

UNIT 1:

AGE DEMANDS ACTION CAMPAIGN

ADA Campaign Training Manual

UNIT 1: AGE DEMANDS ACTION CAMPAIGN



HelpAge International (Colombia)

This unit will help participants learn about the Age Demands Action (ADA) campaign, and the growing momentum for a UN convention on the rights of older people.

THE AGE DEMANDS ACTION (ADA) CAMPAIGN

In plenary, you should assess participants' level of awareness and experience of the Age Demands Action (ADA) campaign. Ask for a show of hands as to who is involved in ADA work – now, in the past, or anyone who hopes to be in future. Also ask for a show of hands as to those who have had direct experience of campaign work outside the ADA campaign, and those who would like to gain such experience. Follow up with other questions or conversations to establish the level of participants' involvement in and experience of campaigning.

In plenary, explain that HelpAge seeks to support a global network of older people campaigning on issues that directly affect them. All organisations in the HelpAge network are committed to supporting campaigning work initiated by older people.

Explain that all over the world, older people are coming together to claim their rights and fight age discrimination in the global grassroots movement, Age Demands Action. An exciting goal is to grow this movement from the ground up, generating grassroots support for older people's rights that world leaders will be unable to ignore.



Using Handout Unit 1.1, ask four literate participants to read aloud, slowly, each of the ADA campaign's four goals:

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



HelpAge International (Colombia)



Exercise 1 – ADA campaign Q&A game

Using Handout Unit 1.2, invite participants to play a question and answer (Q&A) game. Print out the numbered questions on one piece of paper, and the seven answers (listed as A1, A2, A3, etc) on separate bits of paper. Give each answer slip to a (literate) person in the group, then give the paper with the numbered questions to the other participants. Invite them to circulate around the group and find the right answer to each question.

- Q1. When did the ADA campaign start?**
- Q2. Are those involved in ADA pleased with its results so far?**
- Q3. Have any governments made specific policy changes in response to the ADA campaign? If so, give examples**
- Q4. What is at the heart of ADA?**
- Q5. What is the mission of ADA?**
- Q6. How many people are involved every year, marching through the streets? How many older people will benefit from better policies?**
- Q7. How do older people campaign in different countries?**

- A1.** HelpAge launched the international ADA campaign in 2007.
- A2.** The years of campaigning within the ADA campaign have been an inspiration. In 26 countries the campaign has already more than doubled the number of people involved.
- A3.** Pledges for change have been made by governments in Colombia, Ghana, Kenya, the Philippines, and many more countries. (For instance, the Ghanaian government promised to introduce free bus journeys for older people in 2014, while the Philippines government committed to provide additional budget funds for a social pension for new beneficiaries.)
- A4.** At its heart, ADA is about bringing older people together to decide the issues that are most important to them and to call for actionable change on these issues through a series of meetings with governments, engagement with the media, and public activities.

- A5.** ADA's mission is to build global and local movements that enable older men and women to challenge age discrimination and claim their rights.
- A6.** Every year, more than 200,000 people march through the streets and their voices are heard by more than 200 million people worldwide. More than 10 million older people stand to benefit from better policies secured by ADA's passionate and determined campaigners (figures taken from an external evaluation carried out in 2012).
- A7.** In some countries, campaigning takes place in small meetings behind closed doors. In others, public marches are preferred as part of the established culture of campaigning. ADA allows for activities within a whole range of approaches to campaigning, as long as they are decided by older people themselves.



In plenary, conclude the exercise by confirming that everyone has learnt these facts about the ADA campaign and respond to any questions participants may have. Sum up with the emphasis on momentum: ADA is a campaign that aims to achieve real change – change that improves older people's lives. It's vitally important that there is always an agenda of change which is being presented to a decision-maker.



Exercise 2 – The ADA calendar

The ADA calendar is organised around three big dates and a working group meeting. These give older people the opportunity to follow up government pledges made in the previous years. ADA encourages older people to initiate other actions on days of relevance to them.

Around the room, post the following four points at different stations. Ask participants to look around and learn when and what the three big dates in the ADA calendar are, and what the working group does.

