

## IFA to Announce Prof. Denise Eldemire-Shearer as Keynote Speaker at the 16th Global Conference on Ageing

TORONTO, 3 Feb, 2023 - The International Federation on Ageing is pleased to announce Denise Eldemire-Shearer, Professor of Ageing and Public Health at the University of the West Indies Ageing and Wellness Centre Jamaica, as the keynote speaker at the 16th edition of the IFA Global Conference on Ageing, held this year in Bangkok, Thailand from June 27-30.

Prof. Eldemire-Shearer has been working in the field of ageing since 1982, on behalf of older persons and ageing issues for over 40 years. Championing causes for senior citizens, she has spent decades engaging in researching, listening, and working on policy initiatives. She was responsible as Chairman of the National Council for Senior Citizens for Jamaica, launching a National Policy for Senior Citizens in 1997, which embraced the active ageing principles and the United Nations principles for older persons – including the gender and life course perspectives and the importance of intergenerational activities.

She is a strong believer in policies and programmes to promote independence in older persons, especially older women – one of the five themes of the IFA Global Conference, along with digital technologies and practices, maintaining and improving function, immunization for all ages, and age-friendly environments – and has written extensively on the subject using research to support the advocacy. As a clinician, she has worked with World Health Organization (WHO) since 1985 on many initiatives, recognizing ageing as a challenge for developing countries and therefore needing appropriate tailored approaches.

A keen advocate for age-friendly health services, she was one of the architects of WHO's Age-Friendly Primary Health Care and continues to work throughout the region to have it incorporated into the current Healthy Ageing Decade initiatives, which in alignment with important international agendas serve as the backdrop for the IFA 16th Global Conference on Ageing. The launch of the Decade prompted the IFA to publicly pledge to view all work streams through the lens of the four action areas – combatting ageism, integrated care, long-term care, and age-friendly environments.

"I would be delighted to give this talk and consider it a privilege," said Eldemire-Shearer in correspondence with Dr. Jane Barratt, Secretary General of the IFA, upon being invited as the keynote speaker. The session will also pay tribute to the late International Longevity Centre (ILC) UK's Founder and Executive President, Baroness Sally Greengross OBE, one of the founding members of the ILC Global Alliance who passed away last November, in recognition of her commitment to older people. An inspiration to everyone in the field of healthy ageing, both professionally and personally, her legacy continues to live on and be praised worldwide.

Together with other leaders of non-governmental organizations in countries across the globe – representing or serving older persons – Baroness Greengross came together at a meeting in London in December 1973 and founded the International Federation on Ageing, being one of the first Secretary Generals for the IFA. David Sinclair, who has taken on the role of Chief Executive of ILC-UK after Baroness Greengross last year, will introduce Eldemire-Shearer as the keynote speaker and moderate the session at the conference.

The IFA Global Conference on Ageing is the forum for change to help influence and shape policy that improves the quality of life of current and future generations of older people. This four-day event will bring together purpose, urgency, and collective action to personify the policy agenda through decision-makers from government, civil society, academia, and industry that, together, influence policies that can help shape the lives of older people.

To learn more about the conference and how to register, visit [ifaconf.ngo](http://ifaconf.ngo).

More information on the IFA can be found at [www.ifa.ngo](http://www.ifa.ngo) or [@IFAgeing](https://twitter.com/IFAgeing) on all social media platforms.

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The [International Federation on Ageing](http://www.ifa.ngo) (IFA) is an international, non-governmental organization (NGO) with a unique membership base comprising government, NGOs, academics, industry, and individuals in over 80 countries. Nearly 50 years old, the IFA has become known as a leading and innovative organization that works across disciplines and sectors toward common goals that improve the lives of older people. Through the IFA's formal relations with the World Health Organization (WHO) and general consultative status at the United Nations and its agencies, the IFA is in the position to advocate directly with member states and contribute to and inform intergovernmental dialogue.