

# Age Demands Action

**Campaign toolkit 2012:  
Key steps for a great ADA**



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This manual will guide you through key steps needed for a great ADA campaign.

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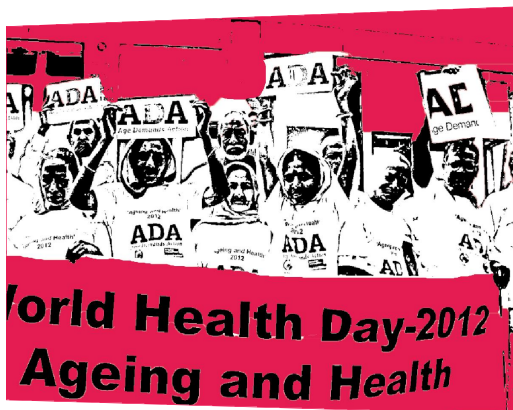
# Introduction to ADA

Age Demands Action (ADA) was launched in 2007 in 27 countries. The campaign challenges age discrimination and fights for the rights of older people. Older people are at the heart of ADA since they are best suited to become activists on ageing issues and are passionate advocates for change in their countries. Since it started, Age Demands Action has created a sustainable environment where older people lead in bringing about tangible changes in their country and globally. The focal day of the campaign is the International Day of Older Persons on 1 October where older people take part in various awareness-raising activities and meet governments.

Since 2007, the campaign has rapidly grown in 59 countries worldwide, with many countries seeing policy changes. The campaign also mobilises a significant number of older people to campaign for their rights. The October 2011 campaign, for example, led to amazing actions: over 62,000 campaigners took part and an estimated 50 million people heard of the ADA issues through the media. It is estimated that 10,243,850 older people had the potential to benefit from new or improved policies fought by ADA campaigners.

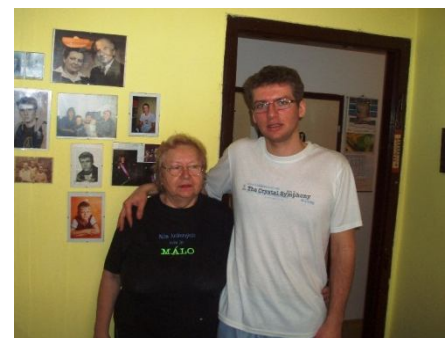
## Campaign action days

This year, for the very first time, ADA has become a year round campaign. Several campaign action days ('spikes') have been selected, giving older people an opportunity to remind their governments about their promises in October 2011.



On World Health Day, 7 April, the HelpAge global network took part in **ADA on Health** campaign. Over 5,800 campaigners from 17 countries met government officials and asked for protection of older people's health and wellbeing. As a result of this massive mobilisation, 25 million people heard about the campaign through media coverage and eight pledges were made by governments.

On 24 April, young people across Europe showed their solidarity for older people across the world. Under the slogan **Make it Ageless**, young people aged 18-30 united with older people as ONE to fight for a fairer and just world in Europe and elsewhere. Over 12 young people signed-up to become champions for ageing. In Europe, 2.2 million people heard about Make it Ageless messages through online and media work.



On World Elder Abuse Awareness Day, 5 June, older people asked governments to STOP elder abuse and support a new UN Convention on Older People's rights as part of **ADA for Rights** campaign. Older





people in 26 countries requested that governments send representatives to the Open-Ended Working Group (OEWG) meeting in August to support discussions on a new UN Convention. Promises to attend the OEWG in August were made by governments from eight Association of Southeast Asian Nations (ASEAN) member states. In addition, over 20,000 petitions were collected by campaigners in support of a new UN Convention from many countries including the Philippines, Thailand, Nepal.

## 2012: A landmark year on ageing for ADA



To mark the 10th anniversary of the General Assembly of the United Nations and the Madrid International Plan of Action on Ageing (MIPAA), we have joined forces with the United Nations Population Fund (UNFPA) to ask what has changed for older people around the world? Between May to September 2011, the HelpAge global network consulted older people in 36 countries to review the outcomes of MIPAA.

The aim was to focus on the views of older people themselves, enabling them to identify gaps and to propose how to make the future better for older people. Over 1,300 older men and women took part in our 'Voices consultations'. This project was the first time older people's voices worldwide were recorded. The results from the consultations will be included in a global report, **Ageing in the twenty-first century**, which will be launched on 1 October.



This year, for our ADA campaign, older people will have an opportunity to use the findings from the report, share them with their governments and encourage debate with the public. Older people will also be at centre stage in an event that is planned at the United Nations (New York, USA) - as we mark an important milestone in our campaign!

## Objectives of ADA in 2012

This year, older people have a chance to influence and inspire decision-makers to make changes that will transform the lives of many. We want to leave a lasting legacy that will be felt for years to come with hard-fought campaign victories across the globe.

The global ADA campaign is an important way to make the important messages in the global report known to governments. We therefore encourage our campaigners to use this global report to put political pressure on governments and ensure that: older people's **contributions** are recognised; a fair **investment** is given to older people; and we celebrate a pioneering generation who are **redefining** what being 'old' means.

Here is what we mean:

## Contributions

Through their role as carers, workers, teachers and leaders, older people make a huge contribution to the wellbeing of families, communities and society. But older people need to be supported properly in order to fulfil their contributions. With the world getting older, more older people will be contributing for even longer – so the time to act is now. If we continue to exclude a resourceful and rapidly growing population, progress towards tackling global poverty will be severely limited.

## Investment

*In 1950, there were 250 million persons aged 60 or over in the world. By 2012 this number had increased to 809 million older persons and is projected to nearly triple reaching 2 billion in 2050. Older people continue to be seen as a burden in society. Age discrimination is still pervasive around the world. These beliefs and attitudes hold back our understanding of older age, and cause many governments to continue to avoid their responsibilities to older citizens. The right investment now could help millions worldwide.*



The right investment now could help millions worldwide.

## Redefining

*The population aged 60 and over is growing at a faster rate than the total population in almost all world regions. Older age must not be seen as a problem. The report shows how negative portrayals of older age are being mainstreamed in everyday life. We therefore need governments to evaluate their attitudes towards older age and look at older age in a different way.*

Countries that will be successful in the future will be those that recognise where urgent reform is needed to support the critical roles older people already play in society. As the HelpAge global network, we want to see real progress. You can use the global report to explain why you are taking action and show that older people are active and vital in the society.

For detailed information about the global report, please see Annex C.

## It's all about YOU- making a big difference

**YOUR** global report was built on **YOUR** discussions and contributions from around the world. **YOUR** stories help more people listen and take attention. **YOUR** campaign can change the lives of thousands of older people!

