

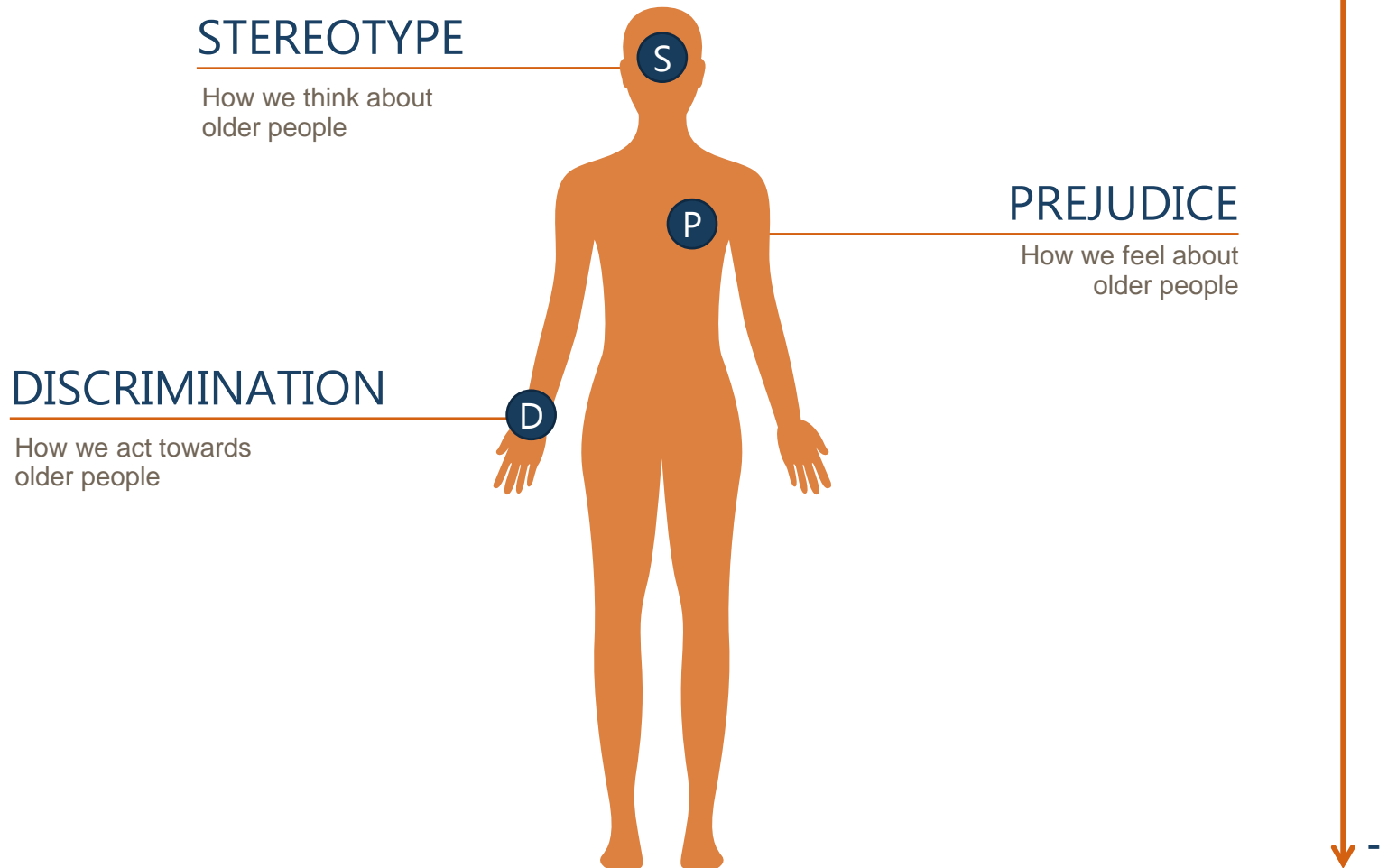


Global Campaign to Combat Ageism

9 November 2017

Ageism - what is it?