1. ADA on Health, 7 April, World Health Day
2. ADA for Rights, 15 June, World Elder Abuse Awareness Day
3. ADA Global, 1 October, UN International Day of Older Persons
4. The Open Ended Working Group on Ageing (OEWG), held annually in New York since 2010, is an ongoing opportunity to request governments to attend and prove their commitment to enhancing and protecting the rights of older people.

In plenary, invite participants to name the three key dates in the ADA calendar and explain what the working group does.



Note: Point out that on the three dates, delegations of older people meet their governments to call for change. But action continues all year round, with older people monitoring whether governments deliver on their pledges, and raising awareness more widely at the same time. Campaigners are encouraged to take action on other relevant days under the ADA banner.

Often excluded for many years, older people are now sitting down with political leaders to speak from the heart about what they need.

In a survey of more than 1,200 older people, 86 per cent said that ADA had helped them influence governments, while 95 per cent believed the ADA campaign had raised the profile of ageing issues in their country.



Exercise 3 – Building a stable tower

Use this optional exercise to change the pace of input and allow for some fun and team working. Distribute stacks of newspapers to four teams. Explain that the task is to build the highest tower – but it must balance. Allow the teams time to play and build the tower together.



In plenary, view the towers and let each team rate the others, agreeing which is the highest and most balanced tower (the winner). Debrief and talk through the process of building it together. Let the groups compare experiences and come up with lessons and ideas for working as campaigners in a network.



Note: Point out that HelpAge wants to create a growing global movement of people of any age who want to campaign on some of the national and international issues that are vital for bringing about change in older people's lives. Just as the issues affecting people with disabilities are being tackled by the disability movement, HelpAge wants to see a global movement on issues of ageing.



Note: HelpAge aims to develop an ADA advisory group of older people from all over the world who can represent the ADA campaign to global decision-makers and make an impact internationally as well as at the local and national levels.



HelpAge International (Nepal)



HelpAge International | (Bangladesh)



Exercise 4 – The campaigning process

Using Handout Unit 1.3, distribute sets of the following six statements, one statement per piece of paper:

- ADA partners and groups of older people meet together
- Forming a delegation
- Meeting a decision-maker
- Call for a change
- Raising awareness
- Recording views and progress from older people

Do not number the pieces of paper. Invite participants to form groups of four or five. Ask each group to consider their set of statements and arrange them in order.

In plenary, compare how each group has ordered the steps and reach agreement on the best order. Use the following checklist to explain each of the six steps of ADA campaigning.



HelpAge International (Haiti)



Checklist

- 1. ADA partners and groups of older people meet together:** This is how they decide the issues they want to raise with decision-makers, which decision-makers they want to meet with, and the nature of the activities they will carry out.
- 2. Forming a delegation:** A group of older people are selected to act as leaders in the first meeting. This group must include those with direct experience of the issue in question. Leaders will meet decision-makers and make sure that the campaign reaches its full potential. In this way, the decision-maker hears first-hand views.
- 3. Meeting a decision-maker:** The delegation is well prepared, with real-life stories, statistics or other data, and having nominated a chairperson to facilitate the discussion.
- 4. Call for a change:** The call for change should be based on local priorities and be realisable within one year.
- 5. Raising awareness:** Older people involved in campaigning carry out activities such as marches, media interviews and exhibitions.
- 6. Recording views and progress from older people:** Progress reports should be compiled before, during and after the campaign. After six months, those involved in the campaign should monitor any progress made – in terms of action on any pledges made by the government, or tangible changes in older people's lives.





HelpAge Kenya



Exercise 5 – Monitoring progress

Using Handout Unit 1.4, invite participants to share their experiences of campaigning so far (this is only relevant for those participants who have been involved in ADA and those involved in other campaign work). Divide participants into groups of three and get them to ask each other these questions:

- a.** What have you achieved? What are you proud of? What are your challenges? What are you enjoying about campaigning? As each person shares their experiences, note the key points.
- b.** Pair groups up, pool key points, question and discuss.
- c.** Bring all paired groups back to plenary and look at the main points they have shared in terms of achievements, pride, challenges, and what they enjoy about campaigning.