**Nationally:** Your global report will be handed to you along with other useful material which will be sent later this year (i.e. country report cards which give you key data for your country and a snapshot story). You can use your report to demand governments to recognise the contributions that older people make to their communities. ADA is built on local action, national campaigns and stories from around the world. The more we say, the more we can redefine ageing together.



**Regionally:** HelpAge Regional Centres, working with national partners and campaigners, will be organising regional launch events for your global report. Key members from United Nations (UN), non-government organisations, and ministries will be invited. Recommendations from the global report and stories from ADA leaders will be shared at the event.



**Globally:** Your global report will be launched in New York and will include participants from the UN, Member States, policy influencers from academia, human rights experts and NGOs. Two ADA leaders who have contributed to the global report will be speaking at the UN on behalf of all campaigners. We will make sure on this day you will be able to play a part in launches around

the world and your ADA action will be at the heart of our plans. For example, the ADA petition will be presented at the UN which and followed by a media event. We anticipate that by July, we will collect over **50,000** signatures from across the globe so that our petition shows global outreach during the launch.



What do we want?

# A UN convention on older people's rights



In this section you will find out how older people's voices are supporting rights discussions at international level. You will also get an update on the progress made towards a new UN convention on older people's rights and the Madrid Plan of Action on Ageing (MIPAA).

## Why do we need a convention?

Age discrimination and ageism are tolerated across the world and urgent action is needed to stop this now. Older people experience discrimination and violation of their rights at a family, community and institutional level. Older people remain invisible in the implementation and monitoring of existing human rights law. As a result, older people's rights are not being sufficiently protected.

A convention would provide clarity about government responsibilities to protect older people's rights and provide a system to hold them to account. It would provide a definitive, **universal position that age discrimination is morally and legally unacceptable**. A convention would also be a powerful advocacy tool and encourage a shift away from the perception of older people as recipients of welfare to rights holders with responsibilities.

## Where are we now with a convention?

The UN decided to discuss whether and how to protect and promote the rights of older people by setting up the OEWG. It is the only place where the rights of older people are discussed by national government representatives who have the power to bring about change.

- In the first OEWG meeting in February 2010, our ADA leader, Mr. Hemley, attended and called for the governments to work for and with older people.
- In the second meeting in August 2011, three older activists from the Philippines, Tanzania and the Czech Republic represented older people from their respective countries and spoke about violence, social protection and social exclusion.
- The third meeting is planned for August 2012. However participation from several member states, especially in East Asia and Africa, is low. During ADA for Rights campaign in June 2012, older people put pressure on national ministries responsible for ageing to ask their governments to send a representative to the OEWG meeting in August 2012.

## 10-year anniversary of MIPAA

In 2002, the UN General Assembly adopted by consensus the MIPAA, which is organised around three priority directions, including one on securing health and wellbeing in old age. It stresses the primary responsibility of governments in promoting, providing and ensuring access to basic social services, with priority to universal and equal access to healthcare and services, including physical and mental health services (Article 13 and 14).

The year 2012 marks 10 years after the adoption of the MIPAA. Civil society organisations and older people took part in the review and appraisal of MIPAA through consultations that took place in 2011. The process calls for governments to consult with civil society on how their policies and programmes are being implemented. The UN believes that feedback from the grassroots level is the only way for successful policies to be made – at the local, national and international level.

Because the MIPAA explicitly asked that older women and men were to be consulted on assessing the implementation and impact – we believe your landmark global report, petition and campaign actions play a big part in marking the 10-year anniversary on 1 October 2012.





Tilahun Ababe, 76, Addis Ababa, Ethiopia, pensioner, Vice President of Ethiopian Elderly and Pensioners Association and ADA leader.

'I came to Addis Ababa because I am Vice President of EEPNA (Ethiopian Elderly and Pensioners National Association). I appreciate my old age because I am still active in society. Age has given me experience and a better understanding of society; I can teach the young generation.

Older people who are not educated do not know their rights; they just accept. So people who are strong and literate should protect others. This is my message to older people as well as to the young.

We are forming our own older people's associations (OPAs) and making others aware of how the poorest older people are living. I think we can work together to assist the neglected and discriminated, to protect them through our work with the government.

Our OPAs must be strengthened, they have to be networked, and they have to know what mistreatments are going on. They should be the first to address this. Then, we must work with the government - with this I am sure the discrimination of older people will be reduced. Youth, women, teachers, lawyers - they all have to be concerned.

This is not only an issue for older people though; young people are going to be older also. If we all work hard and this discrimination stopped now, their life in old time will be very successful and good.

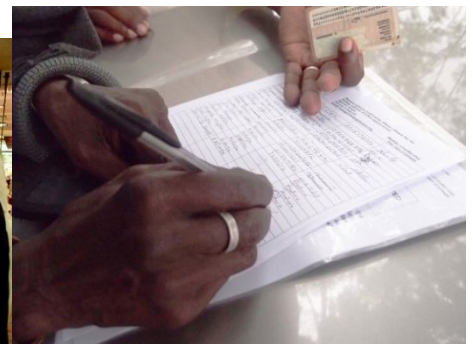
## The international petition and MIPAA

**Current petition total: 32,200**

**Petition target by July: 50,000**

**Every petition signed, every voice heard and every minister met will be contributing to our global movement and global launch – where we will be fighting, together, for a better future for older people worldwide.**

Over the past three years, ADA campaigners have been collecting signatures for the ADA petition which calls on governments and the international community to actively include older people in development policies at home and internationally. The petition is part of our global campaign pushing for a UN convention on older people's rights. The petition is translated in French, Spanish, Portuguese, Arabic, Russian, Swahili and Bulgarian.



The petition is a critical resource to provide evidence that people across the world do care, are demanding an end to age discrimination and are putting pressure for the rights of all older people to be protected. Since the beginning of ADA, over

32,200 signatures have been collected from more than 130 countries. **On 1 October, the 50,000 signatures will play a crucial role.** It will be put in front of a panel of experts, leaders and decision-makers at the UN in New York.

## **New petition**

Following the OEWG meeting in August, a new ADA petition will be created from the results of the OEWG meeting and current international debates on the Millennium Development Goals. Following consultations with partners and Regional offices, our new ADA petition will be launched in October after the current petition is handed over to the UN.



# Six steps to success



In this section you will learn about six steps in ADA campaigning and practical examples from our ADA partners to assist you and inspire your planning for ADA 2012.

## Step 1: Meet older people

At its heart, ADA is about bringing older people together to discuss and decide on the issues that directly affect them. At the planning meeting, plans for a delegation of older people to meet decision-makers on 1 October should be made. Delegations should be making a call for change.

Organising planning meetings with older people is often about whom you know and how well they are connected with the community. One of the easiest ways to engage people is through your existing relationships and programmes of work.

Ideally, the planning meetings should be made up of a diverse range of older people that includes equal numbers of men and women. Below are practical steps for your ADA planning meetings.

