How to get involved in the campaign 'Ageing Equal' to mark 70th anniversary of the Universal Declaration of Human Rights and take action against ageism

A Guide for supporters

1st October-10th December 2018

Campaign led by AGE Platform Europe

"[A]lthough the Universal Declaration on Human Rights proclaims that all human beings are born free and equal, it is evident that the enjoyment of all human rights diminishes with age, owing to the negative notion that older persons are somehow less productive, less valuable to society and a burden to the economy and to younger generations."

Report from the 8th session
of the UN Open-ended Working Group on Ageing, 2017

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ABOUT THE CAMPAIGN

- The celebration of the 70th anniversary of the Universal Declaration of Human Rights (UDHR) in 2018 offers a great reminder that human rights do not diminish with age!
- Ageist attitudes lead to the marginalisation, poverty and abuse of older people and have 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 2018**, International Day of Older Persons to **10th December 2018**, 70th anniversary of the International Human Rights Day, we are organising a **70-day campaign against ageism**

- Our objective is to raise global awareness of ageism as a human rights violation that affects everyone in society as we are all getting older.
- Joining this campaign you can become part of an active global community that has united on a large scale to show what ageism is and why we need a bigger focus on ageism to ensure equal rights for all ages.

IMPORTANT FACTS ABOUT AGEISM

Ageism is the stereotyping (how we think)**, prejudice** (how we feel) **and 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 remains unchallenged in society largely because it is socially accepted and entrenched in our culture and institutions.

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.

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 OF THE CAMPAIGN

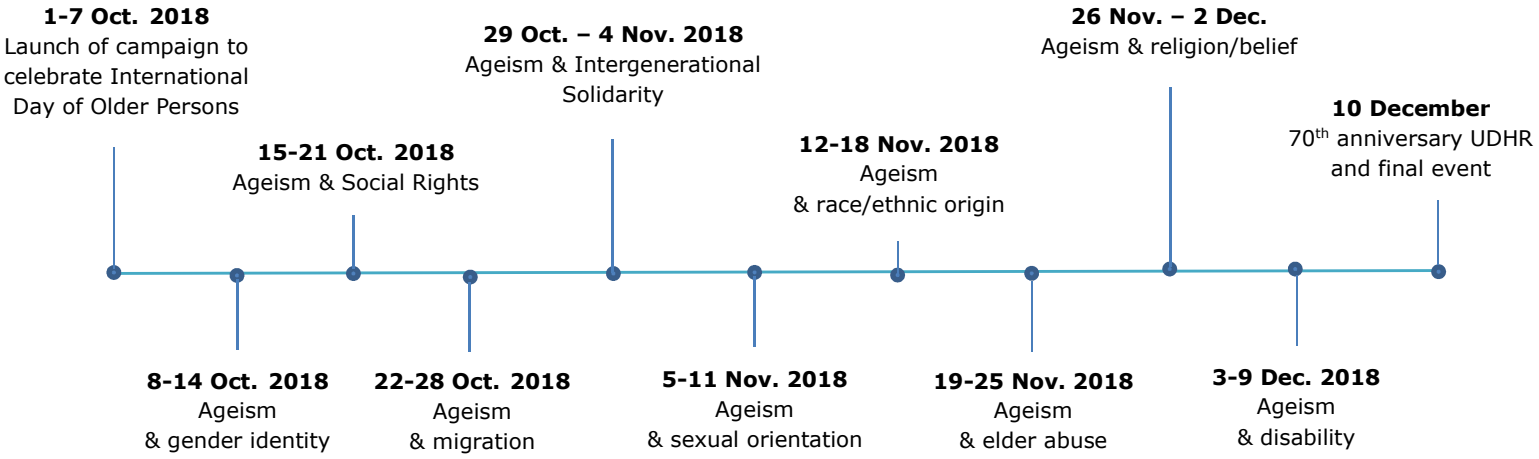
- Ageism affects everyone.

  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'

- All members of society are equal regardless of age
- Ageism is embedded in laws, policies, institutions, culture and individual behaviour and affects the equal enjoyment of all human rights in old age
- Disserving the needs of older people is a form of structural ageism.
- Providing services and support for the older generation is a right and an investment, not a cost.

TIMELINE OF THE CAMPAIGN

The campaign will last 70 days, starting on the ***1st October 2018***, which is the International Day of Older Persons and ending on the ***10th December 2018***, which marks the 70th anniversary of the International Human Rights Day. Each of the 10 weeks of the campaign is dedicated to a specific theme in order to illustrate the widespread effect of ageism and how it affects different groups in society.



Each week we intend to include several contributions/perspectives:

- Specialised organisations (EU equality networks, NGOs)
- Testimony by individual, NGO or project
- Expert/Policymaker (UN, WHO, FRA, CoE, academic)
- National perspective (NHRI, government, national NGOs)
- Role of European parliament (link with campaign on EP elections)

HOW TO GET INVOLVED IN 5 EASY STEPS

1. **Prepare a short blogpost or video that will be included in the dedicated blog (accessible from AGE website) and will be shared through various social media platforms**

   Each post should:

   - be between 100 and 200 words or alternatively be a video message of maximum 2 minutes
   - be sent at the latest 1 week before its foreseen publication date
   - include testimonies and examples of how ageism works based on your experience/work with your communities
   - suggest ways to fight ageism (this could include action you have taken, plan to take or action that can or has be taken by others, such as governments, NGOs, EU, UN, etc.);
   - if possible, include photos, pictures and additional resources or links to relevant work.

