

## Combating Ageism

Post-Conference Education Webinar Series

# Campaigning: The best way to address ageism?

*Translating Evidence for the Decade of Healthy Ageing*

The term 'ageism' has existed for 50 years but how much do we know about what it includes?

The recent #AgeingEqual campaign led by AGE Platform Europe from 1 October to 10 December 2018 aimed at shedding light on this pervasive phenomenon and the disastrous consequences it has on the capacity of individuals to fully enjoy their human rights as they age.

In this webinar, IFA and AGE Platform Europe will discuss the opportunity of running campaigns to combat ageism and challenge the myths and stereotypes surrounding older age.



26 March  
2019



12:00 - 1:00 PM  
Central European Time

[Register Now](#)



**Estelle Huchet**  
Campaign and Project Officer  
AGE Platform Europe

# Campaigning: the best way to address ageism?

An IFA Post-Conference Education Webinar



**\* POLL \***

**Before this webinar...**

- I believe campaigning can help to challenge ageism
- I doubt that campaigning can help to challenge ageism
- I need to know more about ageism first
- I need to know more about campaigning first
- Other

1. Ageism, what are we talking about?
2. Campaigning: the what
3. Campaigning: the how
4. A collective achievement
5. Lessons learnt
6. Next steps?



## *In principle...* (Art. 2, UDHR)



“Everyone is entitled to all the rights and freedoms set forth in this Declaration **without distinction of any kind** such as race, color, sex, language, religion, political or other opinion, national or social origin, property, birth or **other status**”

## 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 affects or will affect everyone**

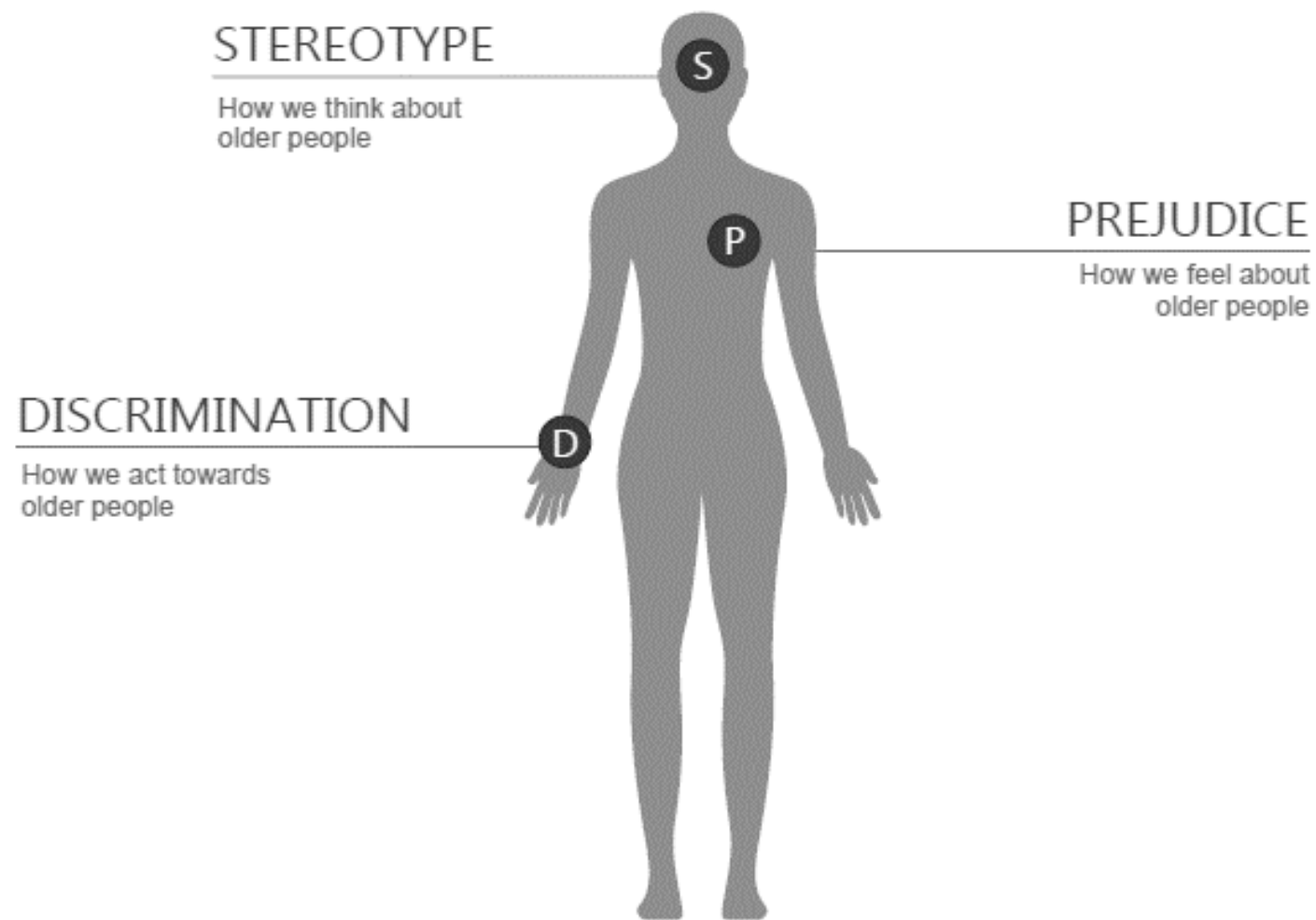
Ageism is the most commonly experienced form of discrimination



