

Ageways

Practical issues in ageing and development
Issue 83 / October 2014



Campaigning

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**HelpAge
International**

age helps

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Future issues

Issue 84 (March 2015):
Disaster risk reduction

We welcome articles and ideas for future issues. Please send articles three months before the month of publication.

Front cover

Older and younger people in Indonesia take part in a memory walk as part of their campaign to raise awareness of dementia and call for better services for older people.

Photo: Yayasan Emong Lansia (YEL)

Comment

Speaking with one voice

Welcome to *Ageways* 83. This issue highlights the incredible opportunity that campaigning gives older people to influence decisions about their wellbeing.

In more than sixty countries, older people are taking part in a campaign called Age Demands Action. They are speaking with one voice about the enormous contribution that older women and men make to society and calling for support to enable them to enjoy their right to a dignified old age.

Campaigning is a way to bring lasting change. Because of its importance within the HelpAge network, Age Demands Action campaigners in a number of countries have compiled a campaign training manual. In this issue of *Ageways*, we share with you their ideas and stories of success. We hope you find these inspiring.

Barbara Dockalova *Campaigns Coordinator, HelpAge International*
Celia Till *Editor, Ageways*

News

Norway best for older people

Norway is the best country in which to be old, Latin America is leading the pension revolution, and life expectancy at 60 is rising.

These trends are highlighted by the Global AgeWatch Index 2014, launched by HelpAge International on 1 October, International Day of Older Persons.

The Index, now in its second year, ranks 96 countries – covering 91 per cent of people over 60 – according to the social and economic wellbeing of their older populations.

The top ten countries are in Western Europe, North America and Australasia. The worst place for older people is Afghanistan. More than one third of countries trail significantly behind the best-performing countries.

The Insight report, which presents the results, has a special focus on income security. The past two decades have seen an explosion of new tax-financed, non-contributory “social pensions” which now exist in more than 100 countries. Yet only half the world’s population can expect to receive even a basic pension in old age.

You can view the full rankings, see how older people in your own country are faring and download the *Global AgeWatch Index 2014: Insight report* at www.globalagewatch.org



Letters

Singing to raise funds

At our Elders Day Centre we have a special fundraising event. Every year, older men and women from the centre raise money by singing *bakthi geetha* religious songs during the sacred Wesak season. *Wesak bakthi geetha* are usually sung by young people. So the singing of these songs by elders creates a rare atmosphere.

Fifteen older people go from house to house on two consecutive days, accompanied by musicians of the Ceylon Deaf and Blind School Ratmalane. They are welcomed into people’s homes and are always amply rewarded by the householders.

They also visit industrial institutions in the neighbourhood. The manageress of the day care centre writes to the owners of the institutions notifying them in advance. The managers, executive staff and workers are all present to be entertained by the religious songs. Refreshments are served and every member of the singing team is given a monetary gift.

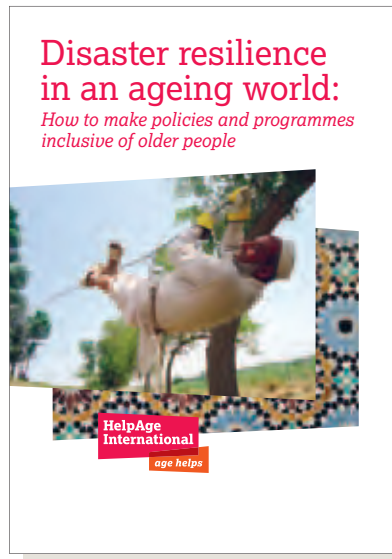
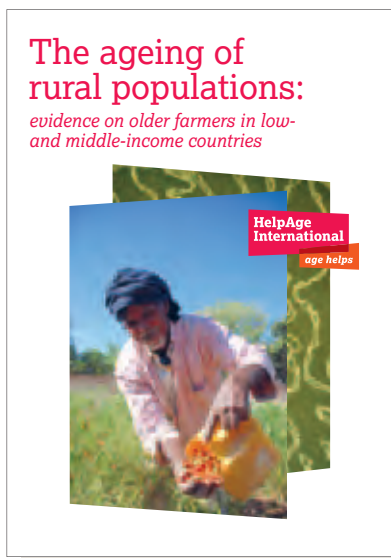
Substantial funds are collected through this activity and everyone in the day centre comes forward to help. The funds are used to give the older people a good time. They go on pilgrimages to famous religious places. There are many places which they are really keen to visit.

New publications

These new publications from HelpAge International can be downloaded from www.helpage.org/publications

The ageing of rural populations: Evidence on older farmers in low- and middle-income countries

This study shows how the proportion of older people in the rural populations of the Caribbean, Central and South America, Asia and sub-Saharan Africa is growing, particularly the proportion of older farmers.



Disaster resilience in an ageing world: How to make policies and programmes inclusive of older people
This report describes how older people can be included in disaster preparedness, mitigation and response planning, with case studies from 15 countries.

AgeNews East Asia/Pacific

The latest issue of this newsletter reports on the discussion on “Older people in ageing societies: burden or resource?” at the HelpAge global network’s regional conference in Thailand. It also looks at ageing in farming populations and includes an encouraging story from the Philippines of the strength of united older people.



The older people enjoy both the singing and the activities which they are able to do with the money they raise. This programme gives them a new lease of life.

T C Meemaduma, Volunteer, Elders Day Care Centre, Borupona, Ratmalan, Sri Lanka.

Pledges in parliament

The Tanzania Government has pledged more funds for elders through their centres countrywide. In response to questions in parliament, the Minister for Health and Social Welfare, Dr Hussein Mwinyi, said his ministry could reduce the budget allocation in some areas to increase funds for the centres.

The deputy minister, Dr Seif Rashid, said that the government through his ministry managed 17 centres. He added that 24 other centres are being run by charity groups. According to the deputy minister, plans are afloat to improve the centres.

