

Ageways

ISSUE

60

Practical issues in ageing and development

JULY 2002



SPECIAL ISSUE ON

The Second World Assembly on Ageing

*Governments agree a new
plan of action*

*Older people's experiences
of Madrid*

Summary of the Madrid Plan

How to use the Plan

HelpAge
International

Leading global action on ageing

Comment

Messages from Madrid

Welcome to Ageways 60 – a special issue on the Second World Assembly on Ageing.

The Madrid International Plan of Action on Ageing, adopted at the Assembly, is the first international agreement that specifically recognises the potential of older people to contribute to the development of their societies, and commits governments to including ageing in all social and economic development policies.

Older people themselves played a key role in shaping the Plan. It is now up to older people and their organisations to encourage their governments to carry out their commitments.

We hope that you find this issue helpful in bringing home the messages from Madrid.

Celia Till
Editor

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Themes of future issues

Issue 61 (October 2002) HIV/AIDS
Issue 62 (March 2003) Livelihoods
Issue 63 (June 2003) End of life
Issue 64 (October 2004) Disability

We welcome articles for consideration. They should be received three months before the month of publication.

Letters

Sharing brings rewards

When the school holidays end, many older people in our village are left alone at home. Yet a good number of them are reluctant to join their relatives in town. Others are reluctant to stay in the care centre of the village.

The reason these people give is that they have close relationships with their ancestors. One grandmother, a widow for about forty years, told me that she cannot leave her house for more than two weeks because she doesn't want to face the wrath of her late husband and ancestors. When she cleans the compound and lights the fire every day, these bygone people come and warm themselves.

Further to this, when met at home, our older people enjoy sharing things with volunteers. Older men share their raffia wine and kola nuts, while older women share their meals. They will be very disappointed if a volunteer refuses to share with them.

As far as I am concerned, home care service is always a pleasant experience, which I use to crack jokes with older people. It helps me to discover another dimension of myself.

I would like to end with this question to **Ageways** readers. Is there any other reward for older people when they share their belongings with people?

Kamkeu Emmanuel, Chief of Home Care Department, Ensemble Protégeons les Vieux, PO Box 8389, Yaounde, Cameroon.

Care within the family

I would like to express my appreciation of the excellent work done by HelpAge Sri Lanka in improving older people's lives by supporting home care (**Ageways** 58, page 2). People are born and grow older in their families, so it is relevant for them to be cared for within the family.

Carers should be selected from the family or community, and be well trained. An allowance or minimum wage for the carer is a must. Funds can be raised through contributions from the family, grants from local and central governments and donations from charitable organisations.

Stephen G Banda, Chairperson, Songea Older Persons' Forum (SOPF), PO Box 1144, Songea, Tanzania.

Editor's note: Both paid home carers and volunteers, including family members, play an important role and need support. The Madrid Plan commits governments to promoting the provision of community-based care and support of family care, and supporting carers through training, information, psychological, economic, social and legislative mechanisms (see page 10).

Running a discount project

One of the activities of the Ukrainian Association of Pensioners is a discount project. About 300 enterprises are involved. The cost of living in Ukraine is equivalent to about US\$65 per month. The average pension is US\$30 per month. Pensioners need support to reconcile their expenses with the cost of living.

One way is to reduce the cost of basic goods and services for pensioners. That is why we started this project. Unfortunately we can't increase the income of pensioners, but we can reduce their expenses.

Does HelpAge International run any similar activity? We would like to know your opinion.

Volodymyr Dzjobak, Head of UAP Council, 21 Nyzhniy Val Street, Kiev, Ukraine 04071. Fax: +380 44 417 4527 Email: uarp@uarp.org

Shanti CAM



A grandmother and granddaughter with a community worker in Shanti CAM's integrated programme.

Agecare and disability

I read with great interest the letter 'Support for disabled children' in *Ageways* 59, suggesting the integration of the care of older people and people with mental disabilities at community level.

For the past six years, our community-based programme for the care of the elderly has been integrated with our community-based programme for the rehabilitation of the disabled. The disability programme includes people with both physical and mental disabilities, and includes all age groups.

The sources of financial support for these two programmes are not the same. However, the same team of community workers, social workers, volunteers, community nurses, physiotherapists and doctors is involved. Building up a family support system, which is an essential requirement for sustainable community care of disabled people, is also more effective in an integrated programme.

Issuing guidelines, as suggested by the previous writer, would be fruitful in encouraging the development of integrated programmes, especially for developing countries.

Dr Terence Perera, Animator, Health and Elders, Shanti Community Animation Movement (Shanti CAM), 106/3 Saranankara Road, Dehiwala, Sri Lanka. Fax: +94 1 585260

Editor's note: *Disability and ageing will be the theme of Ageways 64 (October 2003). We welcome ideas and articles.*

Self-help groups

UMUT (meaning 'Hope') was created in 1991 to support vulnerable people in Balykchy, a small town in Kyrgyzstan, central Asia. Nearly 12 per cent of the 40,000 population are pensioners. Today, as never before, older people need not only material and medical support, but also psychological, social and spiritual rehabilitation.

Gradually, the organisation gave priority to supporting self-help groups of older people. Eight self-help groups have been created, through which 200 of the poorest older people receive a hot meal five times a week.