**Ageism is a harmful discrimination**

Ageism has negative effects both for society and for individuals

# The three dimensions of ageism





*Unlike other forms of discrimination,  
**ageism is socially accepted and usually unchallenged,**  
because of the subconscious internalisation  
of ageist prejudices.*

**Ms. Rosa Kornfeld-Matte**

UN Independent Expert on the Enjoyment  
of all Human Rights by Older Persons

**Campaigning: the what**



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# Cabelos Brancos (Portugal)



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# Gang des Vieux en Colère (Belgium)



# Révolution Senior (France)





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# Des Omas gegen Rechts (Austria)



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# Elders Climate Action (USA)



# Age Demands Action

## HelpAge International

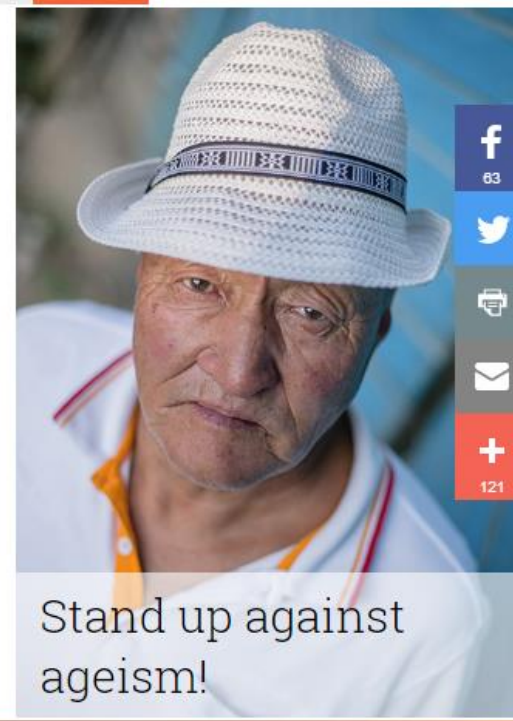




For **10** years, Age Demands Action campaigners have raised their voices to challenge age discrimination and fight for their rights. Here are some of their achievements...

**2007**  
On 1 October **27** countries take part in the first ever ADA day

**Nepal** increases older people's state pension and reduces the eligibility



f 63

Twitter icon

Print icon

Email icon

+ 121

Join our global movement

290,653

Follow us

Stay updated

Name



We demand the protection of forcibly displaced elderly  
Nooraldeen Mohammad  
26/04/2018  
Syrian Arab Republic

Ageism should stop, aged people have the light to live like other people. Also elderly have wisdom and knowledge that is useful to the society.

결혼 복지를 희망하는 욕심을 탁 내려놓는  
평화의 청년대학생 정토회  
박신서Parksinseo  
26/02/2017  
Korea, Republic of

Envelhecer não é um processo patológico, e sim natural. Com a velhice ocorrem perdas e ganhos.. A sociedade, as famílias e o próprios idosos não se preparam para o envelhecer.  
Lucas de Pontes  
01/02/2017  
Brazil



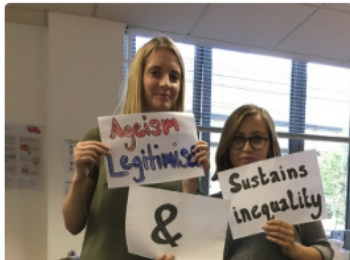
Aaj Sari Duniya  
Azad hai pr kashmir ky logon pr itna zulm Q . . .  
humain ak khudmukhtar kashmir Q nahe dyte . . .  
Sardar Amad-ud-Din  
04/10/2016  
Pakistan

We must treat all as respected members of society, every life matters, and age only determines one thing, experiences!!  
#stopageism  
Stephanie  
04/10/2016  
Jordan

Our value as

I am taking a stand against ageism because it deprive our older people of citizenship and basic needs.  
Wani Gabriel Eric  
30/09/2016  
Sudan

Treat others the same way you want to be treated. Respect older persons and remember that one day, you will be there.  
Paula Garcia  
29/09/2016  
Brazil





# Global Campaign To Combat Ageism

World Health Organisation



## Ageing and life-course

[Ageing and life-course](#)

[Commit to action](#)

[Age-friendly environments](#)

[Health systems that meet the needs of older people](#)

[Long-term-care systems](#)

[Data and research](#)

[Media centre](#)

[Publications](#)

### Global Campaign to Combat Ageism



Amy Heritage / Age International

Ageism is the stereotyping, prejudice, and discrimination against people on the basis of their age. Ageism is pervasive and has profound negative consequences on older adults' health and wellbeing. We need to act now to improve the lives of people everywhere.

