GLOBAL CAMPAIGN TO COMBAT AGEISM
“to develop in cooperation with other partners, a global campaign to combat ageism in order to add value to local initiatives, achieve the ultimate goal of enhancing the day-to-day experience of older people and optimize policy responses”
Global Campaign to Combat Ageism

VISION
A world for ALL ages

GOAL
Change the way we **think, feel** and **act** towards age and ageing
Global Campaign to Combat Ageism

4 areas of work

Data & Evidence
Develop the evidence base for action

Global Coalition
Build a coalition to drive change

Awareness
Inform, advocate and change the representation and discourse around age & ageing

Platform for action
Optimize policy responses & improve lives
Data & Evidence

1. Analysis of global prevalence of ageism using data from one single survey.

1. Policy review to understand what countries are doing in this area.

4. Systematic Reviews to gather all available evidence on the determinants, consequences & metrics of ageism as well as strategies to tackle it.

1. Qualitative study to assess existing campaigns to tackle ageism.

Lived experience (HelpAge)
Ageism – what do we know about country action?

- **Policy review** to understand **what countries** are doing

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
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<tr>
<td>All of the 32 countries included have taken some level of action</td>
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<td>75% adopted legislation against age-based discrimination and put in place enforcement mechanisms</td>
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<td>62% modified or repealed existing laws / policies / programs that discriminate or prevent older people’s participation in and access to benefits that would address their needs and rights</td>
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<td>72% undertook communication campaigns</td>
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<tr>
<td>62% conducted intergenerational activities</td>
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Ageism – what do we know about what works?

- **Systematic Reviews** to gather all available evidence


**Evidence Before This Study:** No review of the effectiveness of interventions to reduce or prevent ageism.

**What did this study tell us:***
Education (1) and intergenerational contact (2) and combining (1+2) them work to change
- attitudes towards older people (1+2),
- knowledge of ageing and older people (1), and
- comfort with older adults (1+2).
- BUT had no impact on anxiety about ageing, or interest in working with older adults.
- Interventions were most effective for females and among adolescent and post-secondary student age populations.

**Implications:** Invest in
- Ageism education and intergenerational contact to reduce ageism
- Research to examine the effects of interventions across cultures and age-related social norms.
How it all comes together under the Decade of Healthy Ageing

Global Strategy & Action Plan
Recognizing the issue

Global Report on Ageism
Call for action in an evidence-based framework

Stakeholder mapping
Understanding who is working on ageism and what they’re doing

Global coalition
Partners and supporters of the campaign set out to act

Platform for action
Tools and messages available for use

New legislation & policy?
Training curriculums?
National campaigns?
Intergenerational activities?

Building an evidence base
Research on ageism

Partners and supporters of the campaign set out to act
What can you do

• If you are taking concrete steps to tackle ageism – evaluate and share the results– help build the evidence.

• If you want to start do what we know works – education, intergenerational activities – read the paper first

• Case law? Personal testimonies?

• Engage with States before reporting on the GSAP– May 2020.

• Get on the list of stakeholders
Thank You

- COST Action on Ageism
- ITN - EuroAgeism
- Age Platform
- HelpAge International
- International Federation on Ageing
- Cornell University
- Yale University
- University of Toronto
- University Institute of Lisbon
- Bar Ilan University
- Centre for Ageing Better
- AARP
- UN family
A WORLD 4 ALL AGES

Vâia de la Fuente-Núñez & Alana Officer

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

#AWorld4AllAges