

Age Demands Action for Rights



ADA
Age Demands Action

HelpAge
International
global network

Age Demands Action is a HelpAge global network campaign

Summary

This year for the very first time, HelpAge global network held an ADA for Rights campaign on World Elder Abuse Awareness Day (15 June). It was expected that 10 countries will take part in the campaign, however over a 3-week period, a total of 21 countries signed up to take part in the campaign. Older activists called on their governments to stop elder abuse and support a UN Convention on Older People's rights by sending representatives to the meeting of the Open Ended Working Group on ageing (OEWG), at the UN in August. Campaigners also held a massive petition signature campaign in support of a UN Convention, putting the grand total of signatures on the **ADA petition at 52,941** (as of 19 June)!

- During the ADA for Rights campaign, the following governments pledged their support to attend the OEWG:
 - Indonesia – representing 8 member states from ASEAN, except Singapore
 - Ghana
 - Philippines
 - Tanzania
 - Nepal
- So far **20,059 people** have signed the ADA petition including Kenya Chief Justice, Hon. Dr Willie Mutunga and the Attorney General Hon. Githu Muigai. Signatures are still being collected until end of July– pushing the petition total beyond the 50,000 signatures target already.
- Older people met with 37 leading government representatives.
- **34,673,245** people had an opportunity to hear about the campaign through media coverage.
- Over **20,000 campaigners** in 21 countries took action.
- Over 429 civil society organisations, including 14 Affiliates participated in the campaign.

Rights campaigning and Age Demands Action

ADA for Rights on World Elder Abuse Awareness Day is one of the campaign action days forming part of the new ADA as it moves away from



campaign focusing solely around the International Day of Older Persons on 1 October. While campaign activities and demands were tailored at a national level, the unified demands of Age Demands Action for Rights focused on both gaining signatures for the ADA petition in support of a UN Convention on Rights of Older People and securing commitments

from high level government officials to attend the UN Open Ended Working Group meeting in August (2012).

Government commitments to the OEWG

The campaign could not have been more successful! When older people met governments face to face asking them to send representatives to the OEWG, fantastic commitments were made. Below are some examples: (Appendix B lists all the governments that older people met as part of the campaign).

In **Indonesia**, ADA leaders and 2000 older persons met with Dr Makmur Sunusi, Special advisor to the Minister of Social Affairs and Vocal Point of members of states of ASEAN following the National Jamboree of Senior Citizens. At this meeting, Dr Sunusi expressed the full support of Indonesia and 8 other ASEAN states (except for Singapore) for a UN Convention on the rights of older people and pledged to attend the OEWG meeting in August on behalf of ASEAN community.

In the **Philippines**, Assistant Secretary to the Office of UN and International Organisations and focal point for the Department of Foreign Affairs, Eduardo Meñez, made a verbal agreement that they will send a representative to the OEWG in August. This will be followed by a forum on July 24 with the Department of Foreign Affairs, Departments of Social

Welfare and Development, Presidential Communication Team, older people and civil society organisations. A Commissioner of Human Rights will give her opening remarks. The expected outcome of the forum is for Philippines government to strongly support the Convention on the rights of the older people with unified position.

In **Ghana** firm promises were made by both the Deputy Director of the Ministry of Foreign Affairs and Deputy Minister in-charge of Social Welfare for the Ministry of Employment and Social Welfare to participate in the OEWG in August.

In **Tanzania**, Mr Fanuel Mbonde, Permanent Secretary Ministry of Justice and Mr Hassan Mwamweta, Protocol Officer in the Ministry of Foreign Affairs pledged to attend the OEWG in person, with Mr Mbonde promising to contact older people and Human Rights organisations for further input before attending the meeting.

In **Nepal**, government representatives responded positively to requests to attend the OEWG.

Additional pledges made on World Elder Abuse Awareness Day:

In **Bolivia**, older activists marched through the streets of La Paz to the Ministry of Justice where they set out their campaign demands to the Vice Minister of Equal Opportunities, Karina Marconi. They demanded the enactment of the National Plan on Ageing, respect for Separate Jurisdictions Act (which prohibits the theft of property and land), the drafting and validation of the Comprehensive Bill for older adults and the creation of rules that penalise all forms of abuse. In response, the Vice Minister said he was making it his priority to push for the adoption of the new Law for the Elderly.

In **Kenya**, the Chief Justice asked activists to report cases of abuse that were before the courts and had not been solved for a long time. Both the Chief Justice and the Attorney General asked HelpAge to engage a consultant to review the laws that discriminate against older people so that the Attorney General's office can work to have the laws amended.

In **Kyrgyzstan**, older people called for engagement in the Open Ended Working Group on Ageing and asked the Kyrgyz government to include issues of age development in strategic documents (national action plans, concepts and strategies) and into the law "On social and legal protection from violence in the family."

