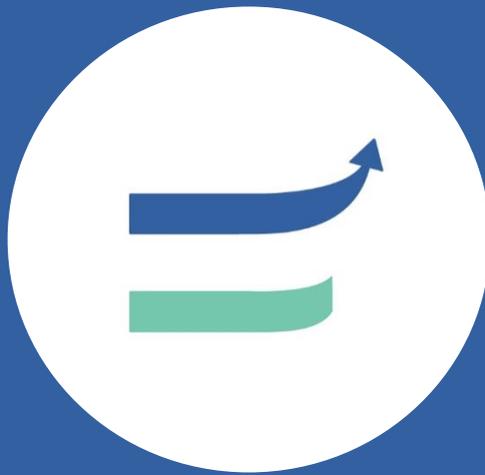


# #AgeingEqual

**Human rights do not diminish with age!**



**Guide for partners**

**[ageing-equal.org](https://ageing-equal.org)**

Celebrate the 70<sup>th</sup> anniversary of the Universal Declaration of Human Rights with a 70-day global awareness-raising campaign against ageism

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## Why this campaign?

**Seventy years after its adoption by the UN General Assembly, the Universal Declaration of Human Rights is just as powerfully relevant as it was on its first day.**

**The celebration of the 70th anniversary of the Universal Declaration of Human Rights on 10 December 2018 offers a great reminder that human rights do not diminish with age!**



Ageism leads to widespread marginalisation, poverty and abuse of older people and has negative impacts on their health and well-being. Ageism is everywhere, but we tend to deny its negative effects, we do not consider it as serious and harmful as other forms of discrimination and we fail to take action to counter ageism.

From 1st October, International Day of Older Persons to 10th December, 70<sup>th</sup> anniversary of the International Human Rights Day, we are organising a 70-day campaign against ageism

With the #AgeingEqual campaign, we aim to:

- **Raise global awareness** of the magnitude and gravity of ageism as a human rights violation that affects everyone in society as we are all getting older
- **Establish a lasting community and platform for action** against ageism as we initiate new collaborations around ageing and ageism
- **Support the UN Campaign** celebrating the 70<sup>th</sup> Anniversary of the Universal Declaration of Human Rights

## Important facts about ageism

**Ageism is the **stereotyping** (how we think),  
**prejudice** (how we feel),  
**discrimination** (how we act)**

against people on the basis of age. Ageism is highly prevalent worldwide and according to research it may now be even more pervasive than sexism and racism.

**Ageism has serious consequences** both for older people and society at large. For example, ageism leads to the abuse of older people in care setting but also creates barriers to the development of effective and inclusive policies.

**Ageism remains unchallenged in society** largely because it is socially accepted and entrenched in our culture and institutions. Countering ageism requires changing the way we think, feel and act about ageing and older persons.

**LET'S CHANGE THE WAY WE THINK, FEEL AND ACT TOWARDS OLD AGE AND CREATE A SOCIETY FOR ALL AGES!**

## Key messages

### Ageism affects or will affect everyone

There is now evidence that ageism is the most commonly experienced form of discrimination. Ageism does not only concern today's older generation, but every one of us, as we will all one day grow old.

### Ageism is harmful as any other forms of discrimination

Ageism is often more acceptable than other forms of discrimination. For example, although it would be considered unacceptable to exclude someone from training on the basis of their sex or race, age limits that impede the participation of older workers in trainings are still widespread today. We need to shed a light on the negative effects of ageism both for society and for individuals.

