

# #AgeingEqual

Human rights do not diminish with age!



**A Social Media Guide**

**[ageing-equal.org](https://ageing-equal.org)**

Celebrate the 70<sup>th</sup> anniversary of the Universal Declaration of Human Rights with a 70-day global awareness-raising campaign against ageism

## COMMUNICATION RESSOURCES

### Campaign hashtag

**#AgeingEqual**

### Other relevant hashtags

#SayNoToAgeism #StandUp4HumanRights #StandUpAgainstAgeism  
#StandUp4YourRights #RiseForYourRights #RightsOutLoud #OldAndEqual  
#ImOldSoWhat #AgePride #AgeIsJustANumber

### Communication toolkit

[trello.com/b/q14dqegb](https://trello.com/b/q14dqegb)

- Logos in different formats and languages;
- Webbanners, posters and infographics to attach to your posts;
- A generic press release for campaign kick-off;
- A joint statement from the Members of the European Parliament Intergroup on Active Ageing and Solidarity between Generations;
- A guide on how to get involved in a few easy steps in the campaign (to help you involved your communities).

### Campaign Twibbon

<https://twibbon.com/support/ageing-equal>

You can show your support by adding the campaign logo in your social media profile picture thanks to Twibbon. A Twibbon is a temporary overlay to your existing social media profile picture.

## AGE Platform Europe channels

-  @AGE\_PlatformEU
-  ageplatformeurope
-  age-platform-europe
-  www.age-platform.eu

## Twitter influencers

|                  |                    |
|------------------|--------------------|
| @55fakingnormal  | Elizabeth White    |
| @AgeBluestone    | Ken Bluestone      |
| @bethany_l_brown | Bethany Brown      |
| @cronetraining   | Kyrie S. Carpenter |
| @grahamellen     | Ellen Graham       |
| @HydeM1976       | Martin Hyde        |
| @James_Silberman | James Silberman    |
| @janebarrattifa  | Jane Barratt       |
| @jeanette_leardi | Jeanette Leardi    |
| @mryahbut        | Jason Bergen       |
| @perel58         | Silvia Perel-Levin |
| @saralivadeas    | Sara Livadeas      |
| @saritasgupta    | Sarita Gupta       |
| @thischairrocks  | Ashton Applewhite  |
| @TLGendron       | Tracey Gendron     |

## WEEK 1. AGEISM

### Relevant hashtags

**#AgeingEqual** #SayNoToAgeism #StandUp4HumanRights  
 #StandUpAgainstAgeism #StandUp4YourRights #RiseForYourRights  
 #RightsOutLoud #OldAndEqual #AgePride #AgeIsJustANumber

### Partners channels

|                 |  |
|-----------------|--|
| @costprogramme  | COST action on ageism                            |
| @ennhri         | EU Network of National Human Rights Institutions |
| @equineteurope  | Equinet  |
| @eurightsagency | European Union Agency for Fundamental Rights     |
| @garop_sec      | Global Alliance for the Rights of Older People   |
| @helpage        | Helpage  |
| @hrw            | Human Rights Watch                               |
| @intfedageing   | International Federation on Ageing               |
| @leadingage     | LeadingAge                                       |
| @ngoageing      | NGO Committee on Ageing Geneva                   |
| @ohchr_europe   | United Nations Human Rights Office for Europe    |
| @unandageing    | Official UN Ageing Committee                     |

### Examples of posts

#### Talk about the campaign

- + *Human rights have no age limits. Human beings of all ages are equal in dignity and rights. Say no to ageism. #AgeingEqual*
- + *Everyone is or will be affected by ageism. Support the #AgeingEqual campaign today for equal opportunities tomorrow!*
- + *Celebrate the 70<sup>th</sup> anniversary of the UDHR by standing up against*

*ageism. Support the #AgeingEqual campaign!*

*+ Human rights are not equal if we are left behind, discriminated against, ignored, disempowered and excluded in older age. Let's shine a spotlight on ageism #AgeingEqual*

