



International
Federation on
Ageing

Annual Report

2019

About IFA

The International Federation on Ageing (IFA) is an international non-governmental organization with a membership base comprising government, NGOs, academics, industry, and individuals in 80 countries. IFA began operations in 1973, at a time when the social and economic impact of population ageing was only beginning to be understood by governments around the world.

IFA has general consultative status at the United Nations and its agencies and is in formal relations with the World Health Organization.

IFA has been involved in drafting key initiatives such as the UN Principles for Older Persons, actively advocating for older people to be recognized in the Sustainable Development Goals, and maintaining a strong voice in the dialogue on how to best protect the rights of older people globally.

IFA is a registered charity in Canada, with an international and democratically elected Board of Directors.

Vision

A world of healthy older people whose rights and choices are both protected and respected.

Goal

To be the global point of connection and networks of experts and expertise to influence and shape age-related policy.



Driving the AGEnda for the
world's ageing population

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President Message

In the early days of the establishment of Hall & Prior - the aged care organization I am proud to lead, we joined the International Federation on Ageing as a member and have been passionate about the organizations' vision and mission ever since.

In 2013, I joined the IFA Board of Directors as a member and later Regional Vice President. Stepping forward, I am delighted to serve as IFA President, in which I considered very carefully the international and strategic position of the organisation, my service and contribution to date and what it could look like in the future and most of all whether my leadership qualities gained across many years in the field could add value together with Board Directors to the known and unknown strategic opportunities that lie before IFA.



IFA will benefit from the energy, passion and drive of Directors and the Secretariat as we move forward to tackle some of the most daunting yet promising elements of the future of ageing of our time.

This annual report reflects a highly successful year for IFA and its partners around the world. To be the catalyst for positive change, IFA hosted five international expert meetings, one UN side event and represented the voice of older people around the world with projects including but not limited to Vision Health, DR Barometer, Age-Friendly Educational Webinars, Age-Friendly Environments Mentorship Pilot, Copenhagen Summit, and Vaccines4Life. In addition, IFA is prepared to welcome over 1500 delegates to Niagara Falls, Canada for the 15th Global Conference on Ageing in 2020. With the theme of "Rights Matter", IFA has an exceptional platform to combat the de-prioritization of population ageing at the United Nations and the World Health Organization, while building new relationships (and consolidating existing relationships) critical to our ongoing viability.



2019 has been a year of achievements that has included the launched a new identity and branding for IFA to be leaders in "Driving the Agenda of the World's Ageing Population".

In 2020, IFA will be called upon to help drive the agenda for the UN Decade of Healthy Ageing starting with the WHO Executive Board in February and then the World Health Assembly in May. At the same time as these intergovernmental meetings, IFA as a profound responsibility to create a

coherent roadmap and key messages for civil society at a country level to 'kickstart' the drafting of a UN Convention on the Rights of Older People.

IFA is not only an influencer, it is a learning organisation that gives life to emerging and sometimes invisible trends that impact the lives of older people. It is with excitement as well as some trepidation that I look forward to working with all members, partners and supporters in helping to inform and to drive the agenda for the world ageing population.

A handwritten signature in black ink that reads 'Graeme R.' with a stylized flourish at the end.

Graeme Prior

Priority Projects and Programs

Diabetic Retinopathy (DR) Barometer Program

The DR Barometer Program aims to improve vision health outcomes among adults with diabetes globally and strives to be the global point of connection for ‘evidence-to-action’ around diabetes-related vision complications. This project aligns with the IFA’s focus on non-communicable disease management and promoting and maintaining functional ability across the life course

2019 Achievements:

Launch of New DR Barometer Website

In addition to being the home of the ground-breaking DR Barometer Study findings, this new website features a wide array of new content. Monthly newsletters provide the DR Community with key updates on the program and links to the newest DR related news. A comprehensive resource and video library provide educational materials on DR and the DR Barometer Program, monthly blogs feature DR related content from community members around the world and the DR Expert centre allows for leaders in DR related research to be just a click away.

The new DR Barometer website also features an interactive forum, in which members can engage in conversation regarding coordinated care efforts, patient education and empowerment and guidelines and protocols related to DR.

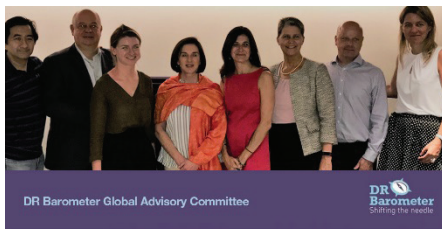
Launch of DR Barometer Newsletter

The newsletters are disseminated on a quarterly basis by the IFA to all Community Members. The newsletters highlight new resources or publications, blogs, Spotlights, promising practices, recent and upcoming events and opportunities for learning or collaboration in relation to improving vision health care for people living with diabetes around the world. Community Members will be invited to submit content as well as to refer colleagues to join the Community.



Launch of DR Barometer Webinar Series

The purpose of the webinars is to share updates on practice recommendations as well as provide an opportunity for dialogue between experts and Community Members. The webinars will take place on a quarterly basis for 1 hour each.



Meeting of the DR Barometer Global Advisory Committee

On 29 May 2019 a meeting of the DR Barometer Global Advisory Committee (GAC) was held in Toronto Ontario so as to inform the strategic direction of the DR program and discuss several important steps in fulfilling its mandate, including the development of the DR Barometer communities of practice (CoP's) namely patient education and empowerment, guidelines and

protocols and coordinated care, which form separate yet connected communities of practice.

Leveraging the presence of many GAC members a second face to face meeting was held 4 September 2019 during the Euretina conference. This allowed for key updates from partners to be discussed as well as the development of mutually agreed upon next steps regarding the DR Barometer Communities of practice.