### At your planning meeting:

- Explain the campaign and review what has been achieved in previous years.
- Take your time to tell older people about the global report and explain how it can be used to support the call for action older people will make this year (see Annex C for more information).
- Identify a delegation of older people (Step 2) that will meet the decision-maker and report back to the group after 1 October.
- Identify an issue that older people feel passionate about and come up with a specific call for action that will be raised with decision-makers on 1 October. Remember to be realistic (is your call for change achievable in 12 months?).
- Agree on who is the key decision-maker to meet and the nature of the activities to take place on 1 October.
- Agree on timeline for the campaign and follow up process with the decision maker.

After your planning meeting led by older people you should have a clear idea about what your delegation will ask for when they meet a decision-maker on 1 October. Please tell us about the outcomes of these meetings and what has been decided that your delegation will ask, by sending us an email: [campaigns@helppage.org](mailto:campaigns@helppage.org)

## Step 2: Form a delegation

*'The ADA campaign is very important to us older people because it's the right avenue to speak for our demands so the government would hear us.'* Beatriz, the Philippines

During the planning meeting with older people, a delegation should be formed that will represent the identified issues to the decision-maker. The delegation should consist of older people who are leaders of the ADA campaign. This is a unique chance for any older person to meet decision-makers face-to-face and demand action.

A delegation of leaders takes time to build and nurture. You want older people to select leaders who are able to engage in the campaign on an ongoing basis and are accountable by communicating outcomes from the meeting back to the group. This is key for developing the ownership of the campaign at grassroots level; it helps with raising awareness and building a delegation of leaders.

### **The delegation: Who to include?**

***The delegation meeting with decision-makers is a unique opportunity for decision-makers to hear the voices of older people.***

- Make sure that members of your delegation are confident and passionate about the issues they want to discuss.
- Make sure that your delegation is a balanced representation of older people in your country. (Does your delegation include people from rural areas? Does your delegation include both women and men?)
- It is very important to include older people that have real life experience of the issues you are discussing.
- It is important that the decision-maker listens to their personal stories. For example: If you are meeting the Minister for pensions, include someone that receives a pension and can describe the difference it makes to their lives. Include someone who does not receive a pension and who can describe the impact that this has on them and their family.

A role-play exercise is a good tool to see what actually happens and how people react when meeting decision-makers. Please find in Annex D a sample role-play exercise. When you have your planning meeting with older people, ask them to participate in this role play. This will give older people a clearer idea of what to expect in the meeting with the decision-makers.



### Step 3: Meet a decision-maker

*There is no difference between us and politicians, all it takes is communication. It is only through taking action that we find solutions.* Haji, Pakistan

The delegation meets with the decision-maker on **1 October** (the UN International Day of Older People). At this meeting, they will present the decision-maker with a policy demand. This demand is decided by the delegation (see Step 4: Call for a change).

Older people may or may not have experience of talking to high-level officials. It is therefore best to be prepared for the meeting. Here is an example how:

#### Know your agenda:

- Look at how your campaign demand fits with the global report (Annex C) and the current political and economic climate.
- Understand the self-interest of the decision-maker you are meeting, and what will influence him/her.
- Find out if your agenda has any similarities with the government's agenda. This may improve the impact of your delegation.

#### Introductions:

- Each delegate should introduce themselves and explain that they are there to represent many other older people who are demanding change.

#### Presenting the issue:

- A purpose of the meeting should be explained followed by everyone in the delegation presenting their case.
- Each delegate should tell their story of how the rights of older people and age discrimination had an impact on their life.
- Use statistics and case studies from the global report to support your argument.
- Prepare for questions that you think might be asked.
- Lastly, one person should summarise the argument and clearly say what action the delegation would like the decision-maker to take.

#### Negotiating your policy demand:

- Try to negotiate a situation that both the delegation and the decision-maker are happy with. Be prepared to compromise, the decision-maker may not agree to some, but not all, of your demands. Negotiation is about a win-win situation. This means that the delegation might not get everything they ask for but the decision-maker agrees to consider part of the policy demand.
- Make sure that the delegation receives a clear response to their policy demand.
- Use the power of the media: When media is used, government officials might soften their words or be pressured to take action, which they may usually not agree to take. Tell the decision-maker about the media coverage you are



receiving and that you will be reporting back to the media following this meeting.

#### After the meeting:

- Follow-up, follow-up, follow-up! The campaign does NOT stop after your meeting.
- Set deadlines to receive a response from the government. Ask the government to set out 'stepping-stones' towards delivering the agreed change.
- Regularly ask the decision-maker about the progress of changes they have agreed to.
- It is important to remind the decision-maker that they are accountable and that thousands of older people and campaigners of all ages will be waiting to hear from them.

#### Evaluation:

- Evaluation is very important. After the meeting, the delegation should discuss what went well and what did not. Learning from experience is the best way to develop older people as campaign leaders and will make your next delegation meeting even more successful.

### Step 4: Call for a change

Campaigns work best when the policy demands are realistic and possible to achieve in a span of one year. Unrealistic policy demands lead to disappointment by the delegation and the decision-maker who is put under pressure. A delegation can have one larger objective, but the pledges should be stepping stones towards achieving this larger, overall aim.

Below are some samples of policy demands which are bigger aims, and some sample **stepping stones which can be achieved in 12 months**.

#### Overall objective

**Pensions for people above the age of 60**



#### Achievable policy demands

- Analyse policy gaps and create a draft concept or a Terms of Reference for pensions. Organised stakeholder forums to add inputs to the papers.
- Announce a pension pilot in the next budget year.
- Provide social pension to senior citizens of certain castes and ethnic groups who are living in poverty most.
- Bring workers from non-formal sectors into non-contributory pension schemes.

## Overall objective

**Provide free access to healthcare for older people**



## Achievable policy demands

- Draft a healthcare plan for poor older people.
- Extend free healthcare to the most vulnerable older people above the age 65.
- Agree to review the policy of elderly people by next year.
- Provide free medical visits for older people in three regions as pilot.

## Step 5: Raising awareness

Raising awareness is a fundamental part of Age Demands Action campaigning. In addition to the delegation meeting a decision-maker, there should be public awareness events organised and recorded in country and globally. The events should grab people's attention and inspire people to support the campaign.

On 1 October, the more creative, newsworthy and BOLD your awareness action is – the more media attention you will be able to generate and we can share with the global media.

Here are some ways that ADA partners have raised awareness:

### Nepal

A traditional folk song written to promote the campaign in Nepal was one of two songs specially written for ADA 2011. The song was regularly broadcasted on Sagarmartha FM. The independent community radio station has a potential range of more than five million listeners.



