

2017 MINISTERIAL CONFERENCE ON AGEING  
A Sustainable Society for All Ages: Realizing the potential of living longer  
Lisbon, 21-22 September 2017

**Breakfast talk on the Global Campaign to Combat Ageism**  
**with John Beard from the World Health Organization**

**Side event**

21 September, 8:15 – 9:00

**Objective**

To improve understanding about ageism in all its dimensions and forms of expression, increase the visibility of global, regional and country level efforts to combat ageism, including the *Global Campaign to Combat Ageism*, and to share country experiences and inspire ideas among all participants on how we may best tackle ageism.

**Background**

The Madrid International Plan of Action on Ageing acknowledges the need to change the image of ageing and older people. This issue is pressing as prejudice, stereotyping and discrimination on the basis of age - commonly referred to as ageism – are ubiquitous. A recent analysis carried out by the World Health Organization (WHO) using world value survey data of 83 034 adults from 57 countries found that 60 percent of participants reported that older adults are not well respected.

Ageism is highly detrimental to the health and well-being of older adults, and imposes barriers to developing good policy because it limits the way problems are framed and the questions that are asked. Experience with sexism and racism has shown that changing social norms is possible and can result in more prosperous, equitable and healthier societies. In May 2016, WHO's 194 Member States called for the development of a Global Campaign to Combat Ageism to change the way we all think, feel and act towards age and ageing.

The vision of the *Global Campaign to Combat Ageism* is a world for all ages. Some key actions have already been taken to inform the development of this Global campaign, including an analysis of countries' efforts to tackle ageism, drawing on UNECE Member States' reports on MIPAA, and much more is in the pipeline.

**Target audience**

This side event will be of interest to ministers and delegations, national focal points on ageing, policymakers, civil society organizations, researchers and other stakeholders.



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Organization

**Format and focus of discussion**

This joint UNECE – WHO side-event will be organized as a panel discussion, with Dr John Beard introducing the *Global Campaign to Combat Ageism* and presenting new findings on initiatives undertaken by different UNECE Member States to tackle ageism. Other panellists will then share experiences and lessons learned in tackling ageism at country level. Following this opening discussion, the conversation will continue to unfold with the insights provided by attendees to this side event.

This side event will be held in English.