

WORLD ELDER ABUSE AWARENESS DAY:
SOUTHERN LOCAL ADULT SAFEGUARDING PARTNERSHIP

15th June 2026

Elder Abuse: Everyone's business: See Something Say Something

World Elder Abuse Awareness Day is an international day which promotes a zero tolerance to Elder Abuse. Southern LASP, use this occasion every year on 15th June, to provide an opportunity for us all to speak out, challenge stigma, and promote a society where all adults including older adults are treated with respect, dignity and compassion.

Abuse can take many forms - **physical, emotional, financial, sexual, or neglect** - and it often goes **unnoticed**. Many older adults may feel unable to seek help, may not know where to turn, or may be dependent on the person causing them harm.

Last year, from 8th May 2025 **over one-third (46.3%) of all adult safeguarding concerns in Southern Trust involved people aged over 65**. Behind these figures are older neighbours, friends and family members experiencing harm in places where they should feel safest – their own homes.

The theme for this year is '*Be Bold and Age with Attitude.*' *The Local Adult Safeguarding Partnership* celebrates the strength, wisdom, and resilience of older adults while promoting their right to live free from abuse and discrimination.

Elder abuse is any act that causes harm to an older person and can be carried out by someone they know and trust, such as a family member or friend or someone in a position of authority or responsibility or by a stranger.

Between 8th and 12th June, members of the *Local Adult Safeguarding Partnership* alongside adults and carers, will have information stands in the main shopping centres in Southern Trust area. Please feel free to chat to us to find out more about how you can prevent abuse and stay safe.

We encourage the public to show their support by **WEARING** the purple ribbon or something purple – to symbolise dignity and respect. Alternatively, **DO** a purple themed run, walk or cycle, **MAKE** a decorative item at a craft session or **BAKE** a cake and host an afternoon tea to raise awareness within local communities.

If you are worried that a family member, a friend, a neighbour or colleague may be experiencing possible abuse, exploitation or neglect contact Southern Trust Adult Protection Gateway Team for advice and support on 028 3756 4423 or phone PSNI on 101 or 999 in an emergency.

KNOW THE SIGNS OF ABUSE

Psychological abuse may include where the person is unusually scared, upset or withdrawn, or being isolated from family and friends;

Financial abuse may include not having enough money to pay bills and buy food when enough money should be available;

Physical abuse may include unexplained injuries; inappropriate restraint or physical assault Sexual abuse may include someone being touched in a way that the person does not like or understand;

Neglect may include failing to provide care or support that results in someone being harmed;

Institutional abuse is the neglect of an adult by system or individuals in settings where they live or receive services. It includes poor standards of care, practice and behaviours.

IF YOU SEE SOMETHING, SAY SOMETHING

Please like, share and tag the *Local Adult Safeguarding Partnership* poster in your Social Media Platforms using hashtag #WEAAD 2026 to help raise awareness, stand against abuse, neglect and exploitation and do your part to **STOP** abuse of all adults.