

#AgeingEqual Campaign 2019

A toolkit to organise your action
between 30th September to 6th October



A week of global action against ageism!

50 years after it was first coined in the English language, ageism still stands as a barrier in the journey to equality for older people. For the International Day of Older Persons, join us for a week of global action against ageism!

We are calling on you to organise one public campaign action with older activists between 30th September and 6th October.

This toolkit is made to help you plan your participation to this 2019 edition of the #AgeingEqual campaign!

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Campaign key messages

Overcoming ageism is central to equal opportunities and full participation

Being treated equally is a prerequisite to participating in society, and having the chances and health to do so.

- **My age doesn't tell who I am: age is not a state of mind**
We are diverse individuals from the first to our last day, with different needs, desires and lifestyles; yet we should all be recognized as equals, no matter our age or differences
- **My voice counts, regardless of my age**
We are all entitled to the same human rights, dignity, and freedom to make choices for ourselves at any age
- **I age, you age... we live together**
Everyone should be given the chance to participate in society

10 REDUCED INEQUALITIES



This year, the theme chosen by the United Nations for the International Day of Older Persons (1st October) "A Journey To Equality" is aligned with the Sustainable Development Goal 10 that aims to reduce inequalities. Our campaign messages echo this focus of the United Nations.

Campaign objectives

The 2018 **#AgeingEqual** campaign aimed at growing our understanding of ageism as a pervasive and harmful phenomenon taking a diversity of form. This year, we want to move forward by challenging ageism and changing the way older persons and ageing is perceived in our societies.

This year campaign will aim at breaking down the stereotypes of older people as passive and dependent through visible activism by older persons themselves!

**With this campaign,
we want to challenge ageism
and inequality by...**

- 1. Creating a platform for older people to tell their personal stories of ageing and older age**
- 2. Promoting activism and inviting older people to become champions of the fight for equality**
- 3. Raising awareness of ageism as a barrier to equality, freedom, and participation in older age**

Key information about ageism

Ageism Is The Most Widespread Form Of Discrimination

42 % of Europeans perceive discrimination due to old age (being over 55 years old) as “very” or “fairly” widespread in their country

Ageism is based on negative stereotypes about older age. It encompasses not only the way we think and feel about ageing and older adults, but also the way we act.

Ageism leads to widespread **marginalization** of older people, **poverty** and **abuse** and has adverse effects on our health and well-being.

Learn more about ageism on:

<https://ageing-equal.org/learn-about-ageism/>

Ideas and examples of actions

This year, we are calling on you to organise one public campaign action between 30th September and 6th October that puts older activists at its centre.

We recommend that the action is designed as **a space *for older persons*** to express how ageism affects them, to propose how to act against it, and how they would like society to perceive ageing and older people.

Feel free to go beyond your usual way of working: be creative in the format and the tone that you use!

You could organise:

- a press conference,
- a discussion group in the community,
- a march or a flashmob or any form of gathering in the public space,
- a photo exhibition where older people can have a say or can share an image of ageing that they relate to,
- a social media campaign...

Photo contests and booths

In Portugal, the association *Cabelos Brancos* was organizing a photo contest by asking people to take a picture with an anti-ageism slogan and to post it on social media. It rallied people from all age groups and spread the global message that ageism is not acceptable.

<http://www.cabelosbrancos.com/campanha-global-ageing-equal/>



Press conferences

During the #AgeingEqual campaign, several French members of AGE organized a press conference on ageism: among participants were **self-advocates who could directly talk to journalists about their experiences!**



Marches, sittings, flashmobs

The recent years saw an increase in the number of older persons organizing gatherings and performances in the public space. Taking the streets can be a good way to **combat invisibility in older age and show older persons as active and committed citizens.**



Older women taking the streets of Brussels on 8th March to ask for decent minimum income in older age, especially for women
<https://www.axellemag.be/8-mars-2019-greve-femmes-belgique/>

Discussion groups

Discussion groups are a nice start **for a community to open up about invisible and/or stigmatizing topics and break taboos.** They are often led by grassroots organisations who have strong ties within the community and can talk different aspects of ageism e.g. in relation to sexuality, mobility, social exclusion...



Six experience sharing sessions compose the course 'Ageing with Confidence': based on mutual self-help, it invites participants to explore various dimensions of ageing and how they personally experience it <https://ageandopportunity.ie/engage/ageing-with-confidence/>



Public living room organised in Zutphen to engage discussion with neighbours and people passing by on age-friendly communities and their potential for more inclusiveness <http://www.mobility-scouts.eu/news-events/>

How to start a discussion about ageism?