Older people help each other at difficult moments, visit disabled and ill people, celebrate together and hold meetings. Each group follows its own choice of activities, such as baking, knitting, rearing hens, and working in kitchen gardens. Products are sold to raise some cash, which people can borrow to buy essentials such as medicine or coal.

Training sessions have been organised for the groups, and they can hold conferences themselves. They have managed to arouse interest in the problems of older people among government and public organisations.

UMUT's priorities are a food security programme supporting agricultural activities of self-help groups to improve the nutrition of older people, providing institutional support, and lobbying and promoting rights.

Press Centre, UMUT, Olimpiskaya str 93, Balykchy, Kyrgyzstan 722300. Email: root@ymyt.cango.net.kg



INTRAC

Older people enjoy a meal provided by a self-help group in Kyrgyzstan.

We welcome letters from readers. Please write to: The Editor, *Ageways*, HelpAge International, PO Box 32832, London N1 9ZN, UK. Fax: +44 20 7713 7993 Email: ctill@helpage.org Letters may be edited.

What do you think of *Ageways*? This is the third issue of *Ageways* in the new format. Please use the form on page 15 to let us know what you think of it. You could win a prize! We will report on your response in *Ageways* 62.

Governments agree a new plan on ageing

The Second World Assembly on Ageing, held in Madrid, Spain in April 2002, resulted in the adoption of a new International Plan of Action on Ageing



David González/HelpAge International

Rachel McArthur from Zambia picks up a copy of 'State of the world's older people 2002'!

On 12 April 2002, the Second World Assembly on Ageing concluded with 159 government representatives adopting a new International Plan of Action on Ageing and Political Declaration.

The Madrid Plan is the first international agreement to recognise the potential of older people to contribute to the development of their societies, and to commit governments to including ageing in all social and economic development policies, including poverty reduction programmes. The Plan:

- specifies that ageing should be mainstreamed into global development agendas
- calls for the right to development for older persons
- urges governments to include older persons in national development and social policy processes (such as poverty reduction strategies and national development plans)

- contains detailed sections on growing areas of concern for older people and their families, such as poverty, HIV/AIDS, violence and abuse, access to health services and social protection
- calls for effective collaboration and partnership between government, civil society, international agencies and the private sector with older people and their organisations to achieve the Plan's objectives.

A key part of the accompanying Political Declaration reads: 'We commit ourselves to eliminate all forms of discrimination, including age discrimination. We also recognise that persons, as they age, should enjoy a life of fulfilment, health, security and active participation in the economic, social, cultural and political life of their societies. We are determined to enhance the recognition of the dignity of older persons, and to eliminate all forms of neglect, abuse and violence.'

Lead-up to Madrid

The successful outcome of the Assembly was the result of two years of intense negotiations, including a series of United Nations (UN) regional meetings and national-level lobbying and consultations with older people across the world.

Events immediately before and during the Assembly also influenced the outcome. A research forum in Valencia brought together more than 500 researchers, educators and practitioners, to provide evidence to support decisions made in the Assembly, and propose priorities for research.

More than 4,000 people took part in the World NGO Forum on Ageing in Madrid the week before the Assembly, to discuss a wide range of issues affecting older people. A summary and declaration were presented to the Assembly.

During the five-day Assembly, representatives of governments, UN agencies, professional bodies and NGOs made presentations to the Assembly, while government delegations, which included NGOs, debated and worked on the draft text of the Plan.

On the last day, governments adopted the final version of the Plan and an accompanying Political Declaration, which commits them to carrying out the recommendations in the Plan.

Older voices

Older people played a key part in the preparations and events in Madrid. Their views were instrumental in shaping the Plan and Political Declaration.

Report analyses key challenges

HelpAge International launched *State of the world's older people 2002* at the Assembly. Drawing on consultations with older people in 32 countries and over 20 years' research experience, the report analyses the key challenges that population ageing poses in Africa, Asia, Latin America and eastern and central Europe.

The report contains global and regional statistics on older people,

and a survey of government and donor policies on ageing. It argues that investing in older people makes development work better, as well as being a moral imperative.

Available free in English or Spanish from: Publications Orders, HelpAge International, PO Box 32832, London N1 9ZN, UK.

Fax: +44 20 7713 7993

Email: cdobbing@helpage.org

Copies can also be downloaded from:

<http://www.helpage.org/publications/publications.html>

Consultations with older people in 32 countries, organised by HelpAge International, identified key issues that needed to be covered by the Plan, such as discrimination, healthcare, nutrition, HIV/AIDS, contributions of older people, housing, violence and abuse, income security and social services.

The results of the consultations were published in a number of reports including *Voices of older people from Asia-Pacific*, *Older people's forum (Jamaica)*, *Voices of older people in Sudan*, *Equal treatment, equal rights*, and *State of the world's older people 2002*. These were used for lobbying before and during the Assembly, and will continue to be used to promote the implementation of the Plan.

Government statements to the Assembly mentioned the impact on their thinking of the consultations with older people and their organisations in the months leading up to the Assembly.

More than 60 older people and representatives of organisations in the HelpAge International network took part in the NGO Forum. They spoke vividly about the roles they played in their own communities, as well as their experiences of problems such as poverty, abuse and HIV/AIDS.

About 20 countries included older people in their government delegations as expert advisors at the Assembly itself.

