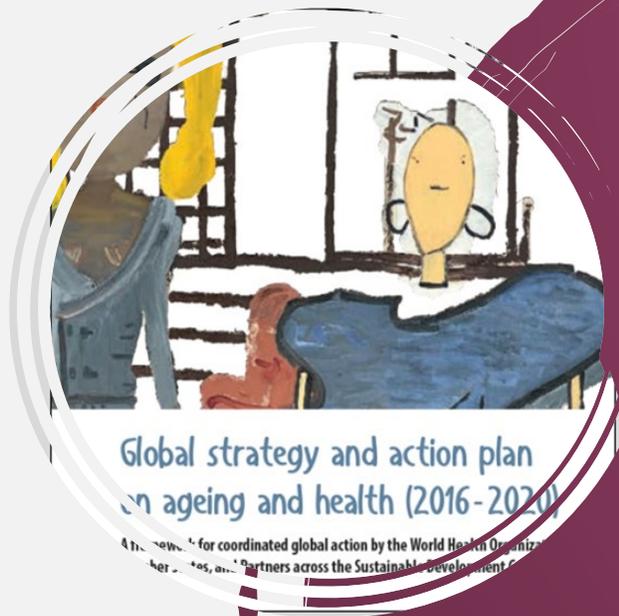




# GLOBAL CAMPAIGN TO COMBAT AGEISM

*“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”*



## WHO gets involved

194 countries call for the development of a Global Campaign to Combat Ageism

## VISION

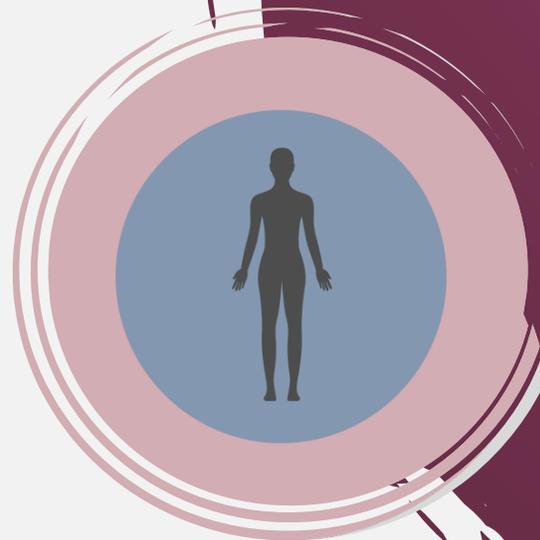
A world for ALL ages

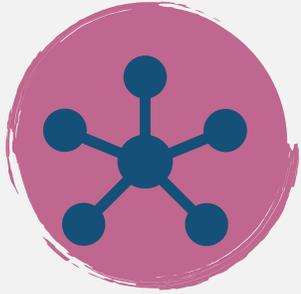
## GOAL

Change the way we **think, feel**  
and **act** towards age and ageing

# Global Campaign to Combat Ageism

Vision & Goal





### 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



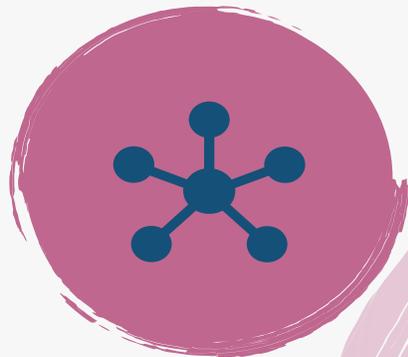
### Platform for action

Optimize policy responses & improve lives

# Global Campaign to Combat Ageism

4 areas of work

# 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

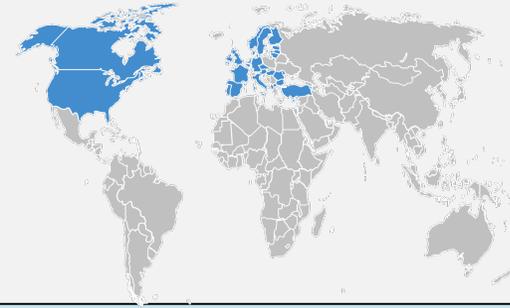


**1** qualitative study to **assess existing campaigns** to tackle ageism



**Lived experience** (HelpAge)

# Ageism – what do we know about country action?



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

- All of the 32 countries included have taken some level of action
- **75%** adopted legislation against age-based discrimination and put in place enforcement mechanisms
- **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
- **72%** undertook communication campaigns
- **62%** conducted intergenerational activities