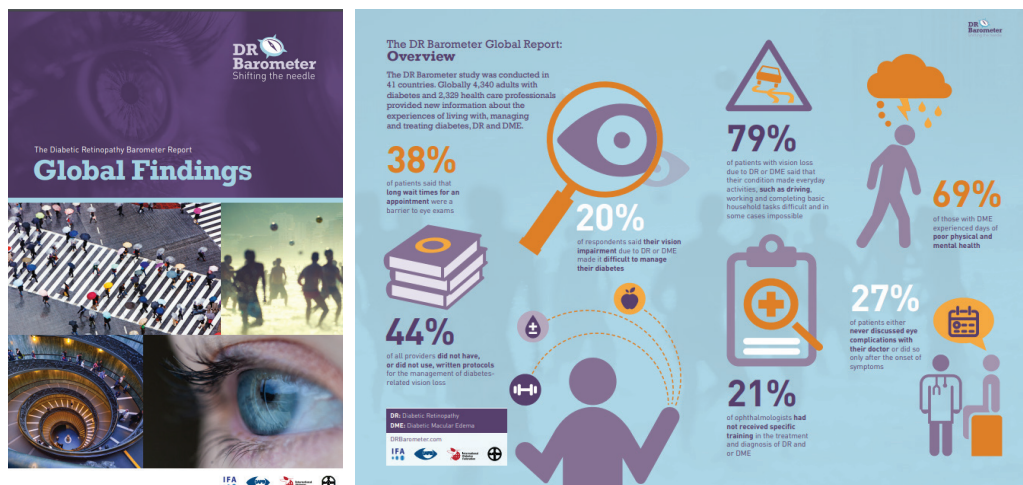
Proposed Communities of Practice Workshop

As a central driver for change in policy and practice in vision health as it relates to diabetes the IFA has proposed a specialised and essential ‘onboarding workshop’ to formally establish three DR Barometer Communities of Practice (CoP) namely: (1) Patient Education and Empowerment; (2) Guidelines and Protocols; and (3) Coordinated Care.

This multidisciplinary two-day workshop comprising experts and thought leaders will provide hands-on experience in the process of generating and addressing productive enquiries which set the framework and structure of the CoPs. These CoPs ensure not only growth of a worldwide community but will be built to respond to country specific issues as identified by members.

The formal establishment of the DR Barometer Communities of Practice was agreed as an important strategic direction by the DR Barometer Global Advisory Committee (May 2019). To facilitate and ensure the success of this meeting the IFA and DR Barometer partners will work with an expert in the field Mr Hubert Saint-Onge (co-author of Leveraging Communities of Practice for Strategic Advantage) to inform delegates of the framework and process involved in the creation and management of successful and sustainable CoP’s.

Publications



IFA and WHO – Age-Friendly Environments

The goal of the IFA Age-Friendly Project is to foster the development of age-friendly environments, taking a multipronged approach that involves collaborative work with partner organizations and independent work as a vehicle through which diverse organizations can showcase initiatives and engage in discussions of good practice on age-friendly.

While supporting and working within the World Health Organization (WHO)'s vision of age-friendly communities the IFA is also carving out its own place in age-friendly, providing a platform for communities and organizations that may not otherwise be recognized, and spotlighting varied approaches to becoming age-friendly.

The IFA's involvement in age-friendly is strengthened by our relationship with the WHO, which is demonstrated through a partnership that includes the WHO/IFA webinar series and the IFA's support of the WHO Global Network on Age-Friendly Cities and Communities (GNAFCC).

2019 Achievements

WHO/IFA Webinar Series

The [WHO/IFA Webinar Series](#) began in February 2017. Since then, WHO and IFA have hosted a wide array of additional webinars. Considerable focus has been put into showcasing the upcoming Decade of Healthy Ageing including an introductory webinar as well as an interactive webinar featuring real time consultation of the Decade of Healthy Ageing Zero Draft Proposal.

These webinars have garnered significant participation of 100-300 registrants per webinar, with numerous opportunities for expansion in 2020 including the hosting of a digital town hall where attendees can break out into smaller groups to discuss pressing issues.

WHO Global Network for Age-friendly Cities and Communities

In April 2018, the IFA began collaborating with the WHO on the [Global Network for Age-friendly Cities and Communities \(GNAFCC\)](#) – a network of over 900 members. As the network administrator the IFA is responsible for all the administrative correspondence from the dedicated global network inbox as well as the coordination and organization of quarterly affiliate calls.

Additionally, as an Affiliate of the global network the IFA is responsible for the screening and associated editing of newly submitted applications to join the network, updating any current member profiles, reviewing the submission of age-friendly practices, and communicating with network members regarding applications/profile updates as necessary.

Mentor-AFE

In August 2019, the WHO and IFA concluded the first-ever cohort of the [Age-Friendly Environments Mentorship](#)

[Pilot \(Mentor-AFE\)](#). Mentor-AFE aims to help build skills among individuals within the GNAFCC to lead, influence and implement in the development of age-friendly environments for the Decade of Healthy Ageing and beyond. The WHO and IFA collaborated to recruit, select and support the pairs throughout the 12 month-long mentorships.

The WHO and IFA are working to complete an evaluation of pilot 1. Through the pilot and the evaluation, important lessons for good practice have been learned with respect to format, processes and materials. These will be incorporated into a second pilot to begin recruitment in November 2019.



Age-Friendly Innovation Exchange (AFIX)

Thanks to the Hall & Prior Health and Aged Care Group, the International Federation on Ageing established the interactive learning platform known as the [Age-friendly Innovation Exchange \(AFIX\)](#) in 2014.