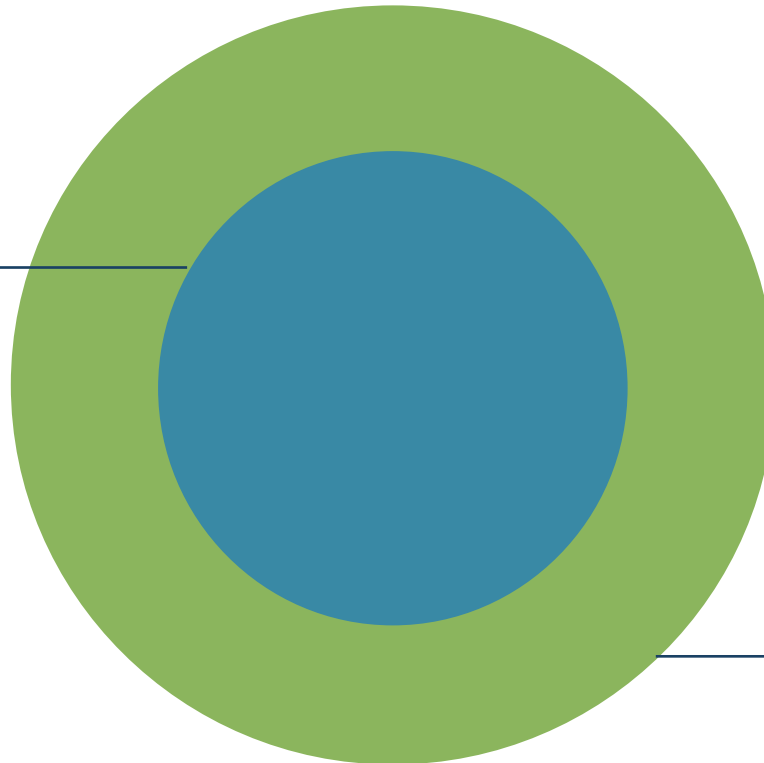
Three dimensions



Ageism - what is it?

