

# #AgeingEqual

Human rights do not diminish with age!



**Guide for supporters**

**[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

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## Why this campaign?

**The celebration of the 70th anniversary of the Universal Declaration of Human Rights on 10 December 2018 offers a great reminder that human rights do not diminish with age!**

Ageism leads to widespread marginalisation, poverty and abuse of older people and has negative impacts on their health and well-being. Ageism is everywhere, but we tend to deny its negative effects, we do not consider it as serious and harmful as other forms of discrimination and we fail to take action to counter ageism.

From 1st October, International Day of Older Persons to 10th December, 70<sup>th</sup> anniversary of the International Human Rights Day, we are organising a 70-day campaign against ageism

With the #AgeingEqual campaign, we aim to:

- **Raise global awareness** of the magnitude and gravity of ageism as a human rights violation that affects everyone in society as we are all getting older
- **Establish a lasting community and platform for action** against ageism as we initiate new collaborations around ageing and ageism
- **Support the UN Campaign** celebrating the 70<sup>th</sup> Anniversary of the Universal Declaration of Human Rights

## Important facts about ageism

**Ageism is the **stereotyping** (how we think),  
**prejudice** (how we feel),  
**discrimination** (how we act)**

against people on the basis of age. Ageism is highly prevalent worldwide and according to research it may now be even more pervasive than sexism and racism.

**Ageism has serious consequences** both for older people and society at large. For example, ageism leads to the abuse of older people in care setting but also creates barriers to the development of effective and inclusive policies.

**Ageism remains unchallenged in society** largely because it is socially accepted and entrenched in our culture and institutions. Countering ageism requires changing the way we think, feel and act about ageing and older persons.

**LET'S CHANGE THE WAY WE THINK, FEEL AND ACT TOWARDS OLD AGE AND CREATE A SOCIETY FOR ALL AGES!**

## Key messages

### Ageism affects or will affect everyone

There is now evidence that ageism is the most commonly experienced form of discrimination. Ageism does not only concern today's older generation, but every one of us, as we will all one day grow old.

### Ageism is harmful as any other forms of discrimination

Ageism is often more acceptable than other forms of discrimination. For example, although it would be considered unacceptable to exclude someone from training on the basis of their sex or race, age limits that impede the participation of older workers in trainings are still widespread today. We need to shed a light on the negative effects of ageism both for society and for individuals.

### We must change our mindsets about ageing

Countering ageism requires changing the way we think, feel and act about ageing and older persons. We all have the capacities and potential to contribute to society regardless of age, but often ageist attitudes limit our opportunities to do so. Providing services and support for the older generation is a right and an investment, not a cost.

**Tip!** Stop thinking about older people as different. Older people are not a group set apart; ageing is a continuous and normal process that concerns everyone. Do not talk about older people as 'they' instead reflect on how ageism affects 'us'

## How to get involved

### Spread the word

Share information about the campaign with your network and encourage others to get involved using the hashtag #AgeingEqual. You can download the campaign material (incl. logos, press releases, statements, etc.) online: [trello.com/b/q14dqegb](https://trello.com/b/q14dqegb)

#### Examples of posts

- + *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*

### Learn about ageism

Learn about how ageism affects our human rights by visiting the website: [ageing-equal.org](https://ageing-equal.org) and following the campaign through social media using the hashtag #AgeingEqual

### Share your story

If everyone who has experienced or witnessed ageism could share their story using the hashtag #AgeingEqual, we might finally get a sense of the magnitude and gravity of the problem. It can go from an advertisement spotted in the streets to a discriminatory law, available research, and individual testimonies.

### Examples of stories

+ *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)*

+ *'Discrimination is gonna hit you when you get 50 and it will hit you, it will hit absolutely everybody', Liz-Greece #AgeingEqual*

+ *Stop ageist advertisements! #AgeingEqual*



### Challenge common perceptions

The campaign does not only aim at raising consciousness of the negative consequences of ageism; it also intends to kick off a large debate on how to challenge our perspectives on ageing and ensure that we can all remain active and respected contributors to our societies as the years go by. Shine a spotlight on positive images of ageing and show how society is affected due to ageist stereotypes.

### Examples of posts

+ *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*

### **Share good practices and recommendations**

Share good practices and recommendations to move forward using the hashtag *#AgeingEqual* or submitting a post for the blog of the campaign. To receive guidelines about how to write a blogpost for the [ageing-equal.org](https://ageing-equal.org) website, please contact Estelle Huchet: [estelle.huchet@age-platform.eu](mailto:estelle.huchet@age-platform.eu)

### **Give visibility to your work**

Share information about work you have done in this area using the hashtag *#AgeingEqual* or submitting a post for the blog of the campaign. To receive guidelines about how to write a blogpost for the [ageing-equal.org](https://ageing-equal.org) website, please contact Estelle Huchet: [estelle.huchet@age-platform.eu](mailto:estelle.huchet@age-platform.eu)

### **Examples of posts**

+ *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*

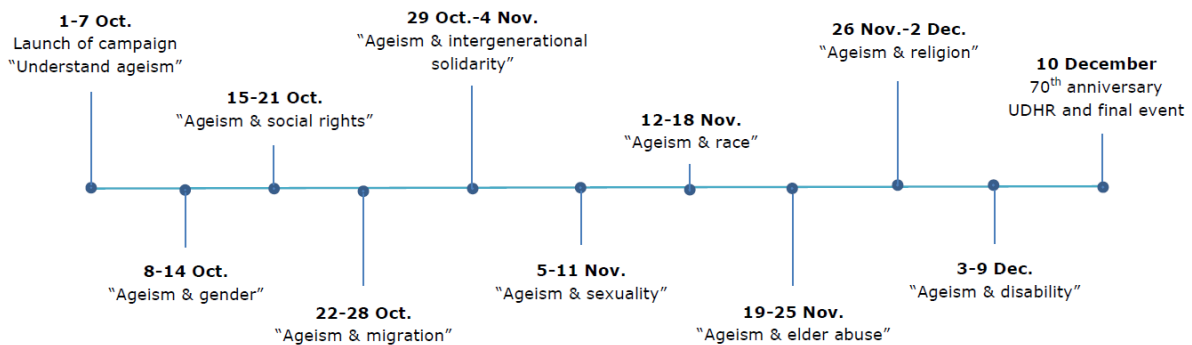
+ *Older LGBTI face multiple discrimination when they try to access health and long-term care due to implicit biases based on age and sexual orientation. Read our report at (link) #AgeingEqual*



## The campaign in practice

The #AgeingEqual campaign will last 70 days from **1st October**, International Day of Older Persons to **10th December**, International Day of Human Rights and 70th anniversary of the International Human Rights Day.

Each of the **10 weeks** of the campaign will cover a **specific theme** to illustrate the widespread effect of ageism and how it affects different groups in society.



## 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**