AFIX is a point of connection creating opportunities for intersectoral dialogue, problem solving and sharing opportunities to collaborate in age-friendly. Over the past year, the AFIX community has grown to 2000 members who contribute to quarterly newsletters on variety of topics including innovation and technology within age-friendly environments and even challenging the notion of what it means to be age-friendly.

Eye See You Campaign and Vision Health Initiatives

Every year, more than 50,000 Canadians will lose their sight. As we age, and diabetes and obesity continue to rise, the incidence of vision loss is expected to escalate by nearly 30% over the next decade.



For many Canadians, vision loss is preventable if they are aware of the importance of regular comprehensive eye exams and maintaining vision health across the life course. Many age-related and other vision impairments are treatable

but only if the appropriate treatments are available, accessible and delivered in a timely manner. However, the authority of physicians and autonomy of patients to make decisions about the treatment for certain eye conditions (e.g. retinal diseases) is being restricted due to the increased bureaucratic mandates and cost pressures.



Project Lead: Yifan Zheng

The Eye See You (ESY, read more [here](#)) aims to improve the vision health of all Canadians, especially older people, by increasing awareness of vision health across the life course and ensuring that physicians, patients and their caregivers together are able to choose safe and effective screening and treatment of eye conditions.

2019 Achievements

Vision Health Month – May 2019

This year, in celebration of Vision Health Month, the IFA launched two interconnected advocacy initiatives with the aim countering harmful narratives and myths associated with vision health and ageing: 1) convened a [panel discussion](#) (28 May 2019) entitled, Dispelling Myths Surrounding the Vision Health of Older People, to build on the increased national visibility of vision health issues; 2) launched a social media campaign that disseminated key messages throughout the month of May to dispel myths around ageing and vision health nationally. Specific outputs of the social media campaign included a national omnibus survey in partnership with Innovative Research Group around the vision health of older people, a social media calendar that was shared with ESY partners, blog and news posts on both the IFA and ESY website.

World Sight Day – 10 Oct 2019

To connect experts with Vision Health discussions on the World Sight Day, a [spotlight](#) featuring vision health experts from the IFA Expert Centre was published. Coordinated social media materials were created to draw attention to the importance of regular eye exam.

ESY Biosimilar Awareness Initiative

In response to proposed provincial policies for the expansion of ophthalmological biosimilars across Canada, IFA engaged its network of ESY members to elevate the perspectives of patient and advocacy organizations on the way forward in this emerging policy field. IFA encouraged participation in a national consultation led by the Canadian Agency for Drugs and Technologies in Health (CADTH), with the intention of continuing advocacy of safe and effective treatment of eye conditions and highlight the importance of patient empowerment and physician autonomy in decisions to use biosimilars, as part of the ESY platform.

Copenhagen Summit on Cognitive Reserve

The World Health Organization's (WHO) definition of health ageing is, "the process of developing and maintaining the functional ability that enables older people to do what they value"¹. With a rapidly ageing global population, ensuring that older people can maintain functional ability across the life course is critical. Among older persons worldwide, between ten and twenty per cent report experiencing mild cognitive impairment and some 46.8 million people are estimated to be living with severe cognitive impairment and as such, mitigating cognitive ageing and severe cognitive deterioration is an important global public health issue.



Project Lead: Ms Anna Sangster

Growing evidence suggests that throughout the life course, brain health and cognitive function can be promoted and maintained – a concept known by neuropsychologists as 'cognitive reserve'. Scientific evidence and best practices identify the importance of developing lifestyle modification strategies and interventions for cognitive impairment risk reduction and care that are "person-centred, cost-effective, sustainable and affordable, and take public health principles and cultural aspects into account"². The prospect of promoting cognitive reserve across the life course, and especially among the current ageing demographic has significant implications for health systems, societies, economies and labour forces.

As a platform to harness the latest evidence-based information on cognitive reserve, the Summit aims to inform policy to maximize the functional ability and well-being of older adults, shifting evidence to action as the global population ages.

2019 Achievements

Copenhagen Summit on Cognitive Reserve

In response to the growing body of research and the global attention regarding the incidence of cognitive disorders, the International Federation on Ageing (IFA), in collaboration with DaneAge, convened its 2nd IFA Global Think Tank on Ageing in Copenhagen, Denmark (24-25 April 2017) to focus on the area of cognitive reserve. This meeting was attended by a multidisciplinary group of experts from Australia, Canada, Denmark, Greece, Ireland, Switzerland, the United Kingdom, the United States, as well as the WHO.



While policy-related dialogue is relatively new around the impact of cognitive reserve across the life course, there are tangible opportunities for its inclusion in current public health and age-related policies and strategies. To ensure that policies and initiatives impacting cognitive reserve are both comprehensive and coordinated, collaboration between stakeholders is required to improve prevention and risk reduction.



Pre-Summit Morning Dialogue on Cognitive Decline and ICOPE

1 World report on ageing and health. Geneva: World Health Organization; 2015.

2 Global action plan on the public health response to dementia 2017–2025. Geneva: World Health Organization; 2017. Licence: CC BY-NC-SA 3.0 IGO.

As part of the IFA Copenhagen Summit on Cognitive Reserve a pre-summit event entitled “Morning Dialogue on Cognitive Decline and ICOPE” has been convened. The event has been organized by the World Health Organization in cooperation with the International Federation on Ageing.

The WHO ICOPE Guidelines propose evidence-based recommendations for health care professionals to prevent, slow or reverse declines in the physical and mental capacities of older people. Responding to global conversations the objectives of this event are:

- To foster dialogue and collaboration on “measuring cognitive decline within the current ICOPE parameters”; and
- To explore the opportunity to establish a sub-working group within the WHO ICOPE program.

