

GLOBAL CAMPAIGN TO COMBAT AGEISM

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MIPAA+20 National Reporting

Does your country take part in the **Global Campaign to Combat Ageism** led by the World Health Organization (WHO)? Do the activities in your country contribute to the endeavours of this WHO-led campaign? Which ones? Did your participation in the campaign contribute to the implementation of the MIPAA/RIS in your country? Which measures have been set in this context?

Guidelines for National Reporting on MIPAA/RIS

Global level, good practice and lessons learned. The particular elements to be included depend on the content of the report. The following are suggested as a minimum. The information in MIPAA/RIS is being the best of your country's knowledge and is for information only. It is not intended to be used for legal purposes.

1. Describing the general context of the process

1.1. How has your country responded to the global campaign to combat ageism and what will be brought forward from you as a country's contribution to the global campaign? Please describe the following:

- developing and implementing locally responsible and effective strategies to combat ageism
- mainstreaming the national, regional and local levels of planning and implementing a person-centred approach to older persons, including the following:
 - building and strengthening of strategic and other services to improve health and well-being of older persons
 - strengthening the capacity of health and social care professionals and other personnel in the planning and implementation of services
 - strengthening the capacity of health and social care professionals and other personnel to respond to the needs of older persons

1.2. How has your country responded to the global campaign to combat ageism and what will be brought forward from you as a country's contribution to the global campaign? Please describe the following:

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Global campaign to combat ageism

2016

“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”

Vision: A world for all ages

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

Global strategy and action plan on ageing and health (2016–2020)
A Framework for coordinated global action by the World Health Organization, Member States, and Partners across the Sustainable Development Goals

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Global campaign to combat ageism

2021-2030

Countries' commitment to address ageism is again reaffirmed in the **UN Decade of Healthy Ageing (2021–2030)**.

Combating ageism is **one of the four action areas** and is highlighted as a **prerequisite for achieving the other three action areas**:

- developing communities in ways that foster the abilities of older people
- delivering person-centred integrated care and primary health services responsive to older people
- providing older people who need it with access to quality long-term care

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Ageism

Ageism refers to **how we think** (stereotypes), **feel** (prejudice) and **act** (discrimination) towards others or ourselves based on **age**

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Ageism is prevalent

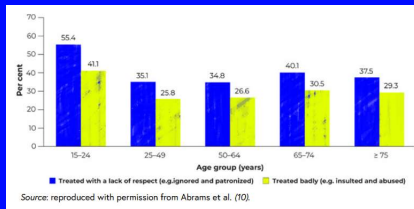
1 in 2 people are ageist towards older people

Legend:
 High prevalence of ageist attitudes (Dark Blue)
 Moderate prevalence of ageist attitudes (Light Blue)
 Low prevalence of ageist attitudes (Yellow)
 Data not available (Grey)
 Not applicable (White)

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Ageism is prevalent

In Europe, younger people report more ageism than other age groups



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Ageism is harmful and costly

- Ageism has **far-reaching impacts** on all aspects of **people's health and social well-being**
- Ageism takes a **heavy economic toll** on individuals and society
- Ageism intersects and **exacerbates other forms of disadvantage** including those related to sex, race and disability

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Ageism can be combatted

3 strategies work in addressing ageism:

1. Policy and law
2. Educational activities
3. Intergenerational interventions

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Policy and law

- Policy and law can **address discrimination and inequality** based on **age** and **protect the human rights** of everyone, everywhere
- Policy and law can be used **to reduce or eliminate ageism against any age group**
- **Different mechanisms** are used **to implement and monitor** policies and laws, including human rights agencies, courts, ombudspersons and bodies working to uphold treaties

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Educational activities

- Educational interventions include **instruction that transmits information, knowledge and skills**, as well as activities to **enhance empathy** through role-playing, simulation and virtual reality
- Educational interventions are **among the most effective strategies for reducing ageism against older people**. Little is known about their effectiveness for reducing ageism against younger people

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Intergenerational interventions

- Intergenerational interventions aim to **foster interaction between different generations**
- Intergenerational interventions are **effective interventions for reducing ageism against older people**, and are promising for reducing ageism against younger people
- Interventions that combine education and intergenerational contact have a slightly larger effect on attitudes than intergenerational interventions used alone

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MIPAA reporting - measuring action on **ageism**

Policy & law

1. Attach and provide the name, reference and date of adoption or status of **existing national legislation and/or policy to prohibit age-based discrimination, promote equality based on age, and protect the rights of older persons.**
2. Enumerate and briefly describe the **function and main achievements of existing enforcement and monitoring mechanisms to record and prevent ageism** and ensure effective implementation of laws and policies addressing ageism.

Educational activities

3. Describe any **educational activities implemented by the government to tackle ageism** at one or more levels of education (e.g. kindergarten, university, lifelong learning platform) and in formal and / or non-formal education sectors.

Intergenerational interventions

4. Describe any **activities implemented by the government to foster intergenerational contact**, including an overview of main achievements.

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Thank you

For more information:
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 Help create a **#AWorld4AllAges**

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GLOBAL REPORT ON **AGEISM**

GLOBAL CAMPAIGN TO COMBAT **AGEISM** Toolkit

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