

# #AgeingEqual Campaign 2019

A social media guide



# COMMUNICATION RESSOURCES

## Campaign Hashtag

#AgeingEqual

## Other relevant hashtags

#ExposeAgeism #SayNoToAgeism #StandUp4HumanRights  
#AgeProud #AgelsJustANumber #GeroTwitter

## AGE Platform Europe channels

 @AGE\_PlatformEU

 ageplatformeurope

 age-platform-europe

[www.age-platform.eu](http://www.age-platform.eu)

10 REDUCED  
INEQUALITIES



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

# TWITTER

## Influencers

@55fakingnormal

@AgeBluestone

@bethany\_l\_brown

@cronetraining

@grahamellen

@HydeM1976

@James\_Silberman

@janebarrattifa

@jeanette\_leardi

@mryahbut

@perel58

@saralivadeas

@saritasgupta

@thischairrocks

@TLGendron

Elizabeth White

Ken Bluestone

Bethany Brown

Kyrie S. Carpenter

Ellen Graham

Martin Hyde

James Silberman

Jane Barrrt

Jeanette Lrdi

Jason Bergen

Silvia Perel-Levin

Sara Livadeas

Sarita Gupta

Ashton Applewhite

Tracey Gendron

## Partners

@costprogramme

@ennhri

@equineteurope

@eurightsagency

@garop\_sec

@helpage

@hrw

@intfedageing

@leadingage

@ngoageing

@ohchr\_europe

@unandageing

COST action on ageism

EU Network of National Human Rights Institutions

Equinet

Fundamental Rights Agency

Global Alliance for the Rights of Older People

Helpage

Human Rights Watch

International Federation on Ageing

LeadingAge

NGO Committee on Ageing Geneva

UN Human Rights Office for Europe

UN Ageing Committee

# Examples of posts

## to generally talk about the campaign

- + *Overcoming ageism is central to equal opportunities and full participation. Being treated equally is a prerequisite to participating in society. #AgeingEqual*
- + *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!*
- + *We are all entitled to the same human rights, dignity, and freedom to make choices for ourselves at any age #StandUp4HumanRights #AgeingEqual*
- + *One's age doesn't define what people are nor how they should behave: age is not a state of mind #AgeingEqual*
- + *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*
- + *Fight ageism, praise diversity: we are unique individuals from our first to our last day, with different needs, desires and lifestyles; yet we are all equals #AgeingEqual*
- + *No one should accept second-class citizenship: time for change! Rise for your rights and join the #AgeingEqual campaign against #ageism*
- + *Empowerment means ensuring that policies allow older people to participate equally in society, not to be considered as "charity" #humanrights. Rally the #AgeingEqual campaign and contribute to build a society for all ages.*
- + *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!*

# Examples of questions

to integrate to your posts to invite older people from your community to have a say

- + *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?*

# Echo the voice of older persons

## by sharing their stories and testimonies

- + *"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', says Liz from Greece #AgeingEqual*
- + *"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 #StandUpAgainstAgeism*



Age Action @AgeAction · Sep 21  
"I was born 70 years ago and that means that acknowledging my orientation wasn't even a possibility . . . In the family and the circumstances in which I was born, it would have meant that I would be ostracised," one man of 70 said. #ageingequal



Jared Huet  
@jaredhuet

Subs  
She  
abo  
@i  
My 91yr old Granny (& part time PA) has been shortlisted for the @DublinCityUni @AgeAction Silver Surfer Awards this Tuesday in @TheHelixDublin. Looking forward to escorting her. @climote is her favourite app. Go Rosie!! #silversurferawards





## Support their stories with evidence and research findings



**Laura D Allen** @LauraDAllen2 · Sep 2

Great opportunity yesterday to present my research on the Dutch care home perspective of resident autonomy at the #RGUEuroageism training event. And a big shoutout to the amazing team at my secondment placement @RGUNandM #ITNEuroageism #ageingequal @ITNEuroAgeism



kydd-m0 and 2 others



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- + *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*
- + *Intergenerational exchange and education about ageism can reduce negative attitudes towards older people <https://ajph.aphapublications.org/doi/pdf/10.2105/AJPH.2019.305123> #AgeingEqual*
- + *Activists and researcher advocate for a realistic depiction of older peoples' everyday lives in the media. Stop ageist advertisements! #AgeingEqual*

# Frequently Asked Questions

## Who is behind this campaign?

The #AgeingEqual campaign was designed and developed by AGE Platform Europe, the largest network promoting the rights of older persons in Europe.

## Who to contact in case of questions?

Estelle Huchet, AGE campaign officer: [estelle.huchet@age-platform.eu](mailto:estelle.huchet@age-platform.eu) or [@EsHuchet](https://www.instagram.com/EsHuchet)

## Where can I find more resources?

- Download the #AgeingEqual [campaign guide of 2019](#)
- Find more examples of posts in the [social media guide of 2018](#)
- Download banners and visual material from the [campaign toolkit of 2018](#)



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