Office on Violence Against Women
Abuse in Later Life Program

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As a Result of This Training, Participants Will Be Better Able to:

- Recognize some of the opportunities to raise awareness of elder abuse and abuse in later life
- Find or create awareness materials that are relevant and accessible to older survivors of abuse in your community and the professionals who work with older survivors

Why Focus on Older Adults in Awareness Materials?
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National Clearinghouse on Abuse in Later Life

Promoting Elder Abuse and Abuse in Later Life Awareness

National Clearinghouse on Abuse in Later Life
3 Months & a Day

- National Stalking Awareness Month (January)
- Sexual Assault Awareness Month (April)
- Domestic Violence Awareness Month (October)
- World Elder Abuse Awareness Day (June 15)

SAMPLE FACEBOOK POST:
Why might an older victim be reluctant to disclose stalking or other abuse? Ageist attitudes can cause others to think that the victim is minimizing or is uncertain of the behaviors. Perhaps the victim did report to someone in the past, but had a negative response. Victims are often physically, socially, or technologically isolated. Sometimes, the offender is a family member, intimate partner, or care-taker who the older adult relies on, or doesn’t want to implicate. #NSAM
Sexual Assault Awareness Month (April)

“I was raped by my grandson.”

“Are you sure you’re not confused?”

“My neighbor was sexually assaulted by her grandson.”

Domestic Violence Awareness Month (October)

#DVAM

OCTOBER IS DOMESTIC VIOLENCE AWARENESS MONTH

DOMESTIC VIOLENCE OCCURS ACROSS THE LIFESPAN.

WE ARE HERE TO HELP.

We can all know a variant with age abuse in later life.
World Elder Abuse Awareness Day (June 15)

Some Available Campaign Materials

- National Center on Elder Abuse: [https://ncea.acl.gov/whatwedo/education/index.html](https://ncea.acl.gov/whatwedo/education/index.html)
Leveraging Other National Campaigns

- Older Americans Month (May): [https://www.acl.gov/](https://www.acl.gov/)
- LGBTQ Pride Month (June): [https://www.sageusa.org/](https://www.sageusa.org/) and [https://www.lgbtagingcenter.org/](https://www.lgbtagingcenter.org/)
- National Alzheimer’s Disease Awareness Month (November): [https://www.alz.org/](https://www.alz.org/)

Creating Your Own Materials
Outreach Materials and Strategies

Leverage national campaigns to:
- raise awareness of elder abuse and abuse in later life

Find or create awareness materials that are relevant and accessible to:
- older survivors of abuse in your community
- professionals who work with older survivors

Summary
Video Presenters

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Thank You

- Special thanks to Terra Nova Films for the ongoing working partnership with NCALL and the beautiful video production
- [www.terranova.org](http://www.terranova.org)
Staying Connected to NCALL and Other Advocates

- Sign up for our enewsletter: [http://oi.vresp.com/?fid=03fcc93262](http://oi.vresp.com/?fid=03fcc93262)
- Join our listserv for advocates serving older survivors: ncall@ncall.us
- Join us on Facebook: [www.facebook.com/ncall.us](http://www.facebook.com/ncall.us)
- Join us on Twitter: [www.twitter.com/ncall_us](http://www.twitter.com/ncall_us)

National Clearinghouse on Abuse in Later Life (NCALL)

National Clearinghouse on Abuse in Later Life, a project of End Domestic Abuse Wisconsin:
(Wisconsin Coalition Against Domestic Violence)

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