

## **Terms of Reference – Age Demands Action review**

### **1. Background**

On 1 October 2007, HelpAge International launched [Age Demands Action \(ADA\)](#) through partners in 27 countries – the first globally coordinated grassroots platform for older people to campaign against age discrimination and fight for their rights. ADA launched on the UN's International Day of Older Persons and since 2012 has included World Health Day and World Elder Abuse Awareness Day as key campaign moments.

The ADA platform has shown some impressive achievements. Not only has it grown from 27 countries in 2007 to 59 participating countries in October 2017, it has also mobilised a significant number of older people to campaign for their rights. For example, 289,000 signatures were collected through ADA for a global petition calling for a new UN convention to protect older people's rights.

Through ADA, delegations of older women and men have met with their governments to discuss practical issues, like healthcare and pensions, and deliverable solutions. In addition to requests for government action, many ADA campaigns have mobilised the public through awareness raising and celebration. For example, older people organise public events to engage media and people of all ages through marches, street theatre, petition signing, debates and surveys. In 2014, we started the [ADA steering group](#) made up of nine ADA campaigners from around the world who we consult with about our campaigns work.

Below are the goals of ADA which have guided our ADA campaigning work;

- 1) To develop older people's capacities to take action together on issues that affect their lives
- 2) To raise awareness of key issues affecting older people
- 3) To build an informed constituency of older leaders who can be involved in decision-making with government, and together bring about tangible policy changes
- 4) To build an effective global network of activists to share experiences, take part in peer learning, and influence policy and decision-making at a global level

### **2. Purpose of the review**

A [review](#) of ADA last took place in 2012. The review provided recommendations on the coordination and approaches used for ADA, a number of which were implemented. It has been five years since the last review and ten years since ADA began and is the opportune moment to review ADA once again.

Strengthening the voice of older people is now a key priority for HelpAge. Voice is critical for older people to influence government decisions on legislation, policy and spending which impact on older age, and to hold governments to account for their implementation. ADA has been a platform that has helped to amplify the voice of older men and women and hold governments to account.

The purpose of the review is to provide recommendations on how we take ADA forward, whilst retaining ADA as an older person-led campaigning platform. We want to increase the reach and impact of ADA and focus on how we can better connect older people across our programmes, existing platforms (ADA, Older People's Associations, Older Citizen Monitoring groups) and the work of the HelpAge Global Network. We want to consider how ADA can develop into a global movement of older people working for progressive

social change including fulfilment of human rights, social solidarity and equality for older people and people of all ages. We also want to explore how ADA can support the WHO Global Campaign on Ageism and the HelpAge Global Network to achieve key advocacy goals.

### **3. Objectives of the review**

1. To provide clear and specific recommendations on actions HelpAge can take to extend the reach and influence of ADA whilst retaining ADA as an older people's led campaigning platform.
2. To provide recommendations on how network members can empower older people and support the ADA platform, as well as how ADA can support the network goals.
3. To review the coordination and processes of ADA considering the current structure including roles and responsibilities at all levels (global, regional, national and local) as well as the tools and resources developed.
4. To understand how we can better incorporate grassroots issues identified at the local level into our global campaigns.
5. To explore how ADA currently relates to other strands of HelpAge's program work involving older people e.g. OPAs, OCMGs, IGSHGs, and other similar programme initiatives and to identify linkages and cross-fertilisation so the work can be strengthened.
6. To better understand older people's participation in ADA and how campaign issues are being identified.
7. To provide guidance/best practice for taking the ADA steering group forward.
8. To review the reach and impact of ADA to date assessing what has worked well and produce case studies to be used for organisational learning, funding proposals and programme development.

### **4. Approach and methodology of the evaluation**

The approach will be agreed in consultation with the Global Ageing Advocacy and Campaigning team (key evaluation questions and any tools). It is expected that the approach will ensure perspectives from different stakeholders are gathered and come through as distinct voices in the report including older people, ADA steering group members, ADA partners, network members and HelpAge staff, in particular staff who have been involved over the years in supporting ADA partners on the ground.

### **5. Tasks**

HelpAge will support with provision of required documents, logistics and coordinating with countries/ locations/ stakeholders where evaluation consultations will take place.

The consultant will undertake the following tasks:

- Review relevant documents including ADA narrative reports, toolkits and other resources and become familiar with Age Demands Action
- Review HelpAge strategy refresh documents including network documents that illustrate HelpAge's renewed vision as a global network
- Interview ADA campaigners, ADA steering group members, ADA partner organisations and HelpAge network members (including those that have not been active ADA partners) and HelpAge staff in all five hubs
- Consider the gender balance of ADA campaigners and the different experiences older men and women have in being involved in ADA as members and as leaders

- Review how each region sets the agenda for ADA campaign work and provide specific case studies when this is led by older people themselves

## 6. Deliverables

- Develop up to three key options with clear and specific recommendations on how to scale up our campaigns work to increase our reach and impact and to ensure that the ADA model remains an older citizen-led campaigning platform for older people
- Provide an overview on the diversity of older people who take part in ADA campaigns and provide recommendations on how to better include marginalised older people
- Prepare a draft report for review, circulate and consider comments
- Prepare and submit a final report according to HelpAge guidelines on length and structure

## 7. Expertise required

- A postgraduate qualification (Masters or above) in Social Sciences or International development with a minimum of 5 years' experience in research and evaluation.
- Proven experience in evaluation of research and awareness raising projects. Experience of research on campaigning, advocacy, social change or related field.
- Strong communication skills, proficient in working across all levels of institutions with experience of conducting primary data collection activities sensitively in a range of contexts.
- Excellent report writing skills in English

## 8. Time-frame

The evaluation should commence by the end of April 2018. It is anticipated to take no more than 30 working days, including preparation and briefings, skype calls with identified stakeholders and preparing the draft findings and final report over a period not exceeding three months

Suggested timeline: to be completed by the end of July 2018.

## 9. Expressions of interest

Expressions of interest are sought from applicants meeting the criteria above. These should be addressed to Jemma Stovell at the following address: [jemma.stovell@helpage.org](mailto:jemma.stovell@helpage.org) no later than midnight on 28 March 2018.

Expressions of interest should include:

- A short (one page) cover letter addressing the selection criteria above
- CV (maximum 3 pages) outlining his/her experience
- Summary Proposal (maximum 3 pages) illustrating the applicant's understanding of the TOR and task to be accomplished, plus a draft evaluation framework and plan including any logistic support required
- Financial proposal: The financial proposal should provide cost estimates for services rendered including daily consultancy fees.