As well as enriching the NGO Forum and Assembly, the presence of so many older people from different countries helped to generate media interest, leading to extensive coverage of the events and issues being debated.

Nevertheless, there was a tendency in some sessions to overlook contributions from older people from developing countries, and there was a marked absence of non age-focused NGOs in the NGO Forum.

This indicates that much remains to be done to ensure that issues of ageing, particularly in developing countries, are taken seriously by all organisations working in international development.

Follow-up plans

The challenge now is to ensure that governments meet the commitments made in Madrid. Regional UN commissions have been allocated responsibility for developing implementation strategies in their regions, and the UN Commission for Social Development is to monitor how governments implement the Plan.

As those who stand to be most affected, older people and their organisations have a vital role to play in getting their governments to act on the recommendations set out in the

Plan, and in monitoring progress. In particular, they need to press for ageing to be integrated into national poverty reduction programmes and related initiatives to achieve the Millennium Development Goals (see box on page 11).

The Plan does not commit governments or the international community to providing additional resources for implementation. This means ensuring that resources are made available from in-country poverty reduction programmes.

Existing national or regional actions to develop policies on ageing, such as the Policy Framework and Plan of Action on Ageing which is due to be adopted by members of the African Union in July 2002, also need to incorporate and take forward the recommendations of the Plan.

The Plan at a glance

Strengths

- ✓ Sees population ageing as an 'enormous potential', not a burden
- ✓ Affirms that poverty of older people must be addressed in line with the Millennium Development Goal to halve world poverty by 2015
- ✓ Emphasises older people's rights and participation in development processes
- ✓ Covers issues of concern to older people in poorer countries

Weaknesses

- ✗ Provides no additional resources for implementation
- ✗ Lacks mechanisms for implementation and monitoring

More information: UN Programme on Ageing, Department of Economic and Social Affairs, 2 UN Plaza, DC2-1316, New York, NY 10017, USA
Fax: +1 212 963 0111
<http://www.un.org/ageing>

Older people's experiences of Madrid

The World NGO Forum on Ageing which preceded the Second World Assembly discussed a wide range of issues affecting older people.



David González/HelpAge International

Some of the older people who took part in the Madrid NGO Forum: Isabel Serpa Castro (Bolivia), Edgar Adams (St Vincent), Zubaida Ali (Pakistan), Juan Daiquichiri (Bolivia), Fouzia Khalid (Pakistan), Zdenek Placher (Czech Republic), Don Felipe Bozo (Bolivia), Cam Peter Ayo (Uganda), Hermise Nash (Haiti), Mary Chipungahelo (Tanzania), Elizabeth Silas Kulola (Tanzania).

Older people from developing countries and eastern Europe who took part in the World NGO Forum on Ageing in Madrid gave powerful and often moving testimonies of the realities of ageing in their countries. They talked of problems associated with chronic poverty, healthcare, hunger, violence and abuse, isolation and HIV/AIDS.

Older people and those who accompanied them said they valued

the opportunity to share experiences with people from other continents and cultures. It gave them a sense of solidarity, and a broader appreciation of the social, economic and political situation of older people.

The experience helped them to recognise the role that older people themselves could play in influencing policy makers. It inspired them to talk to other older people, the media and governments on their return home.

Thank you to everyone who wrote to Ageways. We are sorry we do not have room to print all the responses. Some of the follow-up activities planned by older people's organisations are described on page 13.

HelpAge International is grateful to Help the Aged (UK), Department for International Development, Canadian International Development Agency, Dutch Government and the European Commission for funding older people's participation in the NGO Forum.

Eye-opening exchanges



'I never dreamt of such a visit. I met a lot of people like me, but with different languages and complexions. I have shared my experience with my group. Everybody is very encouraged to work for older people in my community.'

Khatemunnessa, Bangladesh Women's Health Coalition



'I can go back to Mali and tell people about the problems that older people are facing in the Caribbean, eastern Europe, Asia and Latin America. This will give us strength and an opportunity for lobbying.'

Mama Tembely, Mali



'The best thing about participating in the Forum was exchanging experience and knowledge with different countries. I will collaborate more with governmental and non-governmental institutions developing projects promoting older people's independence.'

Juana Elisa Villar de Arbañil, Horizontes Villa Network, Peru

'The Forum really opened my eyes. There are many ageing issues that have not been talked about much in Vietnam, but were discussed a lot in Madrid, like the impact of HIV/AIDS on older people, abuse of older people, intergenerational relationships... I have shared this information with the people concerned in my organisations.'

Tran Bich Thuy, Vietnam Women's Union

'To be able to talk with colleagues from China, Ghana, Ukraine, Denmark, USA... was a rich experience. There were many problems and ways of looking at them but also a great deal in common. The view that we have a right to participate in decisions affecting us was universal.'

Tony Carter, Speaking up for our Age, UK

'I understand that we are not alone, and that we have big opportunities to change the situation of older people. I plan to organise a national conference... with the aim of creating a new national strategy on ageing.'

Irina Baicalov, Second Breath, Moldova

'It was nice to meet people from many countries. I realise that older people in other parts of the world are active. I have been telling older people what I saw and heard in Madrid, to encourage them to be active.'

Zubaida Ali, Pakistan Medico International

'The best thing was recognising the reality of older people in other parts of the world by communicating directly with their delegations, and identifying multi-sectoral strategies which can be adapted to our own environment.'

