UNITED NATIONS
HUMAN RIGHTS
OFFICE OF THE HIGH COMMISSIONER

INTERNATIONAL DAY OF

OLDER PERSONS 2026

Communications Toolkit



UNITED NATIONS
HUMAN RIGHTS
OFFICE OF THE HIGH COMMISSIONER

2026 observance theme:

The Age of Longevity:
Rethinking Systems for Longer Lives

Campaign:

#OldEnoughTo

a new multi-year campaign led by OHCHR, Older Persons Unit, anchored to 1st October each year



This toolkit covers the 2026 observance, on October 1, 2026.

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SECTION A.

START HERE

The day, the theme and the campaign
in **five** short sections



1. How to use this toolkit

#OldEnoughTo is a multi-year campaign on the human rights of older persons, led by OHCHR's Older Persons Unit and open to partners across the UN system, national human rights institutions, civil society and organizations of older persons. This toolkit is the campaign's first package. It is built around the **International Day of Older Persons on 1 October 2026 and works under the 2026 observance theme, The Age of Longevity: Rethinking Systems for Longer Lives[1].** The day marks the campaign's launch, not its full span.

The toolkit has four sections, A to D, and two annexes. Section A sets out the day, the theme and the campaign. Section B is the core kit, the material you can use. Section C provides supporting resources, guidance on language and imagery, a fact sheet and FAQs. Section D covers consent, accessibility, localization and translation. Annex 1 sets out ownership and usage. Annex 2 lists the sources behind the campaign messages and further reading.

WHO THIS IS FOR

- United Nations agencies, country teams and regional offices
- National human rights institutions
- Civil society partners and organizations of older persons
- Individuals

OWNERSHIP AND USAGE IN BRIEF

OHCHR leads the campaign and is the source of its materials. Key messages, boilerplate, films and social assets may be reused as provided, with attribution to OHCHR. Translating them into another language needs no



[1] The theme originates each year from United Nations Department of Economic and Social Affairs (UN DESA)

clearance. Changing what a message says, co-branding a campaign card, re-cutting a film or using the OHCHR logo does need prior agreement. Full terms are set out in Annex 1.

CONTACT

For questions about the campaign, co-branding requests and permissions, please write to Chitralekha Massey (**chitralekha.massey@un.org**) and cc Kejian Chen (**kejian.chen@un.org**).

2. About the day and the 2026 theme

THE UN DAY

In 1990, the UN General Assembly designated 1 October as the International Day of Older Persons, with the first observance taking place in 1991. Each year, UN DESA organizes the **International Day of Older Persons** commemoration, including the identifying of the theme for the year. The Day operates within the global framework established by the Madrid International Plan of Action on Ageing.

The 2026 theme, **The Age of Longevity: Rethinking Systems for Longer Lives**, looks at a question that affects us all: how should our policies and systems adapt to support lives lived with dignity? It calls for longer lives to be more secure and dignified.

WHY THE CAMPAIGN EXISTS

Population ageing is a global phenomenon that has profound implications for human rights of all. Despite increased awareness and discourse about these challenges, older persons remain largely invisible in the current international legal framework. Ageism can make older persons less visible. It shapes assumptions about what older persons can understand, decide, contribute or aspire to, and those assumptions can determine how they are treated. Around one in two people worldwide holds ageist attitudes towards older persons. Age, however, does not define a person's knowledge, abilities, ambitions or right to have a say.

The consequences are real. Ageism can affect access to healthcare, opportunities, restrict participation and leave older persons out of decisions about their own lives. It affects people across the life course, making the challenge of ageism a responsibility shared across generations.

3. What is #OldEnoughTo

People are living longer. Many of the systems around us have not kept pace. Age-based assumptions still shape hiring and workplace training, healthcare, financial services, digital access and other areas of everyday life.

"Too old to" is more than a phrase. It can become an assumption about who gets hired or offered training. It can affect who can access services and whose choices are heard and respected.

#OldEnoughTo turns that assumption around

There is no single way to complete **#OldEnoughTo**. Anyone can complete the sentence, in any language, in their own words, based on their experience and what matters to them.

For the 2026 International Day of Older Persons, #OldEnoughTo asks us to rethink the assumptions built into the systems around us. It reflects this year's theme: The Age of Longevity: Rethinking Systems for Longer Lives.

- Old enough to be hired and promoted.
- Old enough to learn something new.
- Old enough to bank online.
- Old enough to decide what treatment I want.
- Old enough to decide how I live and how I receive care and support.
- Old enough to change direction.
- Old enough to speak for myself.
- Old enough to begin again.

How would you finish the sentence?