*+ Consciousness-raising is the first step in a process of social change. Rally the #AgeingEqual campaign and contribute to build a society for all ages!*

*+ No one should accept second-class citizenship: time for change! #RiseForYourRights and join the 70-day #AgeingEqual campaign against #ageism*

### **Raise awareness with resources about ageism**

*+ Many older people, driven by poverty, find themselves forced to accept working and living conditions that violate their #humanrights. Read their story at (link). #AgeingEqual*

*+ Older LGBTI face multiple discrimination when they try to access health and long-term care due to implicit biases based on age and sexual orientation. Read our report at (link) #AgeingEqual*

*+ Do you know what #ElderAbuse means? It refers to an act that causes harm or distress to an older person. Read the definition in full in #EIGEGlossary: <https://bit.ly/2qsb9g8> #AgeingEqual*

*+ In many EU countries if you develop a disability before the age of 60 or 65 you have access to a relatively good support system, but beyond that age you may not have access to rehabilitation, to a mobility allowance, or care outside a nursing home #AgeingEqual*

*+ To understand ageism, read this news article #AgeingEqual [https://www.huffingtonpost.co.uk/entry/5-ageist-stereotypes-that-should-end-us\\_5b19a66be4b09d7a3d70790b?guccounter=2](https://www.huffingtonpost.co.uk/entry/5-ageist-stereotypes-that-should-end-us_5b19a66be4b09d7a3d70790b?guccounter=2)*

*+ Former employees file age discrimination complaint against IBM tens of thousands of older workers were fired to "make the face of IBM younger." #ageism #AgeingEqual <https://www.bostonglobe.com/metro/2018/09/17/laid-off-older-workers-file-age-discrimination-complaint-against->*

[ibm/EsCuULOUfUpZjxK5er2y8L/story.html?event=event25](https://www.ibm.com/EsCuULOUfUpZjxK5er2y8L/story.html?event=event25)

## Share your personal experiences

- + *"My size coupled with my age often attracts comments like, "You're so cute!" While my flatterers believe they are being complimentary, I hear something else — something that further diminishes me as if I were a kitten or pup instead of a smart, capable, independent woman" #ageism #AgeingEqual*
- + *'Discrimination is gonna hit you when you get 50 and it will hit you, it will hit absolutely everybody', Liz-Greece #AgeingEqual*

## Challenge common perceptions of ageing

- + *According to research in the UK older people contribute more to society than the public expenditure required to cover their pensions, health and long-term care needs. #AgeingEqual*
- + *Research shows that enforcing mandatory retirement does not create more jobs for young people. Instead, society misses out from older workers' abilities and experiences #AgeingEqual*
- + *Stop ageist advertisements! #AgeingEqual*



## Examples of questions<sup>1</sup> to integrate to your posts and resources you will share to challenge one's perception of ageing

- + *In your mind, what age are you? What does that mean to you?*
- + *What does it mean when someone says, "I don't feel old"?*
- + *Do you think you should tell people your age?*
- + *Does age affect the way you think and feel about your body? Do you think you look younger/older than your peers? How do you feel about trying to look younger?*
- + *Have you personally experienced ageism?*
- + *What do you like about being your age? What do you dislike?*
- + *What's new in your life that you attribute to age? Any changes in attitude, views, interests? Do people treat you differently? How so?*
- + *What do you fear about growing older?*
- + *What's surprising about getting older?*
- + *Should older people in physically demanding jobs, like firemen and doctors, have mandatory physical exams? What about older drivers?*
- + *What do you think of the term "ageless?"*
- + *Do you see value in living to be very, very old? How do you envision the last third of life: decline, continuum, growth?*
- + *How would an age-blind society look and feel different? What would you miss, and why? What would be harder, and easier?*
- + *What do you think of the phrase "age pride?"*

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<sup>1</sup> Questions are taken out of the guide 'Who me, ageist?' by ThisChairRocks