Two levels

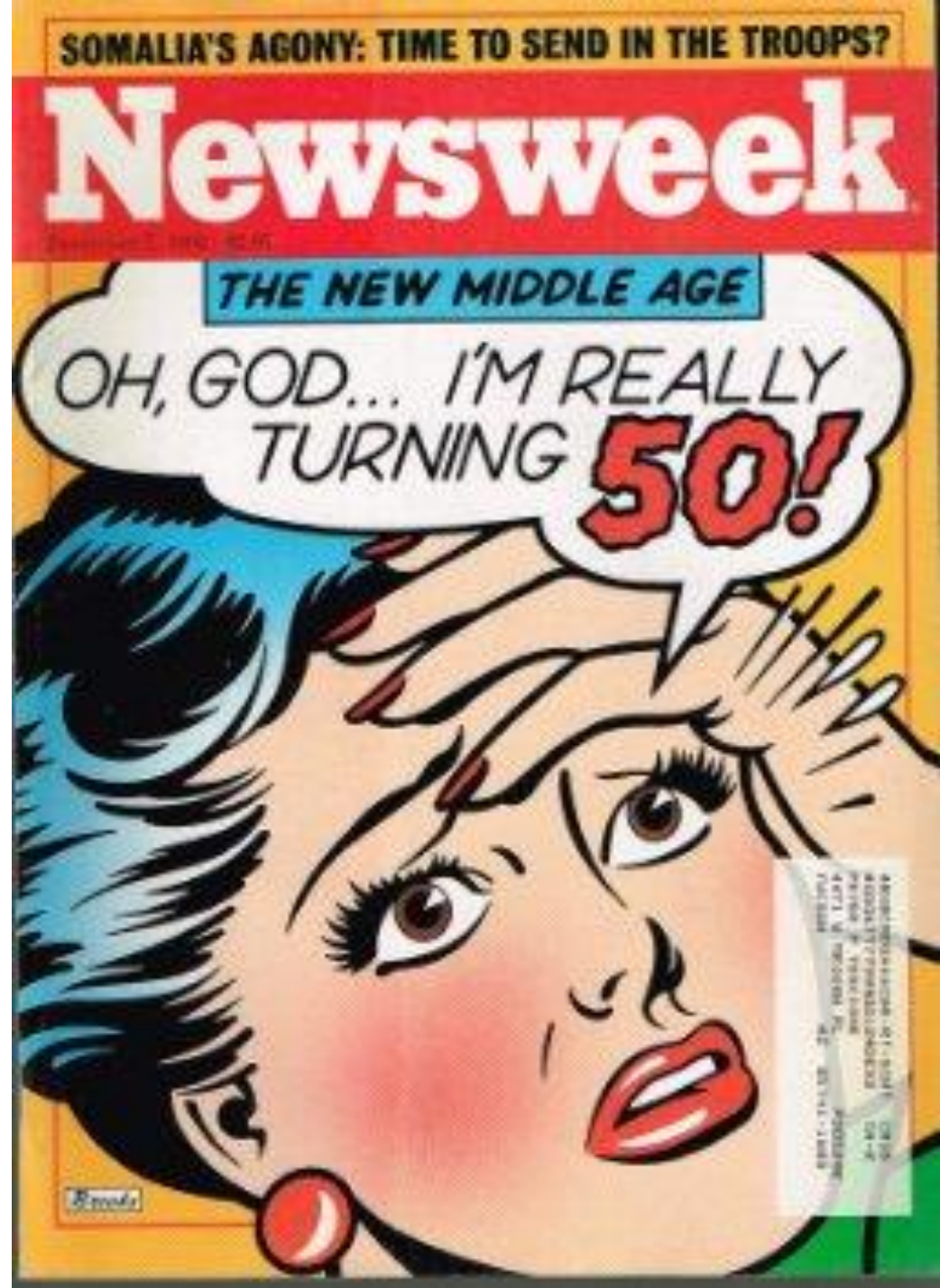
INDIVIDUAL /
INTERPERSONAL



INSTITUTIONAL /
CULTURAL



Individual



Inter-personal



Institutional

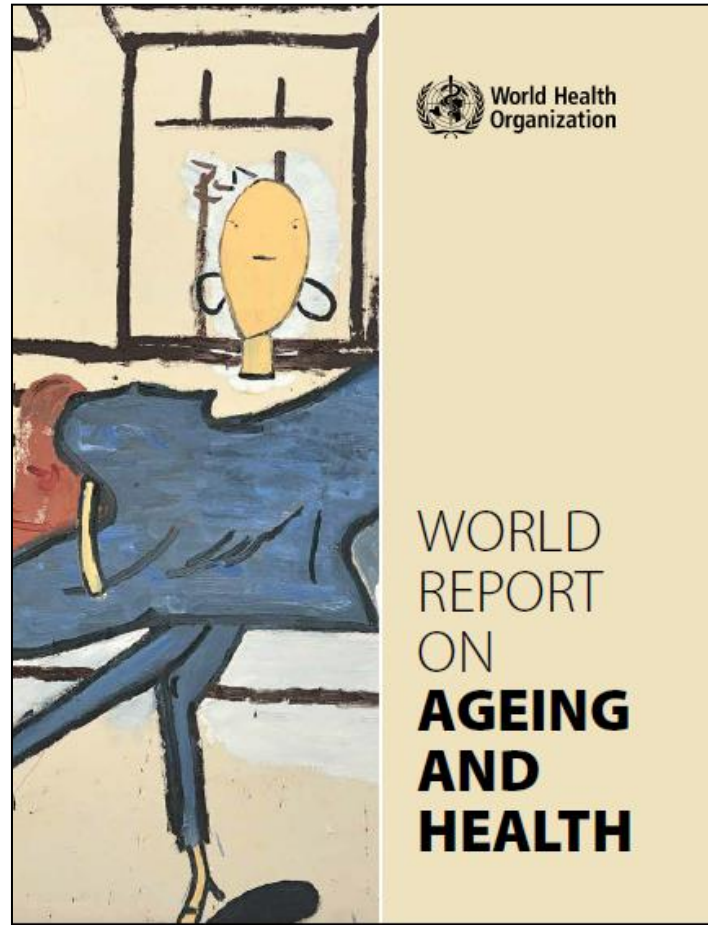


Ageism - what is it?