In response to a call from Member States, WHO is leading and working with other stakeholders on a Global Campaign to Combat Ageism that aims to build a world for all ages by changing the way we think, feel and act towards age and ageing.

#### What is ageism?



#### Get involved



#### Related links

- [World report on ageing and health 2015](#)
- [Global strategy and action plan on ageing and health 2016-2020](#)



### Data & Evidence

Develop the evidence base for action



### Global Coalition

Build a coalition to drive change



### Awareness

Inform, advocate and change the representation and discourse around age & ageing



### Platform for action

Optimize policy responses & improve lives

# Global Campaign to Combat Ageism

4 areas of work

# Ageism+

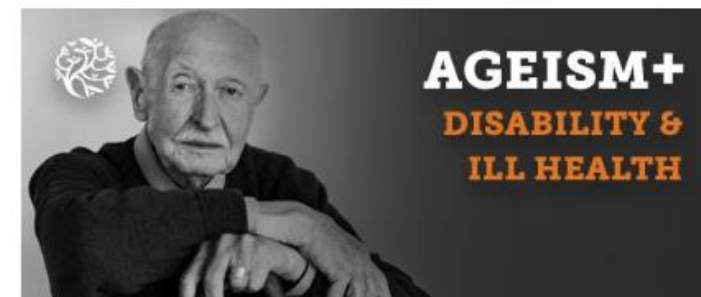
## Independent Age

### (UK)



# Ageism Plus

Everyone in later life should be treated fairly and equally. Sadly this isn't the case for many older people. Through their stories, we aim to showcase diversity, call out prejudice and find ways of eliminating discrimination for good.







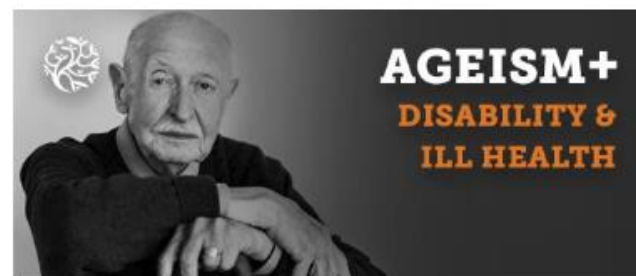
## [Sexism >](#)

Read our articles on ageism and sexism



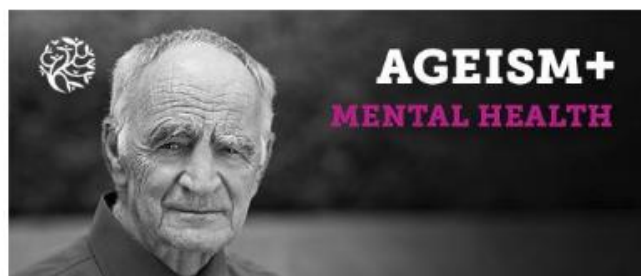
## [LGBT+ >](#)

Personal stories, poetry, and insightful commentary on LGBT issues



## [Disability and ill health >](#)

Reflections and experiences from older people and other experts



## [Mental health >](#)

Is older age a guarantee of poor mental health? Find out why we don't think so



## [Dementia >](#)

This week we're looking at the stigma around dementia



## [Race and culture >](#)

What is it like to grow old in the UK for people from BAME communities?



# EveryAGE Counts

## The Benevolent Society (Australia)

## I stand for a world without ageism

First Name:

Last Name:

Email \*:

Opt-in for email communications.

Postcode \*:

TAKE THE PLEDGE





## Blog stories



**Politicians pledge  
to tackle ageism**

Keryn Curtis

05.03.2019



**Meet Anne Ring,  
crusader for  
ageing!**

Anne Ring

03.12.2018



**Old School**

Joel Pringle

10.10.2018



# #AgeingEqual

## AGE Platform Europe (Europe)


## #AgeingEqual objectives

Raise awareness of ageism

Establish a community  
of anti-ageism activists

Initiate new collaborations

Infuse other policy dossiers



Human Rights are not equal if some of us are  
left behind and excluded because of age.  
**Human rights do not diminish with age!**



#AgeingEqual  
[ageing-equal.org](http://ageing-equal.org)

WORLD BREXIT

# The U.K.'s Old Decided for the Young in the Brexit Vote

Simon Shuster / Margate @shustry | June 24, 2016



Polls showed that British pensioners were about three times more likely than the youngest voters to want a permanent break with the E.U.