In **Tanzania**, sensitised older people's representatives met with Community Development Parliamentary Committee and Minister Hon Gaudencia Kabaka to discuss why universal pensions are not reflected in the National budget despite government promises from last year. Members agreed to



present the matter to the Prime Minister to convince him to speed up the process and start the scheme in 2013. Within **8 days of the meeting**, the government sent the delegation to Uganda to learn from Social Assistance Grant for Empowerment (SAGE) programme on how Tanzania will be able to implement universal pension scheme. Campaigners also called on the government to stop the killings of older people associated with witchcraft allegations, with Hon Emmanuel Nchimbi, Minister of Home Affairs responding positively to a discussion on the subject, by promising to make it his priority to ensure all efforts to stop such killings. A discussion held with the Social Service Parliamentary Committee on the regulation of the National Ageing Policy also resulted in the committee promising to push the agenda to ensure that the older people's bill will be presented to the Parliament in the 2012/2013 financial year.

In **Serbia** a public debate was held with the Ministry of Health, the National Commissioner for Protection of Equality, UNFPA, UN Focal Point for Ageing in Serbia and National Institute for Social Protection, on risks and ways of preventing abuse, discrimination and neglect of older people. This resulted in a set of recommendations that will be presented to the new Ministers of Social Policy, Health and Law.



Following a march in **South Africa** attended by 450 older persons to spread awareness of Older people's rights, the Police Department has made arrangements to offer its services to the

Tafelkop community at a local clinic, so that older people are more able to report abuse.

Detailed summaries of the national ADA for Rights Campaigns can be found in Appendix C.

ADA Petition



Another focus of the ADA for Rights Campaign was to gain support for a UN Convention on the Rights of Older People by increasing the number of signatures on the ADA petition. HelpAge global network over-achieved its petition expectations. Our target was 20,000 signatures, however many countries gained

significant number of signatures for the petition and this will continue until end of July. Here are a few examples:

Victory in **Kenya!** Chief Justice, Hon. Dr Willie Mutunga and the Attorney General Hon. Githu Muigai; both added their signatures to the petition, along with 300 other signatories, which was handed to the personal assistant to the Minister for Justice and National Cohesion.

NAME	I.D. NUMBER	SIGNATURE
WILLIE MUTUNGA CHIEF JUSTICE REPUBLIC OF KENYA	2012869	
Githu Muigai Attorney General Republic of Kenya	2012871	

In **Nepal**, a massive petition campaign led to **11,500 signatures** to the petition, including 300 which were collected using a petition banner in Kathmandu.

In the **Philippines**, COPAP leaders took to the streets as part of a big petition campaign talk to older people who had been abandoned and abused. The Philippines has so far gained an additional **6,000 signatures** with the number still rising as they continue the petition



to

campaign until end of July. It is expected that on 24 July Forum, Mr Eduardo Meñez from the Department of Foreign Affairs will sign the ADA petition.

In **Thailand**, two marches took place in Chiang Mai province by 100 older people campaigners and 1000 participants. Promises are made to collect approximately **5000-7000 signatures** by end of July by the campaigners.

In **Kyrgyzstan**, 796 people signed the petition after attending a photography exhibition displaying messages of elder abuse.

ADA for Rights in the Media (traditional and online)

Number of National Media hits - 103

It is estimated, that ADA for Rights campaign was mentioned in **103 national media**. National campaign representatives from each country were asked to provide estimates of the number of people who could have heard about the campaign in their country, and although not all countries were able to estimate figures, and in some cases estimations were very broad, the total figure can be placed as just over **30.5 million** which is likely to be a conservative figure¹

Examples of extensive media coverage of the campaign at a national level include:

¹ These figures are based upon numbers attending events, passers-by that may have witnessed campaign actions, the number of readers of digital and print media outlets which featured the campaign and the number of viewers of TV programmes covering the campaign.

In **Nepal**, a documentary and news item in which NEPAN's Executive Director spoke, was broadcasted to 60% of the population (over **17.5 million people**). An empowering radio jingle talking about elder abuse was played 6 times a day from 14-17 June on various radio programmes broadcast in 12 districts of Nepal and listened to by 150,000 people. The words included:

'Older men and women are part of our lives/ are our lives.My world, your world, it is everyone's world! We must act together to ensure our older people do not face abuse.'

In **Ethiopia**, two newspaper announcements (1 in Amharic, 1 in English) were made on World Elder Abuse Awareness Day; one targeted donors in The Daily Monitor (private) and one government officials in Addis Admas (equivalent of The Ethiopian Herald – government owned). Three 30 second radio spots on Sheger FM (a popular private radio station) were played during rush hour – one in the morning, one at midday and one in the early evening. The message was that- *older people face discrimination and abuse from society, including their families*, ending with a statement that - *the general public must take a stance and stop this discrimination and abuse against older people who have been the major contributors to the development of Ethiopian society*. The message was endorsed by national affiliate Ethiopian Elderly and Pensioners National Association (EEPNA). It is estimated that **1,014,150 people** could have been made aware of World elder Abuse Awareness Day through media announcements in Ethiopia.

