

**HELPAGE GLOBAL NETWORK - TOOLKIT**

Dear Colleague,

We are delighted to welcome you on our exciting journey towards 1October 2012 – the launch of ***Ageing in the Twenty-First Century: A Celebration and A Challenge***, a landmark report co-published by the United Nations Population Fund (UNFPA) and HelpAge International.

Whether you are an **ADA** campaigner, Affiliate, Regional Development Centre or Country Office, we hope this landmark publication will stimulate important debate and action on population ageing, one of the most significant trends for the 21st century which is affecting all countries at all stages of development.

We have compiled this toolkit to provide you with information about the report and tools to disseminate it through media and digital channels.

We will be delivering further support on **Friday 7 September**, which will include the following:

* Key messages (for both **Age Demands Action** (**ADA**) and non-ADA activity)
* Template press release (as above)
* Electronic flyer
* Q and A briefing

**Embargo agreement**

We are sending this toolkit now, **a month to go**, as we understand the importance of allowing time for you to collaborate at a national and regional level and adapt our global plans to your location or organisation.

However, please note that the publication of the report is **strictly embargoed until1 October 2012.** This means that no third parties, except trusted stakeholders, should have access until then.

Globally, the report will be launched in Japan through a press conference with UNFPA and HelpAge International, followed by coverage around the world from your office or organisation – supported by **ADA** activity where applicable. This media embargo must not be broken before then – we hope you understand this is critically important.

In this toolkit you will find everything you need to ensure successful media engagement and follow up events with the report. Further material will be sent in the next few weeks, as detailed within the toolkit.

**Thank you**

We invite you now to read the material, plan your activity and take steps forward to work in partnership with UNFPA on this fantastic opportunity. Our teams in your region and London are here to support you in every way possible, please do not hesitate to contact them.

Good luck and best wishes,

Richard Blewitt, CEO, HelpAge International

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| Please click here to access the PDF of the Executive Summary and final report:  [**https://www.dropbox.com/sh/qp42ap31rnmyoa6/3dVIdsNFGw**](https://www.dropbox.com/sh/qp42ap31rnmyoa6/3dVIdsNFGw) |

**YOUR TEAM**

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**AN INTRODUCTION: WHAT IS ALL THE NOISE? WHY ARE WE PRODUCING THIS REPORT?**

On 1 October, the UN International Day of Older Persons, the United Nations Population Fund (UNFPA) and HelpAge International will jointly publish the *Ageing in the Twenty-First Century: A Celebration and A Challenge 2012*. The report will be launched in Tokyo, Japan – followed by your global day of outreach and activism through Age Demands Action and media activity.

Ten years ago, the General Assembly of the United Nations went some way to putting population ageing on the development agenda by adopting by consensus the Madrid International Plan of Action on Ageing (MIPAA). Ten years later, what has changed?

This landmark report is the culmination of a three-year collaboration between UNFPA and HelpAge. The report is unique for it is the first time that UN agencies, together with contributions from civil society, have contributed to a major report on population ageing.

It is also the first time that 1,300 older people from 36 countries have contributed to a global report. Our 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.

The report reviews progress in policies and actions taken by governments and other stakeholders since the Second World Assembly on Ageing in implementing the MIPAA. It identifies gaps and provides recommendations to ensure that we create a society fit for all ages.

The report strives to ensure that, worldwide, population ageing and its implications are visible to new audiences. It calls for an increase in the prominence of ageing in policy-making to support efforts to improve the quality of life of older people everywhere. The report is based on evidence on ageing and its implications. It has sections for each region and contains many best practice examples from around the world.

A key message from the report is that, despite progress in policies and programmes for older people, there is still progress to be made in mainstreaming ageing into relevant policy domains. Age discrimination and poverty in old age persist. It urges all stakeholders – governments, civil society, private sector, communities and families, to recognise the inevitability of population ageing and prepare adequately for the growing numbers of older persons by enhancing national and local capacities to adapt societies to an ageing world. It urges governments to implement social protection floors to guarantee income security and access to essential health and social services for all older persons.

Critically, in relation to the current conversation and the post-2015 process the report’s preface from UN Secretary General, Ban Ki-moon states “as the international community now embarks on an effort to articulate the post-2015 development agenda, it is clear that the issue of population ageing should be fully addressed as part of this process”.