Vaccines4Life Program

The goal of the IFA Vaccines4Life Project is a world where healthy ageing and functional ability of older people are maintained, and ill health is prevented through strong adult vaccination uptake rates. The IFA aims to achieve this by working alongside and mobilizing knowledge to key at-risk group organizations to place adult vaccination as a priority on their agenda.

2019 Achievements

Vaccines4Life Knowledge Mobilization Platform

IFA is working toward creating an integrated platform “Vaccines4Life” to act as a virtual engine and point of connection for individuals and agencies to debate, create collaborations and partnerships on the most urgent matters associated with adult vaccination. Vaccines4Life aims to facilitate the confluence of various perspectives to build consensus, identify gaps and translate knowledge into practices.

World Coalition on Adult Vaccination

The World Coalition on Adult Vaccination (est. 2016) aims to collaborate on a common agenda around a life course approach to vaccination and has increased by eight organizational members over the year, including leading organizations such as the Canadian Nurses Association, Bahrain Specialist Hospital, Influenza Hub, and the Australian College of Nursing.

Coalition [newsletters](#) continue to be released quarterly, featuring advocacy efforts on adult vaccination from Coalition members. The Coalition has also arranged a number of joint statements and advocacy initiatives for awareness raising days such as World Immunization Week, and has provided feedback to important documents such as the [WHO Immunization Agenda 2030](#). These efforts are promoted through IFA’s [@Vaccines4Life](#) Twitter account, with a following of over 1000 people.



Project Leads: Ms Robyn Beckett, Ms Nicole Pinto, Ms Yifan Zheng and Ms Megan Acton



Changing the Conversation on Adult Influenza Vaccination

In 2019, the IFA in partnership with Sanofi launched an initiative entitled, Changing the Conversation on Adult Influenza Vaccination, with a purpose to understand and address the gaps in adult influenza awareness campaign. In order to improve campaigns and messages by reference into good practices, IFA is conducting an environmental scan and reviewing campaign resources in ten countries. The results of this environmental scan will be published in form

of a report and a peer-reviewed paper. For advertisement of this initiative and preliminary environmental scan results, a [press release](#) was distributed on the World Heart Day to 1930 journalists working in the field of vaccination and across news wire. Complementary social media messages were developed, which aims to call on patients with heart disease for influenza vaccination, while increasing awareness of the serious nature of influenza.

In 2020, the IFA will continue to undertake “Changing the Conversation” initiative by sharing good practice, building consensus, mobilizing and advocating for actions on adult influenza vaccination.

Webinars

In 2019, the IFA hosted “Adult Vaccination: A Canadian Perspective Webinar Series” which featured three key webinars: Ageing and Vaccine Preventable Diseases in Canada; Barriers to Vaccination in At-Risk Groups; and Addressing Barriers to Adult Vaccination. The webinars were led by Canadian experts in the field of adult vaccination, including Dr. Shelly McNeil, Chief, Division of Infectious Diseases at Dalhousie University.

ADULT VACCINATION
A Canadian Perspective

AGEING AND VACCINE-PREVENTABLE DISEASES IN CANADA

21 February 2019 9:00 AM (Eastern Standard Time) 10:00 AM (Atlantic Standard Time)

Adult vaccination is a vital contributor to healthy ageing without which many adults – especially older adults and those with chronic comorbidities – could see marked decline in functioning from vaccine-preventable diseases such as influenza, pneumonia and shingles.

This webinar draws on the knowledge of two leading experts in the fields of vaccination, ageing and health to discuss how regular, up-to-date vaccinations can contribute to health and functional ability as we age.

Dr. Melissa Andrew
Associate Professor of Medicine,
Consultant in Geriatric Medicine,
Dalhousie University

Dr. Shelly McNeil
Professor of Medicine,
Chief, Division of Infectious Diseases,
Dalhousie University

Register Now

IFA INTERNATIONAL FEDERATION ON AGEING Global Connections

VACCINES FOR LIFE

Literature Reviews

This year, the IFA wrote and published “The Secondary Benefits of Influenza Vaccination” literature review, which highlights evidence supporting the fact that the annual flu shot has a protective effect in addition to preventing or reducing the severity of infection. For example, the flu shot can reduce the incidence and severity of cardiovascular exacerbations. In addition, the IFA is now working on a literature review demonstrating the impact of pneumonia on the functional ability of older people.

Speaking Roles

Throughout 2019, the IFA has presented at several multidisciplinary events such as the [Immunisation for All Ages Summit](#), the Ditchly 9 Meeting on Risk Perception, the Age UK “Vaccination in an Ageing World: Listening to Older People” event, the CARP National Preventive Health and Aging Education Series, and the International Pharmaceutical Federation (FIP), to name a few. In addition, Dr. Jane Barratt became a Scientific Board Member for Hacettepe University’s Institute of Vaccinology.



Expert Meetings and Events

Adult Vaccination in the Asia Pacific: Mobilizing Policy and Practice Knowledge



In January 2019 the IFA hosted an expert meeting in Singapore to bring together experts spanning fields of ageing, public health, public administration, infectious disease, vaccination, nursing and medicine to champion adult vaccination across six countries in the Asia Pacific.

Experts met with the goal of improving uptake rates in this region through increasing understanding around the relevant policies and practices. Through these discussions, four solutions emerged including improved surveillance and data collection, education and

raising awareness, informed public health policy and attention to at-risk groups, which are elaborated upon in this [report](#).