We must stand up for what we believe in – justice, freedom and dignity for all –

and campaign to end grave abuses of human rights. We are old and there will always be bad people in the world, but it’s the comfort of knowing that there are good people that matters.

John E Bunga, PO Box 106124, Dar es Salaam, Tanzania.

Translating Ageways

Greetings from Samaritan. We are able to circulate *Ageways* among our inmates and older people. But only a very few people are benefiting as most of them are Tamilians and they know only Tamil. Do we have the permission to translate *Ageways* into the Tamil language?

E A G Moses, Chairman, Samaritan Community College, Sadhu Sunder Singh Ministries, Carmel Nagar, Elagiri Hills – 635 853, Vellore District, Tamil Nadu, India.

Editor’s reply: We are always happy for readers to translate articles from *Ageways* into other languages. Any articles may be reproduced without permission for non-profit purposes. Please acknowledge

Ageways as the source and send us an electronic or printed copy or a weblink.

We also encourage you to share *Ageways*. When you have finished reading your copy, please pass it on to someone else who might find it of interest.

We welcome letters

Please write to: The Editor, *Ageways*, HelpAge International, PO Box 70156, London WC1A 9GB, UK. Fax: +44 (0)20 7387 6992 Email: ctill@helpage.org

Please include your name, organisation (if any) and postal address. Letters may be edited.

Correction: The cash transfer programme described in the article “Cash to repair the damage” on page 9 of *Ageways* 82 was funded by the UK Department for International Development (DFID) and the German Federal Foreign Office.

Raising voices, making change

Older people have the passion and drive to make change happen for the benefit of themselves and future generations, writes *Barbara Dockalova*.

Campaigning is about making lasting change happen. A successful campaign can make a huge difference to the lives of millions of people, tackling the root causes of disadvantage, not just the symptoms.

One well-known campaign was the campaign to abolish trans-Atlantic slavery. When people learnt about the treatment of slaves, they became angry and supported their struggle for freedom. Another success story is the disability movement's campaign that led to adoption of the UN Convention on the Rights of Persons with Disabilities in 2006. The convention is helping to transform the way that people with disabilities are seen, from objects of charity to full and equal members of society.

Campaigning is about getting citizens to take action on an issue that affects them. These are the people who have the most legitimate voice. Development organisations can have a role in supporting people to be their own advocates. But they should be careful not to control the process or shape the outcome.

Campaigning can take place at every level, from the most local to the global arena. A campaign can start with one person. It can start with you!

Since campaigning has long-term aims, one of the challenges that campaigners may face is political and environmental

instability. This may mean that they have to halt their activities or shift their priorities, or see their campaign achievements put on hold. One of the keys to successful campaigning is perseverance.

Why should older people campaign?

Many people face age discrimination in their later years, from being treated with disrespect to exclusion from employment and educational opportunities because of upper age limits, poor access to public transport, low standards of healthcare, lack of pension income, or other forms of discrimination.

Campaigning gives older people who are being denied their rights a voice. Older people who have become involved in campaigning say that it gives them the confidence to raise issues they have never had a chance to raise before.

They feel part of a movement when they join forces with others who share their values and their concern for justice. It is older campaigners who have the passion and the drive to make change happen to benefit both themselves and future generations.

What is Age Demands Action?

Age Demands Action (ADA) is a campaign led by older people who are challenging age discrimination. It is supported by local organisations and

HelpAge International



coordinated globally by HelpAge International. It is currently running in 60 countries, with over 220,000 campaigners taking part on 7 April (World Health Day), 15 June (Elder Abuse Awareness Day) and 1 October (International Day of Older Persons).

ADA has massive potential to improve older people's lives. An evaluation of ADA in 2012 shows that within five years of its launch in 2007, an estimated 10.2 million older people had the potential to benefit from new or improved policies targeted by the campaign. This was in 13 countries of the 59 countries then taking part, so the figure is likely to be substantially higher.

In each country, older people's groups choose issues on which to campaign, such as pensions, healthcare, transport or social facilities. They organise events such as street marches to win public support and meetings with government representatives to influence government policy.

Older people who have taken part in ADA and other campaigns can lay claim to some significant achievements, thanks to their persistent efforts. Examples include

Did you know?

The word "campaign" comes from the Latin *campania*, from *campus*, meaning level ground. It refers to the ancient army practice of taking the field – that is, moving from a fortress or town to open country at the onset of summer. Remember this active image of "taking the field" when you embark on campaigning!



“It is very important for me to be part of the campaign. I have a big hope in my heart that the government will change its attitude towards older people and poverty will be eradicated.”

Valentina Micotina, 64, Age Demands Action campaigner, Moldova

Campaigners in Colombia take to the streets to call for their rights.

the first-ever non-contributory pension in Peru, a new government-funded homecare programme in Indonesia and distribution of identity cards in western Darfur to receive free health services.

ADA campaigners have also helped bring about the publication of guidelines for health workers in Gaza, the expansion of the non-contributory pension scheme in Sri Lanka, better treatment of older passengers on public transport services in Ukraine, and a national policy in Fiji. Some of these success stories are described in this issue. You can find out more on the ADA timeline at www.agedemandsaction.org

At an international level, ADA is calling for a UN convention on the rights of older people. Campaigners have been collecting signatures for a petition, calling on their governments to support the adoption of a convention.