In **Ghana**, campaign organisers estimate that **8 million people** could have heard about ADA for Rights and World Elder Abuse Awareness Day through extensive Radio commentary, discussions and interviews broadcasted on several national radio stations. TV News Documentary (Metro TV) was also played on the common abuses suffered by older people in Ghana and intervention needed to address them. The Ghanaian Times published HelpAge Ghana press release stating the significance in the promotion of older people's rights, including abuse prevention measures and coverage.

In **Kyrgyzstan**, media coverage of the campaign could have reached approximately **1,000,000 people** with a TV documentary which was broadcasted 3 times on national TV, news articles covering the problem of violence against older people published in 3 national newspapers, 2 video clips in the news to mark World Elder Abuse Awareness Day, and a press conference covering the opening of the exhibition highlighting elder

abuse. Additionally, 1, 040 information fliers and 1, 300 book marks with phrase “I am against violence against older people” signed by and with photo of celebrity singer Mr Kerim Turapov were distributed among general public. In addition 104 posters with slogan “No to violence against older people,” and images of older people in their different roles was printed and disseminated to public.

In **Haiti**, the campaign received coverage on National Haiti TV, the biggest media outlet in the country, as well as 2 other popular TV stations; in Le Nouvelliste Newspaper (the longest running and most influential media outlet), along with online and radio coverage. It is estimated that media in Haiti collectively could have reached **3 million people**. A media briefing was also held at the Municipal Palace of Delmas, during which the delegates of OPAs read a declaration denouncing elder abuse and asking families and authorities to put an end to elder abuse. Delegates also read the petition and encouraged the public to sign it.

In the **Philippines**, campaign organisers estimate that over **2 million people** could have been reached by coverage of the campaign through a radio interview with ADA leader Ms Salvacion Basciano, COSE Executive Director Fransiskus Kupang, and ADA Programme Coordinators Aura Sevilla and Cherry Llegue, talking about the different forms of abuse and society’s failure to recognise it.



Online Media

For Age Demands Action for Rights, a web story and two blogs from the London campaigns team were published. A photo gallery highlighting country actions was also put together and marketed using our social networks, with ADA content receiving more than 900 views since 15 June. The campaign and ADA petition were also promoted on social media through Twitter, Facebook and also Google Adwords, with 600 click through from Google AdWords.

A Big Thank You!

The Campaigns team at HelpAge International would like to extend a sincere 'thank you' to all those that spent the time organising national campaign actions. In particular we would like to thank the incredible constituency of older people driving ADA to achieve positive change for the rights of older people across the world.

Sincerely,

Barbara and Natasha

Campaigns Team

Appendix A: Government Officials Met as part of campaign

Meetings with the following Ministers / Government Representatives took place as part of the ADA for Rights campaign:

Bolivia:

- Vice Minister of Equal Opportunities, Karina Marconi

Ethiopia

- Ministry of Labour and Social Affairs (MoLSA)

Ghana:

- Deputy Director to the Minister of Foreign Affairs and Regional Integration
- Deputy Minister in charge of Social Welfare for the Ministry of Employment and Social welfare

Indonesia:

- Special advisor to the Minister of Social Affairs and Vocal Point of members of states of ASEAN, Dr Makmur Sunusi

Kenya:

- Chief of Justice, Hon. Dr Willie Mutunga
- Attorney General Hon. GithuMuigai
- Personal Assistant to the Minister for Justice and National Cohesion

Kyrgyzstan:

- UN Resident Coordinator, Mr Avanesov
- Deputy Minister of Social Development, Ms GulnaraDerbisheva
- Chief of department on older people and people with disabilities, Ms BurulSuiunalieva

Mozambique:

- National Director of Social Welfare at Ministry of Women and Social Welfare, Mr Miguel Mause

Nepal:

- Under Secretary National Planning Commission, Mr Shiv Raj Chaulagain

- Under Secretary of Ministry of Women, Child and Social Welfare, Mr Surya Shrestha

Philippines:

- Planning Officer of Policy Development and Planning Bureau and focal person for Department of Social Welfare and Development (DSWD), Atty. Germaine TritleLeonin
- Chief of Staff of Commission on Human Rights, Atty. Mark Titus Cebrenros
- Assistant Secretary to the Office of UN and International Organizations and focal person for Department of Foreign Affairs, Eduardo Meñez

Serbia:

- National Commissioner for Protection of Equality
- Representative from the Ministry of Health

Tanzania:

