



“Human rights do not diminish with age”

CAMPAIGN WEEK 3 - AGEISM AND SOCIAL RIGHTS

Thematic page and communication toolkit

<http://ageing-equal.org/ageism-and-social-rights/>

<http://trello.com/b/q14dqege>

Examples of posts

+ *Many older people, driven by poverty, find themselves forced to accept working and living conditions that violate their #humanrights. Share your own testimony about the experience of #ageism on <http://ageing-equal.org/contact-us/> #AgeingEqual*

+ *Eurofound has recently shown that #WorkLifeBalance has worsened persistently since 2007. Older women bring tremendous value to society as informal carers but they face great risks to their health and risk of poverty. #AgeingEqual*

+ *According to research in the UK older people contribute more to society than the public expenditure required to cover their pensions, health and long-term care needs. #CheckYourMisconception #AgeingEqual*

+ *Research shows that enforcing mandatory retirement does not create more jobs for young people. Instead, society misses out from older workers' abilities and experiences. Learn more on: <http://ageing-equal.org/ageism-and-social-rights/> #SocialRights #AgeingEqual*

+ *Citizens of all ages need an ambitious European Pillar of #SocialRights for a fairer and more inclusive Europe when they reach old age! Time to put words into action! #AgeingEqual*

+ *"To address population ageing in Europe, we need more and better investment in health prevention across the life cycle and in access to quality and affordable long-term care" says @parent_ano #SocialRights #LongTermCare #AgeingEqual*

+ *We all have the capacities and potential to contribute to society regardless of age. Providing services and support for the older generation*

is a right and an investment, not a cost. Add your voice: <http://ageing-equal.org/contact-us/> #SocialRights #ImOldSoWhat #AgeingEqual

+ If we are serious about extending working lives, a life-course approach to all policies is needed: we should ensure access of older people to lifelong learning! #LifeLongLearning #OlderWorkers #SocialRights #AgeingEqual

Relevant hashtags

#AgeingEqual #IWantWorkLifeBalance #WorkLifeBalance #SocialRights #CaringForCarers #OlderWorkers #Employment #ExtendedWorkingLives #FlexibleWorking #FutureOfWork #LifeLongLearning #SayNoToAgeism #StandUp4HumanRights

Relevant handles

@EAEA2020	European Association for the Education of Adults
@ENIL_EU	European Network on Independent Living
@etuc_ces	European Trade Union Confederation
@EU_OSHA	European Agency for Safety and Health at Work
@Eurocarers_info	Eurocarers
@Eurodiaconia	Eurodiaconia
@eurofound	Eurofound
@Illplatform	Lifelong Learning Platform
@social_platform	Social Platform

Any question?

For any query, please contact: **estelle.huchet@age-platform.eu**



AGE work is co-funded by the **Rights, Equality and Citizenship Programme** of the European Union. The contents of this document are the sole responsibility of AGE Platform Europe and can in no way be taken to reflect the views of the European Commission.