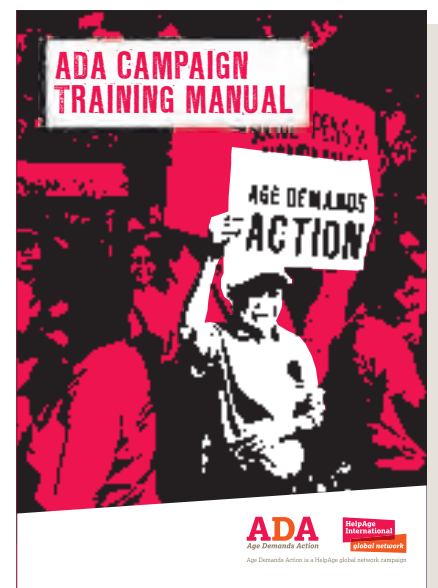
By July of this year, nearly 280,000 signatures had been collected. Campaign champion Kenneth Hemley from Jamaica travelled to New York to deliver the ADA petition to key UN officials, reminding them that older people are watching and supporting the UN convention on

the rights of older people. You can read about this on page 12 and you can sign the petition yourself on the Age Demands Action website at www.agedemandsaction.org

How to campaign

This issue of *Ageways* provides practical ideas on how to campaign, based on the ADA campaign training manual published by HelpAge International. The manual is a compilation of training activities used in workshops with ADA campaign leaders in Bangladesh, Cambodia, Ecuador, Kenya, Kyrgyzstan, occupied Palestinian territories, Pakistan and Thailand in 2013. It was written by facilitators who worked with older people on topics older people had selected.

The manual covers all aspects of campaigning, from choosing an issue to planning a strategy, developing and conveying your message and evaluating your achievements. It contains many practical exercises for use with groups. Although it is designed for facilitators, it can be used by anyone who is keen to learn how to campaign.



You can download the ADA Campaign Training Manual from www.helpage.org/campaign-resources

For more information about campaigning and how to get involved in Age Demands Action, contact Barbara Dockalova, Campaigns Coordinator, HelpAge International, London. Email: bdockalova@helpage.org

What do you want to change?

Choosing what to change starts with identifying problems and considering what issues are likely to gain popular support.

To get started, sit down with like-minded people who want a better deal for older people and make a shortlist of the most pressing problems that it would be possible to resolve.

Your campaign is more likely to succeed if it is about an issue that affects a lot of people who have been treated unjustly, and that you feel strongly about. There should be some public awareness about the issue already and the potential for your campaign to gain popular support. It must be possible for your campaign to succeed and for you to measure your

success. Rank the campaign issues you are considering against these criteria before choosing one.

The bigger picture

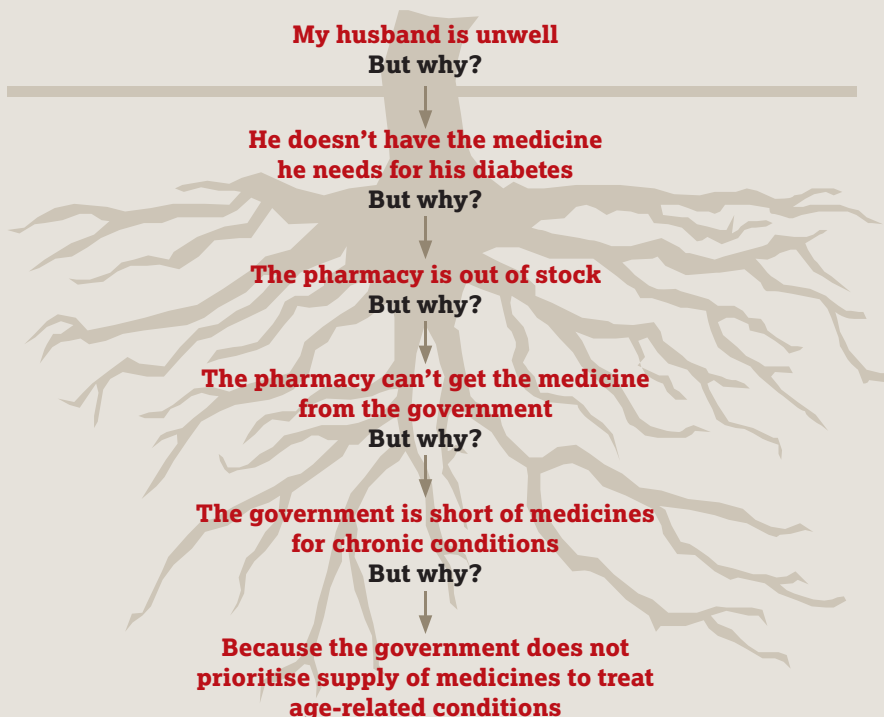
The issue you have chosen to campaign on will inevitably be part of a bigger picture. Digging deeper using the “But why?” exercise (see box) will not only reveal the root causes of the problem (for example, illness resulting from lack of medicine) but it will also show up some “big picture” causes (for example, the government not providing medicine for chronic conditions).

As well as exploring the root causes and the bigger picture, it is important to understand the wider context. This means finding out about:

- **Decision-making institutions** Which ones are relevant to your issue?
- **Political parties** What are they, and which ones might have an interest – for good or bad – in your campaign?
- **Administrative structures** Which ones have a bearing on your issue?
- **External opportunities** These may be local, national or international events such as International Day of Older Persons.
- **Policy** Policies are plans, actions or regulations adopted by government or business. Consider how issues get onto the policy-making agenda – when are the best intervention points for your campaign to influence policies?

The problem tree

Ask “but why?” when someone describes their problem, and repeat the question four more times to drill down to the root cause. For example:



This way you can create a “problem tree” to identify the roots of the problem and help you see what issues to campaign on. You may identify many causes and solutions, so it is up to you to find the ones that seem most important and that you have the capacity to work on.

What level to campaign at?

Decide whether the issue you have chosen is one to be tackled locally, nationally or internationally. For example, if you are campaigning to improve primary healthcare services, you may want to focus on under-staffed clinics (local), the emigration of skilled health workers to higher-income countries (national), or international financial institutions' policies on user fees and privatisation (international).

Then consider campaign actions to match each level. These might include educating people about their right to healthcare (local), calling for better pay and training opportunities to keep local health workers in the country (national) or lobbying international financial institutions to introduce age-friendly policies on healthcare (international).

This article is taken from the *ADA Campaign Training Manual Unit 4: Understanding your issue and context, and Unit 5: Defining your issue*, www.helpage.org/campaign-resources

Planning your campaign

Behind all successful campaigns is a sound strategy. This article lists the main points to consider.

