The Journey to Age Equality - Beyond Demographics

- Diversity
- Inequity
- Centrality of Health

Every older person is different. Some have the level of functioning of a 30 year old. Some require full time assistance for basic everyday tasks.

Health is crucial to how we experience older age.
Global Strategy (2016 – 2030) and Action Plan 2016 – 2020 on Ageing and Health

Vision
A world in which everyone can live a long and healthy life.

Goals
1. Evidence-based action to maximize functional ability that reaches every person (2016 – 2020).
2. By 2020, establish evidence and partnerships necessary to support a Decade of Healthy Ageing 2020 – 2030.
Roadmap to launch the *Decade of Healthy Ageing 2020-2030*: milestones, products and processes

**AIM**

A participatory *Decade of Healthy Ageing* centred around the voices, rights, abilities and needs of older people

**MILESTONES**

- **2019**
  - JAN EB144
  - MAY WHA72
  - JULY 5 CONSULT MS 1 (Draft 0)
  - SEPT 12 CONSULT MS2 (Draft 1)

- **2020**
  - JAN EB146
  - MARCH
  - MAY WHA73

**PRODUCTS**

- **UN**
  - Open-Ended Working Group on Ageing
  - Consultation with the UN on the Decade

**PROCESSES**

- Build political engagement with Member States through global/regional political opportunities, including WHO Governing Bodies, Regional Committees, UNGA, G20, APEC, EU
- Engage with partners in WHO, the UN system, civil society and other non-state actors to shape the *Decade* proposal and support Member States
- Revise the proposal
- Set up mechanisms to hear the voices of diverse older people
- Mobilise resources for hosting and supporting events, engaging stakeholders, documentation, communications, translation, travel, personnel etc

Launch *Decade of Healthy Ageing* on 1 October 2020
International Day of Older Persons

*A participatory Decade of Healthy Ageing* centred around the voices, rights, abilities and needs of older people.
### Steps taken to develop the proposal for the Decade

1. **We asked people what they want:**
   - Survey conducted
   
   | 160 respondents from 81 countries, all regions |

   When asked *What issues should the Decade focus on?*, respondents prioritized:
   
   1. Improved **engagement with older people**
   2. Better understanding of **older people’s needs**
   3. Developing and strengthening **health and long-term care**, specifically at community level
   4. Improved **multisectoral action**

   When asked what **priority outcomes the Decade should promote**, respondents ranked highest:
   
   1. Healthy life expectancy
   2. Age-friendly cities and communities
   3. Reduced number of older people who are care dependent.

2. **We reviewed what others did:**
   - From 6 past UN Decades

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<th>Factors for success</th>
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<td>Ensure the powerful cause has a human face</td>
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<td>Identify (early on) Member States Champions</td>
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<td>Identify and engage committed partners, particularly civil society</td>
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<td>Transform the “ecosystem” (coordination, financing, accountability), not just the issue</td>
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<td>Linkages and practical package solutions within SDG framework</td>
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<td>Having a strategic policy framework/plan</td>
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<td>Cross sectoral collaboration</td>
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<td>Focus on country level support</td>
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<tr>
<th>Barriers to success</th>
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<td>Losing sight of country-level implementation</td>
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<td>Lack of cross-sectoral outreach</td>
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<td>Resource limitations</td>
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<td>Decade “fatigue”</td>
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Step 3. We work with Member States to harness political opportunities and listen to different perspectives.
Step 4: We share and disseminate through a new Platform

https://www.who.int/ageing/decade-of-healthy-ageing

Direct email: Decade_Ageing@who.int
Step 5: We ran an online survey (in 6 languages, July 9 to Sept 8)

Online consultations for Decade proposal

Notice: The online consultation deadline has been extended to 8 September 2019.

In 2016, 194 Countries adopted, at the World Health Assembly, a Global strategy and action plan on ageing and health (2015-2020), informed by the evidence in the World report on ageing and health (2015) and aligned with the Sustainable Development Goals, the Strategy called for transformative change.

Member States envisioned that change to be a world where people can live long and healthy lives. Governments realised that to achieve impact in countries we need a decade of concerted action on Healthy Ageing. For WHO, Healthy Ageing is defined as the process of developing and maintaining the functional ability that enables well-being in older age.

Context

Populations around the world are ageing at a faster pace than in the past and this demographic transition will have an impact on almost all aspects of society. The world has united around the 2030 Agenda for Sustainable Development: all countries and all stakeholders pledged that no one will be left behind and determined to ensure that every human being can fulfill their potential in dignity and equality and in a healthy environment.

A decade of concerted global action on Healthy Ageing is urgently needed. Already, there are more than 1 billion people aged 60 years or older, with most living in low- and middle-income countries. Many do not have access to even the basic resources necessary for a life of meaning and of dignity. Many others confront multiple barriers that prevent their full participation in society.

To ensure that the Decade of Healthy Ageing is a formidable force for fostering partnerships and accelerating progress, we need a unified vision and plan that provide directions for governments and non-State actors to enable people to live longer and healthier lives.