Street drama presenting positive ageing messages was performed in Kathmandu, Bhaktapur and Lalitpur. In Kathmandu, a 74-year old actor and campaign leader used a performance to illustrate the story of a man who only became aware that he was entitled to the 'Old age allowance' at the age of 72 despite being eligible since he was 70. The piece was performed to an audience, which included the President.

### Bangladesh

Resource Integration Centre (RIC) organised a range of activities including a 700-person strong human chain and a mobile exhibition displaying





positive ageing messages, which made its way around Dhaka. Events were attended by a number of government officials including the Secretary of the Ministry of Social Welfare who was one of the signatories to the ADA petition.



### Kyrgyzstan

For ADA on Health in 2012, three separate press conferences were organised where journalists learned of the need for action on age-friendly health services. At one of the press conferences, campaigners were joined by Kyrgyz pop sensation Kanykei. On World Health Day itself, more than 200 campaigners of all ages gathered in Bishkek's botanical garden and marched to raise awareness of

older people and the right to health. After the march, blood sugar level and blood pressure tests were available to all.

### Haiti



For ADA on Health in 2012, campaigners achieved an extraordinary level of media coverage in the days running up to World Health Day. It is estimated that over two million people will have heard about the campaign. On the Saturday night HTV show, 'Regards Croisés', 94 year-old ADA leader and famous Haitian choreographer, Vivianne Gauthier, told viewers,

'It's sad and shameful to see how older people are abandoned to their fate. We must do something; the Government must do something'.

### Czech Republic

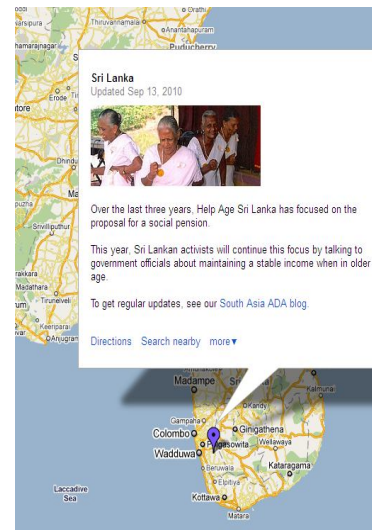
A massive solidarity run with 2,500 people attending was organised on the streets of Prague. Following the run, older people had an opportunity to speak to several members of European Parliament informing them about the situation of older people in Africa. MEP Mr. Cabrnock took part in Seniors' Day solidarity run actions. He participated in the preliminary meeting with older people which was set up in preparation of Seniors' Day solidarity run.



## Step 6: Record and share the views of older people

Social media such as email and blogs, and uploading information on the website, can be an effective and affordable way to spread the message across the world. It will add value to the campaign if you write blogs, create video documentaries and post photos online. In order to share campaign stories around the world, we use Google maps with a map pin for each ADA country taking part in the campaign. This map pin includes narratives and pictures of the campaign. There are links to ADA blogs with news and updates about the efforts older activists are making in each part of the world.

We will be asking you to send us updates before, during and after your ADA campaign to add on our website and in our Google map.



If you have access to social networks, we ask you to do the same. You can simply:

- 1) **SHARE:** 'Like' the [HelpAge Facebook](#) page, add it to your page's favourites and suggest it to your friends. Follow us on [Twitter](#), RT our tweets and share our Facebook content on your wall. You can also email all your friends to let them know about the campaign.
- 2) **POST:** Post your photos from your campaign activities on your Facebook wall and on Twitter. Tag HelpAge in your Facebook posts via @HelpAge. Comment on our posts and each other's blogs and posts and encourage your friends to do the same!
- 3) **SHOUT:** Stand up, call for a new UN convention on older people's rights. If you tweet @UN, make sure you include #agedemandsaction or #ada in your tweet.

**We want to tell the world about your amazing achievements!**

# Older people leaders



In this section you will find information about the role of a leader and how to identify them.



## ADA leaders: The voice of the campaign

### What does it take to be a leader?

*Taking part in ADA has made me realise how older people are important in this world. Without older people in the world... there would be a great mess!*

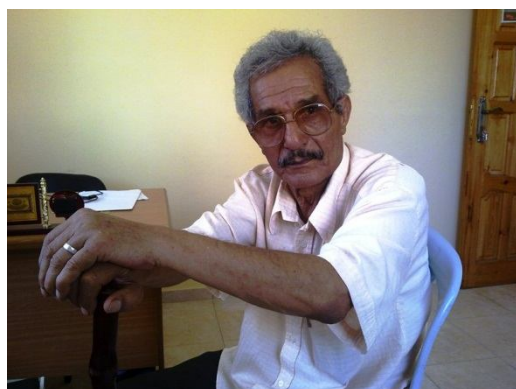
Philomena, Kenya

An ADA leader is someone who can communicate effectively and represent and lead communities towards positive change. A delegation of ADA leaders is formed; they are not people who hold high positions, but rather, any older person that can speak for their own community. Leaders are passionate and committed to fight for older people's rights and act as spokespeople in the media, at conferences and government meetings.

Leaders represent the voice of older people and are able to actively chair meetings, write scripts for negotiations and feed back to communities. They are able to actively support new delegations and ensure that the campaign is growing nationally and internationally. At a global level, the leaders are part of a global network championing the cause of older people in their own countries and to the international community.

Over the past year, we have been gathering stories from ADA leaders from across the world. They have been telling us about their experiences in the ADA campaign and what the campaign means to older people in their communities. We have over 12 profiles of ADA leaders, including new leaders from Indonesia and Moldova who took active part in ADA on Health campaign this year.

Here are examples of a few:



**Mr. Abed Errahman Shehada**, 74, is an ADA leader living in Gaza's Al Shatee refugee camp (Occupied Palestinian Territories). Mr. Shehada has spent many years campaigning for the most vulnerable. He is a central figure for ADA in Gaza and last year, he challenged the Minister for Social Affairs to provide better access to healthcare for older people while delivering a speech in the presence of the Minister and other parliamentarians.

**Mr. Tilahun Abebe**, from Ethiopia, was raised by his grandmother. For Tilahun, 'ADA is about aspiring for and bringing about changes'. During ADA on Health, Mr. Abebe helped organise a public event and focused on allowing the poorest people receive free medical care without bureaucracy. In his blog, Mr. Abebe explains the campaign in his own words.

**Ms. Galina Cecalev**, 63, from Moldova is a teacher who used to be the leader of a trade union. Ms. Cecalev believes that after five years of meetings and discussions with target ministries, she has realised that changes do not occur in one year. For

her, the most important element of ADA is the opportunity for older people to meet the government and talk to them directly about their problems.

**Mrs. Vera Andreevna Geikina**, 77, lives in Kyrgyzstan. She is a strong advocate for improved healthcare for older people. In April 2012, for ADA on Health campaign, Mrs. Geikina spoke at a conference asking governments to include older people in the implementation of national policies on non-communicable diseases (NCDs).



