

# Adult Protective Services

Public Awareness Campaign

## VA/CEP & MAARC Public Awareness Campaign

- The Public Awareness campaign was launched at World Elder Abuse Awareness Day (WEADD) on June 15, 2016. Our team distributed kiosk cards and magnets that included information on MAARC and providing contact information to participants at the conferences, law enforcement agencies that requested information and to social services agencies. Several positive articles regarding MAARC efforts to increase awareness have been published since the launch. These efforts have been appreciated by our various stakeholders and the next phase is anticipated to create additional interest in MAARC activities.
- Our team will have additional printed materials for distribution and implement Radio Advertising, Digital & Social Media tools, and a 2-minute video in the next phase of the campaign, which will be ready for distribution in the latter part of September. We have connected with Diana Pierce, former KARE11 news anchor, to provide the narration for the video. The video will be posted on the DHS website and on social media. The campaign is anticipated to run through September.