



Waqas A Qureshi/HelpAge International

To enable older women and men say “My voice is heard”.

HelpAge International in collaboration with civil society organizations, media, academia and older people's organizations is advocating for protection and promotion of the rights of older people. Pakistan is one of the 15 countries in the world with more than 10 million older people. We estimate 11.6 million people in Pakistan to be over the age of 60, which will increase to 44 million by 2050.

Age Demands Action

Our world is ageing and 'Age Demands Action' so that older people can live a dignified, healthy and secure lives. HelpAge wants a world where every older woman and man, everywhere, can say:

- I have the income I need
- I enjoy the best possible health and quality of life
- I am safe and secure, free from discrimination and abuse
- My voice is heard

Age Demands Action is HelpAge's flagship campaign to raise awareness about the rights of older people. As part of this campaign we carry out different awareness raising and advocacy activities. Older people themselves lead Age Demands Action campaign. The campaign provides an opportunity for older people to raise their voices and draw policy makers' attention to their issues.

Legislation for the Rights of Older People

Relevant laws and policies are required to protect and promote citizens' rights in any country. Since 2010, HelpAge has been working closely with the federal and provincial governments to formulate relevant laws for the protection of the rights of senior citizens in Pakistan. In 2014 the Government of Khyber-Pakhtunkhwa enacted a law “The Khyber Pakhtunkhwa Senior Citizens Welfare Act, 2014” followed by the Government of Sindh formulating “The Sindh Senior Citizens Welfare Act 2014” in 2016. These are the first ever legislation for the protection and promotion

of the rights of older people in Pakistan. We are also advocating with other provincial governments as well to formulate similar laws for their respective provinces.



Zahid Ali/HelpAge International

Protection of the Right to Secure Income in Old Age

We are advocating for inclusion of older people in social protection programmes and their improved access to financial services. In this regard, we are raising awareness amongst the key stakeholders including the State Bank of Pakistan and micro-finance institutions to make their policies inclusive of older people. Furthermore, through our programs and researches we are generating evidence and share with our stakeholders to inform their policies on social protection and financial inclusion.



Age and Disability Inclusion in Disaster Preparedness and Humanitarian Responses

HelpAge International is one of the founding members of Ageing and Disability Task Force (ADTF) – a network of 11 like-minded national and international organizations advocating for inclusion of older people and persons with disabilities in humanitarian responses and disaster risk reduction activities.

As a member of ADTF, we advocate with the government and humanitarian organizations for inclusion of older people and persons with disabilities in disaster preparedness and humanitarian response activities.

We also represent ADTF at humanitarian forums including UN Humanitarian Country Team (HCT), different UN clusters and working groups.

Older People Led Advocacy

We work with over 200 Older People's Associations (OPAs) in country, build their capacity in local advocacy and develop their linkages with the policy makers and service delivery organizations. OPAs are village level voluntary groups consisting of 100 members on average. Village level OPAs are further networked as federation at Tehsil and District level. These federations of OPAs carry out

advocacy with local authorities to address issues faced by the older people and their communities at large.

The OPA members have played an instrumental role in running campaigns and advocacy for senior citizen focused legislation in the provinces. Also, during the emergencies, HelpAge mobilizes older women and men to carry out monitoring of the available services by the humanitarian organizations and advocate with these organizations to make their interventions inclusive of older people and persons with disabilities.

Campaigning for UN Convention for the Rights of Older People

We advocate with the government to show their support for UN convention on the rights of older people. Through different awareness sessions and workshops we urge the government to not only participate in the UN Open Ended Working Group but also make a statement in support of this convention.

In order to strengthen the voice of older men and women at the UN level, we supported participation of representative of civil society organizations in Pakistan in the UN OEWG meeting held at New York in 2015.

Evidence Supported Advocacy

HelpAge International has generated context specific evidence in Pakistan in support of advocacy efforts. These include:

- Wellbeing of older people in Rawalpindi: A pilot study on well being of older people in Rawalpindi, domains and indicators based on Global Watch Index, developed by HelpAge International.
- Utilization of Public Health Services by older women in Punjab.
- Impact of Displacement on Older Women from FATA.
- A cross sectional nutritional assessment of the population (50 years and above) in districts Rahim Yar khan, Shikarpur and Jacobabad.
- Impact assessment of HelpAge International interventions and Older People's access to Microcredit Programs.
- Livelihoods of Older People headed households in Sindh province.
- Utilization of Public Health Services by Older People in Sindh, Pakistan.
- Review of People's Primary Health Initiative (PPHI) with regard to age-friendly components.

Currently, a national level research on older people in Pakistan is on-going in partnership with the British Council in Pakistan.