# Ageism – what do we know about what works?

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



**Review 1: Interventions to Reduce Ageism Against Older Adults: A Systematic Review and Meta-Analysis** (Burnes D, Sheppard C, Henderson C, Wassel M, Cope R, Barber C, Pillemer K) [https://ajph.aphapublications.org/doi/full/10.2105/AJPH.2019.305123?url\\_ver=Z39.88-2003&rfr\\_id=ori%3Arid%3Acrossref.org&rfr\\_dat=cr\\_pub%3Dpubmed&](https://ajph.aphapublications.org/doi/full/10.2105/AJPH.2019.305123?url_ver=Z39.88-2003&rfr_id=ori%3Arid%3Acrossref.org&rfr_dat=cr_pub%3Dpubmed&)

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

## **What did this study tell us:**

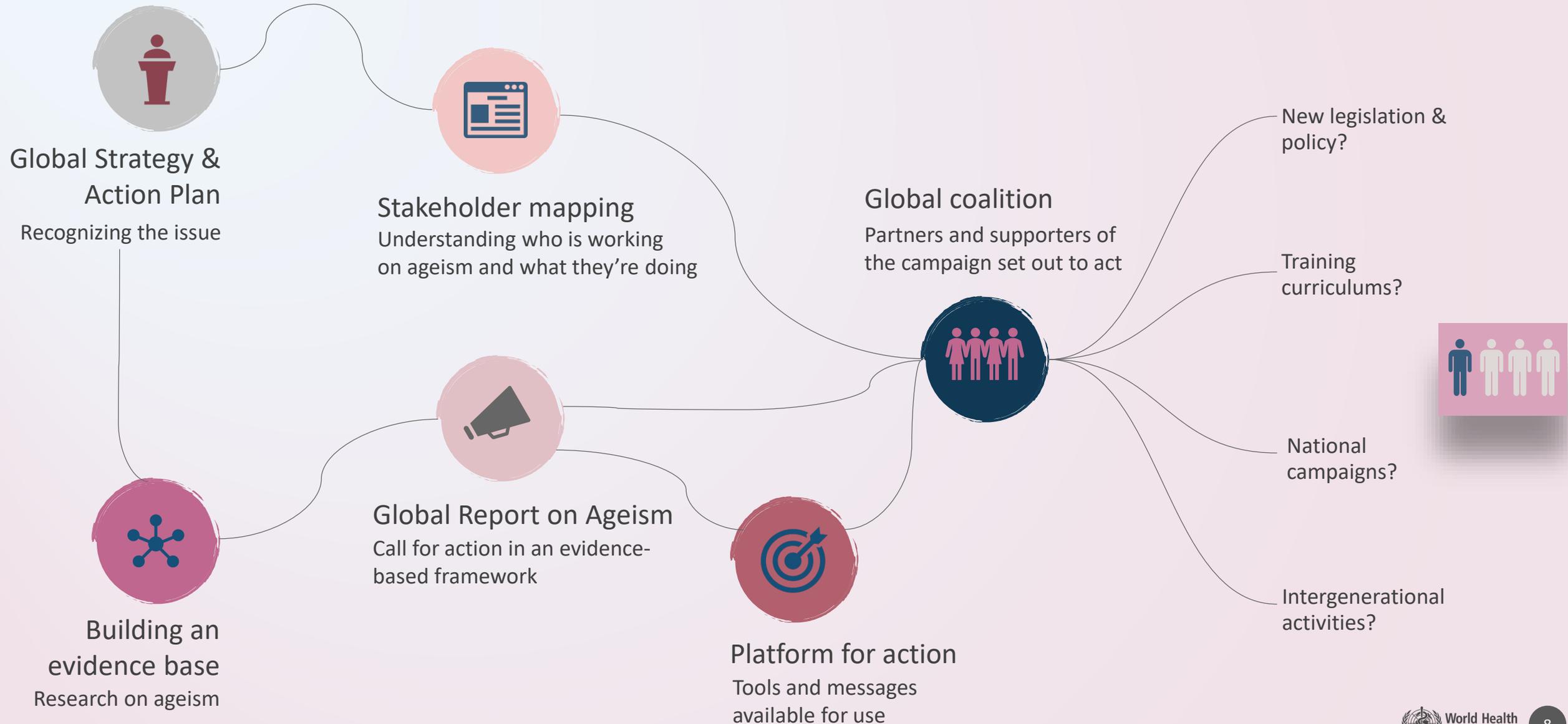
Education (1) and intergenerational contact (2) and combining (1+2) them work to change

- 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



# 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