“Fighting the Flu through Targeted Awareness Campaigns” Berlin, Germany

In January 2019, the IFA convened the “Fighting the Flu through Targeted Awareness Campaigns” expert meeting in Berlin, Germany which brought together leading experts in vaccination, ageing and public health with communications professionals to determine how to expand and improve current approaches to raising vaccination public awareness, build public will, and further public understanding of the risks associated with influenza.

Resulting from this meeting was a [consensus statement](#) and a report titled “[Targeted Communications: Worth the Shot](#)”, which calls on key stakeholders to use communication strategies to improve adult vaccination rates.

“Adult Influenza Vaccination: Calling Canadian Patient Organizations to Action” Toronto, Canada

In June 2019, the IFA convened an expert meeting in Toronto which brought together experts in influenza, public health, chronic disease and ageing, alongside leaders from Canada’s patient and ageing organizations. The meeting aimed to improve the understanding and capacity of national and provincial based patient and ageing organizations of the critical role they can play in maintaining and improving the health of their constituents through appropriate and timely vaccination against influenza.

Resulting from this meeting were important collaborations such as that of with Immunize Canada, whom the IFA is currently writing joint letters with, directed to Canadian patient organizations and Seniors Secretariats on the importance of adult vaccination. A [consensus statement](#) and a [report](#) were also created as a result of the meeting, emphasizing six key considerations to improving adult vaccination rates in Canada.

UN International Day of Older Persons: Ending Immunisation Inequality Toward Healthy Ageing

In celebration of UN IDOP, the IFA, in collaboration with UNDESA and the NGO Committee on Ageing, brought together international thought leaders to discuss the critical importance of a life-course approach to immunisation as part of the universal health care agenda. Special attention was paid to the social and economic consequences of influenza and the protective effects of immunisation.

This event included the highly respected UN delegates, including the Deputy Ambassador of Japan to the UN, the Chair of the Group of Friends of Older Persons, and the Chief Programme on Ageing Unit United Nations Department

of Economic and Social Affairs. Presentations and a panel discussion included professionals from highly respected institutions including the University of Maryland School of Medicine, Harvard T.H. Chan School of Public Health and the Coalition of Patient's Organisations with Chronic Diseases Romania. In addition to 82 registered delegates, this event was shared globally via promotions on the IFA social media accounts and was broadcast on the UN Live Webcast feed.

“Forum to Explore the Role of Patient Organizations in Vaccination” London, UK

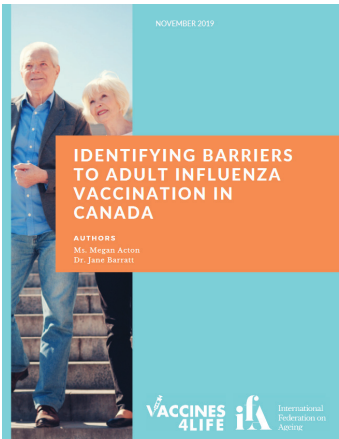
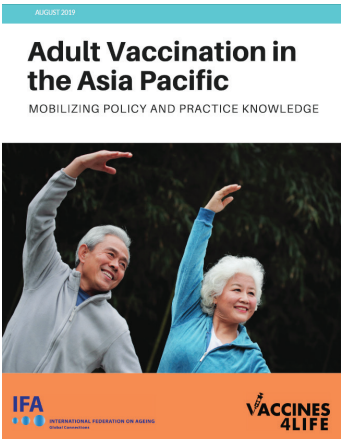
On 6 December 2019, the IFA, in partnership with the Meningitis Research Foundation convened an expert meeting titled “A Forum to Explore the Role of Patient Organizations in Vaccination”. The meeting brought together leaders of patient organizations representing people with chronic diseases and other at-risk groups in the UK to collaboratively determine barriers and motivators to placing vaccination on the agenda of leading UK patient organizations, and to create a common agenda around a life course approach to vaccination.

“Vaccination in France: Changing the Public Perception Programme” Lyon, France

In December 2019 the IFA hosted an expert meeting in Lyon, France with the goal of increasing roles and improving perceptions of adult vaccination among organizations influential to adult vaccination uptake. The organizations this meeting focused attention on included pharmacist and general practitioner organizations as well as patient and ageing organizations.

The meeting brought together multidisciplinary experts representing these and related organizations to discuss adult vaccination landscape across France as well as the benefits, barriers and recent gains to be leveraged. The concluded with the creation of an action plan to influence the roles and perceptions.

Publications



IFA and WHO – Ageism

The WHO defines ageism as “the stereotyping, prejudice, and discrimination against people on the basis of their age”.³ Discrimination against individuals based on age has significant implications for older people. Such discrimination can impact public policy, and result in poor health outcomes. The true negative effects of such biases result in the normalisation in health and social care systems within which older people require the most support.

Ageism is widespread and has harmful effects on the health of older people. As such, through the commitment to promoting a world of healthy older people whose rights and choices are both protected and respected, the IFA has taken on a leadership role globally in work combatting ageism.

The IFA has been involved with the WHO’s Global Campaign to Combat Ageism and in 2018, took on the role as Secretariat of the Campaign. This has involved providing the administrative support necessary to move the Campaign agenda forward and supporting network communication. Through the organization of face-to-face meetings and teleconferences, as well as monitoring the campaign work, the IFA has been critical in advancing the work of the campaign’s three work streams: Evidence, Funding and Campaign Strategy and Engagement.

2019 Achievements

The IFA has maintained its position as Secretariat of the Campaign and continues to fulfill its commitment by organising, participating and engaging in core team meetings.

Recent developments in the project have seen the publication of two systematic reviews on the metrics and current interventions used to combat ageism. The IFA has voiced its support in disseminating the results of the published works; ensuring they are shared widely to global stakeholders via e-newsletters, such as VoltAGE and IFA social media accounts.

