and disabled. Last year, DHSS received and investigated 43,208 reports, an average of about 118 each day. The National Center on Elder Abuse estimates for every case of elder abuse or neglect reported to the authorities, as many as 23 cases go unreported.

Missouri’s Department of Health and Senior Services (DHSS) invites you to **wear purple** anytime throughout the month of June to commemorate this important event and raise awareness of elder abuse, neglect, bullying, and exploitation in later life. **The color purple has been adopted as the symbol to raise awareness of elder abuse and the effects of abuse, neglect, bullying, and exploitation in later life.**

Each year the Department displays outdoor banners to support WEAAD and promote Missouri’s Adult Abuse and Neglect Hotline. The banners will be displayed at the Wildwood campus buildings in Jefferson City as well as the Truman Building. Pinwheels are also placed in the ground surrounding the banners at the Wildwood campus. You will find throughout the state, yard signs and purple pinwheels as we continue to spread awareness of this important campaign. Our social media department also takes part in recognizing World Elder Abuse Awareness Day by promoting awareness on our X, (@HealthyLivingMo), Instagram (healthylivingmo), and Facebook (Missouri Department of

Health and Senior Services) accounts.

Ways You Can Participate:

- **Wear purple and post to social media using hashtag WEAAD (#WEAAD26)**
- **Share Missouri Department of Health and Senior Services WEAAD social media posts**
- **Walk for WEAAD by joining a walk in your area or creating one**
- **Display a WEAAD yard sign and/or window cling.** Order promotional materials by visiting www.Health.Mo.Gov/weaad

This year, we are offering to share some of our resources with you and show you how you can display them in your respective places of business.

We have the following promotional items available:

- WEAAD poster boards can be displayed in the lobbies of your buildings throughout the month of June
- WEAAD window clings can be displayed in your automobiles or office windows
- WEAAD banners can be displayed outside your buildings
- WEAAD yard signs - if you cannot display banner, use the yard signs instead
- Purple pinwheels can be displayed in the grass surrounding your buildings or yards

We would love to send you these materials to help promote WEAAD! We have included some photos to give you an idea of how to use the materials.

If you are interested in receiving any WEAAD materials, please let me know what and the quantity by **Monday, May 25th**.

As the leader in promoting, partnering, and protecting the health of Missouri citizens we urge every Missourian to take this opportunity to help educate our communities, organizations, businesses, and individuals about elder abuse. To report adult abuse, neglect, bullying, or exploitation, call the department's hotline (800-392-0210), 7 AM to 8 PM, seven days a week. People who are deaf or hard of hearing may utilize Relay Missouri 1-800-735-2966. You can also find more information on the issue of abuse and report abuse online at Health.Mo.Gov/abuse.

Please let me know if you have questions-and thank you for helping to raise awareness for WEAAD!

Thank you, Kathy



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