



Take the Step

You're not alone.



Elder Abuse Awareness Week
15 - 22 June

Key Trends 2024-2025

Age Concern has 14 response teams across Aotearoa New Zealand. Last year, we supported over 3,000 older New Zealanders address and stop abuse. In 69% of these cases, abuse continued for more than three months, and in 38%, abuse occurred for more than a year.

Whatever people's circumstances or community, response is a call away. New Zealanders are taking the step and seeking support, and last year 13% of our cases were reported by the people experiencing abuse and 21% from family, friends, or community groups.

Of those who harm older people:

84% are family members

49% are adult children and their partners

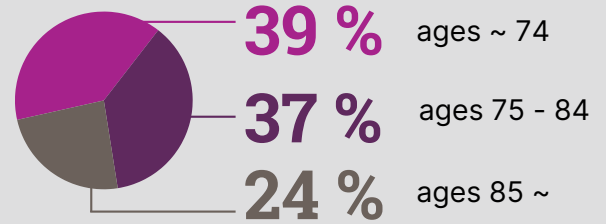
9% are grandchildren

There are several places to get support, and the important thing is to take the step and know you're not alone.

Last year, with Age Concerns' support these people took positive steps to change their lives.

Elder abuse and neglect are never okay, but they are preventable. Speaking up, asking for help, or checking in on someone can make a powerful difference. Whether you are an older person, a whānau/family member, friend, neighbour, or professional – take the step, you're not alone.

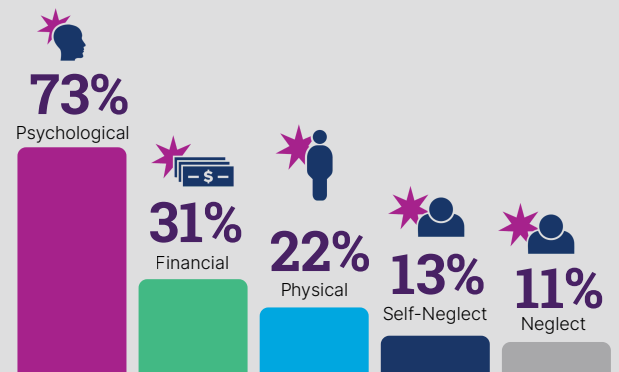
What was their age?



How were they living?



How were they abused?



Call

Elder Abuse Response Helpline: **0800 EA NOT OK** | Age Concern: **0800 65 2 105**