Additionally, the IFA will ensure that any work produced by organisations and individuals who make up the core team will also be supported and shared. This will ensure that the Campaign maintains visibility and relevance, and that information is shared to facilitate change with global partners in order to ensure the rights and choices of older adults are both protected and respected.

³ Ageism, World Health Organization. Accessed from: <http://www.who.int/ageing/ageism/en/>

United Nations

IFA obtained General Consultative status with the [UN Economic and Social Council](#) (ECOSOC) in 1995 and has formal working relations with several UN agencies, including the World Health Organization (WHO). This status enables the IFA to contribute to joint statements, convene side events and promote the rights of older people across a variety of platforms at the UN.

IFA UN Representatives Dr Stuen, Ms Hamlin, Dr Levy, Mr O’Neal, Dr Timmerman, Ms Zainoeddin (in New York), Dr Fitzgerald and Dr Scheil-Adlung (in Geneva), and Ms Stark (in Vienna) work tirelessly in their representation and advocacy at UN missions, capitals and across sectors.

As an NGO in General Consultative Status with ECOSOC, and one of few international NGOs focused on ageing and older persons, the IFA, through its UN Representatives strive to advocate for the rights of older persons to be protected and respected by influencing and shaping age-related policies.

2019 Achievements

New IFA UN Representative

In 2019, the IFA expanded its representation at the UN in Geneva with the addition of a new IFA UN Representative, Dr. Xenia Sheil-Adlung. Prior to her current work as an independent expert in global health and long-term care policy, Xenia worked as a Senior Health Policy Coordinator for the ILO, and as a Head of Division in the Ministry of Health and the Ministry of Social Affairs for the Federation Government of Germany.

UN Events, Statements and Reports

Throughout the year, the IFA has provided oral and written statements for meetings such as the UN High Level Meeting on Universal Health Coverage; and was represented at UN meetings such as the UN High Level Political Forum where Dr. Jane Barratt represented the IFA as a discussant. The IFA was represented at the annual UN Open Ended Working Group on Ageing (OEWGA) where the IFA co-organized the side event [“Independence, Autonomy and Rights of Older Persons in the African Context”](#) alongside SGA Africa and the Dave Omokaro Foundation. Additionally, IFA UN Representative Frances Zainoeddin created a [report](#) outlining the important steps that the UN and others have taken to establish the OEWGA.



On 14 November 2019, the IFA will convene, in partnership with the International Society of Geriatric Oncology (SIOG), the [“IFA-SIOG Summit – Global Policy Dialogue on Cancer in the Ageing Population”](#) at the United Nations Headquarters in Geneva.

Quadrennial Report

In 2019, the IFA also submitted the 2014-2018 Quadrennial Report, which is required to maintain consultative status with the Economic and Social Council. The report included information about the contributions of the NGO to the work of the United Nations, which presents an opportunity for IFA to inform Member States about our activities in support of the United Nations.

Publications



Hearing

Sensory capabilities such as hearing decline with age, beginning with adults in their 40s and increasing dramatically to those over 80 years of age. In fact, age-related hearing loss is one of the most common sensory impairments among older people and is expected to be one of the top leading causes of burden of disease. Today, hearing loss affects approximately 164.5 million older people, accounting for 33% of the global population over the age of 65 years.

Despite the growing evidence that hearing loss is not an inevitable consequence of ageing, many older people live with unidentified hearing loss that compromises their functioning on a daily basis.

The goal of IFA's new Hearing Project is a world where the health and functioning of older people is maximized through improved awareness and access to hearing solutions.



Project Lead: Ms Megan Acton

2019 Achievements

WHO Global Rehabilitation 2030 Meeting

In July 2019, Ms Megan Acton represented the IFA at the [WHO Second Global Rehabilitation 2030 Meeting](#) where the Rehabilitation 2030 Initiative was reviewed, and enablers and barriers were identified for moving the global rehabilitation agenda forward. Rehabilitation in relation to hearing was discussed and Megan was able to meet with Ms Shelly Chada, lead of the WHO programme for prevention of deafness and hearing loss, to discuss the new IFA Hearing Project as well as the WHO's efforts in this topic area.



World Hearing Forum

In 2019, the IFA was accepted as a member of the WHO [World Hearing Forum](#) (WHF), a global network of stakeholders promoting ear and hearing care worldwide, and will participate in the First Membership Assembly in December 2019. The main objectives of the Membership Assembly are to align members with the vision and mission of the WHF, propose an advocacy action plan for the next two years, and serve as a platform for exchange of views among members.

Think Tank to Improve Hearing in Later Life (2020)

Throughout 2019, the IFA, in partnership with International Collegium of Rehabilitative Audiology (ICRA) have been preparing to convene a "Think Tank to Improve Hearing in Later Life" from 15-16 June 2020 in Toronto, Canada. The Think Tank will bring together 20 global leading experts from the fields of audiology, cognition, gerontology, public health (including the World Health Organization), government, ageing, the hearing industry, hard-of-hearing

organizations and consumers to collaboratively address the lack of multidisciplinary approaches to raising awareness of the importance of hearing screening as well as the interrelationship between hearing and cognition in a global context.

Sponsorship has been secured from the European Hearing Industries Manufacturers Association (EHIMA) and the William Demant Foundation, and is anticipated from Cochlear Ltd. and Sonova.

15th Global Conference on Ageing “Rights Matter”

The 15th Global Conference on Ageing “Rights Matter” is being convened at the Hilton Hotel and Fallsview Casino Resort in Niagara Falls, Ontario on 1-3 November 2020. The IFA is proud to be supported by an international network of partners and is committed to creating an environment that enables older people to do what they value through a deeper evidence-based understanding. The Conference will feature prominent experts presenting and discussing critical issues within the field of ageing.