## Identify an ADA leader

As you begin to plan your campaign and before we send you the full media pack – there is one step you can already undertake. Once you identify an ADA leader and send us the Leaders form (Annex B) we can ask this older person to act as an international spokesperson for media interviews.

Opportunities for leaders may vary and we are not able guarantee that everyone will have a media platform, so please avoid raising their expectations. However, we would be really pleased to hear of an older person that has been active in the ADA campaign and who you think would be suited to the role.

What makes a good ADA leader:

- an older person;
- ability to speak English with confidence is preferred;
- ability to talk powerfully and confidently about the issue of ageing;
- to be personally involved with the issues that they are talking about. For example, an older person who is talking about pensions and has had personal difficulty claiming their pension from their employer after a lifetime of work.

## Please nominate your ADA leader

We ask you to identify one leader who can potentially support your campaign work. Once you identify the leader, simply fill out the Leaders form in

**Appendix B** and send it back to us.

# Spreading the word and going global



In this section you will find resources that will help you connect your national ADA campaign to others around the world.

With each of us doing these things, we can create a truly global movement for action on ageing. This will help influence decision-makers at the global level.

## Media and story gathering

*'I am very grateful that I am involved in this movement that allows me to feel part of older people in the world and voicing our existence. All hail Age Demands Action! Through this event, our world is one.'* Older person, Indonesia



This year, **more than ever**, thanks to the ten-year anniversary and the global report – ADA, from the local to international level, will be able to generate **new** and **live** debate on the issue of global ageing. Together we can make a big noise!

To get ADA, **your** campaign and **your** voice, into the media (and influence opinion formers and politicians) we all need to be aware of what is happening in each campaign action around the world and what you are campaigning for – early

enough to be able to engage audiences.

Separate to this manual, the media team will be producing a **one-stop ADA media guide** so that you will be capable of how to best promote your campaign activities and how you can get the best results from the global report in your community and country.

## Why is this landmark global report a great opportunity for your ADA campaign?

- Population ageing and older people will be the centre of the media agenda on 1 October. As campaigners, the report will help you to deliver: new evidence, be at the heart of the news agenda and deliver a host of engaging media tactics.
- All messaging surrounding media engagement will be based on the universal ADA themes: we want to shift the media story from the '**burden**' of old age to one of **contribution**, **action**, **investment** and we have an ambition to **re-define** ageing to a wider audience.
- Alongside our big launch in at the UN in New York, we will also be working with regional HelpAge offices and partners near you to host regional launches of the global report. There will be lots of ways to get involved and promote ADA with these events.
- We will be developing UNFPA links between ADA campaigns and national UNFPA offices – ensuring you can work together on campaign activity. As an internationally respected and recognised UN agency, working with the UNFPA dramatically enhances the impact we can all make on 1 October.
- **Your report needs you!** Your campaign will bring the global report to life for the media on 1 October. As a **LIVE** story – action and awareness events will





help us build up many stories, content, expertise and regional 'accents' – all of which reinforces the report as an authentic voice of older people from around the globe.

## What support will you get from us?

Your **one-stop ADA media guide** to promote your campaign activities and guide you on how you can get the best results from the global report will include the following:

- **Media toolkit:** Including all the key messages, media material, step-by-step guides and interview guidelines for your campaign.
- **The global report:** We will be able to deliver the report to you in advance so that you are familiar with the content and consider how your campaign connects.
- **Report cards:** As part of the toolkit, you will be provided with national report cards or templates for building your own report card, on the progress and the lives of older people in countries around the world.
- **Creative ideas:** In international media, there will be many creative highlights of the campaign that will be implemented, we will develop easy to deliver versions for you to use.
- **UNFPA contacts:** We will also ensure your pack connects you with your local UNFPA contacts to ensure synergy of the campaign and report.

## Celebrities

Getting celebrity support can be a great way of grabbing media attention, putting the campaign in the spotlight and reaching new audiences. Being a small organisation can be advantageous. Celebrities will be attracted to organisations from their local area that they feel an attachment to.

### Who to target?

It is important to research which celebrities will appeal to both ADA campaigners and the wider public. Try and choose someone that shares the campaign values or has a special empathy with older people's issues. They might be an older person themselves or they may be younger but have experience of working with or caring for older people. Last year, ADA campaigns in Jamaica, Haiti and Kenya were some of the national campaigns that won celebrity support.

### A personal approach

It is important to personalise the way you approach the celebrity (they are likely to receive many approaches from organisations and it pays to find out what is likely to get their attention).

In 2011, the campaign received fantastic support from the Jolly Boys from Jamaica, who are an internationally recognised older male band. They also made a video statement about the campaign. In addition, celebrities such as Huguette Saint-Fleur from Haiti and Albertina Pascoal and Gabriel Chiau singers from Mozambique, took part in ADA. This year, Archbishop Desmond Tutu made a video statement for ADA campaign explaining his commitment to support older people to stand up for

their rights. To see our celebrity supporters, please visit the [celebrities section](#) on ADA web pages.

**Desmond Tutu**



**Member of the Jolly Boys**



Regional Communication and Information Officer at HelpAge International in Kenya, Gacheru Maina shares advice below on working with celebrities.

#### **Working with celebrities: Tips from Kenya**

- Begin early! Most celebrities you may want to approach are busy and may need a few months' notice.
- Look at their past involvement in charity work and what kind of image they want to portray.
- Have some options open on how they may be involved. You can approach them with one task (e.g. a video message), but they may want to appear at the ADA event instead.
- It is best to avoid 'controversial' celebrities that may grab negative headlines.
- Celebrities do not always have to be older people. Approach younger celebrities to support the cause of ADA.
- Treat the celebrities with respect at all times. Do not exert too much pressure on them to take part in ADA.
- Approach them formally, even if you know them personally. After all, this is an official engagement with HelpAge. Try and establish a friendly relationship with their agent or publicist.
- If the celebrity is appearing at your ADA event, meet them before hand with a programme of the day's events to ensure they are up to date. Make sure you have a staff or volunteer to chaperone them during the day so that they are catered for. This creates a sense of goodwill and the celebrity will speak well of HelpAge and will become a strong resource for the organisation.

# Visually connecting the movement

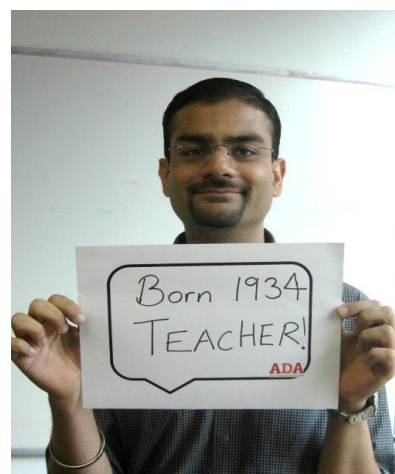
## Send your message for 1 October

Last year, we asked ADA campaigners to hold placards which demonstrate why older people matter or what changes government should make for older people to have a better life. Over 300 photos were collected from many age groups and continents. Photos of people holding placards were posted on ADA web pages.

