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.

Estelle Huchet
Campaign and Project Officer
AGE Platform Europe

#IFACoEd
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 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

STEREOTYPE
How we think about older people

PREJUDICE
How we feel about older people

DISCRIMINATION
How we act towards older people

Source: WHO, Global Campaign to Combat 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
Cabelos Brancos
(Portugal)
Gang des Vieux en Colère (Belgium)
Révolution Senior (France)
Des Omas gegen Rechts (Austria)
Elders Climate Action (USA)
Age Demands Action
HelpAge International
Ageism is all around us - hear how it affects older people around the ... They say we are too old and senile.

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

2017
Age Demands Action and reduces the eligibility

Stand up against ageism!

Join our global movement

Follow us

Stay updated
We demand the protection of forcibly displaced elderly.

We are writing to raise awareness about the plight of displaced elderly people who are particularly vulnerable during times of conflict. Elderly people have a right to safety and security, and the international community must do more to ensure their protection.

We urge governments and international organizations to take immediate action to address the needs of displaced elderly people. They should provide adequate assistance, including financial support and access to healthcare services. We also call on the UN to establish stronger mechanisms for protecting the rights of elderly people in conflict zones.

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

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.

We must treat all as respected members of society, every life matters, and age only determines one thing, experiences!! #stopageism

I am taking a stand against ageism because it deprive our older people of citizenship and basic needs.

Treat others the same way you want to be treated. Respect older persons and remember that one day, you will be there.

Our value as
Global Campaign To Combat Ageism
World Health Organisation
Ageing and life-course

Global Campaign to Combat Ageism

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 2015-2020
Global Campaign to Combat Ageism

4 areas of work

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
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.
EveryAGE Counts
The Benevolent Society (Australia)
I stand for a world without ageism

First Name: [Input Field]

Last Name: [Input Field]

Email: [Input Field]

Opt-in for email communications:

Postcode: [Input Field]

TAKE THE PLEDGE
#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
The U.K.’s Old Decided for the Young in the Brexit Vote

Polls showed that British pensioners were about three times more likely than the youngest voters to want a permanent break with the E.U.
For more information: www.ageing-equal.org
“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
1. Rely on evidence

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.

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 they are happiest at their beginnings and the end of their lives? To check your own misconceptions and beliefs about ageing, answer our ageist quiz!
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.
4. Support your community
A collective achievement
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!

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

Reiterate the call for a new United Nations convention for the protection of human rights of people as they age.
THANK YOU!
estelle.huchet@age-platform.eu
#AgeingEqual
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.

REGISTRATION NOW OPEN!
VISIT IFA2020.ORG