



International
Federation on
Ageing

IFA Directors Meeting London 27.10.19

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Meeting of the Newly Elected Board (NEB)		
Agenda and Notes		
Commencing at 8.30 am -- 27 th October 2019		
Hilton Hotel Paddington		
146 Praed St, Paddington, London W2 1EE, United Kingdom		
1. Announcement of Officer Elections		Dr Barratt
2. Welcome, apologies and introductions		Mr Prior
3. Approval of the agenda, notation of declaration of interest		
4. Approval, Minutes the Directors' Meeting 29 th March 2019		
5. Business Arising from the Minutes		
6. Reports		
6.1	President(s)	Dr D'Aprix and Mr Prior
6.2	Treasurer	Mr How
6.3	Nominating Committee	Dr Hirst
6.4	Secretary General	Dr Barratt / Mr Shaw
7. New Business		
7.1	Strategic Positioning	
8. Other Business		
8.1	IFA Copenhagen Summit	
8.2	Asia Summit	
9. Date of Next Meeting		
Appendices		
A	IFA Portfolios	
	Adult Vaccination Program	
	Age-friendly Environments	
	Combating Ageism Projects	
	Diabetic Retinopathy (DR) Barometer Program	
	Eye See You Campaign and Vision Health Initiatives	
	Hearing and Older People	
	IFA 15 th Global Conference on Ageing	
	Oral Health and Older People	
	Media, Marketing and Communications	

B	Declaration of Interest
	Attachments
1.	Agenda and Notes – IFA Meeting of the Newly Elected Board
2.	Draft Minutes of the Directors’ Meeting 29 th March 2019
3.	Income and Expenditure to 30 September 2019

DRAFT

Item 1. Announcement of the Officer Elections

In accordance with the Canada Not-for-profit Corporations Act (S.C. 2009, c.23) the election of Officers was conducted as per the documented and agreed processes of the IFA Nominating Committee chaired by Dr Sandi Hirst.

Dr Barratt on behalf of Dr Hirst discussed the process of the elections commenting on the interest in positions for the International Vice President and the Regional Vice President. Both vacancies attracted two candidates indicating both commitment and dedication to the positions.

After careful consideration by the President it was recommended and agreed to appoint two Regional Vice President for Asia Pacific especially considering there are five regions in Asia and is the most densely populated area in the world. Ms Grace Chan was appointed the International VP with the President requesting that Dr Amy D'Aprix become a member of the Management Committee.

Regarding the Management Committee in the short term the President recommended, and it was agreed that initially there be a four-member committee comprising President, Treasurer, International VP and Dr D'Aprix.

Item 2. Welcome, apologies and introductions

The IFA President Mr Prior opened the Meeting of the Newly Elected Board and welcome Directors to the meeting in London, United Kingdom as well as Ms Grace Chan who joining from Hong Kong for the entire meeting.

Present: Mr Prior, Prof Martins, Mr How, Ms Hendy, Ms Edmunds, Ms Chan and Mr Xiao Caiwei.

Apologies: Mr Christian, Dr Shah, Dr Hirst, Ms Hamlin, Ms Marks, Mr Khan, Mr Hastrup and Prof Garon.

Observers: Dr Barratt, Mr Shaw and Mr Wang Longxuan

Item 3. Approval of the agenda, notation of declaration of interest

Mr Prior called for additional agenda items which were noted as a discussion on an Asian Summit in 2021 and the next steps following the IFA Copenhagen Summit. With these additions the agenda was approved.

Declaration of interest

It is the duty of every Director of the Corporation who is in any way, whether directly or indirectly, interested in a contract or arrangement or proposed contract or proposed arrangement with the Corporation, to declare and thereby register their interest and to refrain from voting in respect of the contract or arrangement or proposed contract or proposed arrangement if and when prohibited by the Act.

Action

Directors were asked to declare in writing direct or indirect interests as associated with the business of the corporation at the time of the meeting of the 27th October 2019 by completing the Declaration of Interest. The Declaration of Interest form to be sent to all Directors to complete

Item 4. Approval of the Minutes of the Board of Directors

Draft minutes of the Directors Meeting 29th March 2019 were disseminated directly following the meeting and to date no amendments were received.

Motion

The minutes of the Board Meeting held on the 29th March 2018 as disseminated to the Board of Directors are an accurate reflection of the meeting and decisions made by the Board.

Proposed: Prof Martins

Seconded: Mr How

Item 5. Business Arising from the Minutes

Business arising from minutes is placed within the current agenda and noted.

Item 6. Board Reports

6.1a Outgoing President



Dr Barratt presented highlights of the report by President, Dr D'Aprix and it is recorded in full in the minutes.

It was presented It was an immense pleasure to assume the position of IFA President when Mr Hastrup stepped down as earlier this year. As shared at the Annual Members Meeting Bjarne stepped forward at a critical time in the IFAs development and oversaw historically the most successful period from a financial and also a reputational perspective. His leadership and deep understanding of business coupled with civil society proved to be a clear footprint to a positive future.