### We must change our mindsets about ageing

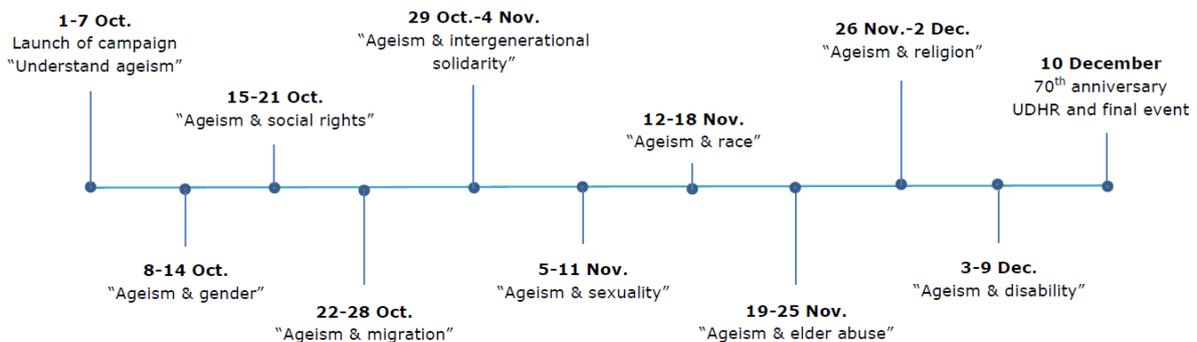
Countering ageism requires changing the way we think, feel and act about ageing and older persons. We all have the capacities and potential to contribute to society regardless of age, but often ageist attitudes limit our opportunities to do so. Providing services and support for the older generation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

**Tip!** Stop thinking about older people as different. Older people are not a group set apart; ageing is a continuous and normal process that concerns everyone. Do not talk about older people as 'they' instead reflect on how ageism affects 'us'

## The campaign in practice

The #AgeingEqual campaign will last 70 days from **1st October 2018**, International Day of Older Persons to **10th December 2018**, which marks the 70th anniversary of the International Human Rights Day.

**Each of the 10 weeks of the campaign will cover a specific theme to illustrate the widespread effect of ageism** and how it affects different groups in society.



Each week we intend to include several contributions/perspectives:

- Evidence-based posts by specialised organisations (EU equality networks, non-discrimination NGOs), institutions (UN, WHO, Fundamental Rights Agency, Council of Europe), or experts (academics)
- Testimonies by individuals, non-discrimination NGOs or projects
- Statements by policymakers (European institutions, national governments) including Members of the European Parliament (also in relation to the coming European elections next May 2019)
- National and regional viewpoints (National Human Rights Institutes, national NGOs and grassroots organisations)

## How to get involved in 4 easy steps

### 1. Spread the word

Share information about the campaign and its key messages by using the campaign material available online in the communication toolkit: [trello.com/b/q14dqegb](https://trello.com/b/q14dqegb). The toolkit includes:

- Logos in different formats and languages;
- A generic press release for campaign kick-off;
- A joint statement from the Members of the European Parliament Intergroup on Active Ageing and Solidarity between Generations;
- Guides on how to get involved in a few easy steps in the campaign (to help you involved your communities) and how to use social media to raise awareness of ageism.

The toolkit will be fed along the 10 weeks with thematic visual material (banners, posters, etc.) and additional resources for the campaign closing on 10<sup>th</sup> December. You are invited to make an extensive use of this material to engage with your network and encourage others to get involved!

#### Examples of posts

- + *Human rights have no age limits. Human beings of all ages are equal in dignity and rights. Say no to ageism. #AgeingEqual*
- + *Everyone is or will be affected by ageism. Support the #AgeingEqual campaign today for equal opportunities tomorrow!*
- + *Celebrate the 70<sup>th</sup> anniversary of the UDHR by standing up against ageism. Support the #AgeingEqual campaign!*
- + *Human rights are not equal if we are left behind, discriminated against, ignored, disempowered and excluded in older age. Let's shine a spotlight on ageism #AgeingEqual*

