

AGEISM

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CCOST
COOPERATION FOR COMMUNITY ORIENTED SCIENCE AND TECHNOLOGY


Marie Curie
Actions

TODAY'S PRESENTATION

- 1 What is "Ageism"?
- 2 Why is Ageism so Pervasive and Prevalent?
- 3 Manifestations & Consequences of Ageism
- 4 What can we do better?



Speak your mind even if your voice shakes



STEREOTYPES

PREJUDICE

DISCRIMINATION



Incompetent, weak, a burden to society

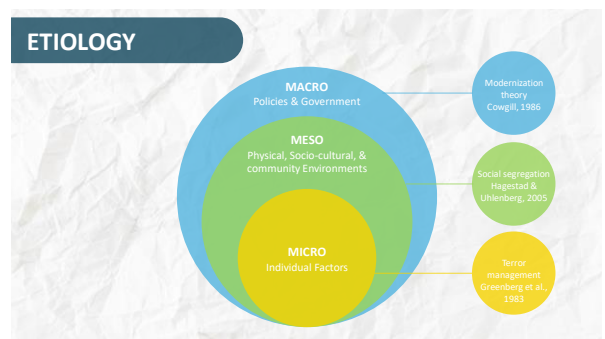
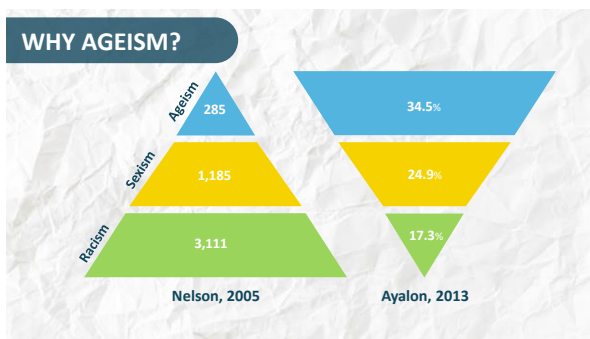
Do not sit next to this person in a restaurant

Kind, warm, wise

Hire for a job

Sorry for this person, repelled

Attracted, interested





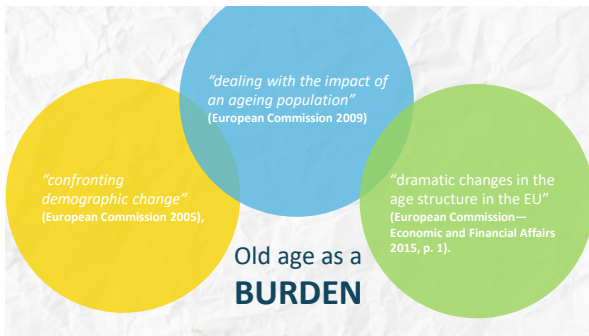
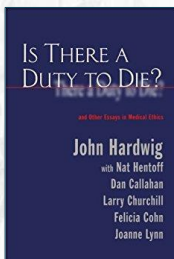
THE MANIFESTATION OF AGEISM

- The macro-level
- The legal-judicial system
- The spatial environment
- The health care system
- The workforce
- The media
- Internalized age stereotypes



"Without distinction of any kind, such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status."
(Article 2, <http://www.un.org/en/documents/udhr/>).

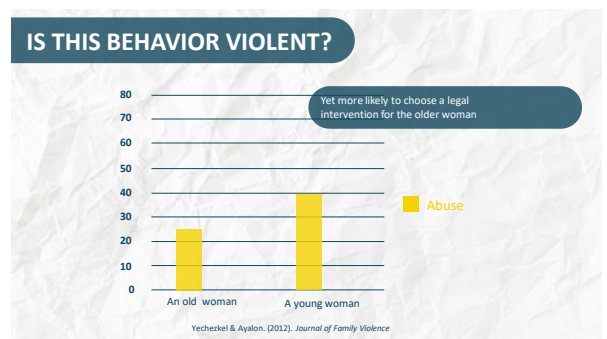
Seven decades later, age is still not an explicit part of a UN declaration