Building a campaign strategy calls for time, patience and determination. However, it is worth the effort, because it will guide your activities and help you raise resources, attract people to become involved and provide a reference point for reviewing progress. A strategy can be based on the following considerations:

Problem This needs to be expressed from the start, so that the campaign can begin to be formulated and people attracted to support it (see page 6).

Evidence Work out what evidence you will need to convince policy makers that the problem is serious. You will probably need testimonies from individual older people to show how deeply they are affected, and statistics to show how many people are affected. You will also need to collect information about older people's rights, such as relevant policies, laws and pledges.

Audiences Identify your targets (key decision-makers you want to influence, such as government officials and service providers) and your allies (people who might support your campaign, such as the public or prominent individuals). If possible, find someone in a position of influence who is sympathetic to your call and who might champion your cause (see page 8).

Message Reaching your different audiences requires you to develop persuasive messages, all deriving from your core campaign message (see page 12).

Messengers Identify who can help you reach your different audiences, such as an assistant secretary, NGO coalition or the media.

Communication Consider how you will communicate your message to your different audiences, such as through meetings, public events or the media.

Resources A campaign requires people, finances and physical resources such as venues and computers (see page 14 on raising funds).

Monitoring and evaluation Check how your campaign is progressing and what adjustments you may need to make as you go along, for example, if there is a change of government or appointment of a new official.

Some campaigners create a storyboard using pictures to show a sequence of campaign actions, such as occupying a building, contacting the media, writing a letter or email, or speaking to a crowd.

Alexandra Vydmanova/HelpAge International



Strategy and tactics

Strategy is about more than tactics – it describes what your aims are and how you can achieve them. Tactics are campaign actions such as:

- getting signatures for a petition
- writing letters to decision-makers
- organising peaceful protests or street marches
- holding public meetings or hearings
- arranging meetings with decision-makers
- participating in working groups or councils.

More ideas in Ageways

For more ideas see back issues of *Ageways*:

Ageways 74: Working with the media includes tips on how to get the media interested in older people's issues.

Ageways 67: Older citizens monitoring and *Ageways 68: Advocacy with older people* include articles and case studies on how to collect and use data and how to measure the impact of advocacy.

You can download these issues from www.helpage.org/ageways or request a copy from the Editor, *Ageways*.

This article is taken from the *ADA Campaign Training Manual Unit 3: Developing your campaign strategy*, www.helpage.org/campaign-resources

Working out who to involve

This article helps you work out your campaign objectives and who to involve.

You will need to identify an overall goal for your campaign and a set of objectives. For example, your overall goal might be for your government to provide pensions for everyone over 60.

Your campaign objectives are the stepping stones that go towards achieving this goal. Make sure your objectives are SMART: specific, measurable, achievable, relevant and timebound. For example, a stepping-stone objective might be to get a pension pilot scheme announced in the next budget. Achieving a campaign objective is a major achievement in its own right.

Keep in mind that you will constantly have to revise your objectives and change your tactics in the light of changing circumstances, such as delays in decision-making or changes in personnel.

Once you have identified your objectives, you will need to communicate with people who can influence the campaign's outcome. These will be a wide range of groups and individuals, including politicians and political parties, civil servants, religious organisations and faith leaders, business associations and big companies, professionals (lawyers, judges, doctors, academics, teachers), the media, trade unions and workers' or producers' associations, consumer organisations and consumer groups, non-governmental organisations, civil society organisations, and people directly affected by the issue (see "Influence tree" box).

These people will include both your allies, who can support you, and your opponents. Examples of allies are:

- Non-governmental organisations (NGOs), community-based organisations, and community groups may be able to provide evidence, programme expertise, access to target audiences, and resources.
- Older people's associations may be able to provide evidence, supporters or sympathisers, for policy-influencing at district level.
- Professional groups and academics may be able to help with gathering data and provide technical expertise.
- Media – whether print or broadcast, traditional or social, local, national or international – can help get the public and the government interested in your campaign.
- Government technical staff may be able to provide data, advocacy opportunities, and information on consultative processes, as well as technical expertise, access to target audiences, and policy guidance.
- International organisations, such as United Nations agencies, may be able to provide evidence, programme experience, access to target audiences, and resources.

This article is taken from the *ADA Campaign Training Manual Unit 6: Setting your campaign objectives, and Unit 7: Identifying your stakeholders*, www.helpage.org/campaign-resources

Fiji campaigners' twin policy wins

Older people in Fiji now have a national policy, bringing them a range of financial benefits, and a national council to protect their interests, thanks to a sustained campaign.

Fiji Council of Social Services (FCOSS) says its Age Demands Action (ADA) campaigns between 2008 and 2012 have led to two major successes – the approval of a National Policy on Ageing and the establishment of a National Council of Older Persons.

The idea for the national policy came into being during FCOSS' first ADA campaign in 2008. Rooted in the tried and tested campaign tactic of building good relations with key policy makers, FCOSS submitted recommendations for a policy to the Minister of Social Welfare, Women and Policy Alleviation. Older people were part of the delegations that met government representatives and discussed their concerns with them.

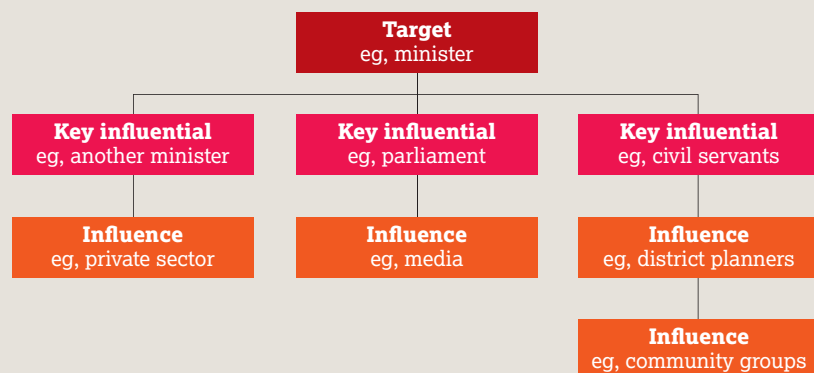
The Minister tasked her ministry to work on the policy and obtained cabinet approval to set up an inter-agency committee to support its development, chaired by FCOSS. FCOSS and HelpAge International were the main drivers of the committee and speeded its work by submitting a first draft of the national policy for discussion.