## WEEK 2. AGEISM AND GENDER

### Thematic page

<http://ageing-equal.org/ageism-and-gender/>

### Relevant hashtags

**#AgeingEqual** #IWantWorkLifeBalance #GenderBasedViolence  
#EndVAWG #LGBTQI #GreyPride #GenderDiverse #SayNoToAgeism  
#StandUp4HumanRights

### Partners channels

|                  |                                   |
|------------------|-----------------------------------|
| @Eurocarers_info | Eurocarers                        |
| @euromuslimwomen | European Forum of Muslim Women    |
| @ENoMW           | European Network of Migrant Women |
| @EuropeanWomen   | European Women's Lobby            |
| @TGEUorg         | TransGender Europe                |
| @OWN_Ont         | Older Women's Network             |
| @WAVE_europe     | Women against Violence Europe     |

### Examples of posts

+ *Half of women against a quarter of men say they feel pressured to stay looking young. Let's put an end to "anti-ageing" in the cosmetics and beauty industry! #AgeingEqual*

+ *Eurofound has recently shown that #WorkLifeBalance has worsened persistently since 2007. Older women bring tremendous value to society as informal carers but they face great risks to their health and risk of poverty. #AgeingEqual*



- + *In Europe, the "gender pension gap" hits 40% leaving women at significantly greater risk of poverty in old age. Women and men must age with equal rights #AgeingEqual*
- + *Did you know that older women from ethnic and religious minority face a higher risk of poverty and social exclusion? Read our joint paper *Improving the situation of older women in the EU* to know more <https://bit.ly/2ICRK5a> #AgeingEqual #SayNoToAgeism #StandUpAgainstAgeism #StandUp4HumanRights #OldAndEqual*
- + *"I can't accept I will have a lower pension because I'm a woman". Learn about Mina's story in our video *Equal Pension Rights Now!* <https://bit.ly/2MRpaxd> #AgeingEqual #SayNoToAgeism #StandUpAgainstAgeism #StandUp4HumanRights #OldAndEqual*
- + *According to a 2011 EU survey, 28% of older women (60-97 y. o.) had experienced some kind of violence or abuse in the previous 12 months. Women of all ages demand equal treatment! #AgeingEqual #EndVAW*
- + *An EU-funded project showed that 25% of women over 60 in the EU have experienced violence but less than half report those incidents #AgeingEqual #GenderBasedViolence #SayNoToAgeism #StandUp4HumanRights #OldAndEqual #EndVAW*
- + *Today's transgender older adults transitioned at a time when families, communities and even legal systems struggled to comprehend #transgenderism. Read their stories: <https://edition.cnn.com/style/article/transgender-older-adults-portraits/index.html> #AgeingEqual #GreyPride #GenderDiverse*
- + *Getting older as a trans will be a different experience if you transitioned when you were 20 or 55. Yet you must have the same rights! [https://www.ageuk.org.uk/globalassets/age-uk/documents/factsheets/fs16\\_transgender\\_issues\\_and\\_later\\_life\\_fcs.pdf](https://www.ageuk.org.uk/globalassets/age-uk/documents/factsheets/fs16_transgender_issues_and_later_life_fcs.pdf) #AgeingEqual #Trans #GenderDiverse*

### **Examples of question to integrate to your posts and resources you will share to challenge one's perception of ageing**

- + *How do you think ageing differs for men and for women?*

## CONTACT POINTS

### Who is behind this campaign?

AGE Platform Europe, the largest European network promoting the rights of older persons, has developed the #AgeingEqual campaign and this guide. We have partnered with equality bodies, human rights institutions, civil society organisations, international organisations and experts to spread the word about the campaign and share experiences of ageism from different groups in society.

### Who can I contact for more information?

If you have any further question or you need support to plan your contribution to the #AgeingEqual campaign, you can contact: **Estelle Huchet** [estelle.huchet@age-platform.eu](mailto:estelle.huchet@age-platform.eu)

**#AgeingEqual**  
**ageing-equal.org**