For 10 years, Age Demands Action campaigners have raised their voices to challenge age discrimination and fight for their rights. Here are some of their achievements...

2007
On 1 October **27** countries take part in the first ever ADA day

Nepal increases older people’s monthly pension and reduces the eligibility age from 75 to 70

2008

South Africa reduces the pension age for men from 65 to 63

Uganda approves the National Policy on Older Persons

2009

Colombia establishes social accountability committees and local centres for older people

2010

The Philippines passes an act guaranteeing pensions for the poorest older people

2011

Mozambique approves a social assistance card for free healthcare and transport for older people

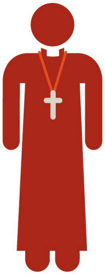
Peru approves non-contributory pensions for those over 65

Jamaican band The Jolly Boys announce their support for ADA

2012

Desmond Tutu pledges his support for the ADA movement

Moldova increases the availability of low-cost medicines for older people



2013

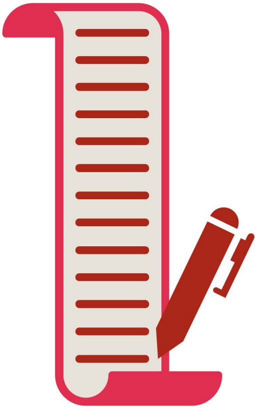
Kyrgyzstan commits budget to tackle cardiovascular diseases among older people

2014

Bangladesh and **Lesotho** adopt policies to protect older people’s rights

Thailand participates in the Open-ended Working Group on Ageing

278,638 people sign a petition demanding a convention on the rights of older people



2015

Campaigners from **Kenya Pakistan, Vietnam** and **Zambia** deliver statements supporting a convention to the UN's Open-ended Working Group on Ageing

2016

In Sindh, **Pakistan** the Senior Citizens Welfare Bill (2014) is passed

In **Nigeria** a consciousness-raising group forms to discuss ways to combat ageism

Malawi and **Zambia** introduce policy to protect older people's rights

Zanzibar introduces free phone calls so older people can access crucial public services

2016

Cambodia approves the National Ageing Policy 2017-30

Myanmar rolls out its first universal pension

In **Jordan** and **Palestine** our partners launch coalitions to advocate for the rights of older people

ADA campaigners have achieved so much in 10 years. But there's still more to do…

We'll continue to mobilise older campaigners to demand governments protect their rights and support a United Nations convention on the rights of older people.

#10YearsOfADA
#IDOP17