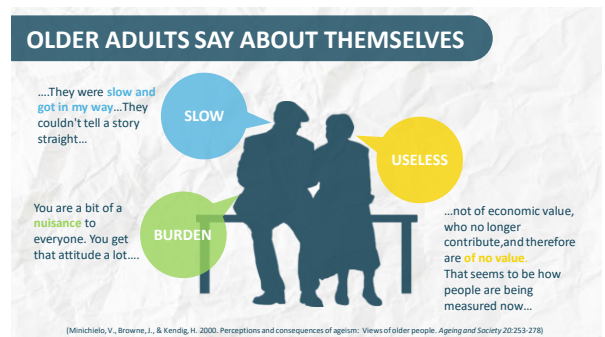
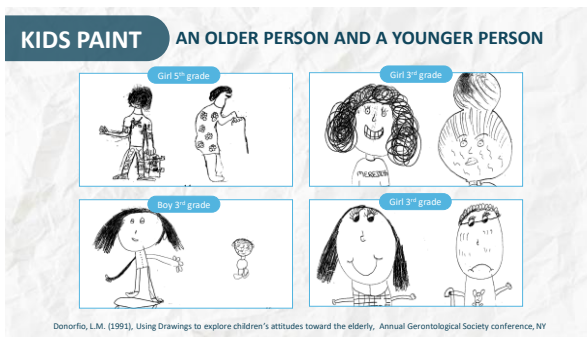
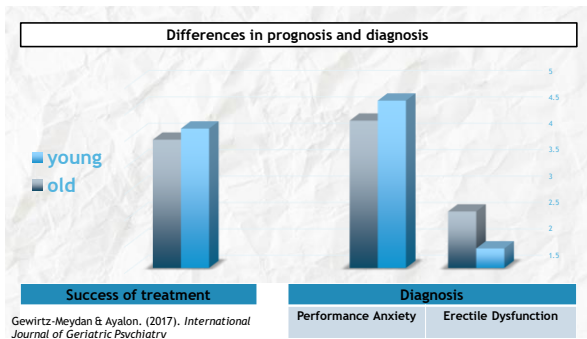



IS THERE A DUTY TO DIE?
There is Only One!

John Hardwig
with Nat Hentoff
Dan Callahan
Larry Churchill
Felicia Cohn
Joanne Lynn

Chapter 7
**Is There a Duty to Die in Europe?
If Not Now, When?**
John Hardwig





THE LITTLE BOY AND THE OLD MAN

by Shel Silverstein

Said the little boy, "Sometimes I drop my spoon."
Said the old man, "I do that too."
The little boy whispered, "I wet my pants."
"I do that too," laughed the little old man.
Said the little boy, "I often cry."
The old man nodded, "So do I."
"But worst of all," said the boy, "it seems
Grown-ups don't pay attention to me."
And he felt the warmth of a wrinkled old hand.
"I know what you mean," said the little old man.



What we should do next:

- Age is just a number
- The way we talk about old age makes a difference
- Explicit prohibition of age discrimination
- Interventions to reduce ageism
- Join the global campaign to combat ageism



COST
EUROPEAN COOPERATION
IN SCIENCE AND TECHNOLOGY

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How ageism affects our human rights in older age