- Protocol Officer for the Ministry of Foreign Affairs, Hassan Mwamweta
- Permanent Secretary Ministry of Justice, Mr FanuelMbonde.
- Minister of Home Affairs, Hon Emmanuel Nchimbi
- Meeting with Ms Regina Chikuli-Principal Secretary-Ministry of Health and Social Welfare
- Meeting with Principal secretary, Ministry of Justice and Constitutional affairs
- Meeting with Henry Mwanry- Deputy minister Local government
- Community Development Parliamentary Committee & Minister responsible for universal pension, Hon GaudenciaKabaka
- 10 individual parliamentarians

Thailand

- Ministry of Foreign Affairs
- Representative from Bureau of Empowerment of Older Persons, Ministry of Social Development and Human Security
- Representative from Institute of Geriatric Medicine, Ministry of Public Health

Zambia

- Chief of Information, Education and Training for the Human Rights Commission

Appendix B: National campaign organisers (where

organisations have been missed it is due to lack of information from national organisers on participating organisations)

We would like to thank:

The following Affiliates of the HelpAge global network:

- Coalition of Services of the Elderly (COSE) Philippines
- Fiji Council of Social Services (FCOSS)
- Foundation for Older People's Development (FOPDEV) Thailand
- HelpAge Ghana
- HelpAge Kenya
- Muthande Society for the Aged (South Africa)
- NASCOM (Malaysia)
- Senior Citizen Association Zambia (SCAZ)
- YEL (Indonesia)

The following partners leading campaign organisation in their country:

- Ageing Nepal
- CRDO (Pakistan)
- Nepal Participatory Action Network (NEPAN)
- Pakistan National Centre on Ageing (PNCA)
- Serbian Red Cross

The following HelpAge International Teams:

- HelpAge International in Bolivia
- HelpAge International in the East, West and Central African Regional Development centre (Kenya)
- HelpAge International in Ethiopia
- HelpAge International in Haiti
- HelpAge International in Kyrgyzstan
- HelpAge International at the Latin American Regional Development Centre (Bolivia)
- HelpAge Mozambique
- HelpAge International in Pakistan
- HelpAge Tanzania

The following national partners / affiliates that participated in Age Demands Action for Rights:

In Ethiopia

- EEPNA
- RadTVAr Promotion
- TSDA
- MoLSA

In Fiji

- Housing Assistance and Relief Trust (HART)
- Golden Oldies Club
- Lautoka District Council of Social Service
- Andhra Sangam of Fiji
- SoroptimistLautoka.
- Lovusangam School.

In Ghana

- Ghana Government Pensioners Association
- National SSNIT Pensioners Association

In Indonesia

- Anyelir Foundation
- DAHLIA (OPA)
- FKLK
- GNLP
- LLI
- Papansosnada

In Kenya

- Anglican Development Services (ADS)
- KARIKA

In Kyrgyzstan

- ADRA
- Association of Crisis Centres
- Association of Social Protection of Population
- Babushka Adoption
- Ministry of Youth, Labour and Employment
- Resource Centre for elderly

In Mozambique

- National forum of older peoples associations- FTI;
- Proidoso association;
- APS association; and
- Tinhena Association.

In Nepal

- Media House
- Ministry of Women, Children and Social Welfare
- National Human Rights Commission
- National Planning Commission
- National Senior Citizens Federation
- OPA Jorpati VDC
- OPA Dharmasthali VDC
- OPA Gothatar VDC
- OPA Thankot VDC
- Sankalpa Nepal
- Tribhuvan University
- Women for Human Rights

In Philippines

- Commission on Human Rights (CHR)
- Confederation of Older People's Association of the Philippines (COPAP)
- Department of Social Welfare and Development (DSWD)

In Serbia

- Age UK
- Amity NGO
- Association for Adult Education
- Bread of Life
- Centre for Democracy Foundation
- Circle of Serbian Sisters
- DFSPC Philanthropy
- Gerontological Centre in Belgrade
- Gerontological Society of Serbia
- Institute for Gerontology, Home Care and Palliative Care
- Lastavica
- Ministry of Health
- Moka
- National Commission for Protection of Equality
- National Foundation for human ageing
- National Institute for Social Protection
- Pensioners Union
- Rosa
- Social Welfare Centre
- Society of care about the elderly

- UN Focal Point for Ageing in Serbia
- University for third age
- Viktorija
- 90 Municipal Red Cross Organisations

In Tanzania

- Africa Women Aids Group (AFRIWAG)
- Arusha Retired Peoples Association (CHAWAMA)
- KIWWAUMBA
- Mbeya
- Moshi Poverty Stricken Elders Association (MOPSEA)
- Morogoro Elderly People Organisation (MORETEA)
- Mwananyamala Women Development (MWAODE)
- Nassa Brotherhood Society for the Aged (NABROHO)
- Songea Older People Forum (SOPF)
- Tanzania Mission to the Poor and Disabled (PADI)
- Tanzania older people forum
- Tanzania Social protection network
- The Good Samaritan Social Services Trust (GSST)
- SaidiaWazeeKaragwe (SAWAKA)
- SaidiaWazee Tanzania (SAWATA Kasulu)
- Shidepha + Kahama