On-line Consultation

Between 9 July and 8 September 2019, WHO and partners are seeking open input, comments, revisions, additions to the zero-draft proposal for the Decade of Healthy Ageing. The document is 20 pages (excluding annexes) and is divided into 4 sections:

Section 1: A new context needs concerted, sustained action
Engagement

- 89 Member States
- 16 UN Agencies/International organizations
- 300 Non State Actors
Guided by the GSAP, the Decade aims to stimulate local action that ensures:

1. Change how we think, feel and act towards age and ageing
2. Communities develop in ways that foster the abilities of older people
3. Older people have access to quality integrated care and primary health care
4. Older people who need it have access to long-term care.
Central to every step will be close engagement with older people themselves

The Decade will build connections and collaboration

Governments

Civil society

Professionals

Media

Academia

Private sector

International agencies
Enabling change through partnering on efforts to:

✓ Hear and respond to diverse voices and enable engagement
✓ Nurture leadership and capacities at all levels
✓ Connect stakeholders at all levels
✓ Foster research, data, knowledge exchange and innovation.
Global Strategy (2016 – 2030) and Action Plan 2016 – 2020 on Ageing and Health

Vision
A world in which everyone can live a long and healthy life.

Goals
1. Evidence-based action to maximize functional ability that reaches every person (2016 – 2020).
2. By 2020, establish evidence and partnerships necessary to support a Decade of Healthy Ageing 2020 – 2030.
Communities develop in ways that foster the abilities of older people.
Older adults get the integrated (health and social care) they need.
Changing how we think, feel & act towards age & ageing.

1. Analysis of global prevalence of ageism using data from one single survey.
2. Policy review to understand what countries are doing in this area.
3. Systematic Reviews to gather all available evidence on the determinants, consequences & metrics of ageism as well as strategies to tackle it.
4. Qualitative study to assess existing campaigns to tackle ageism.

Lived experience
How it all comes together under the Decade

Global Strategy & Action Plan
Recognizing the issue

Stakeholder mapping
Understanding who is working on ageism and what they’re doing

Global coalition
Partners and supporters of the campaign set out to act

Global Report on Ageism
Call for action in an evidence-based framework

Decade Platform
Tools, training available for use

Building an evidence base
Research on ageism

New legislation & policy?
Training curriculums?
National campaigns?
Intergenerational activities?
New Decade Platform

New website: https://www.who.int/ageing/decade-of-healthy-ageing

Direct email: Decade_Ageing@who.int
Changing how we think and feel and how individuals and institutions act on age and ageing is possible - we can help make it happen.
Ageism – what do we know about prevalence?

- **Global prevalence of ageism using data from one single survey**

- **60% of people in 57 countries from all regions and income groups reported that older people are not respected** [Officer et al, 2016]

- **Certain personal characteristics (e.g. younger age, being male) associated with increased prevalence of highly ageist attitudes.** [Officer et al, 2019, Ageism, healthy life expectancy and population ageing: how are they related?, forthcoming]

- **Increased healthy life expectancy and a higher proportion of older adults in a country are associated with lower levels of ageism** [Officer et al, 2019, Ageism, healthy life expectancy and population ageing: how are they related?, forthcoming]
Ageism – what do we know about country action?

- Policy review to understand what countries are doing

  - All of the 32 countries included have taken some level of action
  - 75% adopted legislation against age-based discrimination and put in place enforcement mechanisms
  - 62% modified or repealed existing laws / policies / programs that discriminate 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

Source: de la Fuente-Núñez, 2019. MiPAA country review – combating ageism, forthcoming
Ageism – what do we know about what works?

- **Systematic Reviews** to gather all available evidence


**Evidence Before This Study:** No review of the effectiveness of interventions to reduce or prevent ageism.

**What did this study tell us:**
Education (1) and intergenerational contact (2) and combining (1+2) them work to change
- attitudes towards older people (1+2),
- knowledge of ageing and older people (1), and
- comfort with older adults (1+2).
- BUT had no impact on anxiety about ageing, or interest in working with older adults.
- Interventions were most effective for females and among adolescent and post-secondary student age populations.

**Implications:** Invest in
- Ageism education and intergenerational contact to reduce ageism
- Research to examine the effects of interventions across cultures and age-related social norms.
Ageism – what do we know about how to measure ageism?

- **Systematic Reviews** to gather all available evidence

### Review 2: Measuring Ageism


- Only one of the currently available ageism scales met minimum psychometric requirements but had limited scope (Ayalon et al. 2019. A systematic review of ageism scales, forthcoming)
Ageism – what works in campaigning?

- **Qualitative study** to assess existing campaigns to tackle ageism

- Nine local and national/regional anti-ageism campaigns examined

- 7 steps identified as being key for the development of anti-ageism campaigns:
  1. Using research throughout a campaign
  2. Weaving a golden thread across campaign components (goal, objectives, activities)
  3. Adopting a middle-out governance approach
  4. Engaging the communities early and on an ongoing basis
  5. Incorporating intergenerational activities
  6. Telling new stories about ageing and older people
  7. Measuring change

(Phoenix & de la Fuente-Núñez, 2019. Campaigning to tackle ageism?, forthcoming)