## Ouderenraad niet te spreken over "discriminatie" "Iedereen" krijgt psycholoog terugbetaald... behalve 65-plussers: "Discriminatie"

17/07/2018 om 11:43 door Pieter Iesaffer - Print - Commentaar



2820 shares

Dankzij minister De Block krijgt iedereen vanaf eind dit jaar enkele sessies bij een psycholoog terugbetaald. Alleen blijkt "iedereen" nu toch niet iedereen. De Vlaamse Ouderenraad vindt het niet kunnen dat 65-plussers uit de boot vallen. "Terwijl de nood bij ouderen net heel hoog is", zegt

PER STUK  
**1.39**

ZATERDAG 05.05

HAAL HET STRAFSTE UIT JEZELF MET VERS

LIDL

WAT EEN 'JUK'  
**93.00**

Dag Lidi, Dit is Lydia, een florie vrouw van 93 jaar. Ziet zij eruit als een fossiel? Nee toch? En daar hebben jullie avocado's helemaal niets mee te maken.

Bij OKRA lachen we al even graag, maar er zijn groenten. We zien het ook eens met de verpakking die jullie maken. 93-jarige dichtbetende 216 fossielen, dat gaat ons te vier. Ouderen, ook 93-jarigen, kunnen nog heel wat plezier maken en hebben. Ze zijn geen afgestreeven fossielen. OKRA verzorgt zich tegen deze vorm van stigmatisering van 93-jarigen. In trouwen, trouwen zijn de tattoo's van de natuur.

PS. Als het geen avocado's zijn, moet de deur wel hergelden van LIDL. Misschien is OKRA die taal. Bij OKRA vinden 55-jarigen het een mogelijkheid om hun levenswijze te verbeteren en samen te werken in gezinnen. Ze brengen er de beste van iedereen te verspreiden, en de Mijner en mee te zijn in de ideale verhouding wereld. Het ideale recept om jong oud te worden.

WEDNESDAG 09.05

OKRA HET IDEALE RECEPT OM JONG OUD TE WORDEN

okra  
NATUREL 100%

\* OKRA maakt elke dag een werk van een dienstbetreft: gender, cultureel minderen, en je ook leeft. OKRA schreef 93-jarigen niet.

ACRONYM @anotheracronym · 13h  
Now is not the time to let other people decide the direction of this country. Make sure you and your friends are registered to vote. #KnockTheVote join.knockthe.vote/already-regist...



1 1

When you want a whole cake to yourself because you're turning 30, which is basically 50, which is basically dead.

Dessert. We get it.

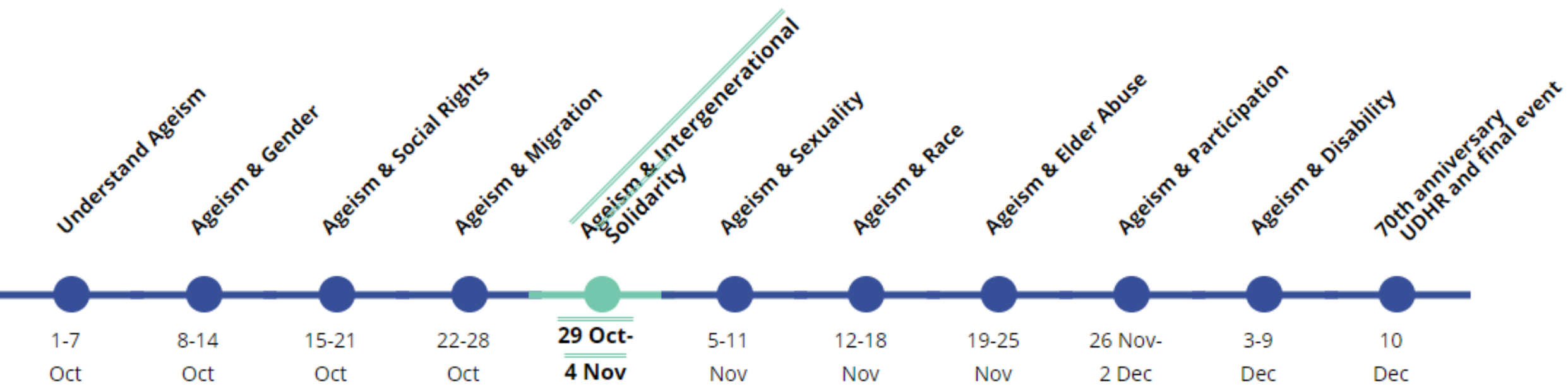
Postmates

166-089

Does your building also need a facelift?  
**09/272.72.80**

**JOHN SAEY**

A NEW LIFE FOR BUILDINGS



For more information: [www.ageing-equal.org](http://www.ageing-equal.org)