In Thailand

- Chiang Mai Home Care Volunteers' Club
- Mirror Foundation
- Network of Community Rights
- Senior Citizen Council of Thailand (SCCT)
- Twenty OPAs in Chiang Mai and Lamphun provinces

In Zambia

- Zambia Community Without Borders
- Human Resource Trust
- Zambia National Pensioners Association
- Senior Citizens Association of Zambia Lusaka West
- NyumbaYanga Senior Citizens Association

Appendix C: Summaries of National ADA for Rights Campaigns

Bolivia

Older people's organisations of the 20 provinces of La Paz and El Alto, held a massive march in La Paz to demand the elimination of all forms of violence. The march finished at the Ministry of Justice where a delegation of older people met with Karina Marconi, Vice Minister of Equal Opportunities. At this meeting, older people set out their demands which included the enactment of the National Plan on Ageing, respect for Separate Jurisdictions Act (which prohibits the theft of property and land), the drafting and validation of the Comprehensive Bill for older adults, the creation of rules that penalise all forms of abuse and most importantly the creation of a Human Rights Convention for older people.

Networks of Older People also marched through the streets in Santa Cruz and Villamontes (southern Bolivia) and collected signatures to the ADA petition in support of the implementation of a UN convention on older people's rights. A press conference was held at a public square where older people demanded their department authorities to create a law that would punish all forms of abuse and discrimination.

Ethiopia

In addition to media announcements, Ethiopia celebrated ADA for Rights with one awareness-raising event at the community level in the sub-city of KolfeKeranio in Addis Ababa on July 7. The event brought together 220 older people from the community, as well as from Addis Ketema sub-city and Burayou town for a community conversation. Other activities on advocacy matters, especially concerning rights, are prohibited by the government.

Fiji

Fiji was the first country to celebrate World Elder Abuse Awareness Day on June 15th, celebrating for the first time at Lovu HART village in Lautoka at an event themed 'Respect the elderly - Family Pride and National Asset'. A statement was prepared to mark the day which the Permanent Secretary for Social Welfare took note of and which will be placed on the Agenda for Action for the National Council on Older Persons

(NCOP) which is about to be established. As part of WEAAD, the HOUSING ASSISTANCE AND RELIEF TRUST which houses the poorest of the poor also established a GOLDEN OLDIES CLUB for the wellbeing of older persons and conducted a Self-Care Learning Workshop.

Ghana

Preparation for Age Demands Action for Rights in Ghana began with a pre-planning meeting and project staff orientation on the programme followed by a planning meeting with stakeholders including older people representatives from 20 communities, Ghana Government Pensioners Association and National SSNIT Pensioners Association. Meetings were also held with the Ministry of Foreign Affairs and Regional Integration and the Ministry of Employment and Social Welfare, during which the Deputy Minister (In-charge of Social Welfare), Ministry of Employment and Social Welfare accepted the proposal of HAG for the country to participate in the OEWG meeting in August and in subsequent meetings of the group, with the issue raised at the Ministry's Management meeting between heads of departments and the Ministers the following day. The Deputy Director to the Minister of Foreign Affairs and Regional Integration also demonstrated great interest in issues of abuse of older people and the need for Ghana to participate in the UN OEWG meeting in August. Appropriate recommendations are to be made to the Minister on the issue, including the possibility of taking up the vacant Africa Bureau chair. As part of the campaign follow up HelpAge Ghana to brief the sector ministry, Ministry of Employment and Social Welfare and alert it to officially write to the Ministry of Foreign Affairs and Regional Integration to spell out the significance of the OEWG meeting in August and its capacity to participate either physically or by submission of a statement. Collection of signatures for the Petition was also part of the campaign in which 75 older people and young volunteers took part.

Haiti

On June 15 around table discussion and briefing was held with the media at the Municipal Palace of Delmas, during which the delegates of OPAs read a declaration denouncing the elderly abuses and asking families and authorities to stop this. Delegates also read the petition and encouraged the public to sign it and answered questions from journalists. Several hundred OPs, wearing t-shirts of their respective associations, signs in hand, participated in a 5 kilometres march, calling for respect for the rights of older people. After the march, the OPs returned to the Municipal

Palace of Delmas, where some OPs delivered a sketch and song recitals, to raise awareness on the concern of elderly abuse.

Indonesia

2,000 older persons from all over Indonesia attended the National Jamboree of senior citizens on 28-30th May for ADA for Rights. They met with Dr MakmurSunusi, Special advisor to the Minister of Social Affairs and Vocal Point of members of states of ASEAN who will be attending the OEWG in August. He explained that Indonesia and 8 other countries of ASEAN fully support the Convention on the Rights of Older People. (The only country who did not support it is Singapore.) As the vocal point on Social Welfare Development (SOMSWD) of ASEAN he will express this at the OEWG meeting in August. Meetings with various Communities based organisations working with older persons including the National movement on ageing of Indonesia were also held as part of the campaign.

