

Media Advisory  
13 June 2024

## LIMPOPO PROVINCIAL GOVERNMENT RAISE AWARENESS ON ELDER ABUSE

The Limpopo Provincial Government is set to host the World Elder Abuse Awareness Day on the 15th of June 2024 at the Basterspad Community Hall in Bakenberg, Mogalakwena Municipality, Waterberg District, Limpopo. The theme for 2024 Elder Abuse awareness day is “Building Strong support for elders”.

This multi-sectoral campaign is in partnership with stakeholders such as the Civil Society and Non-Government Organizations (NGOs), and is an annual initiative launched on the 15th of June 2006 by the International Network for the Prevention of Elder Abuse and the World Health Organization (WHO), with the initial aim of encouraging the entire world to speak out against all forms of generational abuse of the old. This campaign, furthermore, seeks to raise awareness for communities to improve their understanding about the abuse experienced by older people and report such barbaric acts.

\*Media are invited to cover the event as scheduled:\*

Date: 15 June 2024

Venue: Basterspad Community Hall, Bakenberg, Mogalakwena Municipality

Time: 10h00

Issued by the Limpopo Provincial Government

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