The IFA has a unique footprint, vastly different yet complementary to our colleagues for example HelpAge International, Leading Age and AARP to mention a few. The mere fact that our membership base reflects the essential voices to help shape and influence policy (government, NGOs, industry, academia and individuals) is pioneering.

Opportunities are unfolding to expand the engagement with the business sector for which I believe there is tremendous potential for engagement. Another area that warrants further consideration is the use of technology to connect members, potential members, and other stakeholders around the world to further our mission.

While there is scope to view current political unrest in many parts of the world as a threat to be proactive is to be ready for opportunities and change – the IFA is nimble and responsive, delivers over and above funder expectations and demonstrates resilience in tough times. Passion in promoting the work of the is essential from all to counter the potential reduction of resources.

My final comment relates to the ongoing issue of ageism as a possible threat to our work, one which I am sure we will discuss as a Board. This “ism” seems to be a very difficult one to break through yet throughout my career work has been undertaken to reframe the narrative of older adults and their families.

Through my service on the Board of Directors, I have demonstrated my commitment to the mission of IFA and have worked to further that mission. Being an advocate for the IFA is not a difficult ask because I believe in its vision and values, but it does need all of us to be engaged to learn and inform future influence work whether it be at the WHO or UN or helping to build the capacity of NGOs at a country level.

I look forward to working with Graeme as the incoming President, and contributing my skills, expertise and passion to help take IFA and its members to new places of influence and action. In closing thanks to the IFA Secretariat, my fellow Directors, and IFA Committees on Management and Nominations.

6.1b Incoming President



Mr Prior said it was an honour to be President of the IFA and throughout his term of office intended to work hard with all Directors and the Secretariat to build on the leadership of Mr Bjarne Hastrup and more recently Dr D'Aprix.

Bjarne (he said) led by example, always putting the issues of older people at the forefront of deliberations and decisions. His exception and inspirational qualities are internationally respected as are his publications on emerging societal and economic issues related to population ageing.

At the heart of the IFAs work which is underpinned through a rights-based approach is the 'fight' toward a UN Convention on the Rights of Older People and during his tenure this will not change but only grow stronger. We must learn from both our successes and our failures to thrive which have included an outstanding International Istanbul Initiative on Ageing in Istanbul convened by the IFA and Turyak which attracted world thought leaders of the ILO and IMF on economic security and on the other side of the world the IFA-FOIFA Ageing in Place and Age-friendly City Conference.

While the IFA is in a healthy financial position relative to four years ago it is our responsibility to ensure financial sustainability and to quote one of strategic priorities – "IFA is a financially thriving and economically secure organization." As you have gleaned from reading the IFA portfolios, we have really carved out a niche in the field of ageing that goes beyond issues but speaks to being an agent of change and helping build the capacity of others at a country level.

Our alignment and relationship with the WHO and United Nations is unequivocal and expanding into new territories. The IFAs strength lies in its relationship across sectors and disciplines and leading in creating new and defensible narratives of older people in the context of the social and economic contributions as well as new approach to long term care including integrated care. On the back of the very successful IFA Copenhagen Summit there is a need to explore our presence in Asia as well as Latin America and Africa yet there is also a need to be relevant.

IFA presence in the regions needs a thoughtful and intentional approach as reflected in the composition of the Board of Directors but also in our membership. Now with the new branding and a strong compliment of staff now is the time to be setting a strategic path for growth and sustainability while at the same time helping to build the capacity of others including our members. Collaboration and stakeholder engagement are at the heart of IFAs work now and in the future.

Going forward as President it is important to maintain the separation between governance and management and towards this, we have agreed a Management Committee that initially comprises four Directors to meet four times each year. Directors meeting are times to learn about and inform the strategic direction of the organisation so would envisage two Board meetings (March / April 2020 and around the 5th November following the IFA 15th Global Conference on Ageing).

There is a strong need and desire to also consolidate the expertise on this Board of Director to include philanthropists and perspectives that may be more non-traditional.

In closing thank you for the opportunity to serve the IFA as its President and I look forward to working with you all and the secretariat to build upon the foundational work to date.

Tabled Report

The International Federation on Ageing (IFA) has long been a passion of mine, starting with membership in the early days of establishing Hall & Prior as a company and then joining the Board.

In stepping forward to serve as the IFA President 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 the IFA.

The 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.

As mentioned in my statement of candidacy there are very real threats to all non-governmental organisations (and always will be) - financial viability is one that is very familiar to the IFA. Over the course of the conversations we will have today, and, in the future, what is clear is that new revenue streams need to be explored as we aim to forge a larger role internationally with new costs. Linked to our positioning is the necessary growth in members and the urgent need to strategize on how best to attract and expand the base to more government, industry, NGO and academia members while not losing the grassroots support.

“Idea retreats” – bringing together experts to influence and shape policy – and exploring sponsorship avenues for the IFA 15th Global Conference 1-3 November 2020 at Niagara Falls to ensure this is viable, successful, and leads to increased IFA membership and influence internationally is of paramount importance.

With the theme of “*Rights Matter*” the IFA has an exceptional platform to combat the deprioritization 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.

In 2020 the 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, the IFA has 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.

The 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 Directors in helping to inform and set strategic directions.