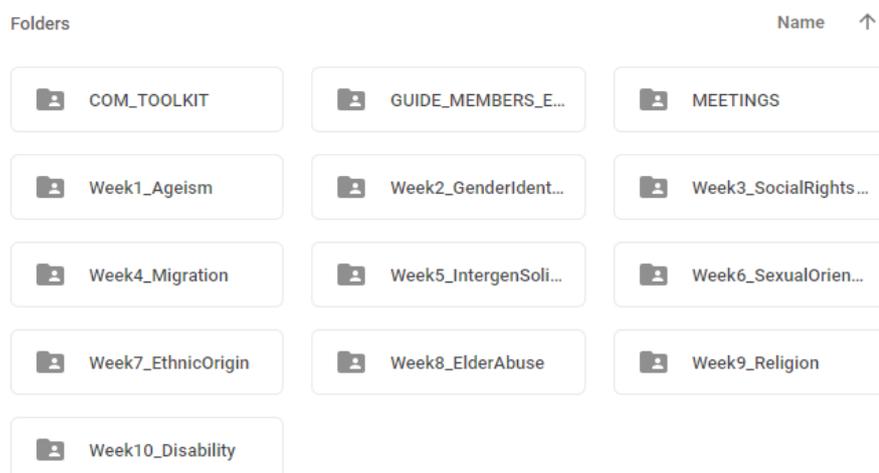
You can also show your support by adding the campaign logo in your social media profile picture thanks to Twibbon. A Twibbon is a temporary overlay to your existing social media profile picture. You can use the Twibbon only for the day in which your post will be out, a longer period or even during the whole campaign.

To add a Twibbon with the campaign logo, visit the following page:  
<https://twibbon.com/support/ageing-equal>

## 2. Give visibility to your work

Share information about work you have done in the area of age discriminations by uploading resources that will be used by AGE to prepare feed the campaign website and prepare social media posts. Any policy paper, report, statistics, testimonies or quotes, photo, video, infographics, etc. are welcome.

You can upload them directly on the folder of the thematic week that seem the post relevant for the promotion of your resource:  
<https://drive.google.com/drive/folders/1Mu8oL-2qcQ9FiJNUZfKM1YXokrabhnzK?usp=sharing>



You can also directly promote your work in the frame of the campaign by using the hashtag *#AgeingEqual* or submitting a blogpost for the campaign website.

### 3. Prepare a short blogpost or video

Your posts will be included in the dedicated campaign website: [ageing-equal.org](https://ageing-equal.org) (also accessible from AGE website) and will be shared through various social media platforms.

The idea of posts is to bring your perspective and experience of how ageism works based on the work you do with your communities. It could include testimonies, examples of good practices and suggestions of ways to fight ageism in general or within your community more specifically.

In terms of format, it should ideally:

- be between 100/200 words or a video of maximum 2 min;
- include photos, infographics and/or links to additional resources;
- be sent at the latest 1 week before its foreseen publication date.

Examples of message to include in your contributions

- + *There is no typical older person. Older age, like any other time in life, involves both challenges and opportunities.*
- + *Not all older people are frail, just like not all older people are healthy and active. In reality only a small proportion of older people need care and support in their everyday lives. We need to take into account the diverse experiences of older age.*
- + *Older people make valuable contributions to society through work, volunteering, consumer spending and caregiving. According to research in the UK older people contribute more than the public expenditure required to cover their pensions, health and long-term care needs.*
- + *Research shows that enforcing mandatory retirement does not*

*create more jobs for young people. Instead, society misses out from older workers' abilities and experiences.*

*+ Older LGBTI face multiple discrimination when they try to access health and long-term care due to implicit biases based on age and sexual orientation.*

*+ The European Parliament should pay more attention to how ageism is experienced by older migrants*

#### **4. Encourage your members and followers to get involved**

Invite your members to learn about ageism and reflect on how it affects their human rights by browsing the resources available on the campaign website: [ageing-equal.org](https://ageing-equal.org) and following the campaign through social media using the hashtag #AgeingEqual.

Encourage them to share their own experience of ageing or ageism by submitting a blog post, using social medias, organising events, etc. Building long-lasting cooperation around the fight against ageism at national level will be key in the long run!