**NOTE ON DISTRIBUTION**

The print run for HelpAge is **3,500**. As such, we have agreed a fair and transparent approach as to how many copies will be delivered across the HelpAge Global Network.

The following will be delivered in advance of **1** **October 2012:**

* Regional Development Centres and Country Offices will receive: **20-100** copies of the report and Executive Summary, if not otherwise agreed (depending on the size and language of the office).
* Larger Affiliates and those connected to **ADA** will receive: **5** copies of the report and Executive Summary, if not otherwise agreed.
* Affiliates not connected to **ADA**: Will at a minimum receive **1** copy of the report and Executive Summary, if not otherwise agreed.

Planned stakeholder events will be accommodated on an on-going process, with around **30** copies for each event being put in reserve during 2013.

Copies will also be mailed out from London to key contacts in NGOs, government and academic institutions and to UNFPA offices and UN agencies.

**NOTE ON TRANSLATION**

At the time of writing, we understand that UNFPA will translate the Executive Summary into the following languages:

* Japanese (for the media launch)
* Arabic
* Chinese (Mandarin)
* French
* Russian
* Spanish

It is likely that translated versions of the Executive Summary will be available as PDFs on the website. There will be no printed copies. In your next communication on the **7 September** we will confirm arrangements for translation.

**YOUR MEDIA PLAN**

A global report, setting an agenda and calling for urgent action is a **‘media moment’.** When you couple this with **LIVE** events through **ADA** or **your programme examples**, you have the chance to talk about population ageing, your country and/or your **ADA** campaign with an increased chance of getting media coverage. This is a **big** opportunity for the whole HelpAge network.

UNFPA (New York), HelpAge (London) and the PR agency Portland Communications (London, New York and Tokyo) will manage the media dissemination and relations of the report in the following countries:

* **Japan**
* **UK**
* **USA**
* **Pan-International outlets, e.g. Al Jazeera.**

Across every country where we have **Regional Development Centres**, **Country Offices** and **Affiliates** – we want to ensure the report gets a high level of media attention.

**TO MAKE EVERYTHING SIMPLE WE SUGGEST FOLLOWING THE 8 POINT ACTION PLAN BELOW:**

**ACTION 1: CONNECTING STAKEHOLDERS AND ROLES & RESPONSIBILITIES**

The most important thing to do first is to connect with your UNFPA colleagues at a local level. We encourage you to make contact ASAP. The UNFPA will be sending out a similar communication to their teams, drawing on the same resources and plans.

We recommend that where possible, all media activity and stakeholder events as detailed in this plan - should be organised **jointly** between **HelpAge** and **UNFPA** – this will make sure that the media are **not** sent two press releases on the same report.

**ACTION 2: WHAT’S YOUR STORY FOR YOUR COUNTRY?**

In most countries, you will also be holding **ADA** activity on 1October, either as a country office or Affiliate; you can leverage these existing events to communicate both the report and **ADA**, **together**, to the media. We have developed a section for your local story to offer further guidance with how to connect these activities (please **see page 9**). It is essential that you **localise** the report materials to ensure it is of interest to your local audience(s).

If you are in the Global North, you are also more than welcome to use the global news story – which we will issue on **17 September** to coincide with the Japan launch.

**Please ensure your final material is within the recommended key messaging and calls to action – this will be supplied on 7 September.**

**ACTION 3: MEDIA LISTS**

Who are the key, influential media in your country? If you do not have an up to date list of media titles and journalists in your country, please let the London team know. **See page, 10**.

**ACTION 4: DIARY NOTICE**

We have already sent out a diary notice to international planning desks ahead of the report launch to mark the date in the media’s diary.

We also recommend distributing your adapted planning notice to your target media list too once you have agreed your plan with the UN at a local level – a template will be supplied on 7 September. This will ensure that the report and any activities on 1October (ADA or other plans where applicable) will not be a surprise to them!

**ACTION 5: PREPARING FOR 1 OCTOBER – SPOKESPEOPLE AND COMMENT**

There are many media tools that you can get underway as early as possible to ensure 1 October is a success. We will be using all these tools for our targets. The more that is planned is advance, the more you have to offer the media.

**Spokespeople**

When you are planning your media work you need to have at least three spokespeople lined up to be the voice of your output. The most likely is your **Director**, followed by a suggestion of a **technical** or **advocacy** **expert** in the topic area you are focusing on (e.g. HIV and AIDS, social protection etc) and we really encourage you to have an **older spokesperson** that can represent the voices of older people in your country – the most likely option being an **ADA** leader.