The Ministry of Social Welfare, Women and Poverty Alleviation saw the importance of the policy and provided full support. The policy was launched in November 2011, the first of its kind in the Pacific islands. The National Council on Ageing was approved in 2012. As a result, older people are now enjoying free healthcare, free bus fares, food vouchers and a monthly social pension of US\$30 which was introduced last year and increased to US\$50 this year.

For more on this campaign contact Neil Maharaj, Project Officer, FCOSS. Email: projects@fcoss.org.fj

Influence tree

An "influence tree" can help you decide who is influencing whom – so try drawing one for the individuals or organisations you will be targeting.



Emala, 72, is one of twelve older people in her village who receive a monthly pension thanks to a campaign led by HelpAge Sri Lanka. "Older people who are not receiving the allowance also enquire about the payment," she says. "They deserve it too since most of them are very poor."



Chaminda de Silva/HelpAge Sri Lanka

Pension progress in Sri Lanka

Poor older people in Sri Lanka are receiving better pensions, thanks to several years of campaigning led by HelpAge Sri Lanka.

HelpAge Sri Lanka has been campaigning for several years for a pension for everyone over the age of 60. In 2008, it published a blueprint for how the government could provide this, entitled, *Tackling poverty in old age: a universal pension for Sri Lanka*.

This work has been strengthened through the Age Demands Action (ADA) campaign. In 2011, representatives of 175 senior citizens committees met the Minister of Social Services to present their demands. The Minister responded by promising to grant a monthly allowance for destitute senior citizens aged over 70. While this was not the overall aim of the campaign, it was a step in the right direction.

HelpAge Sri Lanka kept in contact with the Department of Social Services to make sure that the pension was included in the following year's budget. Their efforts were rewarded when the 2012 budget included a monthly pension of 1,000 rupees (US\$7.7) for poor older people over the

age of 70 who were already enrolled under the government assistance scheme. The amount was about three times as much as previously. The pension was due to be distributed to 200,000 older people in June 2012.

However, a setback came the following month when the Treasury claimed that the budget could not stretch to paying the pension while providing subsidies to other population groups.

HelpAge Sri Lanka and ADA campaigners kept up the pressure, calling for reinstatement of the pension scheme. In 2013, they were glad to learn that more money had been allocated to the pension scheme. Some 254,000 eligible over-70s are now receiving the pension, compared with 175,000 the previous year.

However, there are no plans yet to reduce the age limit or make the pension universal, so the campaign continues.

Secrets of success

HelpAge Sri Lanka puts its success to:

- maintaining a positive relationship with government departments and ministries with the authority to take decisions affecting senior citizens
- giving leadership of the campaign to members of senior citizens' committees so they can take forward their demands themselves, with HelpAge Sri Lanka providing guidance
- using a variety of campaign tactics, including discussions with high-level government officials, raising the issue at different forums, using media to create awareness, and publishing documents on the topic
- organising awareness-raising events, including Age Demands Action campaign events.

More information: Lionel Premachandra, Rights and Advocacy Adviser, HelpAge Sri Lanka. Email: lionel@helpage.lk

Getting your message across

At the heart of every successful campaign lies a clear message that educates, persuades and motivates everyone involved.

Once you have decided on your campaign aim and objectives and your audiences, the next steps are to develop your campaign message and convey it to your audiences. You can develop your message by answering the following questions:

- What do we want to achieve?
- Why do we want to achieve it?
- How do we propose to achieve it?
- What action do we want potential supporters to take?

This way, you could come up with a campaign message such as:

- We want to strengthen the human rights of older people.
- Without such rights, they are vulnerable to abuse, poverty and discrimination.
- We are campaigning for a convention on the rights of older people.
- Sign our global petition to show the UN you support our call.

Adapting your message

When you have worked out your message, make sure you are clear who your target audiences are and think about how you can adapt your message to them. Ask yourself:

- Who are our targets (for example, policy makers, elected representatives or local business people)?
- For each target audience, what do they know about our issue?
- What do they believe about our issue?
- What are their primary concerns, even if not related to our issue?

When developing specific messages for your target audience make sure to:

- be simple and explicit
- clearly state your issue
- explain what you want them to do about it
- use examples that will engage their interest
- prepare a short written brief to leave with them.

Convincing your audience

Selecting the right spokespeople to spread your campaign message is important. Make sure they include those affected by the issue, have strong social skills and are good communicators.

Agree what you are going to ask your target audience to do. Set out the steps you are asking them to take, and define what “winning” means to you. For example, do you want a promise to investigate the issue in question? A new policy? A meeting with a more senior decision-maker? Or a pledge to allocate resources?

A face-to-face meeting with your target audience is usually best. If that is not possible, then a phone call or a discussion with someone representing them can still be fruitful.

Translation of yellow card:

WARNING
Date
Time
Location
Trolleybus identification number
Name of driver
Comment
Names of volunteers

Receiving better treatment on public transport

Older people in Yalta are being treated better by trolleybus drivers after coming up with an ingenious idea.

Older people in the Ukrainian city of Yalta were concerned about insensitive treatment by trolleybus drivers. The Yalta branch of Turbota pro Litnix v Ukraini (TLU) (Age Concern Ukraine) decided to take action after receiving three complaints from older people.

TLU and a group of older volunteers arranged to meet the director of the trolleybus station and the head of operations for the trolleybus service. Together, they agreed a powerful campaign tactic – a “yellow card” that passengers who had been subjected to rude behaviour could fill in and send to the trolleybus station. The director of the trolleybus station promised to respond to any yellow cards that were received.