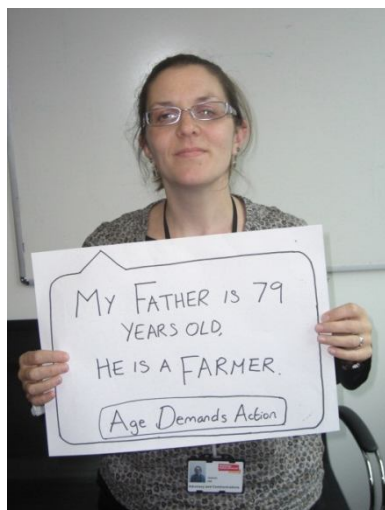
This year, we are asking people to demonstrate the key message that came from the global report – that older people are an INVESTMENT and CONTRIBUTION to society. We want to show that older people are a great resource to society and that governments need to remember that older people are not passive. The purpose is to globally collect the movement and let the world know about the positive contributions made by older people to society. We therefore ask our campaigners to personalise speech bubbles (see image below) with:

- For older people: their age or year of birth and what type of work they do or what role they play in family/community.
- For children/grandchildren: the age or year of birth of their grandparent and what work they do or what role they play in family/community.

**Why not create one each like the examples below for older campaigners:**



**For younger campaigners:**



For groups (adding up your combined ages):



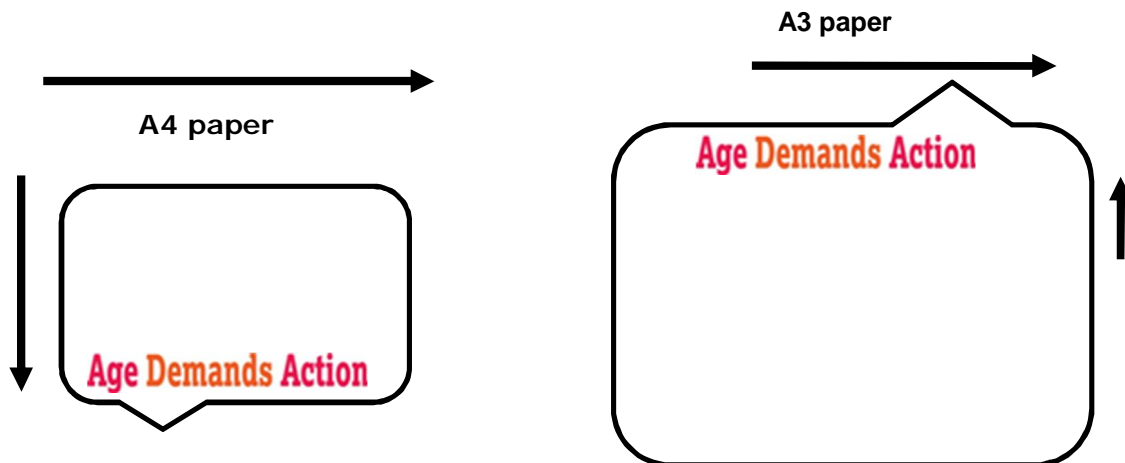
Messages can be handwritten or typed into a word document. The bigger your paper the better (at least A3 if you can) and try to use CAPITAL LETTER for a clearer message. Please ensure that you put the Age Demands Action logo below under each message.

We would like to receive the photos as soon as possible. We therefore ask you to take photos during planning meetings (Step 1 and Step 2) and on 1 October. We will be using the photos in our media report and also want to update our blog in real time to attract interest from global audiences.

The photos can be sent to [campaigns@helppage.org](mailto:campaigns@helppage.org).

## Examples of placards

Please use this speech bubble (see Annex E)





### What is your message?

Campaigners of all ages can demonstrate the important contribution of older people with simple messages. Examples that you could use include:

'... YEARS OLD, BUILDER'.  
'1928, GRANDMOTHER'.

For younger campaigners:

'Grandmother is ... years old. She is a teacher.'  
'Granddad born 1939, Carpenter'.

A group of campaigners could hold a larger banner (a large piece of material or even an old bed sheet could be used) with their combined age and all their professions or contributions written on the banner! These could be just for a group of older campaigners or for an inter-generational group:

'WE ARE 259 YEARS OLD, WE ARE DOCTORS, NURSES, CLEANERS, PORTERS.'  
'WE ARE 193 YEARS OLD, WE ARE TEACHERS and STUDENTS'

### Photo guidelines

It is important to build a clear connection between ADA and the participants in your delegation. Photographs of ADA leaders, older people marching and the messages they carry give a **human face** to the campaign. They also show the campaign's **impact** and **engage** with and **involve** a wider audience. Please try and take as many photos as you can! Active shots showing older people **marching, speaking, singing** works better than photos of them listening, watching or standing.

Remember that the HelpAge global network brand and ADA logo is important, and we encourage your photographs to have the logo in the background.

#### What we need:

##### 1. Meet with older people

Take photos of older people involved in ADA and delegation. Make sure that their face is visible and they are shown **doing** something. Try to get photos of them speaking to an audience, holding a message or banner during a march or demonstration.

Please try and give as **much information as you can** about the older people and delegation. It is useful to record their names, age, country, past and current involvement with ADA. Please try and ask them the following questions:

- What is their life story?
- Why are they part of ADA?
- What issues do they face as an older person?
- What would they like to see their government do to help them?

For example, see the following photographs:



A spokesperson from Zambia speaks to an audience

**A delegation member from Kenya wearing an ADA shirt.** This is a great photo, which shows the campaign logo in a prominent manner. Best of all is the lovely big smile!



### Famous supporters

It is great if you can get famous people from your region to participate in ADA.

See this example of Viviane Guathier, a famous dancer and choreographer leading the ADA march in Haiti.

A **quote** from a famous ADA supporter about the campaign and why they choose to support it would have a big impact.



## 2. Forming a delegation

It is also useful to get group shots. Showing **large numbers of older people** campaigning for their cause is very important for ADA. Try to get **active** shots of them **marching, attending a meeting or celebrating**.



Picture of ADA delegates from Cambodia is very powerful.



ADA older people celebrating while on an ADA rally in South Africa. Such an active shot of people smiling with messages at the the back is a great example of ADA.



A group of older people attending a workshop in Tajikistan (right photo).

