

# **SAVE & HUG – Initiative’s for Age friendly Society**

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We all are affected by what we learn at a young age. HelpAge India’s “SAVE - Student Action for Value Education” and “HUG – Help Unite Generations” programme’s main focus is to sensitize school children & College going youth respectively on ageing issues early in life, so that, they treat elderly with love and care and understand their issues in depth.

Under SAVE, students of member schools form SAVE committees within their own schools. Headed by the school Principal and guided by a school teacher, these committees chalk out plans and programmes for implementation within the school and the community outside. The aim of these committees is to spread awareness of the 3 core values of SAVE. Additionally, in partnership with HelpAge, or on their own, they work to further various age care programmes.

SAVE programme aims at three core values :

1. Inculcating values of care & respect for the elderly in school going children.
2. Preparing today’s children & youth for their old age.
3. Creating an age friendly society.

The HUG initiative was started in response to the problems of isolation faced by urban elders. As society progresses to nuclear families, the elders are left mostly alone without companionship of family and young children. This situation can lead to a state of depression among some elders.

HelpAge India has traditionally associated the young, particularly the school children in its age care programmes. The HUG campaign aims to take this involvement to the next level by involving college going students and young professionals. The program expects from those volunteering to engage with elders by keeping in touch through telephone calls enquiring about his/her health and chatting about news and events. The elder is given the volunteers phone number so that he/she can contact the volunteer anytime, especially at times of emergency. The volunteer can call on the elder occasionally, may be meet for a cup of coffee, take the elder out for a social interaction, etc. This is expected to provide the much needed and welcome break in the routine loneliness of elder lives. Also, the HUG volunteers are encouraged to get their friends and young relatives to also join as volunteers.

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