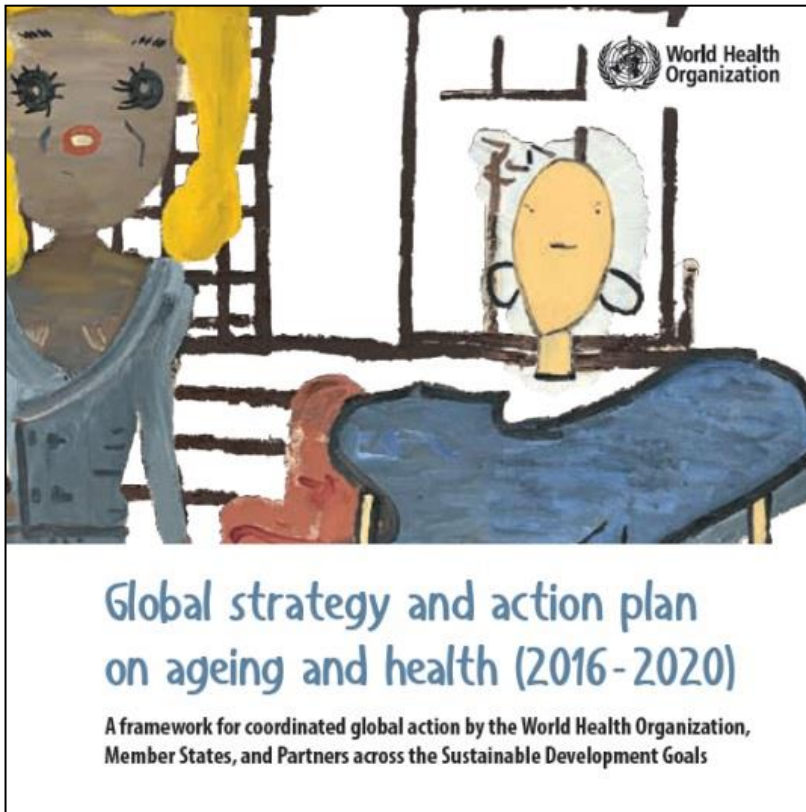
All ages



World Report on Ageing and Health



Global strategy and action plan (2016-2020)



“to develop in cooperation with other partners, a global campaign to combat ageism in order to add value to local initiatives, achieve the ultimate goal of enhancing the day-to-day experience of older people and optimize policy responses”