6.2 Treasurer



Mr How presented the following financial report and expressed confidence in the current financial status and projections.

IFA Finances and Notes - 1 April 2019 to 30 September 2019: The following information is provided representing the activities for the first 6 months of the 2019-2020 financial year. At the end of June 2019 cash at bank was \$1.427 million with approximately \$650,394 in the Investment Savings Account.

Cash at bank, together with prepaid expenses and accounts receivable total Current Assets equals \$1.442 million. The current projection to 31 March 2020 reflects an operational surplus of approximately \$390,000.

General Notes on Finances

- Membership revenue is on target to 30 September (\$48,500). Renewals for the 3rd quarter of the financial year were sent out in the first 2 weeks of October representing approximately \$30,000 in revenue. Since 1 April 2019 31 new members have joined the network.
- Corporate revenue is below budget however anticipated payments in the 3rd and 4th quarters should see grants being above budget by the end of the year.
- The IFA Income and Expenditure has been updated to reflect new, confirmed and anticipated projections ending 31 March 2020. There are developments and anticipated approved grants. A grant summary totalling \$868,740 (\$Canadian) is as follows:
 1. Sanofi Global (Confirmed) – UN IDOP side event - \$30,360
 2. Sanofi Global (Confirmed) – UN IDOP Video Production - \$60,000
 3. Sanofi Global (Confirmed) – Changing the Narrative - \$125,000
 4. Pfizer Canada (Pending) – Evidence into Action (Education) - \$63,000
 5. GSK Global (Confirmed) – Vaccines 4 Life - \$Can100,000
 6. Pfizer Global – (Confirmed) – Influencing Policy - Munich - \$53,000
 7. Pfizer Global – (Confirmed) – Mobilizing Patient Groups Brussels - \$64,680
 8. Pfizer Global – (Proposal Requested) – Pre-Conference Expert Retreat Meeting - \$22,000
 9. Industry – (Proposals Requested) – IFA Think Tank on Hearing - \$105,000
 10. Seqirus – (Proposal Requested) Amplifying Civil Society - \$47,300
 11. DaneAge – (Confirmed) in support of the Copenhagen Summit - \$20,000
 12. Bayer Global – (Confirmed) DR Barometer Advocacy Workshop 2020 – 95,000
 13. Roche Global – (Confirmed) Sponsorship for Copenhagen Summit - \$7,400
 14. Pfizer Global – (Confirmed) Changing public Perception – Lyon - \$52,000
 15. Pfizer Global – (Confirmed) Role of Patient Organizations - \$24,000
- Revenue from speaking engagements (\$18,590) is above budget and it is anticipated to exceed \$25,000 by the end of the financial year.
- IFA travel expenses and associated costs are above budget year to date and it is anticipated with the additional projects that the budget line item will need to be revised. This is indicative and IFA being part of intergovernmental meetings (WHO, Government of Finland and Government of Chile) all of which are not funded but essential to the IFA positioning.

- Marketing and Promotion costs are below budget, however as we move into the 3rd and 4th quarters of the year expenditure will be ramped up for the conference.
- Outside Contractor services are above budget (YTD \$61,511) due to the costs for the new IFA branding and websites under development.
- Staffing expenditure is on budget based on 9 FTE, however with the additional project workload it is proposed that staffing be increased to 10 or 11 FTE for the last two quarters of the financial year. This will increase the budget for 6710 to \$600,000 and Benefits (6720) to \$55,200.

Staffing

There have been recent staff changes with 2 resignations (N Pinto – December 2019 and R Beckett – November 2019). The IFA has employed a new Administrative Officer (Ms Jun Wang) and recruited for the staff that are leaving.

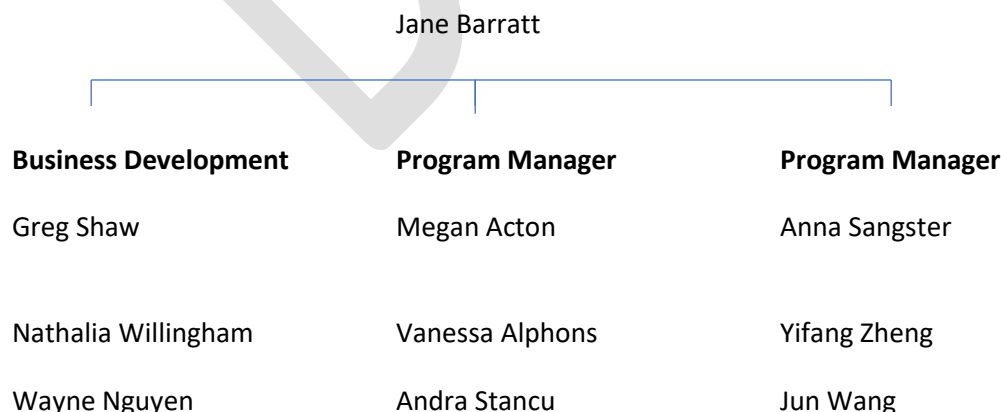
With the increased workloads and diversity of the projects now being funded it has been proposed that a new staffing profile be implemented, together with revised salary options to ensure staff retention. Staff salary profiles to 31 December 2019 - (new staff highlighted) are as follows:

Jane Barratt	Greg Shaw
Anna Sangster - \$50,000	Megan Acton - \$50,000
Yifan Zheng - \$46,000	Vanessa Alphons - \$45,000
Nathalia Wittingham - \$52,000	Wayne Nguyen - \$48,000
Jun Wang - \$36,000	Andra Stancu - \$50,000

This brings the current salary allocation to \$614,028 per annum for the balance of 2019. In 2020 it will increase to \$622,028 per annum.