The campaign has so far worked. Only one yellow card has been issued, as it seems that just the threat of receiving a yellow card has persuaded trolleybus drivers to improve their behaviour. And it doesn't stop there – the campaigners now have the operators of special mini-buses for older people in their sights, with the aim of getting them to serve the needs of older people better.

For more on this campaign, contact Galina Poliakova, TLU.
Email: poliakova-tlu@i.ua

Arranging a meeting

You may have to arrange a meeting with someone you have never met before. This is not as difficult as it may seem:

1. Find out the person's contact details by searching the department or organisation's website, asking groups in your network, or speaking to people in other agencies.
2. Call the person or their assistant, say briefly who you are and that you would like to arrange a meeting. Be friendly and respectful.
3. You may need to persuade the person that a meeting with you is worthwhile, so if you are not immediately successful, send a brief written message to the person saying you would welcome the chance to talk through their thoughts on the issue. Be willing to invite them to visit you in your community, or to visit them in their place of work.

Before going to a meeting, get to know the venue. Wear an outfit that is both comfortable and appropriate. Be on time, be part of a group, be yourself and be polite. During the meeting, speak up, stay calm and suggest solutions. Make sure you listen, and at the end, suggest making another time to discuss action points agreed in your meeting.

Email the person after the meeting to thank them and recap – it shows commitment to your cause, and persistence! Then wait two weeks. If you have not heard anything, follow up with a phone call, politely asking whether they have received your letter and whether an appointment would be possible, or if not, if there is someone else in that department or organisation you could speak with.

This article is taken from the *ADA Campaign Training Manual Unit 8A: Communicating your campaign: Developing your message* and *Unit 8B: Communicating your campaign: Conveying your message*, www.helpage.org/campaign-resources

Plan, rehearse, prepare

Here are some ways you can respond to attempts to put you off:

“I am not now available to talk.”

Ask if there is someone else to talk to, or if you can reschedule for another date.

“I’m sorry, I’m not aware of your campaign.”

Have a brief explanation prepared – and even something printed you can leave behind.

“I’m not the person responsible.”

Continue to press for a response, but also ask who the person responsible is.

“We’re not going to do anything.”

Record the response and use it to galvanise your next steps; be persistent!

“We’re going to make the changes you request.”

Ask for confirmation in writing, and for a deadline. Get ready to monitor the response.

First impressions count!

Make a good impression when you start your meeting. Here is what to do and what not to do.

Wrong: Hi, my name is Jimmy and I have a petition targeting you to do something about this issue.

Right: Hello. My name is James Jones and I’m an elder in your district. I wanted to let you know that I’ve launched a campaign with members of the local older people’s association. We have a campaign on improved public transport for older people, asking that you provide special seating for older people on buses, because we often have to stand. Have you heard about the campaign? What do you think about it?



Kenneth Hemley from Jamaica hands the petition calling for a convention to Mateo Estrémé at the United Nations.

Anton Brookes/HelpAge International



Calling for a convention

At an international level, Age Demands Action campaigners are calling for a UN convention on the rights of older people.

The international goal of Age Demands Action (ADA) came a small step closer to being achieved at the fifth session of the Open-ended Working Group on Ageing (OEWGA) in New York in August. The chair, Mateo Estrémé, concluded by proposing that the next session (probably in January) should take a twin-track approach, looking at both how to strengthen the implementation of existing human rights mechanisms, and taking forward discussions around the main elements of a new instrument.

HelpAge International believes that a convention is necessary to clarify governments' responsibilities to protect older people's rights and to hold governments to account. A convention would establish that age discrimination is morally and legally unacceptable. It would necessitate a shift away from seeing older people as recipients of welfare to seeing them as having rights and responsibilities.

ADA campaigners have been pressing their governments to take part in the OEWGA. The number of governments participating has gradually increased each year, reaching just over a hundred this year. For example, the Governments of Uganda, Kenya and the Philippines sent delegates who made statements in favour of a convention, thanks in part to the work of HelpAge Kenya, Uganda Reach the Aged Association and Coalition of Services for the Elderly (COSE), and meetings between older people and government representatives as part of the Age Demands Action for Rights campaign in June.

However, a hundred countries only represents 52 per cent of UN Member States, so there is still some way to go. And although a number of Member States in Latin America, Africa, Asia and Europe support a convention, some Member States argue that a convention is unnecessary.

ADA campaigners are also supporting a convention by collecting petition signatures, both in their own countries and online. Before the fifth session, Kenneth Hemley, a 73-year-old ADA campaign leader from Jamaica, handed a petition of 278,638 signatures to Mateo Estrémé on behalf of the HelpAge network. He also spoke in the OEWGA session itself.

Find out more
HelpAge International Age Demands Action for Rights
www.helpage.org/get-involved/campaigns/ada-for-rights

The Global Alliance for the Rights of Older People
www.rightsofolderpeople.org

Open-ended Working Group on Ageing
<http://social.un.org/ageing-working-group>

“Let us speak with one voice”

Kenneth Hemley explains why he became involved in Age Demands Action and what the campaign means to him.

I grew up in Spanish Town, Jamaica. My grandmother brought me up from the time I was four years old. I had nine brothers and six sisters. I finished school at 15 and started working in construction. I learned different skills – plumbing, carpentry and all sorts of other things. I met my wife when she was 14 and I was 16. Years later we were married and had nine children.

I wanted a job that would guarantee a pay packet, so my friend got me a job at a local textile mill. I started working there when I was 29. I ended up working at the mill for 19 years. I was never a union delegate but people used to come to me for advice. I’ve always been a people’s man.

I became a part of the Age Demands Action campaign in 2009 when I was 70 years old. I soon started being one of the main speakers. In 2011 I went to a meeting in New York at AARP [formerly the American Association of Retired Persons] and saw the good things they were doing, especially the way they

empowered older people. It’s important for us to be able to do things ourselves.

I used to go to the post office to pick up my pension cheque. There was a lady there who was rude whenever I came in. One day she was really impatient with me. I looked at her and said: “This money I’m collecting – this is my money. It comes from my pension that I receive from working all my life. This is not a handout. I don’t come begging to you – so don’t deal with me like that.”

