



CITY OF SANTA CRUZ
CALIFORNIA

Mayor's Proclamation

WHEREAS OF SANTA CRUZ COUNTY'S MORE THAN 268,000 RESIDENTS, 24 PERCENT OF THE CURRENT POPULATION—ROUGHLY 64,320 PEOPLE—ARE AGED 60 YEARS AND OLDER, REPRESENTING EVERY RACIAL, ETHNIC, RELIGIOUS, GENDER, SOCIO-ECONOMIC, AND ABILITY DEMOGRAPHIC IN THE COUNTY, AND IT IS EXPECTED THAT THE NUMBER OF RESIDENTS OVER AGE 60 WILL CLIMB TO 30 PERCENT BY 2030; and

WHEREAS OLDER ADULTS OF ALL AGES, ABILITIES, AND BACKGROUNDS ENRICH AND STRENGTHEN OUR COMMUNITY BY SERVING AS LEADERS, MENTORS, VOLUNTEERS, AND VITAL MEMBERS OF OUR COMMUNITY, EACH OF WHOM DESERVES TO BE TREATED WITH RESPECT AND DIGNITY; and

WHEREAS OVER 3,000 REPORTS OF ELDER ABUSE OR NEGLECT ARE RECEIVED EACH YEAR BY THE COUNTY OF SANTA CRUZ HUMAN SERVICES DEPARTMENT'S (HSD) ADULT PROTECTIVE SERVICES (APS), AND ELDER ABUSE REMAINS ONE OF THE MOST UNRECOGNIZED AND UNDERREPORTED ISSUES AFFECTING OLDER ADULTS; and

WHEREAS RECENT STUDIES ESTIMATE THAT APPROXIMATELY ONE IN TEN PEOPLE IN THE UNITED STATES AGE 60 AND OLDER HAVE EXPERIENCED SOME FORM OF ELDER ABUSE, AND, ALARMINGLY, FOR EVERY CASE REPORTED TO AUTHORITIES, AS MANY AS 24 CASES MAY GO UNREPORTED, HIGHLIGHTING A SIGNIFICANT GAP IN AWARENESS AND INTERVENTION; and

WHEREAS AS THE LIFE EXPECTANCY INCREASES AMONG OUR AGING POPULATION, THE DEDICATED SOCIAL WORKERS AND PUBLIC HEALTH NURSES OF HSD'S APS PROGRAM COLLABORATE WITH VALUED PARTNERS TO PLAN FOR IMPROVED WAYS TO MEET THE COLLECTIVE NEEDS OF VULNERABLE SENIORS AND TO FURTHER DEVELOP SERVICES TO PROVIDE THE BEST CARE AND PROTECTION TO THOSE OLDER ADULTS VULNERABLE TO ELDER ABUSE; and

WHEREAS SANTA CRUZ COUNTY EARNED ITS AARP AGE-FRIENDLY COMMUNITY DESIGNATION IN 2022 THROUGH COLLABORATIONS WITH LOCAL CITIES, LAW ENFORCEMENT AGENCIES, THE DISTRICT ATTORNEY, THE LOCAL SENIORS COUNCIL (AREA AGENCY ON AGING), THE LONG-TERM CARE OMBUDSMAN PROGRAM, THE OFFICE OF THE PUBLIC GUARDIAN, AND MANY COMMUNITY SERVICE PARTNERS TO PREVENT ABUSE, PROTECT VICTIMS, AND PROSECUTE OFFENDERS WHO ABUSE OLDER ADULTS; and

WHEREAS COLLABORATIVE PARTNERSHIPS HELP ENSURE THAT COMPREHENSIVE SOCIAL STRUCTURES ARE DEVELOPED SO PEOPLE MAY RETAIN COMMUNITY AND SOCIETAL CONNECTIONS AS THEY AGE, RESULTING IN LOWER RATES OF ABUSE AND INCREASED SOCIAL, CULTURAL, AND POLITICAL ACTIONS THAT BUILD REAL AND SUSTAINABLE CHANGE WHERE ALL OLDER ADULTS CAN LIVE FREE FROM ABUSE, NEGLECT, AND EXPLOITATION:

NOW, THEREFORE, I, FRED KEELEY, MAYOR OF THE CITY OF SANTA CRUZ, DO HEREBY PROCLAIM JUNE 15, 2026 AS "WORLD ELDER ABUSE AWARENESS DAY" AND THE MONTH OF JUNE 2026 AS "ELDER ABUSE AWARENESS MONTH" IN THE CITY OF SANTA CRUZ AND ENCOURAGE ALL CITIZENS TO JOIN ME IN THIS OBSERVANCE AND IN HELPING PREVENT ELDER ABUSE AND SUPPORTING THE WELL-BEING OF ALL OLDER ADULTS IN THE CITY.



FRED KEELEY, MAYOR

Signed and Sealed this 17th Day of June 2026