The new structure will see Megan Acton and Anna Sangster appointed to Program Manager positions assuming a leadership and supervisory role effective from 2 January 2020. The Program Managers positions will have a salary range of \$54,000 to \$60,000 per annum.

Secretariat Structure



Discussion

Directors congratulated the Secretariat on the financial status of the organisation, recalling occasions when the IFA had three staff persons. In regard to the organisational structure the Board agreed for the need to appoint Program Managers who would undertake the day to day responsibilities of staff on a subject basis (e.g. vaccination or decent work).

Motion

The Secretariat structure as outlined above is agreed within the appropriate budget framework and agreed expenditures.

Proposed: Mr How

Seconded: Ms Hendy

6.3 IFA Nominating Committee



Dr Barratt present the report of the IFA Nominating Committee (IFA NC) on behalf of the Chair, Dr Sandi Hirst and members of the Committee.

The Committee focused on three pieces of work namely:

1. Review processes necessary to conduct the elections of Directors and Officers in accordance with the Act and the Corporation's bylaws.
2. Review and refine the description of qualities and characteristics required for candidates for Director Positions and for the Officer Positions
3. Conduct the necessary elections for Director and Officer positions

Director Elections: Mr. Nasser Alayyar, President of Khair al Kuwait Charity Organization was elected to the Board of Directors for a four-year term (in accordance with the bylaws). Mr Alayyar has a strong intergenerational focus to his professional career as the Assistant Undersecretary for Youth Affairs; Director of Public Relations Department, Kuwait Municipality; President of the Arab Union of Youth Hostels Associations; Youth Consultant at the General Secretariat of the GCC States; and Member of the Board of Directors of Kuwait Science Club. The Khair al Kuwait Charity Organization is an enthusiastic member of the IFA wanting to learn and engage with other members and experts as they progress the development of services and facilities to support the older citizens of Kuwait.



In the next five years the Middle East will start to experience the impact of population ageing -- the current population of older people is expected to double in the next 15 – 20 years. As a well connected and respected NGO in the region and through the connections and networks the Khair al Kuwait Charity Organization is well placed to support the growth of the IFA in the region.

Name	Representative-Category	Country	Region	End-Date	Officers
Ms-Grace-Chan	NGO	Hong-Kong	Asia-Pacific	2020	Term-ends-2019 VP-Innovation-and-Technology
Mr-Ayuk-Christian	NGO	Japan	Asia-Pacific	2022	Term-ends-2020 RVP-Africa
Dr-Amy-D'Apris	Industry	Canada	North-America	2021	Term-ends-2019 President
Ms-Samantha-Edmonds	NGO	Australia	Asia-Pacific	2022	
Dr-Suzanne-Garon	Academia	Canada	North-America	2022	
Ms-Helen-Hamlin	Older-Persons	United-States	North-America	2020	
Mr-Bjarne-Hastrup	NGO	Denmark	Europe	2020	
Ms-Sue-Hendy	NGO	Australia	Asia-Pacific	2022	
Ms-Kari-Henley	Industry	United-States	North-America	2022	
Dr-Sandra-Hirst	Academia	Canada	North-America	2021	Term-ends-2019 RVP-Nth-Am
Mr-Alan-How	Older-Persons	United-Kingdom	Europe	2020	
Dr-Muhammad-Khan	NGO	Bangladesh	Asia-Pacific	2021	
Ms-Ruth-Marks	NGO	United-Kingdom	Europe	2020	Term-ends-2020 RVP-Europe
Prof-Ralph-Martins	Academia	Australia	Asia-Pacific	2022	
Mr-Graeme-Prior	Industry	Australia	Asia-Pacific	2022	Term-ends-2019 RVP-Asia-Pacific
Dr-Vinod-Shah	NGO	India	Asia-Pacific	2021	
Mr-Xiao-Caiwei	NGO	China	Asia-Pacific	2020	

Process: The IFA NC reviewed the process for election of Directors taking into consideration the formal requirements of the by-laws. In its deliberations the committee made several observations which are worthy of note and considered action by the Board.

Board Composition: There remain significant gaps in the composition of the Board as illustrated in the table, best highlighted with the lack of representation from Latin

America, and many parts of Europe, and Africa. Despite concerted efforts in 2019 there was little change in the number of expressions of candidacy.

Voting: Only full members of the organization can vote in the IFA elections but increasingly they are discerning in their actions.