Elizabeth Sánchez, CAPIS, Peru

'It was a golden opportunity... to share experiences in a cross-cultural setting. I have brought home the message that ageing is not a global problem, rather it is a global challenge that needs global action.'

Atiq Rahman, Bangladesh Association for the Ageing and Institute of Geriatric Medicine

'I heard for myself the heart-warming voices of some women from different countries and their miseries which really touched me and inspired me to contribute more for the welfare of older people.'

Hasina Chaklader, Bangladesh Women's Health Coalition

'I felt reborn because I could see people from all over the world. I understood that people should know how to struggle for their rights, and that 'first-aid' to older people should be given by older people themselves.'

Gavrila Gaina, Moldova

'It was wonderful to meet so many older people from different continents. I am relaying my experience of the Second World Assembly to the two organisations I belong to. We may not be able to harvest the seeds we are sowing at present, but our children and grandchildren will reap this harvest.'

Anibal Choy Toyco, Chancay Third Age Club and Marvellous Age Network, Peru

A summary of the plan

The Madrid International Plan of Action on Ageing is a 16,000-word document calling for changes in attitudes, policies and practices at all levels in all sectors, so that the 'enormous potential' of ageing in the twenty-first century may be fulfilled.

The Madrid Plan lists 33 objectives and 117 concrete recommendations, grouped into three priorities:

- Older persons and development
- Advancing health and wellbeing into old age
- Enabling and supportive environments.

Together, the priorities cover 18 areas of concern to older people.

The Plan concludes with a section on implementation and follow-up.

An accompanying Political Declaration summarises the key issues and commitments by governments, which are detailed in the Plan.

The Plan is intended to be used as a practical tool to assist policy makers to focus on the key priorities associated with individual and population ageing.

Issues covered by the Madrid Plan

Priority 1: Older persons and development

- Active participation in society and development
- Work and the ageing labour force
- Rural development, migration and urbanisation
- Access to knowledge, education and training
- Intergenerational solidarity
- Eradication of poverty
- Income security, social protection/social security and poverty prevention
- Emergency situations

Priority 2: Advancing health and wellbeing into old age

- Health promotion and wellbeing throughout life
- Universal access to healthcare services
- Older persons and HIV/AIDS
- Training of care providers and health professionals
- Mental health needs of older people
- Older people and disabilities

Priority 3: Enabling and supportive environments

- Housing and the living environment
- Care, and support for caregivers
- Neglect, abuse and violence
- Images of ageing

Implementation and follow-up

- National action
- International action
- Research
- Global monitoring, review and updating



Fiona Lloyd-Davies/HelpAge International

The Madrid Plan commits governments to promoting self-employment initiatives for older people, as part of its aim to eradicate older people's poverty.

A society for all ages

The Plan sets out a vision and values for a society for all ages. It calls for changes in attitudes, policies and practices, so that the enormous potential of ageing may be fulfilled.

It stresses older people's right to development, calls for an end to age discrimination, and emphasises the need to mainstream ageing into global development agendas.

The stated aim of the Plan is to ensure that people everywhere can age with security and dignity, and continue to participate in their societies as citizens with full rights.

The Plan calls for governments to place the specific contributions and concerns of older people in the context of the major United Nations conferences and summits, special sessions of the General Assembly and review follow-up processes. Implementing the agreements reached at these events would enable older people to contribute fully and benefit equally from development.

The Plan describes as essential the promotion and protection of all human rights and fundamental freedoms, including the right to development; combating discrimination based on age, and promoting the dignity of older people; mainstreaming ageing into global agendas; and recognising the ability of older people to contribute to society.

The Plan urges governments to embrace the potential of the ageing population as a basis for future development.

Priority 1

Older people and development

The Plan states that older people must be full participants in the development process, and also share in its benefits.

It calls for recognition of the social and economic contribution of older people, including those made through unpaid work, particularly women.

It says that older people should be enabled to continue with income-generating work for as long as they want to and can do so. It refers to commitments made at the 1995 World Summit for Social Development on promoting the goal of full employment.

It recommends promoting self-employment initiatives for older people, ensuring access to credit for older people, and eliminating age barriers in the formal labour market.

The Plan calls for policies for food security and agricultural production to take into account the implications of rural ageing, recommends equitable access to basic and continuing education for all adults, and promotes solidarity between generations.

The Plan highlights the eradication of older people's poverty as a fundamental aim. It commits governments to including older people in policies and programmes to reach the Millennium Development Goal of halving numbers of people living in extreme poverty by 2015.

The Plan calls for the promotion of programmes to enable all workers to acquire basic social protection, including, where applicable, pensions, disability insurance and health benefits.

The Plan recognises both the vulnerability and potential of older people in emergency situations. It calls for governments and humanitarian relief agencies to recognise that older people can make a positive contribution. It also calls for equal access by older people to food, shelter and medical care and other services during and after emergencies.

Priority 2

Advancing health and wellbeing into old age

The Plan mentions the responsibility of individuals to maintain a healthy lifestyle, and of governments to create a 'supportive environment' that enables people to maintain their health and wellbeing into old age. For both humanitarian and economic reasons, older people should have the same access to preventive and curative care and rehabilitation as other groups.