Examples of message to include in your contributions:

There is no typical older person. Older age, like any other time in life, involves both challenges and opportunities.

Not all older people are frail, just like not all older people are healthy and active. In reality only a small proportion of older people need care and support in their everyday lives. We need to take into account the diverse experiences of older age.

Older people make valuable contributions to society through work, volunteering, consumer spending and caregiving. According to research in the UK older people contribute more than the public expenditure required to cover their pensions, health and long-term care needs.

Research shows that enforcing mandatory retirement does not create more jobs for young people. Instead, society misses out from older workers' abilities and experiences.

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.

The European Parliament should pay more attention to how ageism is experienced by older migrants.

2. **Upload the dedicated Twibbon in your social media profiled to show your support for the campaign and spread the word**

   - A Twibbon is a temporary overlay to your existing profile picture. You can download the Twibbon of the campaign at [confirm link]
   - You can use the Twibbon only for the day in which your post will be out, a longer period or even during the whole campaign.
   - Both institutional and personal profiles are fine!

3. **Use the hashtag #AgeingEqual (tbc) wherever you can on your social media channels during the period the campaign**

   [ADD alternative hashtags]
   [ADD examples of Twitter posts]

4. **Encourage your followers to get involved by:**

   - Changing their profile pictures to include the Twibbon
   - Sharing stories, testimonies, opinions, photos and videos in social media using the hashtag #AgeingEqual (tbc)

   A guide on how everyone can get involved is available at: [confirm blog's url]

5. **Share any relevant resources (policy papers, photos, videos, etc.) that we can include in the campaign website by sending an email to** estelle.huchet@age-platform.eu

FREQUENTLY ASKED QUESTIONS (FAQs)

Why are we launching this campaign?

To create a society for all ages, we must confront ageism. Because we have been exposed for too long to negative messages about old age, we do not recognize the ways in which we fail to treat older people as equals. Age serves as valid justification for disadvantaged treatment in the form of age limits that exclude people from health treatments, services, benefits, training, credit and employment, among others. This makes ageism the last acceptable form of discrimination. The time has come to challenge age-based restrictions that undermine human rights in old age.

This is a project that does not only concern the large and constantly growing older population, who as the UN Independent Expert on the rights of older persons said, are *'waiting for their human rights to become a reality'*, but *every one of us*, as we will all one day grow old.

Why are we launching it now?

The celebration of the 70th anniversary of the Universal Declaration of Human Rights (UDHR) in 2018 offers a great reminder that human rights do not diminish with age. The World Health Organisation (WHO) is currently undertaking a global campaign to combat ageism. Global attention on age equality is increasing as the UN is reflecting on the adoption of a new international treaty. The African Union and the Organisation of American States have adopted binding instruments to better protect human rights in old age. The Council of Europe has also taken note of the ways in which older people's rights are at risk in two recent recommendations. And for the first time the European Union Fundamental Rights Agency has published a report stating that '*too often we overlook the basic human rights of our older people'*. Yet, we tend to deny the effects of ageism and not consider it as serious and harmful as other forms of discrimination. We all share the collective responsibility to take action against ageism and now is the perfect moment to draw attention to the injustice that we will all face.

Who is behind this campaign?

AGE Platform Europe, the largest European network promoting the rights of older persons, has developed the 'Ageing Equal' campaign and this guide. We have partnered with civil society organisations, experts and other actors in Europe and across the world to help spread the word about the campaign and share experiences of ageism from different groups in society. You may see the full list of supporters at [blog's url].

The material developed for this campaign do not use AGE Platform Europe's logo because the 'Ageing Equal' campaign aims to be shared and owned by everyone who wants to counter ageism across the world. Please use the campaign logo to spread the word. You may find it at [blog's url].

AGE Platform Europe is supported through EU funding part of which has been used to work on this campaign[1].

I/my organisation have/has other plans to celebrate the 70th anniversary of the UDHR and/or the International Day of Older Persons. Can I still get involved?

Of course! We would love to hear what you have planned to mark this occasion so please let us know by emailing AGE staff (see below). Also make sure you use the hashtag of the campaign #AgeingEqual when you share information about your planned activities.

Where can I find more information about ageism and resources that I can use during the campaign?

- AGE Work on Non-Discrimination and Human Rights Manifesto
- UN Open-Ended Working Group on Ageing, UN Office of the High Commissioner for Human Rights – Ageing, and Independent Expert on the Enjoyment of All Human Rights by Older Persons
- FRA Fundamental Rights Report 2018
- WHO Ageing and life-course
- HelpAge Age discrimination

For more information you may contact:

- Nena.georgantzi@age-platform.eu
- Maciej.kucharczyk@age-platform.eu
- Estelle.huchet@age-platform.eu

TOP DEFINITION

twibbon

A twibbon is like a bumper-plate sticker for your twitter avatar.

[1] AGE Platform Europe is co-funded by the Rights, Equality and Citizenship Programme of the European Union. Its contents are the sole responsibility of AGE Platform Europe and can in no way be taken to reflect the views of the European Commission.

A twibbon is used to promote a cause on twitter by overlaying an image on your profile picture to show your allegiance to the twibbon cause.

A twibbon cause can be anything from a protest, memorial, event or even a popular person or band.

Twibbons can be created and supported on: twibbon.com

twibbon.com/join/IndonesiaUnite to support the fight against terrorism in Indonesia

twibbon.com/join/RIP-Jackie-our-BH-sister to remember Jackie, a New Kids on the Block fan

twibbon.com/join/I-Love-McFly to support the band McFly