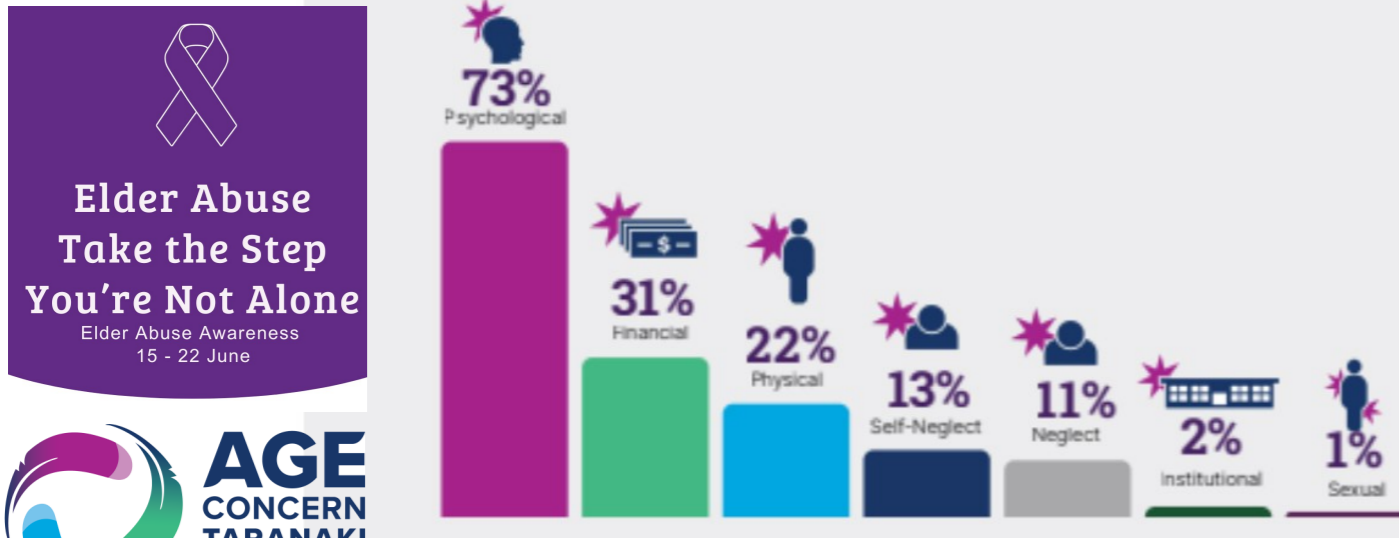


Elder Abuse Awareness Week

15 - 22 June 2026

TYPES OF ABUSE



**Elder Abuse
Take the Step
You're Not Alone**

Elder Abuse Awareness
15 - 22 June



Free Phone 0800 65 2 105

www.ageconcerntaranaki.org.nz

info@ageconcerntaranaki.org.nz



'Mother's Day' raffle winner!
Sandra Connor from Okato

Join us... we welcome your subscription for year ending 2026

Please complete the following and either pay online, or drop it in to our office.

Name _____	Ethnicity origin/race (please tick)	Subscription (please tick)
Address _____	<input type="checkbox"/> NZ European	<input type="checkbox"/> New Membership
_____	<input type="checkbox"/> NZ Maori	<input type="checkbox"/> Renewal
_____	<input type="checkbox"/> Pasifika	<input type="checkbox"/> Single \$15
_____	<input type="checkbox"/> Other Ethnicity	<input type="checkbox"/> Couple \$15
Ph _____	Please specify _____	<input type="checkbox"/> Corporate \$45
Email _____		Bank Ac: 15-3953-0717362-00
		Ref: (Your name)

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**AGE
CONCERN
TARANAKI**

He Manaakitanga
Kaumātua Aotearoa

June 2026

Contact us

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info@ageconcerntaranaki.org.nz

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New Plymouth 4340

Visit us

NEW PLYMOUTH
33 Liardet Street
9.30am - 1.30pm
Monday to Friday

HAWERA
35 Argyle Street
By appointment

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Sam Bennett - Chair
Peter Ertel - Vice Chair
Alison Brown Bobbi Milne
David Gibson Annabel Dent
Denise Loveridge
Raana Solomon
Diana Cole



Elder Abuse Awareness Week

15 - 22 June 2026



Connection is protection

During Elder Abuse Awareness Week, we are reminded that one of the strongest protections against elder abuse is connection.

At Age Concern Taranaki, we know that social connection helps reduce loneliness, strengthens wellbeing, and creates supportive networks around older people. When people remain connected to family, friends, neighbours, and community groups, they are more likely to feel valued, confident, and able to seek help if something is not right. Social isolation can increase vulnerability to elder abuse, while meaningful relationships help keep people safe and supported.