Activity reports: Associated with election of current Directors for a further term of office is the Directors' activity reports. In accordance with Board policy endorsed in Wales in 2011, Directors are required to submit an annual activity report as it relates to their activities and direct support of the IFA. Not all Directors submitted a report, and of those that did very few were able to describe their IFA related contribution. It is notable from the Directors' meeting in Wales that the definition of 'good standing' as a measure of continuance on the Board is not only payment of membership dues but also the Director's contribution to the positioning and work of the organisation.

The current process in the development of the slate of candidates does not incorporate validating and / or including the Director's activity report. Nor are there any consequences if Directors do not submit a report or the report does not reflect a contribution.

While this issue was raised at the IFA Management Committee the IFA NC Committee believes that it requires a whole of board discussion to determine that value of annual reports and / or the examination of other ways to report on IFA-related activities.

Officer elections: The positions of President, International Vice President, Regional Vice President North America, Latin America, Asia Pacific and Innovation and Technology became vacant as of the 27th October 2019.

For the positions of President, International Vice President and Regional Vice President Asia Pacific expression of interests were received from several Directors. Elections were held in accordance with the by laws and organisational policies and procedures.

In the matters of the vacancy for the position of RVP North America. According to the corporation by-laws if successor officers are not appointed at the expiry of the two (2) year terms, the incumbent officers shall continue until their successors are elected." It is therefore the position in accordance with these by-laws that Dr Sandi Hirst remains in office for a further two years.

At the time of the preparation of the Board papers, with elections underway, the positions of RVP Latin America and VP Innovation and Technology remain vacant.

Concluding remarks

Members of the IFA NC have been honored to serve the IFA members and Board of Directors in 2018/19 with its work being embedded in the qualities of fairness, transparency and equity for and on behalf of the future of the IFA.

The IFA is the only NGO in the field of ageing internationally which conducts democratic elections for both members and officer positions. While election processes are by their very nature not perfect the IFA recognises the importance of a fair and equitable process while being sensitive to challenges candidates from various counties and special circumstances may experience.

Action

The Secretariat call for expressions of interest for the reconstituted IFA Nominating Committee which will comprise at least four Directors.

6.4 Secretary General

Dr Barratt presented a report of the IFA work which is guided by UN and WHO structural frameworks (#7). The new image and brand strategy 'to drive the agenda of the world's ageing population' underpins our statement of purpose "we are the international advocate for older people" and what we have become known for "bring together global experts and expertise to influence and shape age-related policy to improve the lives of our constituency, to better all of society (#6)."

The IFA is in formal relations with the WHO and general consultative status with the UN undertaking agreed work on a three year and four year agreed plan. The WHO and IFA collaboration plan is built on the WHO Strategic priorities, connected to the UN / WHO Decade of Healthy Ageing which informs also the UN Sustainable Development Goals.

The basis for IFAs strategic directions lies in the narrative that an environment that enables older people to do what they value is a cross disciplinary, cross sectoral responsibility that gives meaning to the relationship between an individual's intrinsic capacity and functional ability (#14).

The IFA portfolios speak to function and in turn social and economic contributions of older people (#15). Moving from significant loss of capacity to declining and then high stable capacity within a public health framework. For the moment the strategic goals (#16) remain the same being consistent and aligned with the brand. Our modus operandi is through vertical advocacy, horizontal advocacy and knowledge mobilisation which is communicated through a comprehensive media strategy that includes the IFA expert members and Meltwater.

Throughout the presentation there were question of clarification from Directors and the call for common sense language that members (and non-members) would be able to understand easily. Mr Xiao responded enthusiastically for the IFA to reach out to grow the membership in China and welcome the opportunity for CNCA to contribute to ideas around an Asia Summit in the coming years.

Innovation and technology within the context of ageing and older people is well positioned in Hong Kong and the region through the work of HKCSS. Ms Chan suggested that there is an opportunity for IFA to act as a testing ground for products which will attract attention and therein potential funds and members.

Marketing IFA could be a role and responsibility of Directors and will be on the agenda of the Management Committee in the coming months. There was a general impression that IFA is not well known in the world and that needs to change, and it is, but perhaps not as fast as anticipated.

The President thanked Dr Barratt and encouraged Directors to continue the discussions in other forums.

7.1 Strategic Positioning

The IFA Strategic Plan is grounded in a rights-based approach, underpinned by the [United Principles for Older People](#) and aligned with the UN Sustainable Development Agenda and WHO Global Strategy and Action Plan.

The United Nations and World Health Organization provides a critical source of alignment and direction to the IFA in the identification of priorities, development and implementation of work plan. In 2015 the United Nations (UN) and World Health Organization (WHO) launched interconnecting agendas that have the potential to positively transform our world and provide a sound framework for the IFAs Strategic Plan 2019 – 2021.

Human Rights Approach

Longer lives bring great opportunities, including the possibility of rethinking growing older in an ever-changing environment. The rights of older people being human rights is the overarching covenant of the work of the International Federation on Ageing. For more than 10 decades UN agencies, member states and civil society has been striving to understand how to formally protect the rights of older people globally.

In 2002 the [UN Madrid International Plan of Action on Ageing](#) represented the first time governments agreed to link questions of ageing to other frameworks for social and economic development and human rights, most notably those agreed at the United Nations conferences and summits of the past decade.