Global campaign to combat ageism

Vision: A world for all ages

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

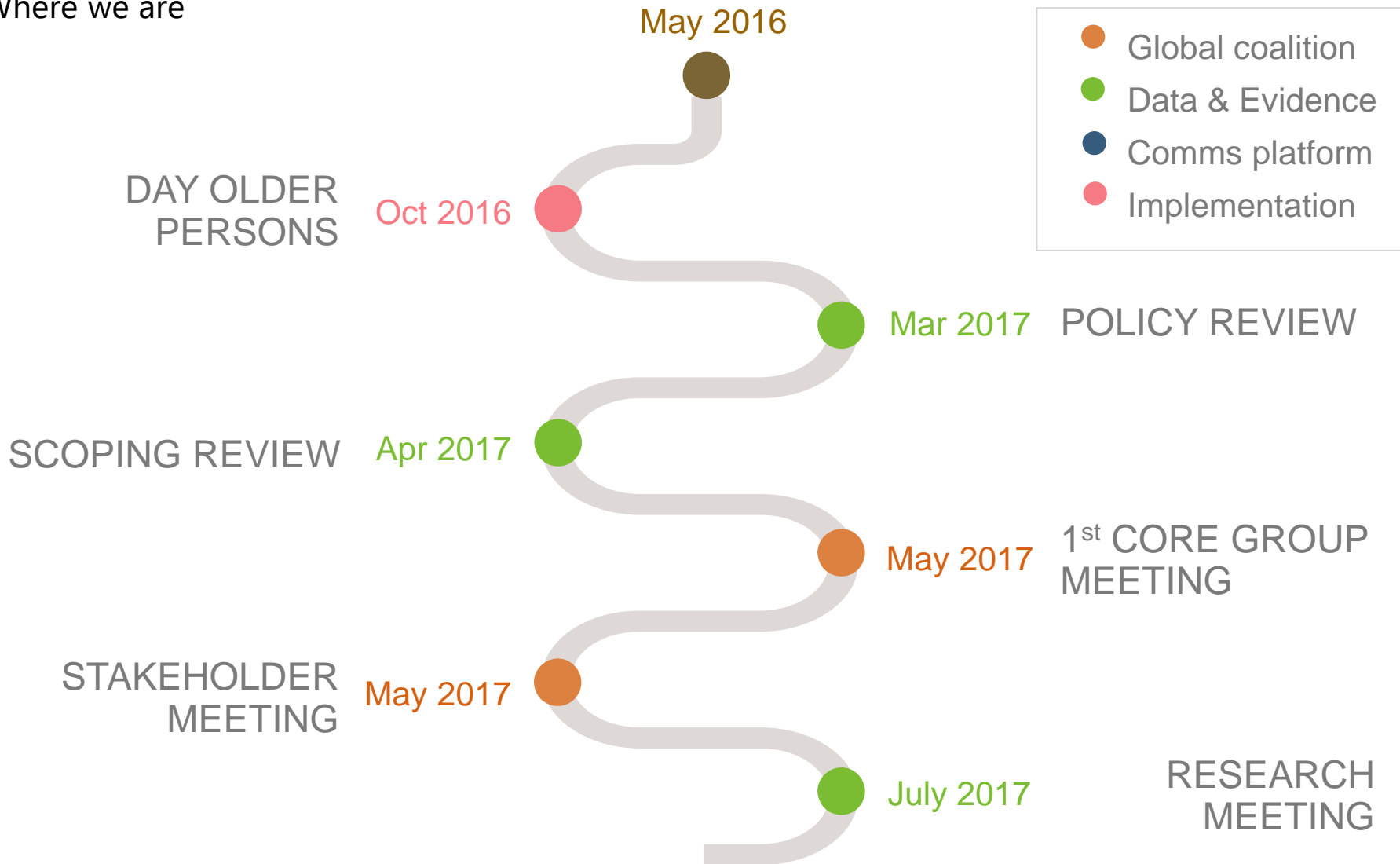
Global campaign to combat ageism

Our strategy

- **Gather data and evidence** to inform effective communication and selection of concrete actions to tackle ageism
- **Establish a global coalition** to lead the way towards a non-ageist world
- **Create a communications platform** to provide the tools and messaging to help reframe age and ageing around the world
- **Implement selected strategies** and frames, and make selected structural changes to health and social policy to effectively combat ageism

Global campaign to combat ageism

Where we are



Policy review - findings

Data and evidence

- Broadly, all 32 countries have taken some level of action
- More specifically,
 - **75% adopted legislation** against age-based discrimination and put in place enforcement mechanisms
 - **62% modified or repealed existing laws**, policies or programmes that discriminate and / or prevent older people's participation in and access to benefits that would address their needs and rights
 - **72% undertook communication campaigns**
 - **62% conducted intergenerational activities**



Thank you

For more information:
<http://www.who.int/ageing/en/>