Nena Georgantzi
AGE Platform Europe
NUIG
30th October 2018



All human beings are born free and equal in dignity and rights

Article 1
Universal Declaration
of Human Rights

Principle of Equality - Article 2 of UDHR



We are all equal in dignity and rights



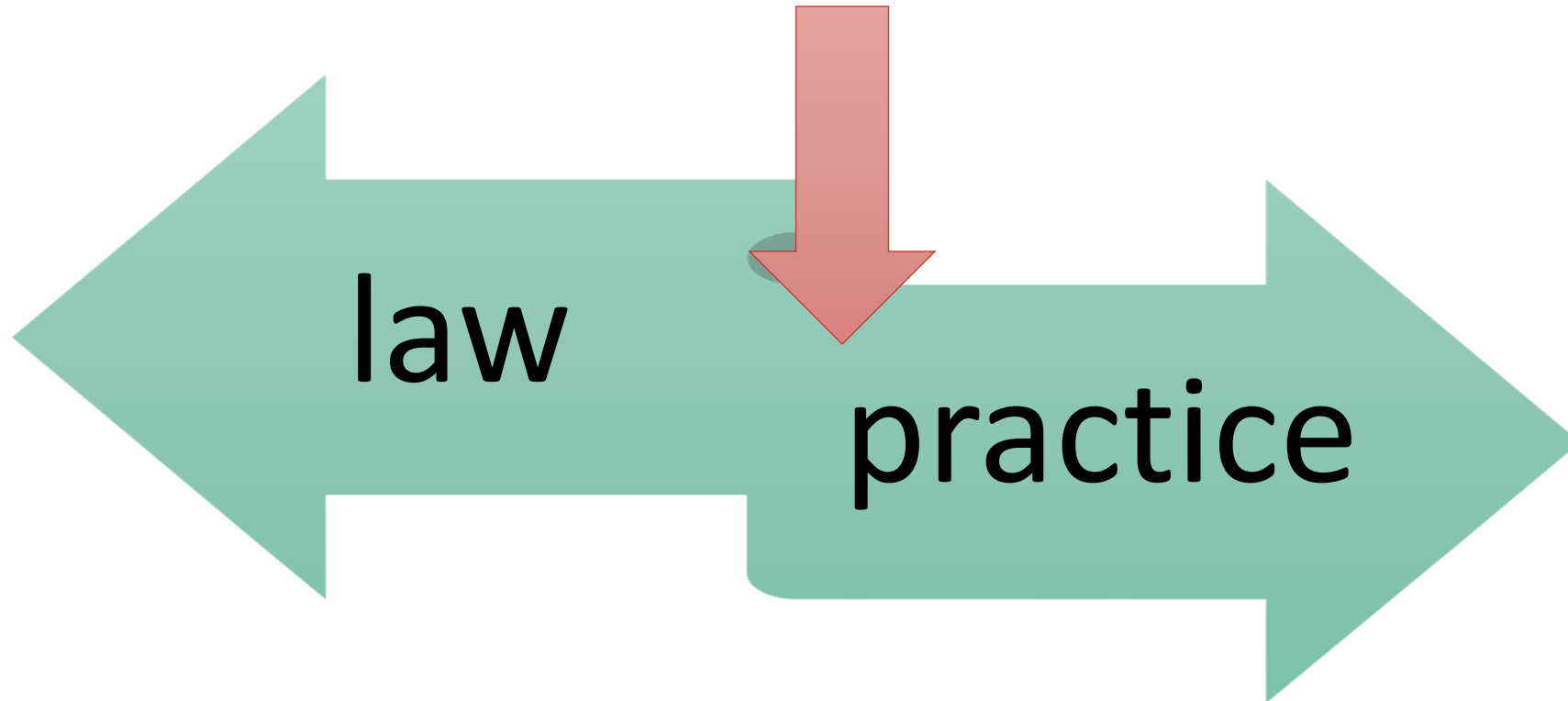
“Everyone is entitled to all the rights and freedoms set forth in this Declaration **without distinction of any kind** such as race, color, sex, language, religion, political or other opinion, national or social origin, property, birth or **other status**”

Equality in practice:
Legitimate difference or
discrimination?

Equality in practice



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

HOW AGEISM AFFECTS HUMAN RIGHTS

Step 1

Accepting different standards
of treatment

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

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



Mandatory
retirement ages
accepted across
EU on
assumption that
**capacity to work
diminishes with
age**



'If you have a stroke before the age of 60 you have access to a relatively good system, but beyond that age – at best - you are given a few euros and left to your own devices'



Law, policy and practice perpetuate the view that older people are less capable, less worthy of recognition or value as human beings or as members of society → **denial of rights more acceptable** than for other groups

HOW AGEISM AFFECTS HUMAN RIGHTS

Step 2

Failing to correct the injustice

Who minds the gap?



Ageism not seen as harmful

- *Absence of age discrimination laws*
- *Exceptions*
- *Lack of scrutiny about age limits in law and unfair treatment in practice → ex. training*
- *Self ageism → not claiming rights*
- *Lack of information and support*
- *Biased decisions by courts*

WHAT NEXT?

It is in fact the only vulnerable population (i.e. elderly) that does not have a comprehensive and/or binding international instrument addressing their rights specifically.

Rodriguez-Pinzon and Martin, 2003


What can a new UN Convention do?

- Shift the focus from 'age discrimination is objectively justified' to 'age discrimination is unacceptable as it serves to marginalise and diminish older people'
- Recognize barriers and change needed
- Explicitly prohibit age discrimination in all areas of life
- Create an obligation for governments to work towards eliminating age discrimination