Kenya

Over 600 older people from Nairobi and Thika town marched the streets asking governments to stop elder abuse by signing a petition that stated ***'we are in utter SHOCK AND DISMAY, with the ongoing animosity and targeting of older members of the society through senseless killings, intimidation, displacement and discrimination in various parts of our country..'*** A delegation of ADA leaders met with the Chief Justice, Hon. Dr Willie Mutunga and the Attorney General Hon. GithuMuigai; both added their signatures to the petition, along with 300 other signatories, which was handed to the personal assistant to the Minister for Justice and National Cohesion. The Chief Justice asked the activists to report cases that were before the courts that had not been solved for a long time so he could speed up the process. Both officials asked HelpAge to engage a consultant to review the laws that discriminate against older people so that the Attorney General's office can work to have the laws amended.

Kyrgyzstan

A photography exhibition with 100 participants highlighting different types of older abuse in a sensitive, artistic manner was opened to the public on 15 June to mark World Elder Abuse Awareness Day with opening remarks of UN Resident Coordinator Mr Avanesov, Deputy Minister of Social Development Ms Derbisheva, and Chair of partner organisation "Association of Crisis Centers." The photographs include quotes such as "You are a burden for our family" or "Nobody will take care of you except

us" to illustrate the abuse perpetrators' sentiments. During the opening signatures from participants were collected for ADA petition and publication on elder abuse survey was launched at the accompanying mobile press conference. This report highlights the key findings and recommendations of a survey carried out in twelve villages across six provinces of Kyrgyzstan between December 2011 and January 2012. The aim of the publication is to gather and present information about abuse against older people. Leaflets about different types of abuse and contact information of Crisis Centres were made available at the exhibition which stayed open to the public until Friday, 22 June 2012.

ADA for Rights 2012 was held in Kyrgyzstan under the slogan "Life without violence is a right of every person and it does not change with age" along with some campaign activities which were held as part of the project "The right to life without violence in old age" by the Association of Crisis Centers in partnership with HelpAge International, funded by the European Union. The campaign was held in 26 villages of the country and events aimed at increasing public awareness about abuse and violence against older people together with representatives of local self-governance, schools, volunteers and mass media. There were drawing contests among older people titled "The world without violence in eyes of older people," sports competition titled "The most united family" where family members have participated. Also these events were one of practical mechanisms to implement Year of Family, Peace, Harmony and Mutual Forgiveness declared by President of the Kyrgyz Republic.

The campaign was accompanied by social TV programme and publication of newspaper articles covering problem of violence against older people. 1, 040 information fliers and 1, 300 book marks with phrase "I am against violence against older people" signed by and with photo of celebrity singer Mr Kerim Turapov and containing contact details of Crisis Centers of Association on reverse side were distributed among general public. Also 104 posters with slogan "No to violence against older people," images of older people in their different roles as carers, breadwinners and info that 15 June is WEAAD were printed and disseminated to the public. In addition, signatures for ADA petition were collected during events in the regions.

Meetings were also held with Deputy Minister of Social Development Ms Gulnara Derbisheva and Chief of Department on older people and people with disabilities Ms Burul Suiunalieva, during which older people in Kyrgyzstan called for engagement in the Open Ended Working Group on

Ageing and send a representative to the OEWG meeting in 21-24 August 2012 in New York. Also according to recommendations of the survey on elder abuse, they asked Kyrgyz government to include issues of age development in strategic documents (national action plans, concepts and strategies) and include older people as a special group into law "On social and legal protection from violence in the family."

Mozambique

Plays, presentations and community events were organized in Boane district and Matola by local partners Proidoso, APS and Tinhena on June 15. All partners were using a new methodology that was introduced through the project on violence funded by EU, where a play is presented followed by discussion related to violence against older people. In total 184 peoples attended the events in 3 communities (45 at Proidoso; 65 at Tinhena and 74 at APS association). 2 awareness meetings with schools were also held on 21 and 22 of June in Maputo, attended by more than 80 pupils who participated actively in the discussions around older people's rights and examples of forms of violence that OP are facing in their communities.

An official ceremony for celebration of World Elder Abuse Awareness Day was held in Maputo on the June 15. The event was organized by Ministry of Women and Social Welfare, the National Forum for Older People and HelpAge, and was attended by over 60 older people including the National director of social welfare, Mr Miguel Mause, HelpAge CPD Janet Duffield and members of National Forum for Older People. The event started with cultural activities: traditional dances and songs, and was followed by speeches from the President of national forum of older people's association who highlighted the importance of older women in the community and discouraged attitudes that violate older people's rights, mainly witchcraft accusations and other forms of violence.