As a pre-conference addition to the program, on 31 October 2020, the International Federation on Ageing will be hosting three Master Classes, one Age-Friendly Environments Summit and one Vaccines4Life Summit. All five of these events are an extraordinary opportunity for chosen experts to interactively engage in their work with an international audience.



Conference and Events Manager:
Ms Nathalia Wittingham



The 15th Global Conference “Rights Matter” aims to respond to the intersection of the UN Sustainable Development Goals (SDGs) and the priorities of the WHO Global Strategy and Action Plan. Presentations will be focused on four central themes: Addressing Inequalities; Age-friendly Environments; Combating Ageism and Enabling Functional Ability.

The goal of the 15th Conference and Pre-conference is to feature experts presenting and discussing critical issues within the field of ageing. It’s about delegates and organizations being accountable to change so that together we can enable older people to do what they value. It is the IFA’s goal that the 15th Global Conference results in delegates coming back, re-engaging with peers and sharing the actions that have been taken

since the last Conference.

2019 Achievements

- Ms. Alana Officer will make the Opening Keynote Address at the 15th Global Conference “Rights Matter” in Niagara Falls and participate in the pre-conference Age-Friendly Environments Summit
- Mr. Michel Tamblyn, Rakuten Kobo CEO, will deliver a keynote address at the conference.

Media, Marketing and Communications

This year, the IFA continued to strengthen outreach of media, marketing and communications efforts across all platforms.


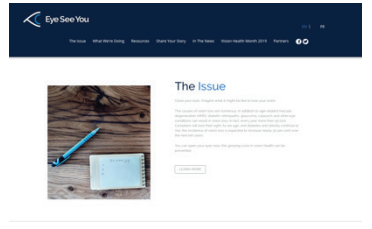
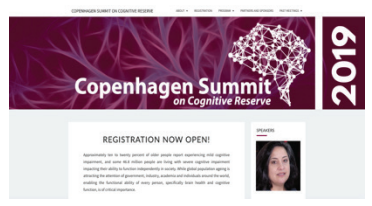
Through these channels, the IFA sought to increase awareness of project works, build engaging communities of practice, affect policy and practice on age-related issues, and attract a network of new and returning colleagues to the 15th Global Conference on Ageing Rights Matter.



Media, Marketing and Communications Officers:
Paula Colaso and Wayne Nguyen

Websites and Micro-sites

	<p>In 2019, even though the IFA-FIV website continued to be the central hub of all IFA activities, the IFA is aware of the need to continuously innovate to showcase the breadth of content from project works, partners and members, and experts.</p> <p>As a result, a new website with a brand-new identity has been finalized and launched in December 2019.</p> <p>https://www.ifa.ngo</p>
	<p>The IFA2020 website has acquired about 8,800 new users since started in March 2019.</p> <p>Supporting one of the largest conferences in IFA's history, this website shared the most up to date information on the 15th Global Conference on Ageing Rights Matter.</p> <p>https://www.ifa2020.com/</p>
	<p>IFA-Abstracts website was launched and custom built in advance of the conference in August 2018 to feature the program and abstracts for IFA2018 and will be used for IFA2020 conference.</p> <p>The best feature of this website is the ability to search for abstracts using keywords. As the conference continues to grow in content and participation, this will simplify session selection for years to come.</p> <p>https://www.ifa-abstracts.com/</p>
	<p>The DRBarometer website secured funding for revision in 2018.</p> <p>To date, changes have begun that shift from solely showcasing the study to the basis of a program that builds a community of practice and expert network. Work on this website will continue into 2020.</p> <p>https://drbarometer.com/</p>

	<p>The Vaccines4Life was launched at the 14th Global Conference on Ageing. Supporting the work of the World Coalition on Adult Vaccination, this website seeks to build prominence of the project work and advocacy efforts on adult vaccination around the world.</p> <p>This website is still in development and will seek to build a resource centre that attracts recurring visitors, experts and policy makers internationally.</p> <p>https://www.vaccines4life.com/</p>
	<p>The EyeSeeYou website has remained a top resource for vision health advocacy in Canada.</p> <p>It is the central source that social media and advocacy efforts point to during Vision Health Month in May and the annual holiday campaign. This site is prepared to host enhanced advocacy efforts with Engaging Networks software.</p> <p>http://eyeseeyou.care/en/</p>
	<p>The Copenhagen Summit website was developed and launch early 2019.</p> <p>The website seeks to market the event, accept registrations and feature content on speakers and sessions.</p>

Social Media

The IFA uses social media to encourage engagement with stakeholders and build a network working towards a world where older people rights are respected and protected.

In 2019 followership on social media platforms saw a further significant net increases of 1,520 new [Twitter](#) followers (38% growth from 2018), 202 new [Facebook](#) followers (9% growth from 2018) and 193 new [LinkedIn](#) followers (34% growth from 2018).

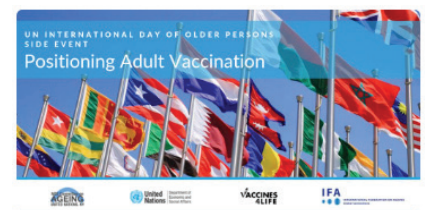
Posts on social media focus on capturing expertise, bringing discussions to the forefront of mass media, and sharing the advancements made by project work, partners and members around the world.

