



*P*roclamation

Elder Abuse Awareness

Month

June 2026

- WHEREAS,** of Santa Cruz County's more than 268,000 residents, 24% are age 60 years and older, representing every racial, ethnic, religious, gender, socio-economic and ability demographic in the county, and it is expected this number 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 deserve to be treated with respect and dignity; and
- WHEREAS,** considering 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), elder abuse remains one of the most unrecognized and underreported issues affecting older adults; and
- WHEREAS,** recent studies estimate approximately 1 in 10 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 lifespan of our aging population increases, the dedicated social workers and public health nurses of HSD's APS program collaborate with valued partners to plan for improved ways to best meet the collective needs of vulnerable seniors, and to further develop services for the best care and protection to those older adults vulnerable to elder abuse; and
- WHEREAS,** collaborative partnerships help ensure comprehensive social structures are developed so people may retain community and societal connection 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, Kristal Salcido, Mayor of the City of Watsonville, in the State of California, on behalf of the City Council hereby recognize June as National Elder Abuse Awareness Month and urge the community to help prevent and report elder abuse, and to support the well-being of all older adults in our City and beyond.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Watsonville to be affixed this 23rd day of June, Two thousand and twenty-six.



Kristal Salcido, Mayor



WATSONVILLE, CALIFORNIA