The Plan promotes a 'life course' approach to wellbeing in old age. It describes health promotion activities and access to health services throughout life as the cornerstone of healthy ageing.

Linking health to broader issues affecting people's lives, the Plan calls for improvements in the economic and social situation of older people to improve their health as well.

The Plan calls for a reduction of the cumulative effects of factors that increase the risk of disease and, consequently, dependence in older age. Policies should be developed to prevent ill-health among older people, and all older people should have access to food and adequate nutrition.

A summary of the plan

continued



Tsao Foundation

The Madrid Plan states that older people should have the same access to preventive and curative care and rehabilitation as other groups.

The Plan points out that investing in health care and rehabilitation for older people extends their healthy and active years.

It calls for universal and equal access to healthcare, strengthening primary health care services to meet older people's needs, developing a 'continuum' of health care services which includes palliative care, and involving older people in the development of health care services.

The Plan recognises the impact of HIV/AIDS on older people and recommends ways to alleviate it.

These include researching HIV/AIDS infection in older people, researching health needs of older carers, providing information, training, medical care and social support to older people living with HIV/AIDS and their carers, reviewing the economic impact of HIV/AIDS on older carers, and

developing policies to support older carers.

The Plan calls for an urgent expansion in agecare training for health and social workers working with older people.

Anticipating a significant increase in the number of older people with mental illness, due to population ageing, the Plan emphasises the need to develop a full range of mental health care services.

The Plan calls for the full participation of older people with disabilities. It commits governments to ensuring that issues concerning older people with disabilities are included in the agendas of national policy and programme coordination agencies dealing with disability, and encouraging the development of self-help organisations of older people with disabilities.

Priority 3

Enabling and supportive environments

The Plan calls for the promotion of 'ageing in place' in the community, taking into account older people's preferences and what is affordable.

Governments should promote provision of community-based care and support of family care, and support carers through training, information, psychological, economic, social and legislative mechanisms.

It points out that provision of care to those who need it, whether by or for older people, is mostly done by the family or community, especially in developing countries. It calls for assistance for older carers, and improved health and social services for older people needing care.

The Plan calls for provision of a 'continuum' of care and services for older people from various sources and support for carers, and support for the caregiving role of older people, particularly older women.

All forms of neglect, abuse and violence of older people should be eliminated. The Plan recommends raising awareness among professionals and the general public, abolishing harmful traditional practices involving older people, enforcing laws against elder abuse, encouraging cooperation between government and civil society in addressing elder abuse, minimising risks to older women, especially in emergency situations, and encouraging research into elder abuse.

The Plan calls for greater public recognition of the authority, wisdom, productiveness and other contributions of older people.

Implementation and follow-up

The Plan notes that a vital first step towards implementation would be to mainstream ageing and the concerns of older people into national development frameworks and poverty-eradication strategies.

It stresses that NGOs are vital in supporting governments' efforts to implement, assess and review the Plan.

Research and technology should be directed at the individual, social and health implications of ageing, particularly in developing countries.

It points out that, at the global level, better coherence, governance and consistency is urgently needed in the international monetary, financial and trading systems.

The Plan notes that a substantial increase in overseas development aid is required if developing countries are to achieve the Millennium Development Goals. It calls for urgent action to address the debt problems of developing countries. 'Developed' countries are urged to make concrete efforts towards the target of 0.7 per cent of gross national product as aid to developing countries, including 0.15 per cent to 'least developed' countries.

International financial institutions and regional development banks are invited to examine and adjust their lending and grants practices, to ensure that older people are recognised as a development resource, and taken into account in their efforts to assist developing countries and countries with economies in transition to implement the Plan.

Similarly, commitment by United Nations funds and programmes is important to ensure integration of ageing in their programmes and projects.

Support by the international community and international development agencies for organisations that specifically promote training and capacity-building on ageing in developing countries is extremely important, says the Plan.

Responsibility for facilitating and promoting the Plan is allocated to the United Nations Programme on Ageing (part of the Department of Economic and Social Affairs). Responsibility for translating the Plan into regional action plans rests with the United Nations regional commissions, and national governments are responsible for ensuring that the Plan takes effect.

Key agreements and policies**Universal Declaration of Human Rights (1948)**

Commits governments to ensuring a series of rights and freedoms without distinction of any kind.

Vienna International Plan of Action on Ageing (1982)

Committed governments, but omitted many areas of concern to older people in developing countries. Replaced by the Madrid Plan.

United Nations Principles for Older People (1991)

Sets out older people's rights to independence, participation, care, self-fulfilment and dignity, but does not commit governments.

Millennium Declaration (2000)

Commits governments to achieving a set of eight Millennium Development Goals, which include halving the number of people living in extreme poverty by 2015.

Madrid International Plan of Action on Ageing (2002)

Commits governments to achieving a set of 33 objectives which cover areas of concern to older people in developing countries as well as richer countries, and are linked to existing international agreements including the Millennium Development Goals.

Africa Policy Framework and Plan of Action on Ageing (due 2002)

Due to be adopted by member states of the African Union, covering issues of concern to older people in Africa.

National policies

Some governments have or are developing national policies which recognise ageing as a development issue, in line with the Madrid Plan. Mauritius has a policy and a policy for Tanzania is well advanced. A policy update is included in *State of the world's older people 2002* (see box on page 5).