When reflecting internally on your key messages or organising a discussing group, you can use the following questions to trigger discussion:

- What does it mean to say, "I don't feel old"? How do you feel about getting older?
- How do you think that you are perceived by society as an older woman/man? How would you like to be perceived by society?
- Make a list of all the ways you have been treated in a negative way because of your age (at healthcare facilities, high pension eligibility ages, by your family, on transport, etc.). What happened?
- What are the most important forms of ageism to address? What needs to change?

For more information, read: <http://bit.ly/2GSqvnk>

How to plan my action

- 1. Reach out to a diverse range of older people and team up with other local associations** to organise an action that goes beyond the usual suspects and praise diversity
- 2. Plan your action based on lived experiences of ageism** that you will collect from older people in your community
- 3. Adapt the campaign key messages to your local context**
- 4. Define your calendar until the D-Day**
- 5. Spread the word through the local press**
- 6. Collect quotes and photos on the D-Day**
- 7. Share your results** through your channels to keep the momentum and keep us informed of how it went:
estelle.huchet@age-platform.eu

! Make sure that older people from different backgrounds are included in your action

It will give a greater spectrum of the diversity that exists in older age and will help to expose how ageism interacts with other discrimination such as sexism or racism.

! Think of opportunities to collect good communication material (photos, videos, quotes, testimonies, etc.)

It will help us to illustrate diversity in older age and how ageism translates into concrete negative experiences in older people's real lives.

A focus for my action?

Campaigning can be a powerful tool to complement advocacy and policy work. Take the opportunity of this campaign to collect testimonies, quotes and real-life examples in relation to a specific challenge people regularly face as they age!

Preparing the 11th session of the United Nations Open-Ended Working Group on Ageing...

The two themes for the next UN-OEWGA are:

1. Access to the labour market
2. Access to justice

Do not hesitate to organise your action around one of the above themes to collect real-life examples that will feed our policy work later this year!

AGE Policy Officers are available to help you with the above themes and explain our work at the UN.

AGE members will be solicited later this year to prepare AGE contribution to the 11th session of the Open Ended Working Group

<https://social.un.org/ageing-working-group/>

You can also decide to echo one of the sub-themes of the United Nations campaign “The Journey to Age Equality” :

1. The care sector as a contributor of decent work
2. Lifelong learning, proactive & adaptive labour policies
3. Universal health coverage
4. Social protective measures

Learn more on the United Nations website:

<https://www.un.org/development/desa/ageing/international-day-of-older-persons-homepage/2019unidop.html>



How to adapt my campaign messages?

Use the results of your discussions with older people to inform your key messages. You can be general about ageism, or pick a specific example.

Your key messages must be clear, easy to understand, and related to the objectives you want to achieve.

Think about what you want people to know.

- **The “ask”**: a brief statement of what you want to change. It should be positive and inspiring
- **The reason for the “ask”**: why the campaign wants to achieve this, why something has to change, the reason behind the campaign action
- **What is at stake**: what will happen if this change does not happen
- **Action to be taken**: what the campaign calls for audiences to do to make the proposed change

How to plan my event?

Make sure you have all the logistics covered. If you are having a march, plan out your route, timings, etc.

- **Ensure it is accessible** to people with disabilities.
- **Ask activists to create banners** and placards with the message they would like people to know.
- **Designate a volunteer to take photographs** and capture quotes and video of older people in action.

You can retrieve impactful slogan from last year #AgeingEqual campaign social media guides: <http://bit.ly/2OMd7Yl>

How to spread the word?

Tell local media about your event and invite them to attend. Remember to tell media when and where the action will take place, who will be there and why.

Reach out to local community groups. Put up posters and hand out flyers to gain support for your action.

The global campaign in practice

When does the campaign take place?

The campaign will last one week from 30th September to 6th October. This week will raise particular interest on the situation of older persons since 1st October is the International Day of Older Persons.

How does my action contribute to a global movement against ageism and for equality?

Your action will be echoed by AGE Platform Europe through the #AgeingEqual campaign website as the main initiative of AGE to raise awareness of and combat ageism.

It will also reinforce the joint messages that will be carried by older persons organisations that are members of AGE or HelpAge International.

Who is behind this campaign?

This one week campaign against ageism has been jointly developed by HelpAge International and AGE Platform Europe.

It takes place as continuation of the efforts made by the two organisations respectively in the frame of the Age Demands Action campaign and the #AgeingEqual campaign raising awareness against ageism.

Who can I contact for more information?

If you have any further question or you need support to plan your action, you can contact Estelle: estelle.huchet@age-platform.eu

#AgeingEqual
ageing-equal.org