



Take the Step

You're not alone.

2026 WEAAD Campaign Toolkit



Elder Abuse
Awareness Week
15 - 22 June

Campaign objectives

- To empower older people to recognise elder abuse and feel confident seeking help from a trusted person or service.
- To raise awareness of elder abuse and its impacts across all age groups throughout Aotearoa New Zealand.
- To give information and reassurance to older people and their whānau - places to go, and encouraging older people to feel safe and confident to talk openly with a trusted family member when they feel unsafe, mistreated, neglected, controlled, or taken advantage of.

Campaign Copy

Below is recommended copy to accompany social media tiles and newsletters:

Take the Step. You're Not Alone.

You don't have to face things alone.

If something doesn't feel right, if someone is making you uncomfortable, or if you're unsure where to turn—**take the step.**

You're not alone.

There are people who will listen. People who will support you. People who care about your safety, your dignity, and your wellbeing. Reaching out is not a burden. It's an act of strength.

And when you do, we'll walk with you, every step of the way.

Take the step. You're Not Alone.

Help is here when you're ready.

For more information visit www.ageconcern.org.nz

Campaign visuals

The following digital assets are available for a range of uses and are provided in PNG or PDF formats. Please use the designs as supplied to ensure key messages and campaign branding remain consistent.

Please email communications@ageconcern.org.nz if you have questions about the campaign.

POSTERS

You're welcome to display the posters in any location that reaches older people, whānau, staff, volunteers, or the wider community.

DOWNLOAD HERE

A3	PDF
A4	PDF

NEWSLETTERS

You can include the supplied copy and imagery in your newsletters, e-news, or member updates. You may adapt the length or placement to suit your format, but please keep the core message and links intact.

DOWNLOAD HERE

Tile	PNG
Banner	PNG

SOCIAL MEDIA

You're invited to share the provided posts across your social channels. Feel free to schedule them at times that work best for your audience, and to add your organisation's perspective where appropriate, while keeping the main campaign message unchanged. Tagging Age Concern New Zealand (@AgeConcernNewZealand) would be appreciated.

DOWNLOAD HERE

Facebook	PNG
Instagram	PNG

Take the step. Make sure they're not alone

We also invite you to take your next step with us by choosing to [donate](#) to Age Concern New Zealand. You will help us reach those older people who aren't yet ready to take that first step. Even a small donation helps ensure all older people live with dignity and respect.

And together, we'll make a difference to ageing in Aotearoa New Zealand.