We suggest that you offer your spokespeople for interview opportunities in your country, before, during and after 1 October.

Opinion Editorial

Dr Osotimehin (Executive Director of UNFPA) and Richard Blewitt (CEO of HelpAge International), alongside key HelpAge Ambassadors, will be authoring a range of 500-800 word articles on population ageing and the report. We advise you to produce similar content to offer the media for 1 October. See page 11 for guidance notes.

ACTION 6: STORY GATHERING AND OPPORTUNITIES

While the report, your local story, key messages and recommendations will lead the debate, real-life stories from your country are a great way to motivate media and stakeholders to respond and/or take action.

We advise you to use the following to bring the report to life:

**ADA 2012**

**ADA** is the perfect opportunity to present older activists and “live” stories on 1 October. These “live” stories will provide the media with colour, tangible examples, and interview opportunities which will explain why the report is so important. **See page 9**.

**Acting my Age – Photo Action**

Through existing plans with **ADA**, we have developed an online photo campaign, where supporters from around the world aged 60 years or older will submit photos of themselves with a sign says their age and what their role is. The photographs will challenge stereotypes. This will be accompanied by an online action through social media to complement the input from our Global Network. This is open to everyone, even if you are not part of **ADA**! We will use these photographs to send into global media, and encourage you to do the same for outlets in your country.

Please find attached to this email the PDF on the **Acting My Age** for those who have not already received the **ADA** campaign pack.

**Non-ADA Story Gathering**

If you do not have ADA happening in your country or you are working in the Global North, we will be making a selection of stories and content from the report and **ADA** available to you to draw on for the media. More detail will follow in the **7 September** communication.

Third party endorsements

We really want to get people talking about population ageing on 1 October. One way you can do this is to draw a list together of **5** key opinion formers or stakeholders you think would like to see the report in advance to issue a supportive statement, write a blog or Opinion Editorial or get involved with your media activity. These could even be famous people!

The best way to do this is to notify them in writing, see timeline, that you wish to involve them in this activity. Once you have agreed this support you can issue them with an embargoed version of the report, under the understating that they will support with outputs on the importance of population ageing and the report on 1October.

**ACTION 7: MEDIA PACK**

By now you will have lots in place, but there is one big thing missing – your media pack for 1 October.

You will need to have the following ready to distribute to your prepared media list for 1 October.

* **Executive Summary in PDF (translated version if available)**
* **Localised Press Release: including media contacts from HelpAge and UNFPA**
* **ADA note: Summarising information about what is happening, when and where - (if appropriate).**
* **Data factsheet on population ageing in your country/region – see guidance on page 10.**

This package can be sent out to the media first thing on 1 October 2012.More details on the timing will be included in the next communication.

**ACTION 8: LAUNCH AND MEDIA SELL-IN**

You will have to agree with UNFPA as to who will take responsibility for ensuring the media release and information is sent out to the media list on 1 October. There a number of ways you can engage the media, some ideas you could pursue are:

1. **A media sell-in**

To get media coverage the most important thing to do is to get the media release to the media! However, you are more likely to get coverage if you pick up the phone and talk to the journalist.

Media will be more likely to cover your story if you spend some time calling the journalists to firstly, ensure they are the right people to cover the story and secondly, to ensure they have received your press release. Have a conversation about why this is important and ask if they would like to attend an ADA event, interview your expert/Director or follow up with other information detailed in the report?

1. **A media briefing or launch**

If you are keen to do more than just talk to the media and pitch the story, you could consider planning the following with UNFPA or by yourself:

**Media Briefing/Press Conference**: Organise a media briefing or press conference for 1 October. Where possible you would be able to provide a joint platform for **HelpAge**, **UNFPA** and your **ADA** campaign to speak to the media. Your event could be linked to ADA where possible, using existing special events or marches, to capitalize on.

Keep things simple – the most important points to cover are:

* Having something for the media to see, e.g. **ADA** or a field visit.
* Having spokespeople briefed and ready to deliver speeches.
* Invite the media two weeks in advance and follow up to check they will attend.
* Consider what photographic or broadcast opportunity there is for the media.