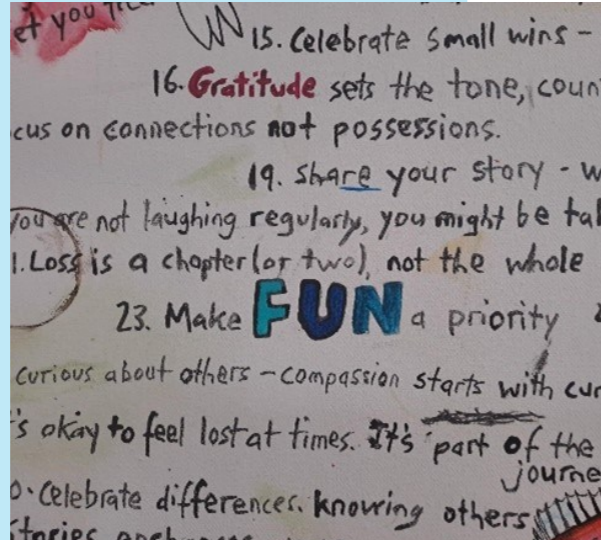
Connection doesn't have to be complicated. It can be as simple as having a chat with a neighbour, making a phone call to a friend, joining a community group, attending a local event, sharing a cup of tea, or volunteering. Small moments of connection every day can make a significant difference as we age.

Age Concern Taranaki offers a range of programmes that help older people stay active, engaged, and connected. These include social coffee and conversation groups, guest speaker mornings, sing-along sessions, community outings, the Visiting Service, Steady As You Go strength and balance classes, Staying Safe driving refresher courses, our Power of The Pen Writers group, among other opportunities. These programmes provide opportunities to build friendships, stay independent, and remain connected to the community.

This Elder Abuse Awareness Week, we encourage everyone to reach out, check in, and stay connected. A conversation, a visit, or an invitation can make all the difference. Together, we can create communities where older people feel respected, valued, included, and safe.

Contact us at anytime Age Concern Taranaki 0800 65 2 105

Connection is Protection.



Richard
Executive Officer
Age Concern Taranaki



Understanding Elder Abuse

Elder abuse refers to any form of harm or mistreatment that is inflicted upon older individuals. It can take many forms, including physical, emotional, financial, scams, and psychological abuse, as well as neglect. Often, this abuse occurs at the hands of individuals the older person knows and trusts—family members, caregivers, or even institutions. Because of fear, shame, dependence, or cognitive impairment, many older adults do not report abuse, making it a largely unrecognized problem.

Why Awareness Matters

One of the primary reasons Elder Abuse Awareness Week is so important is that it helps bring visibility to an often-overlooked issue. Awareness is the first step toward prevention. By educating people about the signs of abuse - such as unexplained injuries, sudden financial changes, withdrawal, or poor living conditions - communities are better equipped to recognize when something is wrong.

Awareness also reduces stigma. Many older individuals feel embarrassed or powerless when experiencing abuse. Public conversations and education campaigns can create a more supportive environment where victims feel safe to speak up and seek help.

Encouraging Community Responsibility

Elder abuse is not just a private issue—it is a community concern. This awareness week emphasizes that everyone has a role to play in protecting older adults. Neighbours, healthcare professionals, social workers, and family members all contribute to identifying and preventing abuse.

Elder Abuse Awareness Week 15th – 22nd June

is a vital opportunity to shine a spotlight on an issue that often remains hidden in societies around the world.

As populations age and life expectancy increases, the protection, dignity, and wellbeing of older adults must become a priority.

This awareness week serves not only to educate communities but also to encourage action, advocacy, and support for some of the most vulnerable members of society.

Promoting intergenerational respect is another key outcome. By fostering understanding and empathy between generations, communities can build stronger relationships and reduce the risk factors associated with abuse, such as isolation and discrimination.

Supporting Prevention and Intervention

Elder Abuse Awareness Week also highlights the importance of prevention strategies and support systems. Governments and organisations often use this opportunity to promote helplines, counselling services, and legal protections available to older adults. It is also a time to advocate for stronger policies and better resources to safeguard seniors.

Training for caregivers and professionals is critical. Proper education helps reduce unintentional neglect and ensures that those working with older adults uphold the highest standards of care and respect.

The Role of Elder Abuse Response Teams

A key part of addressing elder abuse lies in the dedicated work of Elder Abuse Response teams. These teams provide vital frontline support to older adults who may be experiencing harm or are at risk. Their services often include confidential advice, and assistance navigating complex situations involving family or caregivers.

Elder Abuse Response teams work collaboratively with health providers, social services, and legal agencies to ensure that each case is approached with sensitivity and a focus on safety.

They help develop personalised plans that prioritise the wellbeing and autonomy of the older person, ensuring their voice is heard in decision-making processes. In addition to direct support, these teams play an important role in education and prevention. By raising awareness within communities, offering training, and advocating for safer environments, they contribute to reducing the incidence of elder abuse. Their work reinforces the message that help is available and that no one should have to face abuse alone.

Empowering Older Adults

Empowerment is a core part of addressing elder abuse. This week encourages older adults to know their rights, stay socially connected, and access resources that support their independence and safety. When seniors are informed and engaged, they are better able to advocate for themselves.

Ultimately, Elder Abuse Awareness Week is a call to action. It reminds us that respect, dignity, and safety are basic human rights at every stage of life. By raising awareness, supporting victims, educating communities, and strengthening systems of protection, we can work towards a world where older adults are valued, respected, and protected.

Elder abuse is a serious and complex issue, but it is one that can be addressed through collective effort and awareness. Elder Abuse Awareness Week plays a crucial role in driving this change. By recognising its importance and taking part in awareness initiatives, individuals and communities alike can help ensure that older adults live free from harm and with the dignity they deserve.

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