'The Madrid International Plan of Action is a "powerful and important programme of action... to demonstrate... that ageing is not a burden. It represents a major shift in focus of social policy in many countries; it places ageing at the top of the policy agenda in the developing world as well as the developed world... Now ageing has to be addressed as a key issue of social policy.''

UN deputy secretary general Nitin Desai in his final speech to the Second World Assembly on Ageing

How to use the plan

Governments who made commitments in Madrid will need constant encouragement and support to deliver these commitments. Older people and their organisations need to take the lead in this. Here are some ideas that people have suggested.

Ideas for action

Publicise the Plan

- ✓ Familiarise yourself with the Plan – use the summary in **Ageways** or obtain the full version (see page 13).
- ✓ Summarise the Plan in newsletters, mailings or briefings to members, staff or volunteers.
- ✓ Produce a poster or leaflet about the Plan and display it.
- ✓ Hold a meeting of older people to brief them on their rights as stated in the Plan.
- ✓ Encourage older people who went to Madrid to talk about their experience to other older people, the media, NGOs and government.
- ✓ Record the views and experiences of older people who went to Madrid, and include these in advocacy materials.
- ✓ Hold meetings with other NGOs, religious organisations and government officials, to brief them on the Plan.
- ✓ Use the International Day of Older Persons (1 October) to publicise the Plan in your community.
- ✓ Talk to the media or run a media workshop to present key parts of the Plan and testimonies of older people.

Influence policy development

- ✓ Work with older people to link the Plan to local issues – investigate areas of concern, such as violence and abuse, and look at how these are covered by the Plan.

- ✓ Use the Plan as a framework to develop programmes to support older people and research into ageing.
- ✓ Hold consultations with older people and others to plan an advocacy campaign aimed at getting local or national governments to achieve one or more of the objectives in the Plan.
- ✓ Provide training and support to older people to use the Plan as a tool to lobby policy makers.
- ✓ Arrange a meeting with government representatives who went to Madrid and other government officials at local or national level, to find out how they intend to follow up the Plan and monitor progress.
- ✓ Hold meetings with senior decision-makers to raise awareness of the rights of older people as set out in the Plan, such as those in charge of ageing and poverty reduction strategy processes.
- ✓ Find out if there is a poverty reduction strategy process in your country, who is responsible for it, how much of the budget will be allocated to older people, how older people will participate in consultations and how they will benefit from the programme.
- ✓ Collaborate with national governments and regional bodies to develop policies and programmes that incorporate the recommendations of the Plan.

- ✓ Collaborate with UN regional agencies to draw up regional implementation strategies.
- ✓ Support the establishment of national committees on ageing, including representatives of civil society, especially organisations of older persons, to advise governments on implementing the Plan.
- ✓ Develop alliances with non age-focused organisations and networks to encourage them to include older people in their development programmes.

Monitor implementation

- ✓ Support older people's groups to monitor implementation (see plans by HelpAge International to develop a 'citizen monitoring' project on p14).
- ✓ Request meetings with relevant government departments to find out how they are monitoring implementation.
- ✓ Network with other civil society organisations to compare progress and exchange experience.

'The governments are not the enemies, they are our children. We put them there and we can ask them to help.'

*Participant in the Madrid
NGO Forum*

Useful quotes from the Plan

'The promotion and protection of human rights and fundamental freedoms including the right to development is essential for the creation of an inclusive society for all ages in which older persons participate fully and without discrimination and on the basis of equality.'

(Paragraph 14)

'Forward thinking calls us to embrace the potential of the ageing population as a basis for future development.'

(Paragraph 16)

'The struggle against poverty amongst older persons aiming towards its eradication is a fundamental aim of the Plan of Action on Ageing.'

(Paragraph 46)

'A necessary first step in successful implementation of the Plan is to mainstream ageing and the concerns of older persons into national development frameworks and poverty eradication strategies.'

(Paragraph 105)



David González/HelpAge International

Thembeliki Hlubi of the Muthande Society for the Aged, South Africa, gives an interview in Madrid.

Examples of follow-up

China National Committee on Ageing plans to publish a collection of documents including the International Plan of Action on Ageing, Political Declaration, statements of selected countries, UN agencies, and other international organisations in Chinese; host a national workshop on quality of life of older people; with UN ESCAP and Macao Government, sponsor a meeting in Shanghai to start developing a regional implementation strategy; and carry out a survey of the situation of poor old people in China to submit to the Chinese central government to influence policy-making.

Human and Financial Resources, Bolivia will organise a forum, 'Older people: a challenge for the future' to review existing social policies and

obtain political parties' commitment to implementing the Plan.

HelpAge International, Mozambique is setting up a 'senior citizens group' to support the existing Third Age Forum to lobby for the inclusion of older people in national plans as a specific group. It is arranging a workshop to obtain feedback from older people and others who went to Madrid.

CAPIS Peru will disseminate information from the NGO Forum at a meeting with NGOs, government representatives, academics and older people who took part in the Forum. Similar, smaller-scale events will be held in many communities where gerontologists are working. As part of the Peru Consortium on Ageing and Development, CAPIS is also participating in assessing the process of decentralisation by the Peruvian government and revision of the

constitution, to ensure that ageing issues are included in development proposals.

Lao Ministry of Labour and Social Welfare is planning a workshop to launch a national committee on ageing and disseminate the results of the Madrid Plan.