# The consequences of ageism

*“Although 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.”*

UN Open-Ended Working Group on Ageing, 2017

## On our health and wellbeing

*Undermined sense of autonomy and self-esteem\**

*Slower recovery from disability\* and reduced life expectancy\**

## On our capacity to contribute to society

*Denied access to educational opportunities, trainings and work\**

*Struggle to exercise political rights (e.g. inaccessible polling stations)\**

*Reduced social engagement and increased late-life loneliness\*\**

## On our chances to live a life free from abuse

*One third of the 8500 annual homicides of older persons in Europe are the result of elder maltreatment\**

# Tougher for some groups

**28%** Share of **older women** have experienced some kind of **violence** or abuse in the previous 12 months

**40%** Gender pension gap

**Black minority ethnic** are diagnosed with dementia **4.5 years younger** than their white counterparts

**1/3** older LGBTI report having a **mental health problem** at some point in their lives

**25%** of older Europeans with high **care needs** suffer **maltreatment**

**Roma people** will die **10 to 15 years earlier** than most Europeans

# Campaigning: **the how**



## 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

# 1. Rely on evidence

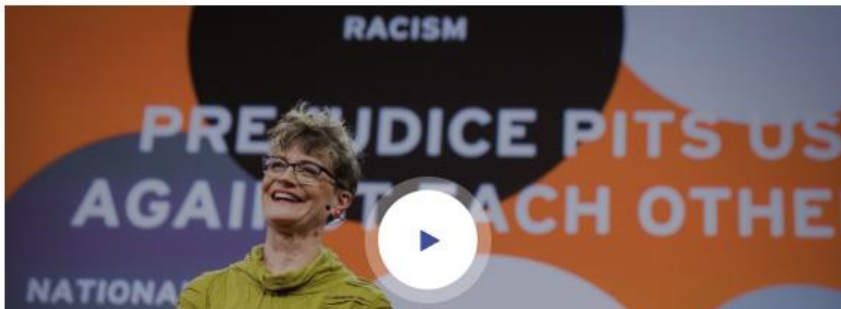


### Tip!

Stop thinking about older people as different. Older people are not a group set apart; ageing is a continuous and normal

Want To Learn More?

### Watch Ashton Applewhite At TED



### | Are You Ageist?

Did you know that in contrast to common beliefs that portray older people as sad and depressed, according to research people are happiest at the beginnings and the end of their lives? To check your own misconceptions and find out more about ageing, see:



Agoism, Agoism and Disability, Testimonies —  
December 1, 2018

**'Dementia does not mean the end of my world'**

Carol is a member of the European Working Group of People with Dementia from Scotland. She tells us about the ups and downs after she was diagnosed with vascular dementia in

[READ MORE →](#)



Agoism, Agoism and Race, Testimonies —  
November 28, 2018

**"When I'm 64, will I be living in a community that accepts me and that I can contribute to?"**

Dr. Isaiah Durosaiye is an expert of AGE Platform Europe active in the field of employment issues. In this video, he talks people's anxiety about people migrating to the U.K.

[READ MORE →](#)



Agoism, Agoism and Participation, Testimonies —  
December 5, 2018

**'Quand je suis tombée à la retraite... j'ai monté un projet d'avenir!'**

A rebout des idées reçues sur les personnes âgées, Odile a lancé Or Gris, une association d'éducation populaire visant à promouvoir les politiques et les initiatives des seniors actifs, y compris en

[READ MORE →](#)



Agoism, Agoism and Race, Testimonies —  
November 16, 2018

**'Take your money, get out of Denmark and don't come back'**

Bashy Quraishy is National Coordinator of ENAR Denmark. In this interview, first published in 2012, he reveals his perceptions and experience of becoming an older ethnic minority in Denmark, and

[READ MORE →](#)



Agoism, Agoism and Social Rights, Testimonies —  
October 15, 2018

**'I no longer feel that learning opportunities are encouraged for people of my age'**

Salvatore's story is emblematic of the discrimination many people are experiencing due to their age as they are looking for work and learning opportunities. My day starts normally at around

[READ MORE →](#)



Agoism, Agoism and Gender, Testimonies —  
October 10, 2018

**'When I am an old woman, shall I wear purple?'**

Just like in the poem of Jenny Joseph, Laura Christ, proud member of the Older Women's Network Netherlands (OVN-NL) and OWN Europe, reflects the fantasy of being a different person

[READ MORE →](#)



Agoism, Agoism and Participation, Agoism and Social Rights, Testimonies —  
November 1, 2018

**Challenging the perception of retired union members**

At a union's recent conference for Retired Members in the UK, one of the last motions to be heard called for the generations to work together to get rid of

[READ MORE →](#)

# 2. Tell stories

### 3. Suggest an horizon



#### **We must change our mindsets about ageing**

Countering ageism requires changing the way we think, feel and act about ageing and older persons. We all have the capacities and potential to contribute to society regardless of age, but often ageist attitudes limit our opportunities to do so. Providing services and support for the older generation is a right and an investment, not a cost.