### 3. Meeting a decision-maker

Take photographs of your delegation when they meet a decision-maker. Photographs of an older person with a decision-maker or speaking to them have a lot of impact. Try and give us some information about the decision-maker – their name and designation or position. Quotes from them about ADA and why they support it are very useful.

The President of Slovenia, Mr Danilo Türk, meets ADA delegates and signs the petition (right photo).



### 4. Call for a change

Use banners, slogans and placards to highlight your policy demand. The messages should be written by older people themselves wherever possible, or at least, in their words.



An ADA member in Haiti (left photo)

It is great to have messages in local languages as it shows the extent and spread of ADA. But in pictures such as this one, it would be useful to have the English translation so that the message can be shared globally.



## 5. Raise awareness

Use ADA to raise awareness about older people's rights and their contributions to society. Organise an interactive or participatory event for the public at the community level.

For example, collecting signatures in Nepal was a great way to engage with wider audiences.



## 6. Record views of older people

Encourage your ADA leaders to speak out for their rights. Take photographs of them **giving interviews, with cameras focused on their face and speaking to an audience.**



See this example of Pius, an ADA older person from Kenya being interviewed by a journalist.

ADA participants in Mozambique shares her opinion.



# Logo guidelines

## Why use the ADA and HelpAge global network logos?

They visibly link your delegation to others across the world and create a united global movement on ageing. This will:

- Give ADA more power at the global level by clearly demonstrating how many people are taking action around the world.
- By showing you are part of a global movement, the logos may add power to your local campaign as well.

## Using the logos in your campaign

The logo guidelines for this year have remained mostly the same. We want to emphasise that ADA is a global campaign built up of independent organisations coming together. So please feel free to include your own partner logo in your activities. You can see examples of how the ADA logo has been used on pages 17 and 31





Age Demands Action is a HelpAge global network campaign

## Campaign logos

We have emailed you JPEG files and EPS files of the ADA and the HelpAge global network logo along with various version of the ADA logo. These options allow you to choose the best design to fit the space you need to fill.



# Thank you!

The vast majority of the photos in this document were taken from October 2010 to 2012 campaign actions. They are proof of your inspirational energy and the network's ability to unite thousands of older people worldwide.

Every year the movement gets bigger and stronger. And every year we are more able to put ageing on the agenda of governments worldwide. Let's keep the momentum up and make ADA even better this year.

We want to THANK YOU. Without you, ADA would not be a success. We are delighted that you are joining us to be part of something very special in this landmark year for Age Demands Action.

If you have any questions on the contents of this pack, please don't hesitate to contact either myself on [bdockalova@helpage.org](mailto:bdockalova@helpage.org) or my colleague Natasha Horsfield on [campaigns@helpage.org](mailto:campaigns@helpage.org)

Many thanks and best wishes

A handwritten signature in black ink, appearing to read 'Barbara Dockalova', with a stylized, cursive script.

Barbara Dockalova  
Campaigns Coordinator, HelpAge International

## Annex A: Timeline for ADA partners

Here is a list of the things we are hoping you can provide us before, during and after the 1 October event. The purpose of requesting this information is so we can present the global movement on ageing in the most powerful way possible and get ageing put on the agenda of global audiences. Please send this information directly to: [campaigns@helpage.org](mailto:campaigns@helpage.org)

	What	By when
1	Media guide and report information to be delivered by end of July	30 July
2	Updates every <b>two weeks</b> on preparation for 2012 ADA	July to 1 October
Please tell us what are the policy demands from your delegation		
3	Photos, summary or blog from ADA coordinator about the planning meetings with older people, and explaining: who is involved in your delegation, why they are involved and any stories about their lives.	10 August
4	Return the Leaders Form (Annex B)	15 August
5	Written profile and photos of selected ADA leaders who have powerful and interesting stories to tell (from Annex B)	5 September
If you need help writing a blog from HelpAge, please let us know.		
6	Return the policy demands form with details of how you have built on last year's ADA.	Early September
If you need any support from HelpAge on developing your policy demands, please do not hesitate to contact us.		
7	Collection of photo action placards from meetings.	5 September
8	Details of any celebrity supporters you think will be part of your campaign activities and will attract the attention of the international media.	10 September
HelpAge has a standard letter available for approaching celebrities. Let us know if you would like a copy.		
9	ADA webpages go live with new information on country plans and ADA leaders.	15 September
10	Information about meetings with older people planning 1 October. Please send us photos, blogs, updates and videos.	15 September
11	Photographs, videos, blogs and text messages on other public events that are going on, such as marches or exhibitions. And generally, any news you think is interesting and exciting!	On 1 October
12	Photos and blog from ADA coordinator or older person reflecting on the 1 October event and the next steps for delegation	15 October

13	Return the <b>ADA reporting form</b> explaining what happened on 1 October and what are the policy demands that the delegation requested.	30 October
14	ADA petition signatures sent to us or submitted online: <a href="http://www.agedemandsaction.org">www.agedemandsaction.org</a> look for 'sign the ADA petition'.	10 November
15	ADA 2012 Narrative report sent to partners	30 November
16	Follow up to the policy demands from 1 October. We will ask you to fill a <b>post ADA reporting form</b> . Send pictures, blogs on the follow up process, how it is followed up and the changes the decision maker is making.	30 April 2013
17	Blogs and pictures from ADA coordinators and ADA leaders explaining the follow up process and what was achieved six months after 1 October.	30 April 2013



## Annex B: Leaders form

We are trying to build a group of leaders for ADA. The best leaders are those who are older themselves. If you know any leaders who will be able to support ADA activities, we'd be grateful if you could let us know. Simply fill out the below form and send it directly to: [campaigns@helpage.org](mailto:campaigns@helpage.org)

The form deadline is **15 August 2011**.

Name of organisation	
Name of leader	
Age	
Short background of the leader	
Languages they speak	
Why is the leader involved in ADA and how are they connected to age discrimination issues in their country/community?	
How would you describe the leader's engagement in a delegation? (Inspiring speaker; ability to bring people together; negotiation skills)	
Is the leader going to participate in this years ADA campaign?	
Is the leader willing to act as a spokesperson or represent their constituency at national or international meetings?	
Is the leader confident and able to speak at international meetings, alongside people who have political experience?	
Is the leader able to participate in interactive dialogues and ask strategic questions to ensure particular issues are put on the agenda?	
Can the leader send short updates throughout ADA planning?	
Can the leader supply pictures and information on their experience in ADA this year?	

## Annex C: 'Ageing in the Twenty-First Century: A Celebration and a Challenge'

To help your campaign planning and highlights key themes, please see below a taster of what the report chapters will focus on:

**Chapter 1** of the report provides an overview of population ageing and its economic and social implications. It highlights available data on population ageing and the situation of people over 60 and builds a picture of our ageing world in the 21st century.