In plenary, highlight some of the successes and developments from the following list. Distribute the handout for individuals to reflect on, depending on the literacy levels among the group.

Evidence of successes to date:

- Older people have learnt to plan a campaign, gaining greater self-respect and greater knowledge of the issues affecting older people.
- Older people have been involved in decision-making around the issue in question and have contributed local views and experiences into the broader international ADA campaign.

- Older people have successfully called for concrete policy changes by decision-makers at local, national and international levels.
- Resources have been spent effectively.
- ADA is focusing on priority issues of health, social protection, rights and livelihoods.
- Public figures/celebrities are being engaged to raise public awareness of the campaign.

The ADA campaign is working harder to:

- Involve the younger generation.
- Look beyond a single-track campaign approach of identifying an issue, formulating a policy ask and meeting a decision-maker, and becoming more flexible.
- Think up the best tactics to achieve a goal by analysing influencing routes, for example.
- Integrate local, national and regional asks – with ADA delegates participating at each level.

Sample successes (information taken from internal HelpAge reports):

- **Ghana** – the government announced the release of ten months' worth of arrears owed as part of the Livelihood Empowerment Against Poverty (LEAP) programme. The programme provides cash transfers to the poorest Ghanaians over 65 years old.
- **Uganda** – the Ministry of Gender, Labour and Social Protection pledged to put forward a parliamentary motion calling for the National Action Plan on Older Persons to be implemented.
- **Democratic Republic of Congo** – the government agreed to provide a plot of land in the city of Mugunga for an older persons' community centre and to ensure that older people are included in the drafting of new laws to protect the most vulnerable people.
- **Ethiopia** – a pledge from the HIV/AIDS Prevention and Control Office to fund and support the Umbrella Older People's Association in Addis Ababa and changes to the five-year HIV/AIDS Strategic Plan to ensure that older people's views and needs are included.



HelpAge International (Nepal)

The next section looks at what ADA has been doing to build momentum for a UN convention to protect the rights of older people.

OLDER PEOPLE AND HUMAN RIGHTS: THE CALL FOR A UN CONVENTION

In plenary, point out that 97 per cent of those canvassed declared that the biggest outcome for the ADA campaign would be a UN convention on older people's rights. Working towards a UN convention has been a core part of HelpAge's advocacy work since 2007.



Note: The ADA campaign holds that a convention is a vital part of any global solution. Under a new UN convention, all the issues older people are campaigning on at national level will be addressed!

Why the need?

In plenary, point out that older people experience discrimination and violation of their rights within their families, communities, and the institutions that characterise societies. Older women and men today are some of the world's poorest, least visible and most marginalised people.

Ask participants if they can think of local examples where older people experience discrimination or violation of their rights. Contribute some or all of the following facts.

Research conducted in Mozambique, Peru and Kyrgyzstan by HelpAge International in 2013 reveals that older people report:

- **experiencing a lack of dignity** in the way they are treated (47 per cent of respondents in Mozambique and 43 per cent in Peru)
- **that pensions are too low** – even though 86 per cent of respondents in Kyrgyzstan receive a pension, 79 per cent of them reported a lack of access to everyday essentials such as food, water, shelter, clothing and heating, with 39 per cent claiming this is because of their age
- **feeling unsafe** – in Mozambique, 61 per cent of respondents did not feel safe from crime
- **that their financial entitlements had been taken from them or not passed on by family members or carers** – in Peru, 68 per cent of those surveyed had experienced this.

A 2005 survey of nearly 4,000 older people in eight communities in Mozambique found that 42 per cent had no identification cards, which they needed to claim free healthcare. Older women were twice as likely as older men to lack identification cards.



HelpAge Korea (South Korea)



Exercise 6 – The facts about older people’s lives

Distribute sets of cards with the following facts on them. In small groups, ask participants to pick one card from a face-down pile and read it out (be sensitive to literacy levels and adjust accordingly). Once the facts have been heard, let the groups familiarise themselves with the information and test themselves on retaining it.