HelpAge International will develop pilot citizen monitoring projects in several countries (see page 14).

Full version of the Madrid Plan

The Madrid Plan can be downloaded from the UN Programme on Ageing website as a PDF or Word document:
<http://www.un.org/ageing/coverage>

Printed copies can be obtained by writing to: UN Programme on Ageing, DESA, 2 UN Plaza, DC2-1316, New York, NY 10017, USA.
Fax: +1 212 963 0111

Older citizens to monitor progress

HelpAge International's 'citizen monitoring' project will support older people's groups to monitor and report on their governments' progress in implementing the Madrid Plan.



Speakers from Peru, Tanzania, Philippines, Jamaica, Bolivia and UK at a workshop on 'Partnership in practice' at the Madrid NGO Forum.

HelpAge International is developing a 'citizen monitoring' project, to help ensure that the commitments made at the Second World Assembly on Ageing are translated into policies and programmes that benefit disadvantaged older people in developing countries.

The project will include:

- strengthening poor older people's ability to participate in national decision-making processes, relating especially to poverty reduction plans
- developing indicators to assess whether governments are delivering the commitments they made at the Second World Assembly on Ageing
- supporting the development of older people's groups to monitor the effects of the Madrid Plan on public services and budgets.

The project will start by identifying policy makers, groups and networks engaged in policy monitoring, and channels of communication that have been successfully used to inform older people of their rights and engage them in dialogue with policy makers.

The findings will be used to prepare a preliminary report on citizen monitoring of public policy on ageing issues in a range of situations. The report will be presented to the UN Commission for Social Development in New York in February 2003.

Pilot citizen monitoring projects will then be established in several countries. Older people, in collaboration with representatives of civil society organisations, governments and donors, will monitor activities at community, national and regional level, initially over a two-year period. Older people will take the lead in deciding what activities to monitor and how they will monitor them.

Older people and their organisations will discuss their findings with policy makers and agree follow-up action.

The aim is to develop processes and tools that can be used elsewhere to monitor policies and ensure that older people's rights are being respected.

More information: Sylvia Beales, Policy Development Manager, HelpAge International, PO Box 32832, London N1 9ZN, UK. Fax: +44 20 7713 7993 Email: sbeales@helpage.org

Citizen monitoring in Zambia

In many countries, structural adjustment policies have had an adverse effect on the poor, especially the introduction of fees and other charges for education and medical treatment.

In Zambia, the Economic Justice Unit of the Catholic Church, a partner of the UK-based development agency CAFOD, was set up in 1994 to monitor the impact of structural adjustment policies.

Groups of volunteers from the Justice and Peace Commissions of different dioceses regularly note prices of a dozen commodities, such as sugar, soap and charcoal. They send their findings to the central office, which compiles them into a chart. The chart is published every two months in the *Economic Justice Unit Bulletin*.

The collection of prices on the basic basket of goods is useful, because it is easy to understand and becomes an advocacy tool for anyone who reads the *Economic Justice Unit Bulletin* – not just professional lobbyists.

The project has succeeded because:

- tasks carried out by volunteers are straightforward and bear no cost
- tasks are 'repeatable', so that it is possible to establish trends
- there is positive feedback to show volunteers that the data they are collecting is useful and appreciated
- there is training, so that the information gathered is useful for advocacy purposes.

More information: Economic Justice Unit, Catholic Commission for Justice and Peace, PO Box 31965, Lusaka, Zambia. Tel: +260 1 260980

HelpAge International Members

Caribbean

Action Ageing Jamaica
 Extended Care Through Hope and Optimism (ECHO), Grenada
 HelpAge Barbados/Barbados National Council on Aging*
 HelpAge Belize*
 National Council of and for Older Persons/HelpAge St Lucia
 Old People's Welfare Association (OPWA), Montserrat
 REACH Dominica*
 Society of St Vincent de Paul (SVP), Antigua

Africa

Associação dos Aposentados de Moçambique (APOSEMO)
 Elim Hlanganani Society for the Care of the Aged, South Africa
 HelpAge Ghana (HAG)*
 HelpAge Kenya*
 HelpAge Zimbabwe*

Mauritius Family Planning Association
 Muthande Society for the Aged (MUSA), South Africa*
 Regional Centre for Welfare of Ageing Persons in Cameroon (RECEWAPEC)
 Senior Citizens' Council, Mauritius
 Sierra Leone Society for the Welfare of the Aged
 Sudanese Society in Care of Older People (SSCOP)
 Uganda Reach the Aged Association

Asia/Pacific

Bangladesh Women's Health Coalition (BWHC)
 China National Committee on Aging (CNCA)*
 Coalition of Services of the Elderly (COSE), Philippines*
 Council on the Ageing (Australia)
 Fiji Council of Social Services
 Foundation for Older People's Development (FOPDEV), Thailand
 HelpAge India*
 HelpAge Korea*
 HelpAge Sri Lanka*
 Helping Hand Hong Kong*

Instituto de Acção Social de Macau
 Mongolian Association of Elderly People
 NACSCOM, Malaysia*
 Office of Seniors Interests, Australia
 Pakistan Medico International
 Positive Ageing Foundation, Australia
 Resource Integration Centre (RIC), Bangladesh
 Senior Citizen Association of Thailand*
 Singapore Action Group of Elders
 Tsao Foundation, Singapore
 USIAMAS, Malaysia*