In 2010 the [UN Open-Ended Working Group on Ageing](#) (UN OEWG) was established by the General Assembly by resolution 65/182. Its mandate is to consider the existing international framework of the human rights of older persons and identify possible gaps and how best to address them, including by considering, as appropriate, the feasibility of further instruments and measures.

In 2020, the UN OEWG will convene for the 11th year to focus on two areas: "Right to Work and Access to the Labour Market" and "Access to Justice" in the context of older persons.

The IFA through its representation and leadership at the UN NGO Committee on Ageing in New York, Geneva and Vienna; UN and WHO sub committees in human rights; and membership of [Global Alliance for the Rights of Older People](#) (GAROP) directly works to improve the rights of older people. The IFA commits to using a human rights lens across its governance, management, operations and programs.

The UN Sustainable Development Agenda

The [UN Sustainable Development Agenda](#) and its 17 Sustainable Development Goals (SDGs) makes it clear that a healthy life and the right to health does not start or end at a specific age. The SDGs build on the success of the [Millennium Development Goals](#) (MDGs), and are unique in the call for action by all countries to promote prosperity. They recognize that ending poverty is linked with strategies that build economic growth and address social needs including education, health, social protection and employment.

The SDGs are applicable to all ages, including the later years of life; and if they are to be achieved rapid population ageing that is occurring in almost every country must be central to the conversations and actions.

Today older people experience poor health trajectories, yet, the health issues they confront are often associated with chronic conditions that can be prevented or delayed. For older adults with significant declines in capacity, supportive environments and integrated care systems can ensure that they live lives of dignity and continued personal growth.

WHO Global Strategy and Action Plan

A longer life in poor health is not a reward but rather a burden for the individual, as well often their family

and society. So, the great opportunities with longer lives is in maintaining good health into older age.

The [WHO Global Strategy and Action Plan](#) on ageing and health provides a political mandate for action that is required to ensure that everyone has the opportunity to experience both a long and healthy life. The strategy is grounded in the concept of healthy ageing as being much more than the absence of disease but rather the functional ability of older people to be and to do what they value.

The strategy sets forth five objectives to achieve this. These include a call for countries to commit to action; to develop age-friendly environments; to align health systems to the needs of the older populations; and to develop sustainable and equitable systems of long-term care. Finally, it emphasizes the importance of improved data, measurement, and research, and involving older people in all decisions that concern them.

By acting on the strategy, countries will also contribute to implementing the 2030 Agenda for Sustainable Development, which pledges that no one will be left behind and that every human being, regardless of their age, will have the opportunity to fulfil their potential in dignity and equality.

Fundamental to aspiring to be a global influencer the IFA must not only inform and recognize the directions of the World Health Organization and the United Nations (e.g. the UN Sustainability Goals) but be prepared to stand independently behind such reports that through strategic and collective action have the potential to change the lives of older people globally.

Item 8. Other Business

8.1 The IFA Copenhagen Summit

Cognitive Reserve is best summed up in the phrase “use it or lose it” and conceived of in terms of determinants, mechanisms and outcomes. The IFA Copenhagen Summit was convened as a mechanism to move well-established science into a discussion on how to best promote and enhance the *Cognitive Reserve* of individuals, societies and nations

The modifiable determinants of cognitive reserve refer to voluntary and involuntary exposure to stimulatory environments – accordingly, these are not fixed, but changeable throughout the lifespan. At a mechanistic level, stimulatory activities trigger a range of adaptive biological and cognitive processes that in sum can help to sustain mental function in the face of stressors and pathology. There are many positive outcomes from building up *Cognitive Reserve* in this way, including lower risk for dementia, greater predicted years without cognitive impairment, and fewer predicted years with cognitive impairment.

At an individual level, a personal lifelong commitment to building up *Cognitive Reserve* is required, structured around *Three Pillars*: ongoing cognitive challenge, physical exercise and social contact. There is no preferable, prepotent or mandatory activity to recommend. Rather, those that combine pillars and that can be sustained over the long term are critical.

Social policies ought to remove barriers and help enable *Cognitive Reserve* -building choices. These will necessarily be different for different countries and populations, but some are broadly-applicable including reaching escalating schooling targets for girls and boys, addressing variable quality and inequities in education, targeting of adult literacy, improving mental health services, abolishing mandated retirement, promoting life-long learning, introduction of retirement planning for the brain, enabling cross-generational participation and scaling up volunteerism.

More broadly, a *Cognitive Reserve* agenda aligns with a new societal narrative that sees ageing not just as a catalogue of decline and disease but also an opportunity to take control, transmit knowledge, and

pursue activities that give meaning to life. Multiple sectors will need to buy into such an agenda for it to succeed.

A set of tiered *Cognitive Reserve* policy ideas have been designed to suit poor, developing and rich populations. Their intent is to spark debate and engagement between the academic and non-academic sectors, in particular the public, NGOs and policy decision makers.

With other stakeholders the IFA believes that a global action plan around *Cognitive Reserve* has great potential to protect and promote the brain health of the world's citizens. Actions going forward from the Summit include but are not limited to a consensus statement, a referred publication "Time for action on cognitive reserve"; and bringing together key stakeholders on evidence to action in 2020-2021.

