**Adult Support and Protection Awareness Day 2025**

**Example Press Release**

**Are you worried that an adult could be at risk of financial harm?**

Residents across **(insert local area here)** are being asked to be alert to vulnerable adults in their communities who are susceptible to financial harm.

Adult Support and Protection Day takes place on Thursday (20 February 2025) and **(insert name of organisation here)** is urging everyone to report any concerns to ensure those in need are able to access support.

Financial harm can cover theft, fraud and pressure to sign over property or money. It also relates to rogue traders, online scammers and misuse of benefits.

People can be at increased risk to be harmed financially through factors such as ill health, trauma and physical or mental health conditions.

It can happen anywhere - in someone’s home, where they work, or in a public place - and is often caused by the people closest to them. It can even happen in places responsible for keeping someone safe, such as a care home, hospital or day centre.

It’s important to speak up about any concerns you have, as the person may not be able to do so themselves.

**(Insert quote from local adult and support protection source here)**

Brenda Walker, National Adult Support and Protection Coordinator for Scotland, said: “It can be difficult to know what to do when you’re worried about someone, and you might feel that you don’t want to interfere. However, reporting your concerns could really help to keep someone safe and turn their life around.

“The current cost of living crisis is making it even more difficult for those who are looking after others, or struggling to take care of themselves, so it’s more important right now than ever to keep your eyes open for signs of harm.

“Everyone has a role to play in keeping those in their communities safe, so I would encourage anyone who has seen something that worries them to please say something.”

If you’re worried that someone is at risk of harm or neglect from others - or harming or neglecting themselves - contact **(insert name of organisation and contact details here)**.

Alternatively, you can contact the Police on 101, or call 999 if you believe the person is in immediate danger.

**Ends**

**Contacts:**

Contact: [**(Insert**](mailto:juliemitchell1@north-ayrshire.gov.uk) **local contact details here)**