- Half the world’s older people lack a secure income.
- Fewer than one in five older people get any kind of pension.
- In many parts of the world, older women are still persecuted and accused of witchcraft. Recent media reports have highlighted the problem in Burkina Faso, Ghana, India, Kenya, Malawi, Nepal and Tanzania, though the problem is much more widespread.
- Over 70 per cent of men and 40 per cent of women over 60 still work (UN data).
- By 2050, 115 million people will have Alzheimer’s disease or other types of dementia; 71 per cent of those with dementia will be living in low- and middle-income countries.
- Ageism and age discrimination occur at all levels: from household decision-making about scarce resources to ageist attitudes of health professionals towards older people.
- Older women and men frequently report that they are refused treatment or treated with disrespect on account of their age.
- Lack of medical staff trained in age-related illnesses and basic gerontology is a common barrier to appropriate healthcare for older people.
- Women generally live longer than men; however, this means that women over 60 live more years in ill-health than men over 60. Healthcare is too expensive for many poor older women to afford.

In plenary, point out that HelpAge believes that human rights law does not adequately protect older women and men against discrimination and violation of their rights. It does not explain governments’ obligations to protect people’s rights in old age.



HelpAge International (Cambodia)

Ask participants about which groups of people receive special protection of their rights:

- Women, children, prisoners, and people with disabilities are all protected through special international conventions.

Ask participants whether they know about national or international human rights laws that protect older people's rights:

- There are commitments to human rights in the Madrid International Plan of Action on Ageing (MIPAA), but this is not a human rights treaty and governments have no legal obligation to implement any of its recommendations.



Note: Remember, older people have the same rights as everyone else.



Using Handout Unit 1.5, in plenary, explain what a UN convention on older people's rights will cover.

Remedy – a UN convention on older people's rights will:

- Provide governments with a legal framework, guidance and support to help them end discrimination and protect people's rights in old age.
- Prohibit discrimination on the basis of age. It would articulate the human rights obligations of states towards people in old age.
- Provide a definitive, universal position that age discrimination is morally and legally unacceptable, thereby enabling monitoring of global progress on the realisation of older people's rights.
- Bring about practical actions, including the following: governments would: design age-sensitive programmes; train service providers on age-related issues; adopt non-discriminatory laws and allocate national budgets more fairly across age groups; collect data to inform policy decisions; put in place monitoring and accountability systems.



Diagonal Asociación Civil (Argentina)



Exercise 7 – Rights statements

Using Handout Unit 1.6, put up each of the following seven rights statements in seven stations in the room. Invite small groups to circulate in different directions to each of the seven stations to look at and discuss the information, and make a note of any questions or observations (using pens and paper supplied).

The seven rights statements are as follows:

Right to healthcare

Sometimes health services are out of reach or health workers refuse to treat older people. In 15 communities in Mozambique, almost 9 out of 10 older people had to pay for healthcare that was supposed to be free.

Property

In many parts of the world, inheritance laws deny women the right to own or inherit property when their husband dies. Family members often evict them. In Tanzania, denial of inheritance and property rights is a major cause of disputes, particularly for older women.

Freedom from violence

Many older people, especially older women, experience violence. Kenya, for example, has seen an upsurge in the number of brutal killings of older people – mostly women accused of witchcraft.

Equality before the law

Lack of identity papers is one of the main barriers preventing older people from realising their civil, political, economic, social and cultural rights. In Bolivia, 1 out of 6 older people had no documents that would enable them to claim their non-contributory pension.

Information

Information is often unavailable to older people. In Moldova, only 1 out of 10 (of 500) grandparents caring for grandchildren had information about state provision such as childcare services and free medical insurance.

Social security

Millions of older people have no pension or other regular income. In three communities in Zambia, only 4 per cent of older people received a pension, the majority of them men.

Work

Sometimes older people cannot get a job because they are considered too old. They may be forced to take low-paid jobs that are unsafe or demeaning. In Peru, older people said that job advertisements often specified that applicants must not be older than 35.

In plenary, visit each of the seven stations around the room and raise and address questions participants have noted down, sharing any comments.

Note: Stress that for ADA campaigners, the day the UN convention comes into being will represent a huge victory.



