No matter our age, everyone deserves to be treated as the valued members of our communities that they are. However, elder abuse continues to be one of the greatest challenges facing older people. But, how do we prevent it? It starts with preventing elder neglect - that means using your time, talents, and resources, to empower an elderly neighbor, relative, or friend and fight against ageism. So how about solving this social issue with highlighting the importance of the kids these days who standup against elder neglect? Through this campaign, a level of accountability is placed on a younger generation of high school and college age students to get up and get involved in bettering the lives of those who paved the way before us.

For the identity of this campaign, I chose to use bright colors, reminiscent of the kids our elderly relatives and neighbors still see us as. The logo, while primarily typography, serves as the basis for the whimsical illustration throughout. Though traditionally print based, the campaign elements are found in non-traditional settings, relating to the specific call to action. A charging station print advertisement, correlating to giving an elderly relative a call - A Park Bench, reminding the younger generation to check in and see if their older neighbor needs to make a trip out for errands or even entertainment and, a Metro Center Advertisement, because your elderly friend might be over the river and through the woods, or just a few stops away for a quick hello. The social media components call the viewer to action, by making time for a phone call, a visit, or a helping hand.

The busyness of these illustrations aligns with the busyness of our every day lives, but the small moments, and small actions, work together to create change. We are the solution to preventing elder neglect, and creating an inclusive intergenerational society. So, let’s be better kids these days.