**Chapter 2** looks at how the situation and role of older people have changed over the past ten years. It looks at how employers are recognising the benefits of an ageing workforce and the challenges of providing income security in old age. It shows how much the lives of older people are affected by global trends such as migration and urbanisation and how older people are increasingly relied upon as carers and food providers in the absence of younger family members. It also highlights emerging health and long-term care challenges, particularly the global growth of non-communicable diseases, highlighting the need for sustainable systems of chronic care as well as supporting healthier behaviours throughout life. It shows that enabling and supportive environments are essential to improve quality of life for older people.

**Chapter 3** reviews progress in policies, legislation, data and research, as well as institutional arrangements on ageing. There is a section for each United Nations Regional Commission providing data on ageing, highlighting the key issues in the region, describing regional processes for implementing and reviewing the MIPAA and setting out recommendations.

**Chapter 4**, the voices of older people, is the heart of this report. It summarises findings from consultations with older men and women from all regions of the world and includes a survey completed by the participants providing insight into older people's experience of discrimination, health services etc. We hear from older people themselves how their lives have changed and what they want from policy makers.

**Chapter 5** summarises main findings of this report, both from contributors and consultations with older people. It outlines key recommendations and follow-up actions with an agenda for action to secure 'a society for all ages'.

## Annex D: Using Role play to prepare for a meeting

Using role play is a great way to practice different situations that might occur at your meeting. We recommend using the following role play exercise when you are planning your delegation (see Step 2).

Meeting and negotiating with decision-makers can be intimidating, but it is important to realise how much power you have. Representing many older people that feel passionately about age discrimination and receiving media coverage puts your delegation into a powerful position.

Practicing a role play can give the delegation confidence and is an important part of developing leadership skills.

### Here is the issue:

- All older people have the right to free health. This was made into law in 2006.
- Despite this, health services in 'District A' are not age friendly. Older people are treated rudely, receive little care and are often the last to see a doctor.
- In reality, healthcare for older people in District A is NOT free; they have to pay for medication and to see a doctor. Older people part of Age Demands Action from District A are demanding that this age discrimination stops now and are preparing a delegation to meet health officials in District A.

### The policy demand:

***'To enforce the law that allows older people to access free healthcare and receive the same care and services as others'.***

### What the groups should do:

**Task1:** Form **two** groups of older people.

**Group 1** (the delegation): A delegation of five older people from District A.

**Group 2** (the decision makers): Decision-makers from District A including the Head of Finance and the Head of Health.

**Task 2:** Group 1 (the delegation) should meet Group 2 (the decision-makers). You now have 10 minutes to discuss the policy demand and reach an agreement that both sides are happy with.

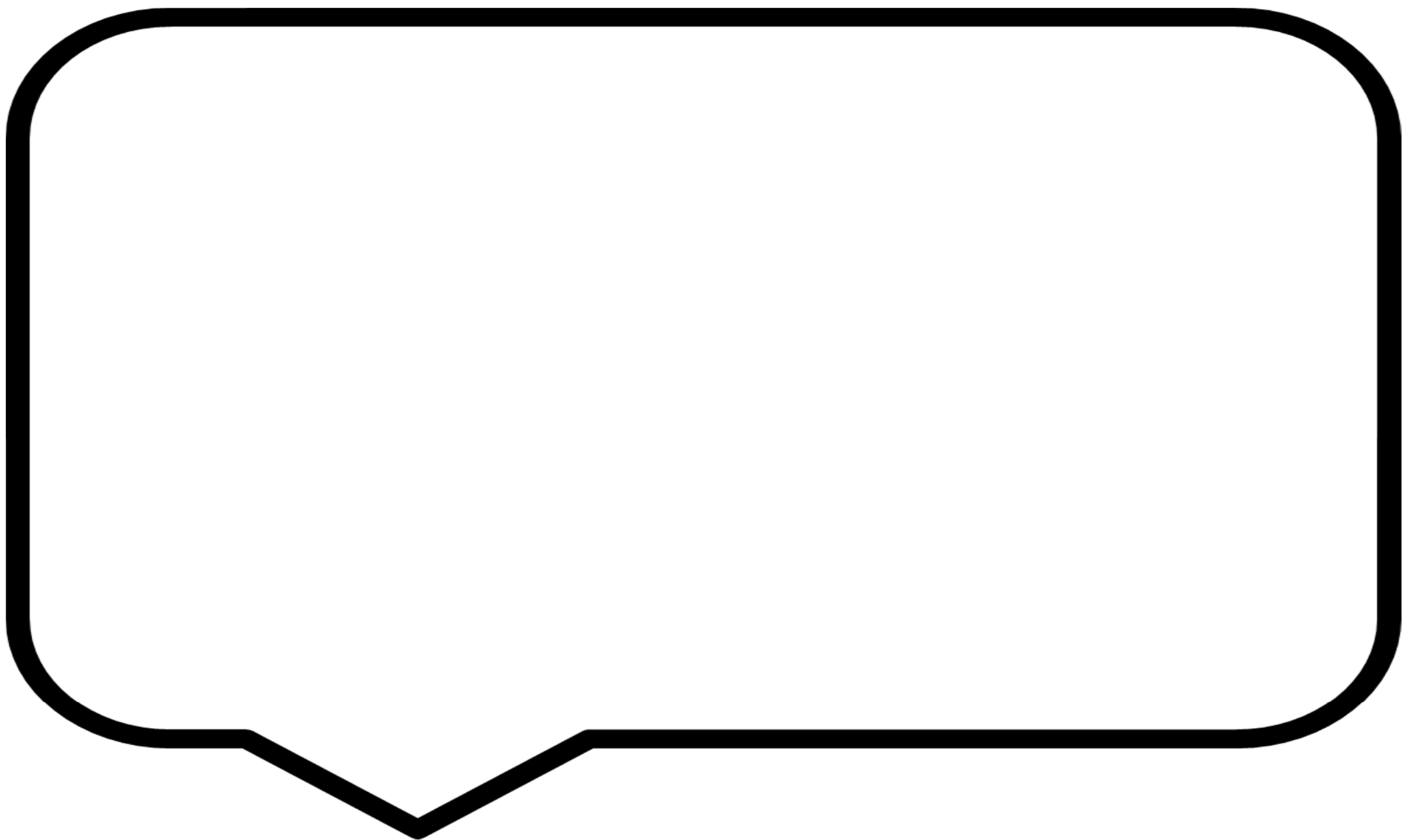
### End of exercise

### Evaluation:

Now that the role play has finished, discuss what went well and what did not.

- **Did you have a timekeeper and a chairperson?**
- **Did everyone get a chance to speak?**
- **Was the policy demand clearly explained?**
- **Did Group 1 tell Group 2 about their campaign and the media coverage?**

## Annex E: Visually connecting the movement







## Campaigns Team

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