**With all this in place, you should have a very successful 1 October!**

**For any advice or guidance please do not hesitate to get in touch with your regional team or the team here in London.**

**MEDIA TOOLS**

**How do I make the report local?**

**OPTION ONE: Age Demands Action**

**ADA** and the report work hand in hand. If your country has an **ADA** activity planned, you can use the report to highlight the importance of your ask – it gives you more power when speaking to the media or politicians. If you are in a country without **ADA** activity we can ensure that you can draw on the global stories of **ADA** to talk about the global movement.

This year, **more than ever**, thanks to the ten-year anniversary of MIPAA and this report, **ADA**, from the local to international level, will be able to generate **new** and **live** debate on the issue of population 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 will 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.

**OPTION TWO: Regional Chapter**

The report consists of recent data and analysis on all world regions and various countries. We have an entire chapter (**Chapter 3**) dedicated to these regions - you can find region/country-specific data and information in this section. The chapter also highlights progress and identifies gaps in forming and implementing various policies on ageing in the region. Also, the report is rich with facts and figures that could be relevant to your region or country (**in particular, Appendix 1**).

We strongly encourage you to read the report, particularly **Chapter 3**,and pull out statistical evidences on your country to have your own national factsheet (**see action three**). This will provide you with evidence to back up your media-related works.

**ACTION THREE: Global Factsheet**

Along with the report, we have an Executive Summary and a global fact-sheet (**see Executive Summary**). The fact-sheet consists of up-to-date statistical data and figures on global trends in population ageing. It provides a global picture of issues concerning older persons by providing evidence on health, income security and rapid demographic shifts. It also provides a glimpse into the voices of older persons who took part in the consultations for this report. For those who need a global story – please use this, for those who require a national fact-sheet please refer to this as a helpful guide and develop a National Factsheet.

**ACTION FOUR: National Factsheets (previously called report cards)**The AgeWatch (report card) for your country provides key data on population ageing in your country. Each country’s AgeWatch provides the latest statistics on life expectancy at birth and at age 60 and healthy life expectancy visually presented in barometers, showing how your country fares in comparison to other countries. Pie charts will further show the percentage of the population aged 60 and 80 over and information on policies, legislation and social pensions in your country will be provided wherever available.

This data will be available on the Global AgeWatch web portal-to download and print off – both for the media, meetings and events.

In addition to the national AgeWatch there will also be rankings of life expectancy at 60 and healthy life expectancy at birth by country showing where your country stands in comparison to others.

**The National Factsheets will be available online by mid-September at** [**www.globalagewatch.org**](http://www.globalagewatch.org)**.**

**What is a media list and how can I build it?**

We have a Global PR Database for HelpAge in London. As such, we can build targeted media lists for your countries if needed, please do let us know if this is required in advance.

Please review who you have dealt with before, especially on ADA, and who should receive this news. Even if they don’t cover the story it is good to keep them up to date.

Please do consider the following:

* High selling – National and regional newspapers
* Radio stations (speech-based shows)
* Online outlets with case studies or photographs
* Correspondents in your region

**Opinion Editorial**

An Opinion Editorial is a way for to get your own personal opinion into a story, rather than the objective approach used with other newspaper stories. Most newspapers run editorials on a regular schedule, whether daily or two to three times per week and these are normally written by leaders or experts in certain fields. If you plan to write one, there are a few things to keep in mind.

**How to write an opinion editorial**

Ideal word length: 500-800 words. Ask your chosen media first!

* Keep the topic relevant. The topic of an editorial should normally be a current news story or event, e.g. Ageing in the 21st century. You will then also have to ensure your ideas are relevant to local or national trends/news.
* Editorials are often used to spotlight one aspect of a story that has been overlooked. When you have agreed what aspect of the report you will focus on nationally or regionally maybe think what more you can say through the Opinion Editorial?
* Use personal opinion. The main difference between an editorial and a news story is that there is room to try to persuade readers with your personal opinion. This should be done in a rational manner, as with a standard news story, and with attributed sources if needed. Use your opinion to guide interpretation of the story!
* Feel free to use emotion, but in a limited manner. Strong, reactive emotion will turn off readers, while a more personal and subdued emotional theme will draw readers in.
* Use persuasive language. Persuasive writing is one of the key elements of a good editorial. Using clear, active language in your writing is far more persuasive than a weak narrative that is too long. Get to the point.
* Get your facts straight. If you are discussing people or businesses in your editorial, be sure that all facts are correct and are attributed. If you are writing negative opinions about people or businesses, be sure to begin by stating that it is your opinion. Opinions can be neither proved nor disproved, and will not be construed as libel unless there is an obvious component of malice to them.
* Try to be entertaining. Keeping all of the above steps of clarity, relevance and fact-checking in mind, there is still room to write in an entertaining manner. Readers usually expect to get more out of an editorial than simple facts, so don't disappoint. Having a distinctive style is key in getting your work noticed by editors and readers; you can develop your own tone by taking time to hone your writing skills. One of the best writing tips for opinion editorials is to use humour to illustrate your points when appropriate.