Janet Duffield Mozambique CPD shared with the audience some findings from a study on violence against older women conducted by HelpAge in collaboration with partners in November 2011 in 3 districts of Maputo province, namely: Boane, Manhiça and Matola. She said: *"The study showed that 6 out of 10 of the 188 older women who were interviewed had experienced some forms of violence in the 30 days preceding the interviews. The most common form of violence experienced by older women in their order are robbery with 40%, verbal insults with 26%, threats with 24%, land grabbing with 23.5% and witchcraft accusation with 21.3%. Older women aged 80 and above experience more violence*

than others. They experienced more insults, threats, sexual abuse, robberies, land conflict problems and abandonment. So it's important for all of us take this message forward to our families and raise their awareness for the need to respect older people's rights. We recognize that there many changes today compared to 5 years ago when Mozambique first celebrated this date, currently the issue of violence against older people is more reported on the media, meetings and even in our communities. the government on the other hand is already having consultation meetings on the law on older people's rights, and we hope this law will improve the protection of older people's rights."

Mr Miguel Mause, National Director of social welfare at Ministry of women and social welfare spoke about the existing structures at community and government level to ensure that all those who practice abuse against older people will be punished. He encouraged older people to report to authorities and to not be in silent, because only when the victims reports it's possible to intervene and help.

The official event was reported on the national newspaper "Jornal Noticias" and in the national radio "Radio Moçambique" but as part of 15 June celebrations and Janet Duffield, CPD was quoted. Rosalia Mutisse, Senior Projects Officer, also attended on 20th of June a radio live show, at "Radio Moçambique" in which she discussed violence against older people and how to eradicate this problem, with participation of some listeners who called in and gave their opinion on the issue.

Nepal

A massive petition campaign as part of ADA for Rights in Nepal led to 11,500 signatures, 11,200 of which were collected in printed copies of the petition and 300 through a banner in central Kathmandu. NEPAN representatives met with Mr Surya Shrestha, Under Secretary of Ministry of Women, Child and Social Welfare and Mr Shiv Raj Chaulagain, Under Secretary to National Planning Commission, who stated the need to improve gaps in existing senior citizen legislation through a Senior Citizens Policy to recognise that older abuse occurs and make provisions to punish the perpetrators. Government representatives also responded positively to requests to attend the OEWG meeting in August.

Ageing Nepal also conducted awareness building activities throughout June to observe World Elder Abuse Awareness Month which included a series of 1 hour radio programmes including poems, essays, songs and WEAAD messages broadcast every Saturday throughout June, with

participation from 10 noted literary figures and radio artists and with the potential of reaching 90% of the population. Lectures and seminars on issues such as elder abuse, WEAAD and global ageing were held at several collages across the country along with several district level one day workshops on WEAAD and rights of senior citizens throughout June.

An interaction programme on WEAAD was also held with 30 senior officers from government ministries (Ministry of Women, Children and Social Welfare; Ministry of Health and Population; Ministry of Education, Ministry of Law, Ministry for Peace) as well as a workshop on Review of Senior Citizens Acts 2006 and suggestion of needed improvements with Ministry of Women, Children and Social Welfare. WEAAD ribbons were also distributed to senior officers of Ministry of Health and population.

Awareness for the campaign was raised through distribution of WEAAD stickers / leaflets in various districts and banners placed around Kathmandu city centre. A documentary and news item in which NEPAN's Executive Director spoke on World Elder Abuse Awareness Day was broadcast to 60% of the population, and another NEPAN representative was interviewed on national radio about WEAAD and articles published in national and government newspapers on the subject (read by around 60% of the population). The Chairs of Sankalpa Nepal and Ageing Nepal were also interviewed about WEAAD on state TV channel and an empowering radio jingle talking about elder abuse was played 6 times a day from 14-17 June on various radio programmes broadcast in 12 districts of Nepal and listened to by 150,000 people stating:

'Older men and women are part of our lives/ are our lives.My world, your world, it is everyone's world! We must act together to ensure our older people do not face abuse.'

In total 12,373 people were directly involved in the campaign in Nepal.

Pakistan

Interactive seminars were held in QasimKale and UmerKot Sindh to spread awareness about the issue of older abuse and discuss ways to prevent older abuse and neglect. An awareness walk for the prevention of older abuse was also conducted by CRDO at Kunri, District UmerKot, Sindh on 15 Juneto mark World Elder abuse Awareness Day, with participation from local stakeholders, business community, older people, teachers and youngsters.

Philippines

ADA for Rights in the Philippines began with a meeting with the Confederation of Older People's Association of the Philippines (COPAP) on June 5, discussing and sharing common abuse that older people are experiencing in their areas. Older people themselves recognised the need for the convention and a brainstorm took place to come up with ideas for possible activities to be taken.