#AgeingEqual

Human rights do not diminish with age!



Guide for supporters

#AgeingEqual

Human rights do not diminish with age!



A Social Media Guide

AGEING EQUAL Communication toolkit | Personal | Public

LOGOS

Vertical logo

Horizontal logo

BANNERS, CARDS AND POSTERS

AgeingEqual\_End\_Campaign.png

AgeingEqual\_ThankYou\_Campaign.png

UDHR70

Human rights

PRESS RELEASES, GUIDES, AND STATEMENTS

PRESS RELEASE "There is no age to enjoy human rights" for the #AgeingEqual campaign closing on 10th December 2018

PRESS RELEASE "Ageing Equal" campaign kick-off on 1st October 2018

GET INVOLVED in a few easy steps

USE SOCIAL MEDIA to raise awareness of ageism

JOINT STATEMENT from Members of the European Parliament (MEP) Intergroup subgroup on Active Ageing and Solidarity between Generations

BANNER WEEK 10 - Ageism and disability

AgeingEqual WEEK 10 - Social Media draft posts

AgeingEqual\_Week10\_EN.png

AgeingEqual\_Week10\_Banner1.png

AgeingEqual\_Week10\_Banner2.png

46 OF OLDER PEOPLE % have disabilities

The percentages of people living with disabilities range FROM 44% FOR THE 65-74 TO 70% FOR THE 85+

AgeingEqual\_Week10\_Banner2.png

BANNER WEEK 9 - Ageism and Participation

AgeingEqual WEEK 9 - Social Media draft posts

AgeingEqual\_Week9\_EN.png

AgeingEqual\_Week9\_Banner1.png

AgeingEqual\_Week9\_Banner2.png

7 out of 28 EU States guarantee the right to vote for all persons with disabilities, incl. those without legal capacity

20% of Europeans aged 50 years old and over are engaged in voluntary work

# 4. Support your community

**A collective achievement**

	<p>70th Anniversary Of Universal Declaration Of Human Rights</p> <p><a href="http://www.standup4humanrights.org">www.standup4humanrights.org</a></p>		<p>HelpAge International</p> <p><a href="http://www.helpage.org">www.helpage.org</a></p>		<p>Réseau Francophone Des Villes Amies Des Aînés</p> <p><a href="http://www.villesamiesdesaines-rt.fr">www.villesamiesdesaines-rt.fr</a></p>		<p>European Association For The Education Of Adults</p> <p><a href="http://eaea.org">eaea.org</a></p>
	<p>European Network Of National Human Rights Institutions (ENNHRI)</p> <p><a href="http://www.ennhri.org">www.ennhri.org</a></p>		<p>European Women's Lobby</p> <p><a href="http://www.womenlobby.org">www.womenlobby.org</a></p>		<p>FEANTSA</p> <p><a href="http://www.feantsa.org">www.feantsa.org</a></p>		<p>COFACE - Families Europe</p> <p><a href="http://www.coface-eu.org">www.coface-eu.org</a></p>
	<p>Equinet</p> <p><a href="http://www.equineteurope.org">www.equineteurope.org</a></p>		<p>European Network Of Migrant Women</p> <p><a href="http://www.migrantwomennetwork.org">www.migrantwomennetwork.org</a></p>		<p>European Youth Forum</p> <p><a href="http://www.youthforum.org">www.youthforum.org</a></p>		<p>European Disability Forum</p> <p><a href="http://www.edf-feph.org">www.edf-feph.org</a></p>
	<p>Human Rights Watch</p> <p><a href="http://www.hrw.org">www.hrw.org</a></p>		<p>Women Against Violence Europe</p> <p><a href="http://www.wave-network.org">www.wave-network.org</a></p>		<p>NAM-AIDS Map</p> <p><a href="http://www.aidsmap.com">www.aidsmap.com</a></p>		<p>European Union Of The Deaf</p> <p><a href="http://www.eud.eu">www.eud.eu</a></p>
	<p>NGO Committee On Ageing Geneva</p> <p><a href="http://www.ageingcommitteegeneva.org">www.ageingcommitteegeneva.org</a></p>		<p>Eurodiaconia</p> <p><a href="http://www.eurodiaconia.org">www.eurodiaconia.org</a></p>		<p>ILGA-Europe</p> <p><a href="http://www.ilga-europe.org">www.ilga-europe.org</a></p>		<p>European Blind Union</p> <p><a href="http://www.euroblind.org">www.euroblind.org</a></p>
	<p>Global Alliance On The Rights Of Older People</p> <p><a href="http://www.rightsofolderpeople.org">www.rightsofolderpeople.org</a></p>		<p>Eurocarers</p> <p><a href="http://www.eurocarers.org">www.eurocarers.org</a></p>		<p>Lifelong Learning Platform</p> <p><a href="http://llplatform.eu">llplatform.eu</a></p>		<p>Alzheimer Europe</p> <p><a href="http://www.alzheimer-europe.org">www.alzheimer-europe.org</a></p>



# The campaign in figures

In less than 10 weeks...