UNIT 1:

HANDOUTS



Handout Unit 1.1

The four overarching goals of the ADA campaign are:

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



HelpAge International (Cambodia)



Handout Unit 1.2

Questions:

- Q1.** When did the ADA campaign start?
- Q2.** Are those involved in ADA pleased with its results so far?
- Q3.** Have any governments made specific policy changes in response to the ADA campaign? If so, give examples of four countries.
- Q4.** What is at the heart of ADA?
- Q5.** What is the mission of ADA?
- Q6.** How many people are involved every year, marching through the streets? How many older people will benefit from better policies?
- Q7.** How do older people campaign in different countries?



Answers:

- A1.** HelpAge launched the international ADA campaign in 2007.

- A2.** The years of campaigning within the ADA campaign have been an inspiration. In 26 countries the campaign has already more than doubled the number of people involved.
- A3.** Pledges for change have been made by governments in Colombia, Ghana, Kenya, the Philippines, and many more countries. (For instance, the Ghanaian government promised to introduce free bus journeys for older people in 2014, while the Philippines government committed to provide additional budget funds for a social pension for new beneficiaries.)
- A4.** At its heart, ADA is about bringing older people together to decide the issues that are most important to them and to call for actionable change on these issues through a series of meetings with governments, engagement with the media, and public activities.
- A5.** ADA's mission is to build global and local movements that enable older men and women to challenge age discrimination and claim their rights.
- A6.** Every year, more than 200,000 people march through the streets and their voices are heard by more than 200 million people worldwide. More than 10 million older people stand to benefit from better policies secured by ADA's passionate and determined campaigners (figures taken from an external evaluation carried out in 2012).
- A7.** In some countries, campaigning takes place in small meetings behind closed doors. In others, public marches are preferred as part of the established culture of campaigning. ADA allows for activities within a whole range of approaches to campaigning, as long as they are decided by older people themselves.



Handout Unit 1.3

The six steps of ADA:

- 1. ADA partners and groups of older people meet together:** This is how they decide the issues they want to raise with decision-makers, which decision-makers they want to meet with, and the nature of the activities they will carry out.
- 2. Forming a delegation:** A group of older people are selected to act as leaders in the first meeting. This group must include those with direct experience of the issue in question. Leaders will meet decision-makers and make sure that the campaign reaches its full potential. In this way, the decision-maker hears first-hand views.



- 3. Meeting a decision-maker:** The delegation is well prepared, with real-life stories, statistics or other data, and having nominated a chairperson to facilitate the discussion.
- 4. Call for a change:** The call for change should be based on local priorities and be realisable within one year.
- 5. Raising awareness:** Older people involved in campaigning carry out activities such as marches, media interviews and exhibitions.
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Handout Unit 1.4

Progress made by the ADA campaign

Evidence of successes to date:

- Older people have learnt to plan a campaign, gaining greater self-respect and greater knowledge of the issues affecting older people.
- Older people have been involved in decision-making around the issue in question and have contributed local views and experiences into the broader international ADA campaign.
- Older people have successfully called for concrete policy changes by decision-makers at local, national and international levels.
- Resources have been spent effectively.
- ADA is focusing on priority issues of health, social protection, rights and livelihoods.
- Public figures/celebrities are being engaged to raise public awareness of the campaign.

The ADA campaign is working harder to:

- Involve the younger generation.
- Look beyond a single-track campaign approach of identifying an issue, formulating a policy ask and meeting a decision-maker, and becoming more flexible.
- Think up the best tactics to achieve a goal by analysing influencing routes, for example.
- Integrate local, national and regional asks – with ADA delegates participating at each level.





Handout Unit 1.5

Remedy – a UN convention on older people’s rights will:

- Provide governments with a legal framework, guidance and support to help them end discrimination and protect people’s rights in old age.
- Prohibit discrimination on the basis of age. It would articulate the human rights obligations of states towards people in old age.
- Provide a definitive, universal position that age discrimination is morally and legally unacceptable, thereby enabling monitoring of global progress on the realisation of older people’s rights.
- Bring about practical actions, including the following:
governments would: design age-sensitive programmes; train service providers on age-related issues; adopt non-discriminatory laws and allocate national budgets more fairly across age groups; collect data to inform policy decisions; put in place monitoring and accountability systems.



