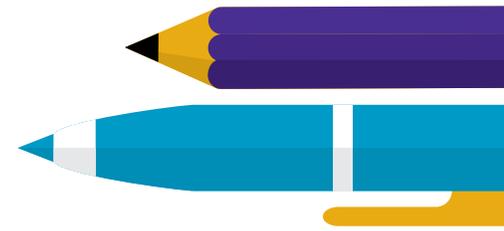


STEAP Initiative Outreach Calendar 2021



Generate awareness and foster action to end elder abuse!

There are many opportunities throughout the year to bring your community together and build awareness on elder abuse. Below is an outreach calendar with commemorations related to elder abuse, neglect, and exploitation prevention and programming.

TIP: Sync this STEAP Initiative Outreach Calendar to your calendar! [Click here.](#)

MONTH-LONG OBSERVANCE

WEEK-LONG OBSERVANCE

RECOGNITION DAY

January

MONTH-LONG OBSERVANCE

National Stalking Awareness Month

RECOGNITION DAY

January 9

Law Enforcement Appreciation Day (LEAD)

February

MONTH-LONG OBSERVANCE

Black History Month

RECOGNITION DAYS

February 19

National Caregivers Day

February 20

World Day of Social Justice

March

MONTH-LONG OBSERVANCES

National Nutrition Month

Social Work Month

Women's History Month

RECOGNITION DAY

March 8

International Women's Day

April

MONTH-LONG OBSERVANCES

Financial Literacy Month

National Volunteer Month

Sexual Assault Awareness Month

Social Security Month

WEEK-LONG OBSERVANCES

April 5-11

National Public Health Week

April 18-24

National Crime Victims' Rights Week

National Volunteer Week

RECOGNITION DAYS

April 6

Sexual Assault Awareness Month (SAAM)

Day of Action

April 7

World Health Day

May

MONTH-LONG OBSERVANCES

Asian Pacific American Heritage Month

Better Hearing and Speech Month

Mental Health Month

Older Americans Month

May continued

RECOGNITION DAYS

May 9

Mother's Day

May 15

International Day of Families

National Senior Fraud Awareness Day

May 20

Older Adult Mental Health Awareness Day

May 21

World Day for Cultural Diversity for Dialogue and Development

May 26

National Senior Health and Fitness Day

June

MONTH-LONG OBSERVANCES

Alzheimer's & Brain Health Awareness Month

LGBTQ+ Pride Month

National Safety Month

RECOGNITION DAYS

June 15

World Elder Abuse Awareness Day

June 20

Father's Day

June 22

Olmstead Anniversary (1999)

July

RECOGNITION DAYS

July 14

Older Americans Act Anniversary (1965)

July 30

Medicare & Medicaid Anniversary (1965)

August

RECOGNITION DAYS

August 9

International Day of the World's Indigenous People

August 14

Social Security Anniversary (1935)

August 21

Senior Citizens Day

September

MONTH-LONG OBSERVANCES

Healthy Aging Month

National Hispanic Heritage Month (9/15-10/15)

National Preparedness Month

National Senior Center Month

National Suicide Prevention Month

World Alzheimer's Month

WEEK-LONG OBSERVANCES

September 15-21

National Medicare Education Week

September 19-25

National Employ Older Workers Week

RECOGNITION DAYS

September 10

World Suicide Prevention Day

September 12

Grandparents Day

September 21

World Alzheimer's Day

September 22

National Falls Prevention Awareness Day

September 28

National Good Neighbor Day

October

MONTH-LONG OBSERVANCES

Crime Prevention Month
Cyber Security Month
Domestic Violence Awareness Month
Health Literacy Month
LGBT History Month
National Depression and Mental Health Screening Month
National Hispanic Heritage Month (9/15-10/15)
Residents' Rights Month
National Disability Employment Awareness Month
National Retirement Security Month

WEEK-LONG OBSERVANCE

October 4-10
Active Aging Week

RECOGNITION DAYS

October 1
International Day of Older Persons
October 2
International Day of Non-Violence
October 10
World Mental Health Day
October 11
Indigenous Peoples' Day
October 15
Medicare Open Enrollment Begins (10/15-12/7)

November

MONTH-LONG OBSERVANCES

National Alzheimer's Disease Awareness Month
National Family Caregivers Month
National Hospice/Palliative Care Month
Native American Heritage Month

RECOGNITION DAYS

November 11
Veterans Day
November 24
National Day of Listening
November 26
Native American Heritage Day

December

MONTH-LONG OBSERVANCE

n4a's Annual Home for the Holidays Campaign – Offering tips and encouraging families to use holiday gatherings as an opportunity to communicate with older loved ones about important issues concerning their health and welfare. [Click here](#) for recent public education campaigns.

RECOGNITION DAY

December 10
Human Rights Day



Get started!

Awareness events and activities can help build relationships, strengthen partnerships, and bring recognition to various local and regional efforts to address elder abuse.

Here are some ideas:

- Organize a “Letter to the Editor” campaign to raise awareness not only of elder abuse, but also of the local resources that are available through your agency/organization or community partners.
- Make an effort to reach isolated older adults through direct mailing, ads in local newspapers, and radio interviews. Include elder abuse prevention information in community and neighborhood association newsletters or e-Newsletters.
- Download STEAP Toolkit materials and distribute at community events or offices of local partner agencies.
- Host a “Lunch and Learn.” Presentation materials are available for you to [download](#) and customize to meet your needs.
- Partner with local organizations, schools, and agencies and organize food, personal care, or cleaning supply collection drives. Assemble packages and include copies of this [brochure](#).
- Host a shred-a-thon. Organize a shredding event for your community to safely destroy and dispose of sensitive documents.
- Offer or share information about volunteer service opportunities.

Additionally:



Reach out to community partners to see if there are opportunities to work together to raise awareness about elder abuse.



Publicize your planned activities. Others may be able to help you with the event/activity and avoid duplicating your efforts!

Everyone can get involved to raise awareness about elder abuse prevention.



advocacy | action | answers on aging



Keck School of
Medicine of USC

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