Consultation meetings were held with Department of Social Welfare and Development (DSWD) focal person Atty. Germaine Tritle Leonin, Planning Officer of Policy Development and Planning Bureau, which concluded with a proposal for a Forum on Older People's Rights, and with Chief of Staff for Commission on Human Rights Atty. Mark Titus Cebreros which resulted in the establishment of a partnership to the forum. This was followed by an Inter-Agency Meeting between COSE, Department of Social Welfare and Development (DSWD) and Commission on Human Rights (CHR) to finalise the Forum on Older People's Rights and support a push for the Convention. A meeting was also held with the city government of Quezon City to highlight the abuses their constituents are experiencing and call for their support for the campaign

A final meeting was held with Department of Foreign Affairs focal person Assistant Secretary Eduardo Meñez, Office of UN and International Organisations, resulting in a verbal agreement that they would support the Convention and will send a representative to UN OEWG on August, as well as participate in the Forum of Older People's Right on July 23, 2012. COSE, DSWD and CHR will be coming out with a Technical Working Committee to monitor the Department of Foreign Affairs with their commitment.

Other campaign activities included a photo Exhibit entitled: "Older People's Struggle: Plight, Fight Rights" which was launched with Guest Speaker Hon. Francisco Calalay Jr. During the activity alone, we have collected around 1500 signatures. COPAP leaders also went to the streets as part of the campaign to look for and talk to the older people who are abandoned and abused.

Serbia

A public debate was held on risks and ways of preventing abuse, discrimination and neglect of older people, with participation of representatives from Red Cross of Serbia, Age UK, Gerontological Centre in Belgrade, Institute for Gerontology, Home Care and Palliative Care, Amity NGO, Social Welfare Centre as well as the National Commissioner

for Protection of Equality. The outcome of the debate will be set in recommendations to be presented to the (future) Minister of Social Policy, Health and Law. There will also be a Forum on Older People's Rights come 1st week of July hosted by the Commissioner on Human Rights, with the main objective to have a unified stand on the UN Convention on older people's rights and to convince the Department of Foreign Affairs to represent the country.

South Africa

Meetings were conducted with Older Persons and representative from South African Human Rights Commission, Mr Eugene Raphalane who reminded older persons about their rights and encouraged them to report the incidences of abuse in order to be assisted. Prior to our event with different government departments which included a discussion with South African Police Service regarding the challenge of elder abuse cases and the role they play to ensure the protection and safety of older persons, as well as discussions with Department of Health representatives regarding the steps taken towards change in public health facilities following issues reported in Age Demands Action campaign 2012.

To mark World Elder Abuse Awareness Day on June 15, older persons participated in a march carrying posters and banners containing messages about the issues that are affecting them in communities to raise awareness to the members of the public especially, youth about the rights of older persons and the role they can play to assist. Also to demand action to decision makers to take action towards change. 450 people attended including older people, members of the community and learners from area schools.

Tanzania

HelpAge Tanzania began their ADA for Rights activities with a two days preparatory meeting with 21 participants from social protection networks, affiliates and other older people organisations, to discuss and agree the key demands to be presented and leaders targeted for ADA for Rights. Following the preparatory and sensitisation meeting, one group of these champions of older people's issues (participants) were assigned specific ministry/government officials to meet within Dar-es-Salaam. Another group of six older people travelled to Dodoma to meet other government Ministers and members of parliament who were attending budget session.

Groups of sensitised older people held meetings in Dodoma with different members of parliament and relevant Ministers to discuss older people's key agendas that need to be considered in the next financial year's budget. Older people also engaged with different media houses to raise their voice about older people's issues.

Thailand

HelpAge and FOPDEV participated in national workshop on Human Rights, organised by the National Commission on Human Rights, Association of South-East Asia Nations (ASEAN) Commission on Human Rights. FOPDEV also gathered key network organisations from northern Thailand at a forum on "Human Rights: Rights of Older Persons" in Chiang Mai on 7 June 2012 with 80 members of older people clubs (OPCs) from Chiang Mai and neighbouring provinces and Dr Tairjing Siriphanich, a member of the National Human Rights Committee meeting to discuss problems facing older people which leads to ageing abuse.

In collaboration with National Commission on Human Rights, national meetings were also held with delegates from Ministry of Foreign Affairs; Bureau of Empowerment of Older Persons, Ministry of Social Development and Human Security; Institute of Geriatric Medicine, Ministry of Public Health; Senior Citizens Council of Thailand; and Human Rights NGOs and Ops. ADA marches were also organised in two districts of Chiang Mai province; one in Samoeng district and another in Chiang Mai city.

Zambia

ADA for Rights was conducted through a meeting held with the Chief of Information, Education and Training for the Human Rights Commission, to discuss ways to influence the government to attend the August OEWG meeting. The Chief Information, Education and Training Officer advised that since the time was short and government was unlikely to respond positively in the time, the Commission was going to take it up and organise funding for an officer to attend the meeting. However, due to the time scale of the closing date for registration this was postponed to next year.