1 OCTOBER -10 DECEMBER

#AgeingEqual

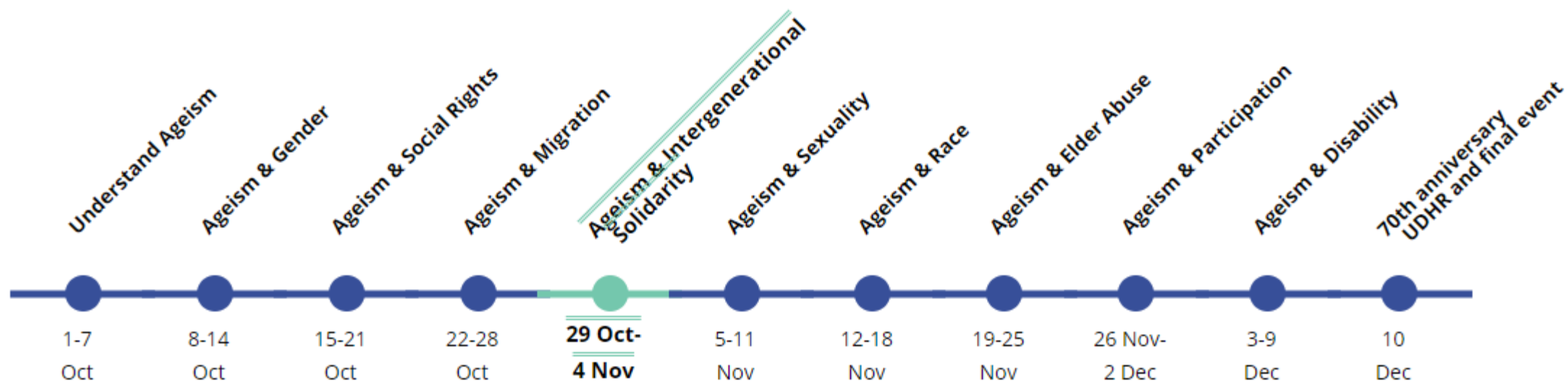
- **Raise more awareness** of the magnitude and gravity of ageism than ever before
- **Establish a lasting community and platform for action** against ageism
- **Initiate new collaborations** around ageing and ageism
- **Support the UN Campaign** celebrating the 70th Anniversary of the Universal Declaration of Human Rights
#StandUp4HumanRights



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



For more information: www.ageing-equal.org

THANK YOU!

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GLOBAL CAMPAIGN TO COMBAT AGEISM

Dr Vânia de la Fuente-Núñez



World Health
Organization

“to develop in cooperation with other partners, a global campaign to combat ageism in order to add value to local initiatives, achieve the ultimate goal of enhancing the day-to-day experience of older people and optimize policy responses”



WHO gets involved

194 countries call for the development of a Global Campaign to Combat Ageism

VISION

A world for **ALL** ages

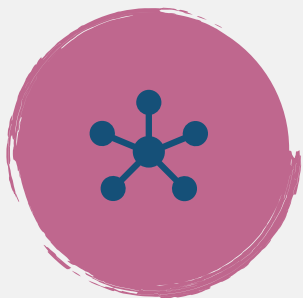
GOAL

Change the way we **think, feel**
and **act** towards age and ageing

Global Campaign to Combat Ageism

Vision & Goal





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

DATA & EVIDENCE

GLOBAL CAMPAIGN TO COMBAT AGEISM



Global Report on Ageism

Data & Evidence



- **Theory of Change**
- 1 study of the **prevalence of ageism** (World Values Survey)
- **Review of country reports**
- 4 **systematic reviews** (determinants, consequences, metrics and what works)
- **Lived experiences** (HelpAge, Age Platform)
- Scoping review on **ageism and younger people**

GLOBAL COALITION

GLOBAL CAMPAIGN TO COMBAT AGEISM



Global Coalition



- Core group
- Secretariat
- Stakeholder mapping <https://tinyurl.com/ycm6kuzf>
- Donor mapping
- Draft stakeholder guidelines for partners and supporters
- UN collaborations

AWARENESS

GLOBAL CAMPAIGN TO COMBAT AGEISM





Awareness



AWorld4AllAges

LeaveNoAgeBehind

EveryAgeCounts

- **Review of Campaigns:**
 - 3 national/ regional campaigns: Get old (Pfizer); Disrupt Ageing (AARP); Take a Stand Against Ageism (HelpAge International)
 - 6 local city/ community campaigns: Australia, Canada (Portland and Quebec), Italy, Spain, United States of America
- **Website** <http://www.who.int/ageing/commit-action/en/>
- **Master Class & other events**
- **Hashtags**
- **Language Guide**
- **Promoting others efforts (Webinar, Tweets) and raising awareness about our own work**

PLATFORM FOR ACTION

GLOBAL CAMPAIGN TO COMBAT AGEISM



Platform for action



- **Survey on country needs**
- **Designing a Platform**
- **Database of good practices**
- **Communication toolkit**
- **Scale** to measure ageism

How it all comes together



A WORLD 4 ALL AGES

Dr Vânia de la Fuente-Núñez 

<http://www.who.int/ageing/en/> 

#AWorld4AllAges