Statements, Blogs and Newsletters

As a leading voice in the ageing community, the IFA is intent on putting forward original content, sharing perspective and providing examples of

Top media Tweet earned 1,173 impressions

Today is the International Day of Older Persons! Join [@IntFedAgeing](#) celebrate **#IDOP** at the [@UN](#) on 11th October and promote an end to immunisation inequality. Protect the **#rights** of older adults. Promote **#immunisation #equality**. Register here bit.ly/2olzt0f **#UNIDOP** pic.twitter.com/99GLJ7jjJj



3 14

[View Tweet activity](#)

[View all Tweet activity](#)

good practice.

With press releases sent through [Meltwater](#), statements on internationally recognized awareness dates ([World Heart Day](#)), and various webinar series ([IFA/WHO Age-Friendly Educational Webinars](#)) the IFA continues to be recognized as a leader in age-related advocacy around the world. In addition, the IFA website hosts a series of news and blogs which features [expert meeting outcome reports](#), new initiatives and [awareness materials from partners](#), and welcomes a host of [guest bloggers](#) from the ageing community.

The IFA releases a monthly newsletter to a mailing list of over 16,000 individual subscribers. This year, the previously consolidated VoltAGE and Skim continued to deliver more visually appealing and engaging content with readers. Since these upgrades, readership has increased and requests for information to be included has remained steady. The software (Constant Contact) is also used for the Age Friendly Innovation Exchange (AFIX) newsletters, EyeSeeYou newsletters and conference communications.

Expert Centre and Media Inquiries

Mass media has the power to bring the mission of the IFA to a much wider audience that engages dialogue at dinner tables while simultaneously influencing policy at the national/government level. To this end, the IFA expert centre and spotlights have opened a direct line of communication with reporters in the field.

For this year, IFA experts are continued to be listed on the Associated Press online resource centre and spotlights cross the newsfeeds of journalists world-wide. [Spotlights](#) are a revolutionizing new medium for online discussion which the IFA posts once a week to bring together experts, mainstream media and project work in clear and concise ways.

Now in its third full year of operation, the IFA expert centre received 444 inquiries to date for 2018 (event, media and general) which is a 145% increase from 2017. Inquiries range in requests from speaking engagements to commenting on news stories to the exchange of knowledge amongst colleagues. The IFA intends to grow this network by bringing on more experts and engaging existing ones to maintain their profiles with their latest research and work.

INDEPENDENT AUDITOR'S REPORT

To the directors of

INTERNATIONAL FEDERATION ON AGEING

Opinion

We have audited the financial statements of International Federation on Ageing, which comprise the statement of financial position as at March 31, 2019 and the statements of operations, changes in net assets, and cash flow for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the financial statements present fairly, in all material respects, the financial position of International Federation on Ageing as at March 31, 2019 and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPPO).

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations (ASNFPPO), and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the organization's financial reporting process.

INDEPENDENT AUDITOR'S REPORT (CONT'D)

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the organization's internal controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, amongst other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Stern Cohen LLP

Chartered Professional Accountants
Chartered Accountants
Licensed Public Accountants
Toronto, Canada
September 30, 2019

INTERNATIONAL FEDERATION ON AGEING

STATEMENT OF OPERATIONS

For the year ended March 31,	2019	2018
	\$	\$
Revenues		
Membership fees	86,582	80,085
Corporate and foundation sponsorships	1,281,839	702,161
Events income	566,120	-
Donations	19,137	2,003
Professional income	13,072	33,687
Interest income	9,803	4,739
Gain on foreign exchange	22,466	3,525
In-kind rental income	21,000	18,000
	2,020,019	844,200
Expenses		
Salaries and benefits	568,607	458,751
Event expenses	650,220	92,096
Travel expenses	40,231	48,696
Advertising and promotion	41,424	35,581
Website and IT support	31,098	35,290
Contract services	82,748	28,771
Professional fees	28,707	22,388
Rent	21,000	18,000
Operations	26,076	13,257
Memberships and subscriptions	16,689	11,512
Telecommunications	10,769	11,407
Equipment rental	3,101	5,724
Bank charges and interest	15,943	12,705
Amortization	2,326	3,771
	1,538,939	797,949
Excess of revenues over expenses for the year	481,080	46,251

INTERNATIONAL FEDERATION ON AGEING

STATEMENT OF CHANGES IN NET ASSETS

For the year ended March 31,	2019	2018
	\$	\$
Beginning of year	1,098,160	1,051,909
Excess of revenues over expenses for the year	481,080	46,251
End of year	1,579,240	1,098,160

INTERNATIONAL FEDERATION ON AGEING
STATEMENT OF FINANCIAL POSITION

As at March 31,	2019 \$	2018 \$
ASSETS		
Current assets		
Cash	1,013,894	900,910
Short-term investments (Note 3)	644,363	634,560
HST receivable	7,176	4,266
Prepaid expenses and deposits (Note 6(b))	5,671	64,156
	1,671,104	1,603,892
Capital assets (Note 4)	32,758	11,336
	1,703,862	1,615,228
LIABILITIES		
Current liabilities		
Accounts payable and accrued liabilities	64,261	58,477
Deferred revenue (Note 5)	60,361	458,591
	124,622	517,068
NET ASSETS	1,579,240	1,098,160
	1,703,862	1,615,228

Acknowledgements

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Ms Anna Sangster, Program Manager

Ms Nathalia Wittingham,
Conference and Events Manager

Ms Paula A. Colaso and Mr Wayne
Nguyen, Media, Marketing and
Communications Officer

Ms Robyn Beckett, Project Officer

Ms Nicole Pinto, Project Officer

Ms Vanessa Alphons, Project Officer

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Ms Yifan Zheng, Project Officer

Ms Jun Wang, Special Projects



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January 2020 © International Federation on Ageing 2020