A guide on how everyone can get involved is available online: <https://trello.com/c/X7XghNSL/1-get-involved-in-a-few-easy-steps>

A dedicated section on "how to take action" will also be accessible from the campaign website: [ageing-equal.org](https://ageing-equal.org)

## Frequently Asked Questions (FAQs)

### Why are we launching this campaign?

To create a society for all ages, we must confront ageism. Because we have been exposed for too long to negative messages about old age, we do not recognize the ways in which we fail to treat older people as equals. Age serves as valid justification for disadvantaged treatment in the form of age limits that exclude people from health treatments, services, benefits, training, credit and employment, among others. This makes ageism the last acceptable form of discrimination.

The time has come to challenge age-based restrictions that undermine human rights in old age. This is a project that does not only concern the large and constantly growing older population, who as the UN Independent Expert on the rights of older persons said, are *'waiting for their human rights to become a reality'*, but *every one of us*, as we will all one day grow old.

### Why are we launching it now?

The celebration of the 70<sup>th</sup> anniversary of the [Universal Declaration of Human Rights](#) (UDHR) in 2018 offers a great reminder that human rights do not diminish with age. The World Health Organisation (WHO) is currently undertaking a [global campaign to combat ageism](#). Global attention on age equality is increasing as the UN is reflecting on the [adoption of a new international treaty](#). The African Union and the Organisation of American States have adopted binding instruments to better protect human rights in old age. The Council of Europe has also taken note of the ways in which older people's rights are at risk in two recent recommendations. And for the first time the European Union Fundamental Rights Agency has published a [report](#) stating that *'too often we overlook the basic human rights of our older people'*.

Yet, we tend to deny the effects of ageism and not consider it as serious and harmful as other forms of discrimination. We all share the collective responsibility to take action against it and now is the perfect moment to draw attention to the injustice that we will face.

### **Who is behind this campaign?**

AGE Platform Europe, the largest European network promoting the rights of older persons, has developed the 'Ageing Equal' campaign and this guide. We have partnered with civil society organisations, experts and other actors in Europe and across the world to help spread the word about the campaign and share experiences of ageism from different groups in society. You may see the full list of supporters on the campaign website: [ageing-equal.org](https://ageing-equal.org).

The material developed for this campaign do not use AGE Platform Europe's logo because the 'Ageing Equal' campaign aims to be shared and owned by everyone who wants to counter ageism across the world. Please use the campaign logo to spread the word. You may find it in the communication toolkit: [trello.com/b/q14dqegb](https://trello.com/b/q14dqegb).

AGE Platform Europe is supported through EU funding part of which has been used to work on this campaign<sup>1</sup>.

### **I/my organisation have/has other plans to celebrate the 70th anniversary of the UDHR and/or the International Day of Older Persons. Can I still get involved?**

Of course! We would love to hear what you have planned to mark this occasion so please let us know by emailing AGE staff. Also make sure you use the hashtag of the campaign #AgeingEqual when you share information about your planned activities.

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<sup>1</sup> AGE Platform Europe is co-funded by the Rights, Equality and Citizenship Programme of the European Union. Its contents are the sole responsibility of AGE Platform Europe and can in no way be taken to reflect the views of the European Commission.

## Where can I find more information about ageism and resources that I can use during the campaign?

- AGE Work on Non-Discrimination and Human Rights Manifesto
- UN Open-Ended Working Group on Ageing, UN Office of the High Commissioner for Human Rights – Ageing, and Independent Expert on the Enjoyment of All Human Rights by Older Persons
- FRA Fundamental Rights Report 2018
- WHO Ageing and life-course
- HelpAge Age discrimination

## Who can I contact for more information?

- If you have any further question or you need support to plan your contribution to the #AgeingEqual campaign, you can contact:  
**Nena Georgantzi** [nenageorgantzi@age-platform.eu](mailto:nenageorgantzi@age-platform.eu)  
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**#AgeingEqual**  
**ageing-equal.org**