**Monitoring your media campaign**

**Monitor your progress**

In order to show the true impact of media activity in your country and globally we need to demonstrate how many people know and hear about our activity on 1 October because of your media work. We need to collect the following:

* **name** of paper/channel/website coverage appeared and **date**
* **type of coverage** (e.g. was it an interview with spokespeople, a political debate, photograph coverage only or a feature on older people in the Sunday paper)
* **copy** of article or link to **website**
* an idea of **how many people** saw, read or heard the story (this is difficult to measure but even info like “Channel X is the 3rd most popular station in the country and has approx 2 million listeners” helps)
* **Feedback/reaction to the media story**. Record any impact you gather (e.g. 30 people rang our helpline number after the programme/several readers letters were published in the paper in the days after ADA talking about older people’s issues)
* **Contact details** of the journalist for 2013!

**Important tips on running a press event**

The main reason for having a press event is that it is the most powerful method of ensuring that our issues, our views and the right message, gets out to as many media people at the one time.

* The general format of a press conference is an opening statement or announcement of no more than five, possibly ten minutes. Shorter is always better. Have strong key facts and figures on population ageing and about older people in your country available to give to the media.
* Have three main speakers – your best spokespeople available – HelpAge and UNFPA, plus and older person connected to ADA. Experts, heads of your organisations, ADA “celebrities” or well-known supporters are all good choices.
* Send out the invite 4-3 days before the event. Morning time is best, before afternoon deadlines.
* If possible rent a professional sound system and the trained technician that goes with it so reporters, especially radio reporters, can get clean sound.
* Pick a location close to the central mass of journalists in your area. Unless you are located close to the central mass of journalists do not use your company headquarters and especially not if it means more than 15 minutes of travel for reporters.
* After the announcement, reporters are free to ask questions. Be prepared. The whole conference should wrap up in no more than 45 minutes, and even that is pretty generous. Reporters are almost always in a desperate hurry to get somewhere else, to file their stories, or move onto some other story.
* At the end there are usually requests for "one on ones". These are more in the nature of private interviews and can be because a specialist reporter needs more specific information. Have enough staff and spokespeople available to talk to journalists individually.
* Collect business cards and contact details of all media people.

**Afterwards**

* Contact all journalists who attended to see if they are going to cover the event.
* Monitor any media coverage so you can find out if the event was worth holding!

**Tips for the media interview (radio, TV, press)**

**Prepare for the interview**. Ask the journalist what questions he/she will ask your spokespeople so you can prepare the answers.

**Have a strong key message ready**. Don’t complicate things by talking about every issue facing older people today. Try to think of 2 or 3 points you want to get across about the report and ADA, where applicable, and rehearse them.

**Be natural**- be yourself. If you can, talk about the issue affecting you as an older person.

**Use startling statistics or facts** – see Global Factsheet and National Fact-Sheets.

Feel free to refer journalists back to the Regional or London team on any issues you are not sure about or if they want to discuss the wider aspects of the report or campaign.

**DIGITAL TOOLS**

**CONTENT FOR WWW.HELPAGE.ORG**

**Announcement page**

From the week commencing **3 September** there will be a page on our website announcing the report launch and inviting interested parties to submit their email address to receive an e-copy of the report when it is launched.

This will be at [www.helpage.org/ageing21signup](http://www.helpage.org/ageing21signup)

**Online version of the report**

There will be an online version of the Ageing in the 21st Century report at [www.helpage.org/ageing21](http://www.helpage.org/ageing21)

This will include:

* A report landing page, with an introduction and links to report chapter summaries.
* A “flip-book” version of the executive summary to read on screen.
* Film (see below)
* Infographic (see below)
* Chapter summary pages with PDF downloads of the entire chapter and links to older people’s stories relevant to the issues raised in the report.
* A comments page to invite debate on the report.
* A link to population ageing data on the Global AgeWatch web pages.
* A link to Age Demands Action web pages.