**+70**

Blogposts

**+30**

Testimonies

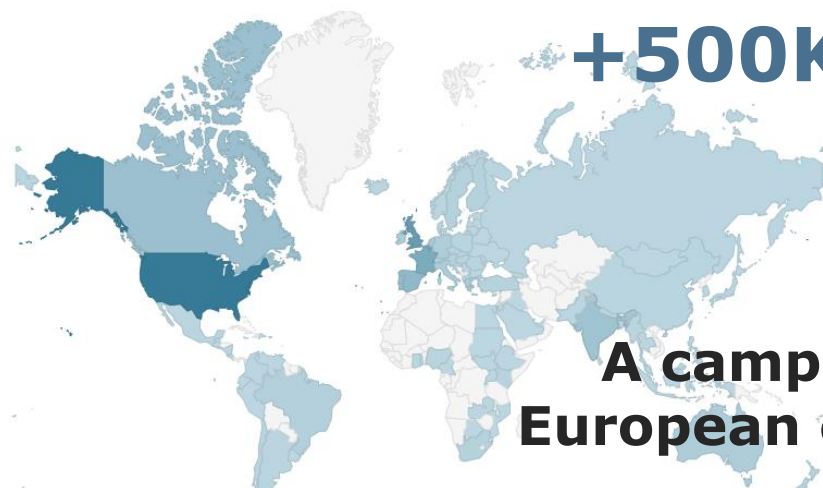
**+30**

Good practices

**19.5K** pages views on ageing-equal.org

**Hundreds** of tweets with #AgeingEqual

**+500K** views of AGE tweets



**A campaign shared in various European countries and beyond!**





Lessons learnt

# HUMAN RIGHTS DO NOT DIMINISH WITH AGE!

STAND UP FOR HUMAN RIGHTS!

 AGEING EQUAL

**70**  
YEARS

UNIVERSAL DECLARATION OF  
HUMAN RIGHTS

#STANDUP4HUMANRIGHTS

THE NEGATIVE NOTION THAT  
OLDER PEOPLE ARE SOMEHOW  
LESS VALUABLE TO SOCIETY LEADS  
TO HUMAN RIGHTS VIOLATION.





# Empowerment through campaigning

**Relate** to others'  
experiences of ageing

**Share** evidences, good  
practices, tools and tips

**Develop** a sense of  
belonging to the group

**Be aware of** our capacities  
of collective action



**\* POLL \***





everyagecounts.org.au

EveryAGE Counts

About Action News Research and Policy Contact

I stand for a world without ageism

First Name:  Last Name:

Email:

Opt-in for email communications.

Postcode:

TAKE THE PLEDGE

**Is a specific way of campaigning against ageism in comparison to campaigning against other forms of discrimination like sexism or racism?**

**Next steps?**

## In the long-run

Push for a **paradigm shift** towards a human rights approach

## In the long-run

Push for a **paradigm shift** towards a human rights approach

Sustain the newly established **community of activists**



## In the long-run

Push for a **paradigm shift** towards a human rights approach

Sustain the newly established **community of activists**

Mainstream ageism to address it in **intersection** with other discrimination faced by different groups in society

# In the short-run Bring 'ageism' back to the forefront 50 years after its creation and make sure the term exist in all possible languages

## Age-Ism: Another Form of Bigotry

Robert N. Butler, MD<sup>1</sup>

**M**ALCOLM X, the Kerner Commission Report, and a variety of other persons, events, and materials have made the concept of racism familiar. Social class discrimination also needs no introduction. However, we may soon have to consider very seriously a form of bigotry we now tend to overlook: age discrimination or age-ism, prejudice by one age group toward other age groups. If such bias exists, might it not be especially evident in America; a society that has traditionally valued pragmatism, action, power, and the vigor of youth over contemplation, reflection, experience, and the wisdom of age?

In the affluent community of Chevy Chase, recent events have revealed a complex interweaving of class, color, and age discrimination that may highlight the impact of these forces in our national life.

On January 30, 1969, the National Capital Housing Authority, the public housing agency of the District of Columbia, held hearings on its proposal to purchase Regency House, a high-rise apartment building in Chevy Chase, for the elderly poor. If finally approved, Regency House would be the first public housing project west of Rock Creek Park, the traditional boundary between black and white in Washington, D.C.