8.2 An Asian Summit

The IFA Copenhagen Think Tanks and Summits have been a forum to bring together key experts in emerging policy fields such as reablement and cognitive reserve. While both subject areas have relevance in many countries the needs and the current and contemporary issues of the "global south" are not well addressed.

Directors discussed the importance of exploring the opportunities to convene a Summit in China with the intention of bringing into focus not only some of the population ageing challenges but also profiling good practice. The Secretary General was tasked to reach out to CNCA and most particularly Mr Xiao and Mr Wang for their input and consideration.

Item 9. Date of Next Meeting

To be determined

Appendix A -- IFA Portfolios

15th Global Conference on Ageing “Rights Matter”

Background:

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.

Goal:

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.



Conference and Events Manager:
Ms Nathalia Wittingham



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
- IFA has secured FADOQ as a primary sponsor with \$90,000.00 CAD to support the Conference
- IFA has secured Knights Therapeutics as a sponsor, supporting the conference with \$10,000.00 CAD
- Pfizer is anticipated to sponsor the Vaccines4Life summit with \$35,000.00 USD
- Over 25 volunteers already registered to volunteer during the conference

- Niagara Falls Business Events (NFBE) will work in partnership with Niagara Airbus to subsidize a custom shuttle bus solution from Pearson International Airport to Niagara Falls, supporting the conference with \$20,000.00 CAD
- In collaboration with SAGE and Egale Canada, the IFA is reflecting on successes and areas of improvement identified from the 14th Global Conference to guide discussions on integration both before and during the 15th Global Conference. Pre-conference activities include the IFA's involvement in hosting a series of webinars in order to engage global advocates on the rights of older LGBTQI adults, and emphasis will be placed on the Call to Action signed at the 14th Global Conference

DRAFT

Diabetic Retinopathy (DR) Barometer Program

Background: To improve understanding of the complex global, regional and specific country issues giving rise to increased prevalence of Diabetic Retinopathy (DR) and Diabetic Macular Edema (DME), the International Federation on Ageing (IFA), the International Agency for the Prevention of Blindness (IAPB), the International Diabetes Federation (IDF) and Bayer came together to conduct a comprehensive, two-phase, multi-country study in 41 countries around the world in 2017. This ground-breaking study shone a light on the status of prevention, assessment and treatment of diabetic eye disease (DED), as well as the real-life experiences of people living with the condition and the perspectives of their health care professionals.



Project Lead: Ms Anna Sangster

The global report and series of country reports synthesize and describe responses from over 7,000 participants adults with diabetes and health care professionals. They provide important insights that can be used to inform and shape policies, programmes and services to positively impact the vision health of adults with diabetes and provide the foundation for the DR Barometer Program.

In 2018, the DR Barometer Program enthusiastically welcomed Vision Academy, an elite group of ophthalmologists, as a new program partner exemplifying the commitment and investment from the clinical community. Additionally, a regional workshop were convened in Europe (Milan, Italy) and Latin America (Mexico City, Mexico) bringing together a diverse set of stakeholders including advocates for diabetes, vision health, and older persons, ophthalmologists, diabetes specialists, primary care providers, public health professionals, and industry. Barriers that impacted the vision health of adults with diabetes were intensely explored / tested in the workshop for their relevance across and within countries.

Goal: 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 through Constant Contact. 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.



Vaccines4Life Program

Background:

As people age, immune system function declines, leaving older people and individuals with chronic disease at a higher risk for infectious diseases such as shingles, pneumonia and influenza. Vaccine preventable diseases such as these can lead to increased risk of hospitalization, dependency, need for continuing care services and premature death.

Immunization can help to protect these at-risk groups from VPDs and their associated complications, to ultimately promote healthy ageing and prevent functional decline.

Goal:

The goal of the IFA Adult Vaccination 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.



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

2019 Achievements:

Vaccines4Life Knowledge Mobilization Platform

IFA obtained \$100,000 USD in funding from GSK to create 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.



Trajectory, a leading branding and marketing agency has taken the lead in creating a new logo and branding for Vaccines4Life, and Wow Digital will be creating the layout of the platform to go alongside the new IFA website.

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.

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.

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.

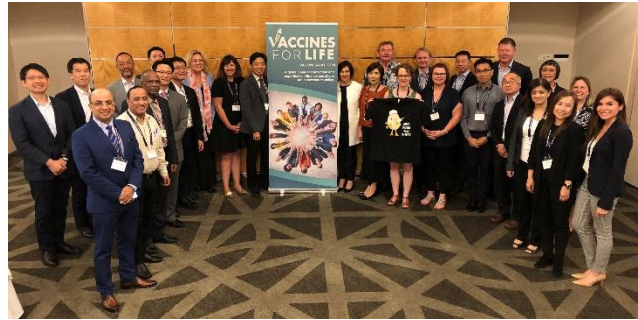
Expert Meetings and Events

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. After the meeting, the IFA worked in collaboration with meeting delegate Kimberley Littlemore, former BBC producer and Creative Director of eHealth Digital Media to film IFPMA’s Dr. Bram Palache vocalizing the importance of vaccination in an eye-catching and convincing short video, which is currently being tested for its ability to influence change.