I was angry. I felt like she thought I shouldn’t be receiving the pension that I deserved. If something is affecting me, then I complain. We need to campaign, we need to change attitudes.

As a part of my campaigning with HelpAge I have just been to New York to hand over a petition that people all over the world have signed calling for a convention for older people. I also spoke in the meeting, sharing the views of older people and asking for more to be done to protect our rights.

My dream is to bring members together from different clubs, to form a coalition. Let us speak with one voice. We are the ones who built the cities, who have paid taxes and raised the youth of today.

I want older people to know what their rights are and to fight for those rights. That is what the ADA campaign does.

Kenneth Hemley is President of Rivoli Senior Citizens Club, St Catherine, Jamaica, which is supported by HelpAge affiliate St Catherine Community Development Agency (SACDA).

He was interviewed by Jemma Stovell, Campaigns Assistant, HelpAge International, London.



HelpAge International

An older activist in Kyrgyzstan adds her signature to the petition calling for a convention on older people’s rights.

Sign the petition!

You can sign the Age Demands Action petition at www.helpage.org/signthepetition

Finding the funds

**How can you raise funds for your campaign?
Here are some suggestions.**

Fundraising is a key part of any campaign. Whether you need to pay for campaigners' bus fares to the city centre, organise a concert or print some leaflets, you will have to persuade someone to donate the necessary funds.

Most successful campaigns have less to do with the number of donors supporting them than how clearly you explain why you need financial support.

It is important to identify potential donors who share your ambitions. Some Age Demands Action campaigners have secured funding from UN agencies that they have already established a working relationship with. Others have been offered non-monetary contributions such as free space to host a meeting or use of computers. In some countries, older people's associations fundraise in their local communities.

You can approach companies, embassies, business clubs and grant-giving agencies. On the right is a sample letter asking for funds, which you can adapt. If you have successfully secured funding for your campaign, please let us know so that we can publish the details and enable others to learn from your experience.

If you have any queries or need technical support for fundraising, please get in touch with Barbara Dockalova, Campaigns Coordinator, HelpAge International.
Email: bdockalova@helpage.org

More ideas in Ageways

For more ideas about fundraising see *Ageways 81: Fundraising*

You can download a copy from www.helpage.org/ageways or request a copy from the Editor, *Ageways*.

Sample letter to local organisation

[Your address]
[Date]

[Name and address of the person you are writing to]

Dear [Name]

Can you help give a voice to older people?

On 1 October 2015, the International Day of Older Persons, the Age Demands Action campaign coordinated by HelpAge International will empower older people in more than sixty countries to take action to improve their lives and the lives of future generations. Each year, more than 100,000 people globally take part in this inspiring campaign.

In [your country], we are joining Age Demands Action by campaigning for [summarise your aims]. So far, we have [short paragraph summarising what you have achieved].

This year, we will [short paragraph summarising what you plan to do, where and when].

I am writing to ask whether you would be willing to invest in older people and make a donation to this year's campaign, supporting your local community. We are seeking [give the amount] to [describe the activity you are asking for funding for].

We would be happy to discuss opportunities to promote your business [or organisation] as part of the campaign and how to acknowledge your generous support.

I enclose further details of the campaign and our budget for this activity.

I look forward to hearing from you.

Yours sincerely

[Your name, job title (if any)
and name of your group or organisation]



Alexandra Vydmanova/HelpAge International

Affiliates

More than a hundred organisations in over seventy countries are affiliated to HelpAge International, forming a global network standing up for the rights of older people.

We extend a warm welcome to four new Affiliates: Albanian Association of Geriatrics and Gerontology, Asociación Mutual Israelita Argentina (AMIA), Sumaj Punchay, Bolivia, OSMIJEH, Bosnia and Herzegovina, and Center for Studies on Ageing, Lebanon.

East, West and Central Africa

Current Evangelism Ministries, Sierra Leone
District Pastoralist Association, Kenya
Ethiopia Elderly and Pensioners National Association (EEPNA)
Fantsuam Foundation, Nigeria
HelpAge Ghana
HelpAge Kenya*
Kenya Society for People with AIDS (KESPA)
Mauritius Family Planning Association
RECEWAPEC, Cameroon
Rift Valley Children and Women Development Organisation (RCWDO), Ethiopia
SAWAKA, Tanzania
Senior Citizens' Council, Mauritius
Sierra Leone Society for the Welfare of the Aged
South Sudan Older People's Organisation (SSOPO)
Sudanese Society for the Care of Older People (SSCOP)
Tanzania Mission to the Poor and Disabled (PADI)
Uganda Reach the Aged Association (URAA)

Southern Africa

Age-in-Action, South Africa
APOSEMO, Mozambique
Elim Hlanganani Society for the Care of the Aged, South Africa
HelpAge Zimbabwe
Maseru Senior Women's Association, Lesotho
Muthande Society for the Aged (MUSA), South Africa
Senior Citizens' Association of Zambia
VUKOXA, Mozambique

East Asia and Pacific

CASCD (formerly RECAS), Vietnam
China National Committee on Aging (CNCA)
Coalition of Services of the Elderly (COSE), Philippines
Council on the Ageing (COTA), Australia
Fiji Council of Social Services (FCOSS)
Foundation for Older Persons Development (FOPDEV), Thailand
HelpAge Korea*
Helping Hand Hong Kong
Instituto de Acção Social, Macau
Mongolian Association of Elderly People
National Council of Senior Citizens Organisations Malaysia (NACSCOM)
Office of Seniors' Interests, Australia
Senior Citizens' Association of Thailand
Senior Citizens' Council of Thailand

Singapore Action Group of Elders (SAGE)
Society for WINGS, Singapore
Tsao Foundation, Singapore
USIAMAS, Malaysia
Vietnam Association of the Elderly (VAE)
Yayasan Emong Lansia (YEL), Indonesia*