The middle-class and middle-aged white citizenry of Chevy Chase appeared at both the hearings and at the Chevy Chase Citizens' Association meeting at a local public school on February 17. They vigorously protested on a variety of grounds the National Capital Housing Authority proposal. Some of these aroused citizens demonstrated that they could practice the politics of protest and confrontation in a manner as impassioned as that of the young and alienated.

Chevy Chase residents were irritated and angered by a proposal to provide what they considered luxury housing (there is a swimming pool

on the roof of Regency House) for older people who were not accustomed to "luxury."

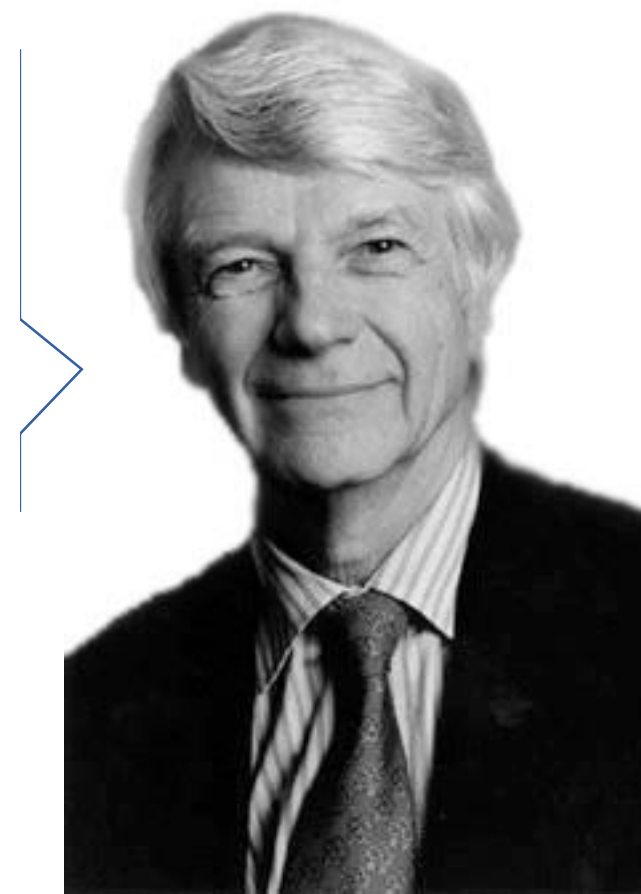
Among statements heard at the meetings and quoted in the local newspapers were: "You would open the door for people who don't know how to live." "Slums are made by the people who live in them." "It (public housing) has to come sometime but not this time or in this place." "I am not against old folks, believe me." "Who wants all those old people around." Zoning, tax losses, costs, and property values were also mentioned, but it was clear that more than concern over the pocketbook was operating.

Class, color, and age have always been parts of the structure of American communities. Since the passage of the Public Housing Act of 1937, we have tended to increase the divisions within America by separating the poor and segregating the non-white. Today, despite Social Security, the elderly poor are common, and they are frequently black. There has also been a trend in recent years toward segregation of the middle-class elderly in "retirement communities" and "housing for the elderly."

Neighborhood reaction against the use of Regency House for the elderly poor carries implications beyond Chevy Chase. The classic or scapegoat explanation for prejudice turns upon the unconscious effort to justify one's own weaknesses by finding them in others—in other races, religious, or nationalities. Personal insecurity, once generalized, becomes the basis of prejudice and hostility.

Age-ism describes the subjective experience implied in the popular notion of the generation gap. Prejudice of the middle-aged against the old in this instance, and against the young in others, is a serious national problem. Age-ism reflects a deep seated uneasiness on the part of the young and middle-aged—a personal revulsion to and distaste for growing old, disease, disability; and fear of powerlessness, "uselessness," and death.

<sup>1</sup> Washington School of Psychiatry and George Washington University Medical School, 3815 Huntington St., NW, Washington, D.C. 20015.



**In the short-run**

**Reiterate the call  
for a new United  
Nations convention  
for the protection  
of human rights  
of people as they age**



10<sup>th</sup> working session  
**Open-Ended Working Group on Ageing**  
15 – 18 April 2019, United Nations Headquarters, New York

#OEWG10  
[social.un.org/ageing-working-group](https://social.un.org/ageing-working-group)  
@UN4Ageing

**THANK YOU!**

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[#AgeingEqual](#)



# 2020

# INTERNATIONAL FEDERATION ON AGEING 15TH GLOBAL CONFERENCE NIAGARA FALLS, CANADA | 1-3 NOVEMBER 2020

The IFAs 15th Global Conference on Ageing, entitled “Rights Matter,” is an international platform to improve our understanding of age-friendly environments, to debate the solutions to address inequalities, to confront the reality of ageism, and to delve into what it means to enable the functional ability of an older person. Driving the agenda of the world’s population ageing takes connected, engaged and interested delegates from all parts of the world. Take action and be accountable to current and future generations of citizens who contribute a lifetime of experiences to society.

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