Europe

Caritas Malta HelpAge, Malta
 Centre for Policy on Ageing, UK
 Cordaid, Netherlands
 Counsel and Care, UK
 DaneAge Association, Denmark
 Elderly Woman's Activities Centre, Lithuania
 Eurolink Age, UK
 Help the Aged (UK)*
 London School of Hygiene and Tropical Medicine (LSHTM), UK
 Mission Armenia

Slovene Foundation (Slovenska Fundacija), Slovenia
 Zivot 90, Czech Republic

Latin America

Asociación Gerontológica Costarricense (AGECO), Costa Rica*
 Caritas Chile
 CooperAcción, Peru
 FAIAF, Argentina
 Fundación Centro de Estudios e Investigaciones del Trabajo (CESTRA), Colombia*
 Lima Co-ordinating Group (Mesa de Trabajo de ONGs Sobre Ancianidad), Peru*
 Red de Programas Para al Adulto Mayor, Chile
 Pro Vida Bolivia*
 Pro Vida Colombia*
 Pro Vida Ecuador
 Pro Vida Perú

North America

American Association of Retired Persons (AARP)*
 Help the Aged (Canada)*

* Full member

HelpAge International Regional development centres

These offices can put you in touch with members in their region.

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East and Central Europe network

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What do you think of Ageways?

This is the third issue of **Ageways** in the new format. What do you think of it? Please cut out or photocopy this form, or write your response on a separate sheet, and send it to:

The Editor, **Ageways**,
 HelpAge International,
 PO Box 32832
 London N1 9ZN, UK.
 Fax: +44 20 7713 7993
 Email: ctill@helpage.org

You could win a prize!

The sender of the first reply picked at random on 1 October will receive a pack of HelpAge International goodies from Madrid.

Themes covered so far are:

Home care and volunteers
 Violence and abuse
 Second World Assembly on Ageing

How well has Ageways covered these?

Very well Fairly well
 Not very well

Please add comments

Which parts of Ageways do you find useful?

Noticeboard (non-theme)
 Overview Case studies
 'How to' articles
 Resources
 HelpAge International network (non-theme)
 Other (please specify)

How do you use Ageways?

For your own work
 Training
 Adapt/translate
 Read and keep
 Other (please specify)

If you use **Ageways** for your own work or training, please give an example

What topics would you like future issues to cover?

What do you think of the new design?

Very good Fairly good
 Not very good

Please add comments/suggestions

Your details

(optional, but needed for the prize draw)

Name _____

Job title _____

Organisation _____

Address _____

Country _____

Tel _____

Fax _____

Email _____

Thank you very much for your response. We will print the results in **Ageways** 62.

Dates for your diary

Linking international days with the Madrid International Plan of Action on Ageing can help to keep the Plan in people's minds and promote older people rights as set out in the Plan.

The fourth **Global Embrace** has been set for 29 September 2002 with the theme, 'Active ageing: moving hearts for health'.

The Global Embrace is promoted each year by the World Health Organization's Global Movement for Active Ageing. It takes place on or around the **International Day of Older Persons** to emphasise the importance of intergenerational solidarity, and promote the view that healthy older people are a resource for their families, communities and the economy.

This year's Global Embrace will take place in collaboration with the World Heart Federation, which celebrates World Heart Day on 29 September.

New publications from HelpAge International can help to support activities to mark **World AIDS Day**. *HIV/AIDS and older people: the African situation* is a leaflet explaining the situation and role of older people in the HIV/AIDS pandemic in Africa. It goes on to describe what needs to be done regarding policy, research, information, advocacy and direct support. It is available free from the Africa regional development centre (address on page 15).

A set of posters and other materials on HIV/AIDS and older people has been produced by the Asia-Pacific regional development centre (address on page 15).

More information will be available in *Ageways 61* (October 2002), which will focus on HIV/AIDS.

International days

8 March

International Women's Day

7 April

World Health Day

1 October

International Day of Older Persons

1 December

World AIDS Day

10 December

Human Rights Day

Information about the Global Embrace, registration forms and a handbook in English and Spanish are available from: Ageing and Life Course, WHO, 20 Avenue Appia, CH-1211 Geneva 27, Switzerland. Fax: +44 22 791 48 39 Email: activeageing@who.int <http://www.who.int/hpr/ageing>

*Guidelines on organising a Global Embrace were included in **Ageways 57**.*

Joining in the fun



*In the village of Fomopea, Cameroon, World Health Day was celebrated with public information and entertainment, organised by community-based organisation, **Ensemble Protégés les Vieux**. Older people took part in games with younger people.*

HelpAge International is a global network of not-for-profit organisations with a mission to work with and for disadvantaged older people worldwide to achieve a lasting improvement in the quality of their lives.

Ageways exchanges practical information on ageing and agecare issues, particularly good practice developed in the HelpAge International network. It is published three times a year by HelpAge International, with funding from Help the Aged (UK).

Copies are available in English, Spanish (*Horizontes*), Russian and Ukrainian, free of charge on request to project staff, carers and older people's organisations. Please write to Publications, HelpAge International at the address below to request an order form, or email: cdobbing@helpage.org

Ageways is also available on the web at: <http://www.helpage.org>

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David González/HelpAge International