South Asia

Bangladesh Women's Health Coalition (BWHC)
Dhaka Ahsania Mission, Bangladesh
Gramin Vikas Vigyan Samiti (GRAVIS), India
HelpAge India
HelpAge Sri Lanka*
Pakistan Medico International
Resource Integration Centre (RIC), Bangladesh

Eastern Europe and Central Asia

Ardager, Kazakstan
Dobroe Delo, Russia
Mission Armenia
Resource Centre for Elderly People (RCE), Kyrgyzstan
Second Breath (Gerontological Association of Moldova)
Turbota pro Litnix v Ukraini

Western Europe

Age Action Ireland
Age International, UK*
Caritas Malta
Centre for Policy on Ageing, UK
Cordaid, Netherlands
DaneAge Association
HelpAge Deutschland*
Helpage International España*
Kwa Wazee, Switzerland
OSMIJEH, Bosnia Hercegovina
Pensionärernas Riksorganisation (PRO), Sweden
Red Cross of Serbia
Slovene Philanthropy
WorldGranny, Netherlands*
Zivot 90, Czech Republic

Latin America and the Caribbean

Action Ageing Jamaica
AGECO, Costa Rica
ALA Dominicana, Dominican Republic
Asociación Mutual Israelita Argentina (AMIA), Argentina
Asociación Red Tiempos de Colombia
CAPIS, Peru
Caritas Chile
Centro Proceso Social, Peru
CESTRA, Colombia
CooperAcción, Peru

Dominica Council on Ageing
Extended Care through Hope and Optimism (ECHO), Grenada
Fundación Horizontes, Bolivia
Haitian Society for the Blind (SHAA)
HelpAge Barbados
HelpAge Belize*
HelpAge St Lucia
IPEMIN, Peru
ISALUD, Argentina
National Foundation for Blind Care, Suriname
Old People's Welfare Association (OPWA), Montserrat
Peru Coordinating Group for Older People (Mesa de Trabajo)
Pro Vida Bolivia
Pro Vida Colombia
Pro Vida Perú
REACH Dominica
Red de Programas para el Adulto Mayor, Chile
Society of St Vincent de Paul, Antigua
St Catherine Community Development Agency (SACDA), Jamaica
Sumaj Punchay, Bolivia

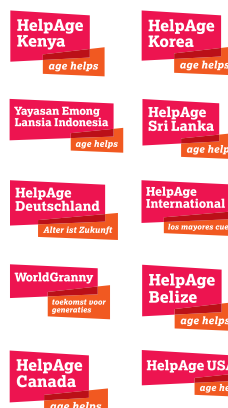
North America

AARP, USA
HelpAge Canada*
HelpAge USA*
West Virginia University Center on Aging, USA

Middle East and Northern Africa

Center for Studies on Ageing, Lebanon
El-Wedad Society for Community Rehabilitation (WSCR), oPt
Palestinian Center for Communication & Development Strategies (PCCDS), oPt
Sudanese Society for the Care of Older People (SSCOP)

*HelpAge sister Affiliates



Find out more

If you are an Affiliate, you can use the HelpAge intranet to find out more about the HelpAge global network, regional networks and other Affiliates. You can also download a wide range of resources and take part in discussion forums.
<http://hai-intra.jamkit.com>

To enquire about affiliation, contact your nearest HelpAge regional centre or the London office.

Any questions? Please contact Anders Hylander, Network Communications Officer, HelpAge International, PO Box 70156, London WC1A 9GB, UK.
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Better healthcare in Gaza

Nader Al Farra describes how Age Demands Action campaigners have helped to improve healthcare for older people in Gaza.

It is two years since we got a group of great activists together and first took part in Age Demands Action (ADA) on Health.

More than one fifth of older people in the occupied Palestinian territories are living below the poverty line and 70 per cent suffer from at least one chronic disease such as diabetes or high blood pressure. Many are in poor health because they cannot afford more advanced diagnosis or the medication they need. That is why action is needed.

Our ADA on Health campaign, which took place on 7 April, World Health Day, called for a change in policies to make health services age-friendly, promote active and healthy ageing, and respect the rights of older people.

As always, older people were at the centre of the campaign. Mr Shehada, the campaign leader in Gaza, met Dr Yousef Abu Alreish, the manager of the general directorate for hospitals to discuss services for older people. As a result, Dr Yousef pledged to send a formal letter to all hospitals asking them to include older people in a list of priority groups for surgery and waiting lists, which he has done.

Older campaigners in Gaza also met the director of quality improvement at the Ministry of Health, Dr Mousa Elemaw, to call for the Ministry's systems to be more age-friendly. They received a positive response – a commitment that

the Ministry would improve health centres by installing ramps, elevators and age-friendly bathrooms. However, while the commitment is there, the conflict in 2014 has put this on hold.

In addition, the first-ever primary geriatric guidelines in the Middle East have been published in Gaza by the Ministry of Health. With support from ADA campaigners, a training plan was agreed with the Ministry to use these guidelines to train all health providers – although this has also been delayed because of the conflict.

Nevertheless, thanks to our work with the Ministry and the ADA campaign, 15,700 older people in Gaza have benefited from free health insurance and another 11,400 have benefited from free health insurance.

Nader Al Farra is Campaigns and Communication Coordinator, HelpAge International, occupied Palestinian territories.

Email: campaigns.opt@helpage.org

This article is taken from Nader's blog on the HelpAge International website. To read the full blog, visit www.helpage.org/blogs

An Age Demands Action campaigner speaks up for older people in Gaza.



HelpAge International

HelpAge International helps older people claim their rights, challenge discrimination and overcome poverty, so that they can lead dignified, secure, active and healthy lives.

Copies of *Ageways* are available free of charge to people working with older people. Please use the order form at: www.helpage.org/ageways Alternatively, email: info@helpage.org or write to the editor. You can also download *Ageways* as a PDF.

Ageways exchanges practical information on ageing and development, particularly good practice developed in the HelpAge network. *Ageways* is published twice a year.

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