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**PRESS STATEMENT**  
**FOR IMMEDIATE RELEASE**  
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**WORLD ELDER ABUSE AWARENESS DAY 2026**

Development Through Media (DTM) joins Kenya and the global community in commemorating World Elder Abuse Awareness Day (WEAAD) 2026 under the theme: **“Beyond Awareness: Promoting Intergenerational Solidarity.”**

This year's theme reminds us that while awareness of elder abuse is important, meaningful action is urgently needed to protect older persons from neglect, violence, discrimination, exploitation, abandonment and other forms of abuse that continue to undermine their dignity and wellbeing.

Older persons remain among the most vulnerable members of society. Across many communities, they face physical, emotional, psychological and financial abuse, often perpetrated by individuals and institutions entrusted with their care and protection. In some parts of Kenya, older persons continue to be subjected to harmful cultural practices, social exclusion, property dispossession and violence linked to accusations of witchcraft. Such acts are unacceptable violations of human rights and must be condemned in the strongest terms possible.

At DTM, we recognize that elder abuse is not merely a welfare issue. It is a social justice, human rights, governance and development concern that demands collective action from governments, communities, families, faith institutions, the media, civil society organizations and citizens alike.

As an organization committed to strengthening inclusive governance, social accountability, human dignity and citizen participation, DTM believes that promoting intergenerational solidarity offers one of the most sustainable pathways for protecting older persons. Stronger relationships between generations can foster mutual respect, empathy, knowledge sharing and social cohesion while helping to address ageism, stigma and exclusion.

On this World Elder Abuse Awareness Day, DTM calls upon all stakeholders to move beyond awareness and embrace action. Let us work together to build communities where older persons can live free from fear, violence and neglect; where their rights are protected; and where they can age with dignity, security and purpose.

A society that values its older persons affirms its humanity. A society that protects them secures its future.

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**Signed:**

Ms Dommie Yambo-Odotte,  
Executive Director and Producer

**Development Through Media (DTM)**

*“Empowering Communities Through Information, Participation, and Social Transformation.”*

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