“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](#) was 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.

“Influencing Policy to Improve Adult Vaccination in Germany” Munich, Germany

Convening in Munich on 3-4 December, this expert meeting aims to bring together thought leaders on the topic of older adult pneumonia immunisation in order to improve access to vaccines for older at-risk groups.

Objectives of this meeting include enhancing the understanding of the importance of vaccination among at-risk groups, identify barriers in access to vaccines in Germany, identify key stakeholders who have the ability to influence policy, and the continued advocacy of supportive of the IFA to stakeholders in order to advocate for supportive policies around older adult vaccines. The deliverables required to achieve these objectives include bringing together leading experts to identify key barriers to pneumonia vaccination uptake among older adults, and the development of a consensus statement and white paper on meeting findings.

“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 are convening an expert meeting titled “A Forum to Explore the Role of Patient Organizations in Vaccination”. The meeting will bring 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 will host 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 will focus attention on include pharmacist and general practitioner organizations as well as patient and ageing organizations.

The forum will bring 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 meeting will be concluded by the creation of an action plan to influence the roles and perceptions.

IFA and WHO – Age-Friendly Environments

Goal: 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.

Aims: 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.



Project Leads: Ms Robyn Beckett and Ms Anna Sangster

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 of 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 mentorship.

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.

IFA and WHO – Ageism

Background: The WHO defines ageism as “the stereotyping, prejudice, and discrimination against people on the basis of their age”.¹ 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.



Project Lead: Ms Nicole Pinto

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.

Goal: 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.

¹ 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.



Project Lead: Ms Megan Acton

Goal:

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.

Eye See You Campaign and Vision Health Initiatives



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.

Goal: 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 (upcoming)

In response to upcoming biosimilar switching mandated by BC government, the IFA in partnership with Bayer will launch a biosimilar education and awareness initiative. The campaign will focus on continued advocacy of safe and effective treatment of eye conditions and highlight the importance of patient empowerment and physician autonomy in decision to switch to a biosimilar.



Project Lead: Yifan Zheng

IFA Copenhagen Summit on Cognitive Reserve

Background: 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"². With a rapidly ageing global population, ensuring that older people are able to 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"³. 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.

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.

Goal: 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.



² World report on ageing and health. Geneva: World Health Organization; 2015.

³ 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.

Promotional Materials

Various social media tiles featuring key messaging and showcasing speakers were disseminated broadly throughout IFA networks. Promotional packages were also developed and sent to organizations for further distribution, helping to increase promotional reach.

Pre-Summit Morning Dialogue on Cognitive Decline and ICOPE

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.

Hearing

Background:

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.

Goal:

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.

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.



Project Lead: Ms Megan Acton



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.

DRAFT




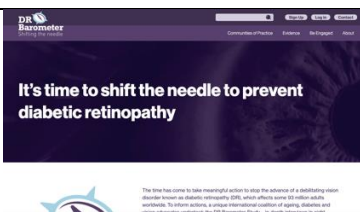
Media, Marketing and Communications


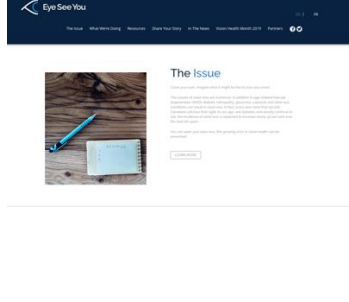

This year, the IFA continued to strengthen outreach of media, marketing and communications efforts across all platforms.

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 is being developed and is projected to start operate ending of October 2019.</p> <p>https://www.ifa.ngo</p>
	<p>The IFA2020 website has acquired about 6,800 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.

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/2olz0f [#UNIDOP](#) pic.twitter.com/99GLJ7jjJj



3 14

[View Tweet activity](#)

[View all Tweet activity](#)

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 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 2018. 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.

Appendix B – Declaration of Interest

It shall be the duty of every Director of the Corporation who is in any way, whether directly or indirectly, interested in a contract or arrangement or proposed contract or proposed arrangement with the Corporation, to declare such interest to the extent, in the manner and at the time required by the Act and to refrain from voting in respect of the contract or arrangement or proposed contract or proposed arrangement if and when prohibited by the Act.

I _____ understand that the Declaration of Interest Statement is vital to the reputation and integrity of the International Federation on Ageing (IFA) its Board members, volunteers and staff.

I have read the policy on conflict of interest set forth in the By-Laws and agree to comply therewith. To the best of my knowledge and belief, I am not involved in any activity, nor do I have any interest, which conflicts or suggests a potential conflict, with the interest of the IFA (except as noted below).

I accept that any disclosure will be kept on file and will be updated regularly, and I understand and support this policy and will respect its intention in the interests of the organization.

During my term of office as a member of the Board of Directors, I agree to report promptly any situation which might involve or appear to involve me in any conflict of interest with IFA.

Signature: _____

Date: 27th October 2019

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