



2023-24

Outreach Calendar

Use this calendar to stay up-to-date on relevant awareness days that can be tied into elder abuse prevention messaging and tools. See our sample social media posts, links, and graphics that align with specific awareness days to engage and promote to your social networks.

Awareness days related specifically to financial abuse and healthcare professionals are highlighted to help coordinate messaging.

💰 *See our financial abuse social media posts.*

💙 *See our posts and screening tools for healthcare professionals.*

January

RECOGNITION DAY

January 25: [Bell Let's Talk Day](#)

MONTH-LONG OBSERVANCES

[Alzheimer's Awareness Month](#)

[Crime Stoppers Month](#) 💰

February

RECOGNITION DAYS

February 11: [211 Day](#)

February 20: [World Day of Social Justice](#)

First Saturday: [Safer Internet Day](#) 💰

Last Wednesday: [Pink Shirt Day](#)

February 22: [Human Trafficking Awareness Day](#)

WEEK-LONG OBSERVANCE

First Week: [White Cane Week](#)

MONTH-LONG OBSERVANCES

[Black History Month](#)

[Recreation Therapy Month](#) 💙

March

RECOGNITION DAYS

March 8: [International Women's Day](#)

MARCH 10: [International Social Prescribing Day](#)

March 15: [World Consumer Rights Day](#)

March 20: [International Francophonie Day](#)

March 21: [International Day for the Elimination of Racial Discrimination](#)

March 31: [Trans Day of Visibility](#)

WEEK-LONG OBSERVANCES

First Week: [National Pharmacy Awareness Week](#) 

Third Week: [National Francophone Week](#)

First Week: [Social Work Week Ontario](#)

MONTH-LONG OBSERVANCES

[Fraud Prevention Month](#) 

[Social Work Month](#) 

April

RECOGNITION DAYS

April 7: [World Health Day](#)


April 7: [National Volunteer Week](#)

April 16: [Advance Care Planning Day](#) 

April 17: [National Law Day](#)

First Tuesday: [National Caregivers Day](#)

WEEK-LONG OBSERVANCES

Second Week: [National Dental Hygiene Week](#) 

Third Week: [National Volunteer Week](#)

Third Week: [National Law Week](#)

MONTH-LONG OBSERVANCE

[Sexual Assault Awareness Month](#) 

May

RECOGNITION DAYS

May 5: [Red Dress Day of Murdered and Missing Indigenous Women and Girls](#)

May 12: [International Nurses Day](#)

May 12: [Canada Health Day](#)

May 15: [International Day of Families](#)

May 17: [International Day Against Homophobia, Biphobia and Transphobia](#)

May 21: [World Day for Cultural Diversity for Dialogue and Development](#)

Second Sunday: [Mother's Day](#)

WEEK-LONG OBSERVANCES

First Week: [Hospice Palliative Care Week](#)
[Mental Health Week](#) 

Second Week: [National Police Week](#)

Second Week: [National Nurses Week](#) 

Third Week: [National Victims and Survivors of Crime Week](#)

Fourth Week: [National AccessAbility Week](#)

Four days following Victoria Day long weekend: [Aboriginal Awareness Week](#)
[National Indigenous Peoples Day](#)

MONTH-LONG OBSERVANCES

[Sexual Assault Prevention Month](#) 

[Speech and Hearing Awareness Month](#)

June

RECOGNITION DAYS

June 1: [Intergenerational Day](#)

June 14 : [Alienated Grandparents Day](#)

[June 15: World Elder Abuse Awareness Day](#)

June 21: [National Indigenous Peoples Day](#)

June 27: [Canadian Multiculturalism Day](#)

Third Sunday: [Father's Day](#)

MONTH-LONG OBSERVANCES

[Pride Month](#)

[National Deaf-Blind Awareness Month](#)

[National Indigenous History Month](#)

[Brain Injury Awareness Month](#)

[Seniors' Month Ontario](#)

July

RECOGNITION DAYS

July 1: [Canada Day](#)

July 24: [International Self-Care Day](#)

July 30: [World Day Against Trafficking in Persons](#)

August

RECOGNITION DAY

August 9: [International Day of the World's Indigenous People](#)

September

RECOGNITION DAYS

September 1: [International Women in Cyber Day](#) 💰

September 10: [World Suicide Prevention Day](#)

September 13: [Alzheimer Coffee Break Day](#)

September 21: [World Alzheimer's Day](#)

September 30: [Orange Shirt Day](#)

September 30: [National Day for Truth and Reconciliation](#)

First Sunday after Labour Day: [National and Grandparents' Day](#)

MONTH-LONG OBSERVANCE

[World Alzheimer Awareness Month](#)

October

RECOGNITION DAYS

October 1: [International Day for Older Persons](#) ❤️

[Persons](#) ❤️

October 1: [National Safe Communities Day](#)

October 8: [World Hospice and Palliative Care Day](#) ❤️

October 10: [World Mental Health Day](#)

WEEK-LONG OBSERVANCES

First Week: [Mental Illness Awareness Week](#)

First Week: [National Family Week](#)

Third Week: [YWCA Week Without Violence](#)

Third Week: [Ontario Dental Hygienist Week](#)

MONTH-LONG OBSERVANCES

[Cyber Security Awareness Month](#) 💰

[National Crime Prevention and Community Safety Month](#)

[Women's History Month](#)

[Domestic Violence Awareness Month](#)

November

RECOGNITION DAYS

November 11: [Remembrance Day](#)

November 20: [Transgender Day of Remembrance](#)

November 25: [International Day for the Elimination of Violence against Women](#)


November 25 - Dec 10
[16 Days of Activism Against Gender-Based Violence](#)

November 26: [End Economic Abuse Awareness Day](#)

WEEK-LONG OBSERVANCES

First Week: [Veterans' Week](#)

First Week: [Canadian Patient Safety Week](#)

Second Week: [National Addiction Awareness Week](#) 

Second Week: [National Seniors' Safety Week](#)

Second Week: [Treaties Recognition Week](#)

Third Week: [Bullying Awareness Week](#)


Third Week: [Restorative Justice Week](#)

MONTH-LONG OBSERVANCES

[Domestic Violence Awareness Month](#) 

[Woman Abuse Prevention Month](#)

[Financial Literacy Month](#) 

[National Community Safety and Crime Prevention Campaign](#) 


December

RECOGNITION DAYS

First Tuesday after Black Friday:
[GivingTuesday](#)

December 3: [United Nations International Day of Disabled Persons](#)

December 5: [International Volunteer Day](#)

December 6: [National Day of Remembrance and Action on Violence Against Women](#) 

December 10: [World Human Rights Day](#)

December 17: [Anti-Bullying Day](#)