

# News Release

June 15, 2026



## World Elder Abuse Awareness Day

June 15 marks World Elder Abuse Awareness Day (WEAAD), a global call to action to end the abuse, neglect, and mistreatment of older adults. This year's theme, "Beyond Awareness: Making Elder Abuse Prevention Work," reminds us that awareness alone is not enough; real action is needed to prevent abuse, strengthen supports, and protect the rights, dignity, and independence of older adults.

Elder abuse is a serious and often hidden human rights violation that can take many forms, including physical, emotional, psychological, and financial, as well as neglect. It is often under-reported, leaving many older adults without support or protection. Preventing elder abuse means addressing not only the harm itself, but the conditions that allow it to happen.

One of those conditions is ageism: negative stereotypes and discrimination based on age. When society dismisses a person or trivializes their experiences because "they're old", their mistreatment can also be taken less seriously thereby increasing vulnerability to abuse and neglect. That is why, throughout June, the Office of the Seniors' Advocate is challenging ageism through our Think Again social media campaign, encouraging people to reflect on the stereotypes about older adults and to reconsider assumptions. By challenging ageist attitudes, we can help create safer, more inclusive communities where seniors feel valued, respected, and engaged. For more information, please visit <https://www.seniorsadvocatenl.ca> or call 1-833-729-6603.

### Quote

"According to the World Health Organization, one in six people aged 60 and older experience some form of abuse each year. It is a fact that ageism contributes to elder abuse because it diminishes the value of older adults and silences their voices. It is our collective responsibility to challenge ageism. In Newfoundland and Labrador, every person has a legal duty under the Adult Protection Act to report suspected abuse or neglect of an adult who may not be able to protect themselves by calling 1-855-376-4957 or the local police. We all have a role to play in ensuring older adults are safe, respected, and supported."

Pamela Dawe  
Seniors' Advocate NL (Acting)