**TOR: Facilitator for campaign against ageism brainstorming meetings**

**Background**

“*I think I will never get past second class – first because I am female and now because I am older*.” Woman from the US[[1]](#footnote-1)

“*I am considered a spent force with nothing left to contribute to society, that I have had my turn and should give way to the youth*.” Man from Uganda

We live in a deeply ageist world, where older people are stereotyped as confused, of unsound mind and unable to make their own decisions. It is a world where older people are considered dirty, unhygienic and ugly, assumed to be no longer sexually attractive or active. It is a world where older people are thought to be a burden on society, on families, on the healthcare system, on the economy and on the welfare system. They are seen as incompetent, incapable and useless, unable to work efficiently, profitably or productively. As such they are considered expendable and obsolete.

Older people describe feeling stigmatised, humiliated, condescended to and patronised. Some feel insecure and frightened of physical and verbal abuse, of losing their job or of going out. Others feel lonely, isolated, excluded, alienated and neglected. Many describe feeling invisible, forgotten, unwanted, unnecessary and devalued. A man from the Republic of Korea said “*I easily withdraw from society and I feel shabby*.’

And when older people are treated in a more positive way because of their age, the lines between respect and patronising benevolence are often blurred, as a man from Spain said: “*Sometimes I don’t know* [if I am treated differently] *as a sign of respect or as seeing me as useless and not productive.”*

This is what ageism looks and feels like to older people. These deeply stigmatising and dehumanising prejudices and stereotypes are barely recognized for what they are, are often ignored or tolerated and have very harmful consequences in people’s lives, in every part of the world. Ageism occurs at every level of society from how we as individuals internalise negative ageist attitudes about our own older age and other older people, to community, institutional and legislative policy and practice.

**A campaign against ageism**

HelpAge International wants to run a global campaign to change such harmful ageist attitudes and behaviour. This not only involves developing a campaign strategy, narrative, messaging and related activities but also improving our understanding about what ageism is and how our own organisational attitudes and the way we work may be ageist.

**Consultancy objectives**

To facilitate two meetings with HelpAge International staff and other key stakeholders to discuss our own understanding of ageism and explore ideas, options, possibilities and timeframes for a global campaign against ageism.

**Consultancy outputs**

Meeting plan and facilitation notes

Meeting report

Draft campaign strategy including shared vision and overall goal of proposed global campaign

**Person specification**

* Proven experience of global campaign strategies and an understanding of what questions need to be asked in the very early stages of campaign development
* Proven experience of working with diverse set of stakeholders and ability to drive and create a collaborative vision
* Proven experience of communications and digital media and what campaign tactics and approaches are relevant in a global and multi-lingual context
* Substantial experience of a diverse range of creative campaign techniques
* Experience of working on global grassroots movements
* Knowledge of not for profit sector and willingness to work with limited financial resources
* Excellent facilitation skills with demonstrable experience

**Phases (March-April 2016)**

1. Pre-meeting with Director of Policy, Advocacy and Campaigns (PAC) and key members of staff involved in driving the initial campaign development
2. Meeting with HelpAge International staff and key stakeholders in London
3. Draft campaign strategy
4. Consultation and feedback meeting with HelpAge International leadership group in April 2016

**Application requirements**

* CV
* Covering letter
* Plan of how you would organise the work outlined above (no longer than 4 sides)
* Financial proposal including reasonable travel costs and VAT costs if applicable
* Three references

1. Quotations are from Global Alliance for the Rights of Older People, *In Our Own Words: What older people say about discrimination and human rights in older age*, http://www.rightsofolderpeople.org/new-garop-report-in-our-own-words/ [↑](#footnote-ref-1)