

## **Sample PSA for Radio and Print**

### **(60 Seconds)**

If you know an elderly person who is being mistreated, neglected, financially exploited or harmed in any way, please call the Statewide Elder Abuse Hotline 1-866-800-1409. That's 1-866-800-1409.

What is elder abuse? It is leaving a dependent elderly person unattended. It is taking money from an elderly person. It is pushing...shoving...threatening. Abuse victims rarely report: They are often dependent upon the abuser. Afraid. Embarrassed.

You can help by calling if you suspect abuse of any kind. Please do the right thing. Break the Silence – call and report. 1-866-800-1409.

### **(30 Seconds)**

Elder abuse cannot be ignored.

Please don't turn away from your suspicions. Call and report if you suspect financial exploitation ... if you know an elder who is being shoved, pushed or threatened. Call if you suspect a frail elderly person is left without care.

Please don't turn away from the elders who need you.

Call the Statewide Elder Abuse Hotline at 1-866-800-1409.

That's 1-866-800-1409.

Don't turn away. Break the Silence!

Call. It's the right thing to do.

### **(10 Seconds)**

Do you know an elderly person who is suffering from abuse, financial exploitation or neglect? Please help. Break the Silence! Call the Statewide Elder Abuse Hotline at 1-866-800-1409. 1-866-800-1409.