



2023

# SUPPORTER PACK



**#ALONEVOICE**

[www.wearehourglass.org](http://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 projects and invites everyone to get involved with our mission to create a Safer Ageing Society.

This year's Safer Ageing Week takes place from 1st - 10th December and coincides with the 30th anniversary of Hourglass.

We're committed to making sure that this year's campaign is bigger and bolder than ever before and we're asking for your help to make this happen.

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## 2023 THEME

# ALONE VOICE

**Alone Voice** represents both Hourglass and older victim-survivors, whose lone voices combine to make one voice, with one mission: end the abuse of older people.

The issue of violence and abuse has increased in prominence in recent years, with a focus on Violence Against Women and Girls. This is right and Hourglass emphatically supports this movement.

However, addressing abuse through this narrow lens means that older victim-survivors - male and female - remain side-lined, ignored and voiceless.

This Safer Ageing Week, we're highlighting this inequality and looking to give a voice to the voiceless. This year, we're asking for your support to ensure that our voices are heard louder than ever.

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# HOW CAN YOU GET INVOLVED?

## Step 1. Download our graphics pack

Click on the link on the next page and download our poster, social media graphics and more, to show your support for Safer Ageing Week 2023

## Step 2. Print the poster

Print the poster for use in your care home, health centre or office

## Step 3. Post on social media

If you or your organisation has Facebook, X/Twitter, Instagram or LinkedIn, you can encourage followers to get involved by using the graphics provided in the pack and use suggested narrative.

## Step 4. Make a donation

If you would to contribute further, consider making a donation to help older victim-survivors continue to receive the support they deserve.

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# HELP US RAISE AWARENESS.

There are a number of ways that you can help us raise awareness of the abuse of older people. You can find our #SaferAgeingWeek2023 graphics pack below, filled with messaging, social media images, posters, email headers and more.

Feel free to use our messages or write your own, any way that you can get involved with raising awareness of this issue is appreciated.

Remember to use the hashtags #SaferAgeingWeek2023 or #SAW23 in your post and tag @wearehourglass\_



[Click here to download our Safer Ageing Week graphics pack](#)

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# 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 #SaferAgeingWeek2023!*

*This year we're joining the call to ensure the voices of older victim-survivors of abuse are heard louder than ever.*

*#SAW23 #AloneVoice @wearehourglass\_*



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# SOCIAL MEDIA MESSAGING

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

*We're supporting #SaferAgeingWeek2023!*

*From the 1st to the 10th December, we're helping to raise awareness of the #AloneVoice of older victim-survivors of abuse and ensure that their experiences are heard loud and clear.*

*#SAW23 @wearehourglass\_*



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# 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 here to Donate](#)



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# FOLLOW OUR SOCIALS

Follow our social media to keep up-to-date with everything that Hourglass is doing for **#SaferAgeingWeek2023** and beyond.



[We Are Hourglass](#)



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