**This will be live at the end of September.**

**Film**

A short 3 minute film will provide an engaging and easily accessible summary of the Ageing in the 21st Century report. This will serve as teaser to entice people to visit the website to download the report, and a marketing tool which will encourage people to share the film and spread the word about the report.

**You can also show the film at your national and regional launch events.**

**Distributed and available online at the end of September**

**Infographic**

An infographic will be available on the report page of the website. This will provide a visual representation of facts and figures in the report to show that the world is getting older, even the developing world. It will also provide evidence of older people’s contributions to challenge perceptions of the world’s “age burden”.

**Distributed and available online at the end of September**

**Photogalleries**

We are planning to have the following photogalleries available online at the end of September:

* Acting my age: **See page 7 and attached PDF.**
* 60 over 60s: Connected to a London driven media pitch on the most powerful over 60s.

**Global AgeWatch web portal: National Factsheets**

As discussed on **page 10**, we will launch Phase 1 of Global AgeWatch to provide data and evidence on population ageing. This will complement the Ageing in the 21st Century report and consist of:

* National population ageing data for 196 countries, including life expectancy at birth and at age 60, healthy life expectancy visually presented in barometers, showing how your country fares in comparison to other countries. Pie charts to show the percentage of the population aged 60 and 80 over and information on policies, legislation and social pensions in your country (if available).

There will be print and mobile versions of these national population ageing data sheets that you can use at the media, **ADA** meetings or events. The national population ageing data pages will also include a summary of **ADA** events for participating countries.

* Rankings of life expectancy at 60 and healthy life expectancy at birth by country showing where your country stands in comparison to others.
* A carousel of graphs and maps showing increase in population over 60 globally, increase in number of centenarians, increase in number of older people compared to younger people.
* Global AgeWatch policy briefs on the post-MDG framework, growth, decent work and social protection, and sustainable development.
* Blogs (see below).

**Distributed and live by mid-September.**

**Blogs**

We are planning to post the following blogs on the HelpAge website:

* Guest blog from Executive Director of UNFPA to coincide with the report launch.
* A series of blogs from HelpAge experts inviting debate on the key themes of the report to continue promotion of the report after1 October.
* **ADA** blogs will show what older activists are doing and how they are using the report and the national AgeWatch data.
* Global AgeWatch blogs to introduce the AgeWatch national population ageing data sheets and stimulate debate.

**WHAT YOU CAN DO TO PROMOTE DIGITAL CONTENT FOR THE REPORT**

Please help us spread the word about the Ageing in the 21st Century report through your social networks and other digital and offline channels.

**Email**

* Add promotional text and a link to the report to your automatic email signature. We will provide this at a later date.

**Facebook**

* Add the cover photo of the report to your timeline.
* Tag HelpAge and UNFPA in your posts about the report and link to the online version of the report.
* Promote materials such as the infographic and film and encourage your supporters to share.
* Share key facts and figures and images to use for Facebook updates to engage supporters.

**Twitter**

* Add our customized background to your Twitter feed.
* Tweet about the report to your followers, encourage our supporters to share and tag HelpAge and UNFPA in your tweets. We will send you sample tweets including facts, figures and images from the report.
* Join the HelpAge and UNFPA twitter chat about the report.
* Use our Ageing in the 21st Century report hashtags, for example #ageing21. We will confirm hashtags to be used nearer the time.

**Google+, YouTube, Pinterest, Vimeo and Scribd**

* Share links to the report and film through these channels.

**Other social networks**

* Please share links to the report and film through other social networks that you are active on in your country or region, such as Hyves and Hi5.

**Blogs**

* Write a blog about the report on your website and link.
* Include a mention of the report and link in any blogs you write for Age Demands Action.
* Comment on our blogs about the report.
* Ask influential bloggers in your country/region to blog about the report.

**Offline**

* Include a link to the report in any literature/flyers you distribute to promote the report and Age Demands Action.
* Ensure that your press releases mention the report and include a link to www.helpage.org/ageing21

**We will send you a social media toolkit w/c 24 September that will provide further detail to support these activities.**

***We will be in touch again on 7 September with more support. Best of luck to everyone and let’s look forward to a successful 1 October!***

***The Ageing in 21st Century Team.***