HelpAge International (Nepal)



Handout Unit 1.6

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Freedom from violence

Many older people, especially older women, experience violence. Kenya, for example, has seen an upsurge in the number of brutal killings of older people – mostly women accused of witchcraft.

Equality before the law

Lack of identity papers is one of the main barriers preventing older people from realising their civil, political, economic, social and cultural rights. In Bolivia, 1 out of 6 older people had no documents that would enable them to claim their non-contributory pension.

Information

Information is often unavailable to older people. In Moldova, only 1 out of 10 (of 500) grandparents caring for grandchildren had information about state provision such as childcare services and free medical insurance.

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Work

Sometimes older people cannot get a job because they are considered too old. They may be forced to take low-paid jobs that are unsafe or demeaning. In Peru, older people said that job advertisements often specified that applicants must not be older than 35.



Top left to bottom right: HelpAge Korea, SPPA/ZDUS (Slovenia), HelpAge International (occupied Palestinian territories), HelpAge International (Haiti), SPPA/ZDUS (Slovenia), KESPA (Kenya)



Handout Unit 1.7

Older people are at the heart of campaigns work. Through this training and the ongoing engagement of older people, we are growing a global movement of campaigners who will portray the characteristics listed below.

PROFILE OF AN OLDER PERSON CAMPAIGNER

YOU



...CAN DIALOGUE AND DEBATE AND PERSUADE AND YOU CAN WIN!

...ARE SURE TO MAINTAIN AND ATTEND TO YOUR GROUP

...HAVE A UNIQUE PLACE TO SPEAK CREDIBLY ABOUT ISSUES – BECAUSE YOU EXPERIENCE THEM

...ARE KEEN TO INFORM OTHERS ABOUT OLDER PEOPLE AND THEIR REALITIES

...HAVE A HEART TO DEVELOP YOUR GROUP

...ALLOW PEOPLE TO SELF-IMPROVE TOGETHER

...ARE STRONG WHEN YOU CONSIDER YOUR OWN VALUES, CULTURE AND HISTORY

...ARE READY TO PARTICIPATE

...ARE A GOOD ANCHOR FOR YOUR GROUP

...UNDERSTAND THE CONTEXT, ESPECIALLY THE POLITICAL CONTEXT

...ARE A VALUABLE SPOKESPERSON FOR THE MEDIA

...CAN SPEAK ABOUT YOUR LIFE AND THE CHALLENGES YOU FACE IN AN ENGAGING WAY

...SHOW EFFECTIVE LEADERSHIP IN THE GROUP OR MOVEMENT

...DEPEND ON THE SOURCE OF POWER WITHIN YOURSELF

PROFILE OF AN OLDER PERSON CAMPAIGNER

RHODA NGIMA, 77, KENYA



HelpAge Kenya

“We have been removed from a very dark pit and brought to the surface where there is light. ADA has made me an ambassador to spread news about older people. I have learnt that even in older age I am able to do something worthwhile and constructive for my country.”

Rhoda Ngima

Rhoda has long been a pivotal figure in her church and community, where she brings people together, inspiring them to stay strong and keep going through life’s challenges. She’s now bringing her leadership experience and social commitment to ADA, where she’s already made a big impact.

In 2009, she led an ADA delegation to meet the Prime Minister. And the following year, she met the Minister for Gender, Children and Social Development to explain the benefits of increasing pensions. After the meeting, the Government agreed to raise pension payments for all older people in Kenya.

In 2012, Rhoda travelled to Brussels where she met several Members of the European Parliament. In her speech, she spoke about her life in Kenya and the challenges older people face in developing countries, urging the European Union not to forget her generation.

She passionately believes that the world’s older people should unite as one voice.



HelpAge Kenya

This is one unit from a set that makes up the ADA Campaign Training Manual. You can download single units, or the full manual from:

www.agedemandsaction.org

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ADA
Age Demands Action

**HelpAge
International**
global network

Age Demands Action is a HelpAge global network campaign