



SUPPORTER PACK

#SaferAgeingWeek2024

www.wearehourglass.org



What is Safer Ageing Week?

Established in 2020, Safer Ageing Week is the annual flagship campaign of Hourglass, the only UK-wide charity dedicated to calling time on the abuse, harm and exploitation of older people.

Safer Ageing Week aims to raise awareness of the abuse of older people, a topic that is severely underdiscussed and remains under the radar for the majority of people.

Each year, Hourglass joins forces with our partners, launches inspiring campaigns, releases ground-breaking research and lots more.

This year's Safer Ageing Week takes place from 11th - 17th November and we're calling on you to show your support.

#SaferAgeingWeek2024

www.wearehourglass.org

take **NOTE**

This year's theme for Safer Ageing Week is TAKE NOTE.

We're calling on everyone to join us in raising awareness of economic abuse. Over £23.5 million was stolen or defrauded from older people last year, with the average value stolen reaching as much as £87,000.

The majority of these cases were committed by family members and close friends. Those victim-survivors trust the most.

The economic abuse of older people is a hidden epidemic and with a rapidly ageing population, this is only set to get worse.



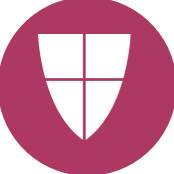

We're calling on everyone to take note and to show their support by getting involved, sharing their support on social media and taking the OATH for a Safer Ageing Society by 2050.

 [DOWNLOAD RESOURCE PACK HERE](#)

#SaferAgeingWeek2024

www.wearehourglass.org

How can you get involved?

-  **Download our social media resources** and show your support using the hashtag **#SaferAgeingWeek2024** and **#TakeNote**
-  **Download and distribute our posters** to put up in your workplace, community centre or wherever you wish.
-  **Take the OATH**, showing your support by joining over 800 signatories in calling for a Safer Ageing Society by 2050.
-  **Send an email**, encouraging others to show their support.

Social media messaging

To help promote the campaign to your followers on X/Twitter, simply copy and paste the following message and add the image on the right before you post.

We're supporting #SaferAgeingWeek2024.

We're joining @wearehourglass_ in raising awareness of the millions stolen or defrauded from older people every year.

It's time to #TakeNote.

 [DOWNLOAD RESOURCE PACK HERE](#)

#SaferAgeingWeek2024

www.wearehourglass.org



Social media messaging

To help promote the campaign to your followers on X/Twitter, simply copy and paste the following message and add the image on the right before you post.

This week, we're supporting @wearehourglass_ and #SaferAgeingWeek2024.

It's time to #TakeNote of the millions stolen or defrauded from older people every year.

Show your support and sign the #OATH:

[!\[\]\(5a132f13505a6571904d622757b7a8f0_img.jpg\) **DOWNLOAD RESOURCE PACK HERE**](#)

#SaferAgeingWeek2024

www.wearehourglass.org



Posters

Print out these posters to put up in your workplace, school or anywhere you would like to show you're supporting Safer Ageing Week 2024.



DOWNLOAD RESOURCE PACK HERE



#SaferAgeingWeek2024

www.wearehourglass.org

Take The OATH

Older people are victims of the same forms of abuse as all other age groups. This includes physical, sexual, domestic, economic, psychological abuse and neglect. Yet their voices are rarely heard. OATH is about creating a voice so loud that it cannot be ignored any longer.

Your signature makes that voice louder.

Your signature shows you are prepared to have your voice heard.

Your signature helps ensure that a Safer Ageing Society by 2050 is possible.

We all deserve to age safely, without the fear of abuse. Safer ageing should no longer be a hope. **It should be a promise.**



[Click here to take the OATH](#)

#SaferAgeingWeek2024

www.wearehourglass.org

Donate to Hourglass

Hourglass is the only UK-wide charity dedicated to calling time on the abuse, harm and exploitation of older people.

Through our 24/7 helpline, SMS service, community response, knowledge bank and more, we directly support older victim-survivors of abuse and their families.

But we can't do this without your help. Any amount gifted to Hourglass goes a long way to ensuring that we can help another older person in need.

To donate, text SAFER to 70460 to give £10 or by clicking the link below.

 [CLICK TO DONATE](#)

#SaferAgeingWeek2024

www.wearehourglass.org



Follow our socials

Follow our social media to keep up-to-date with everything that Hourglass is doing for **#SaferAgeingWeek2024** and beyond.



We Are Hourglass



@wearehourglass_



@we_are_hourglass



@Hourglass



@wearehourglass



@We_Are_Hourglass

#SaferAgeingWeek2024

www.wearehourglass.org