#OldEnoughTo
#OlderPersonsDay
#Agency&Dignity



4. How to take part, and what comes next

FOR THE DAY

1. **Post:** Share at least one campaign message on your channels between 15 September and 15 October. Use **#OldEnoughTo** as the primary along with **#OlderPersonsDay** and **#Agency&Dignity** as secondary hashtags. Ready-to-use cards and captions are available in the social media package.
2. **Screen:** Show The Fortune Teller at an event or gathering. From 1 October, you can also screen the new film, **Happily Ever After.**
3. **Film:** Invite an older person to finish the sentence, "I'm **#OldEnoughTo…"** Record their response and share it using #OldEnoughTo, #OlderPersonsDay and #Agency&Dignity. Read the consent and safeguarding guidance before recording. Remember: consent to being filmed does not mean consent to being named.
4. **Check:** Review your communications using the campaign's language and imagery guidance. Make changes wherever needed and continue to apply the guidance beyond **Older Persons Day**



WHERE THIS GOES NEXT

#OldEnoughTo does not end on 1 October 2026. This is the first year of a longer-term campaign to challenge ageism in the systems around us. The hashtag and the

invitation to finish the sentence will continue each year. Assets translated or adapted this year can be used again. Future campaign materials will also reflect what we hear from partners. Tell us what worked and what you would change. Your feedback will help shape what comes next.

5. What each audience can do

AUDIENCE	THE ASK	WHAT YOU NEED FROM THIS KIT
UN agencies, country teams and regional offices	Repost the latest film, Happily Ever After, which will release on 1 October, include the standard campaign text in your newsletter and on your website, and use the key messages in speeches and statements.	The campaign films, boilerplate, key messages, social media package
National human rights institutions	Mark the day publicly, bring a human rights perspective to national commentary, and connect the campaign to your own monitoring and reporting on the rights of older persons.	Key messages, fact sheet, FAQs, language and imagery guidance
Civil society partners and organizations of older persons	Host an event or discussion, ensure older persons are heard directly, and share photos and participation figures with OHCHR.	The campaign films, social media package, consent and safeguarding, feedback form
Individuals	Repost the films, use the hashtag, and speak up when you encounter ageist remarks or assumptions.	The campaign films, social media package, language and imagery guidance



SECTION B.

CAMPAIGN MATERIALS

The **four** things you can use as they are.

6. Key messages

Each message is grounded in an existing Human Rights Principle and standard; UN report finding.
Annex 2 lists the sources.

- **Longer lives** are one of humanity's greatest achievements. Our systems must keep pace, so these years can be lived fully and with dignity.
- **Autonomy does not diminish with age.** Older persons have the right to make decisions about their own lives, including their care.
- **Longevity must go hand in hand with the full enjoyment of human rights.** Entitlements to income security, to health, to work and to participation continue for as long as a life does.
- Age discrimination persists across employment, health care, financial services and social protection, limiting the rights, choices and opportunities of older persons. **Stand against age discrimination** wherever it occurs.
- Support must never become a reason to take away a person's choices. **Older persons' will, preferences and legal capacity must always be respected.**
- Older persons must have a **meaningful say in decisions** that affect their lives. Their voices must be heard, with their autonomy and human rights respected and protected.
- There is no single experience of older age. Policies and **services must reflect the diversity of older persons**, supported by disaggregated data that make inequalities visible.



7. Boilerplate

Standard text about the International Day of Older Persons and the **#OldEnoughTo campaign.** Use it at the end of press releases, in newsletters and event listings, on campaign pages or intranets, and in speaker briefing notes.

The International Day of Older Persons is observed every year on 1 October. It is an opportunity to put the human rights of older persons firmly on the agenda.

The 2026 theme, The Age of Longevity: Rethinking Systems for Longer Lives, asks whether the systems around us have kept pace with longer lives. From social protection and care to employment and digital services, many still reflect assumptions about ageing that do not match the realities of longer lives.

Through **#OldEnoughTo**, the UN Human Rights Office (OHCHR) is challenging those assumptions and the ageism behind them. Older persons should have a say in the decisions that affect their lives.

Finish the sentence: "Old enough to… Share your answer using #OldEnoughTo, #OlderPersonsDay and #Agency&Dignity, and join the campaign.

MICRO VERSION, FOR NEWSLETTERS AND EVENT LISTING

On 1 October, the International Day of Older Persons, OHCHR's #OldEnoughTo campaign asks whether the systems people depend on have kept pace with longer lives. Join us. #OldEnoughTo #OlderPersonsDay #Agency&Dignity



8. Campaign films

HAPPILY EVER AFTER, TO BE RELEASED ON 1 OCTOBER 2026

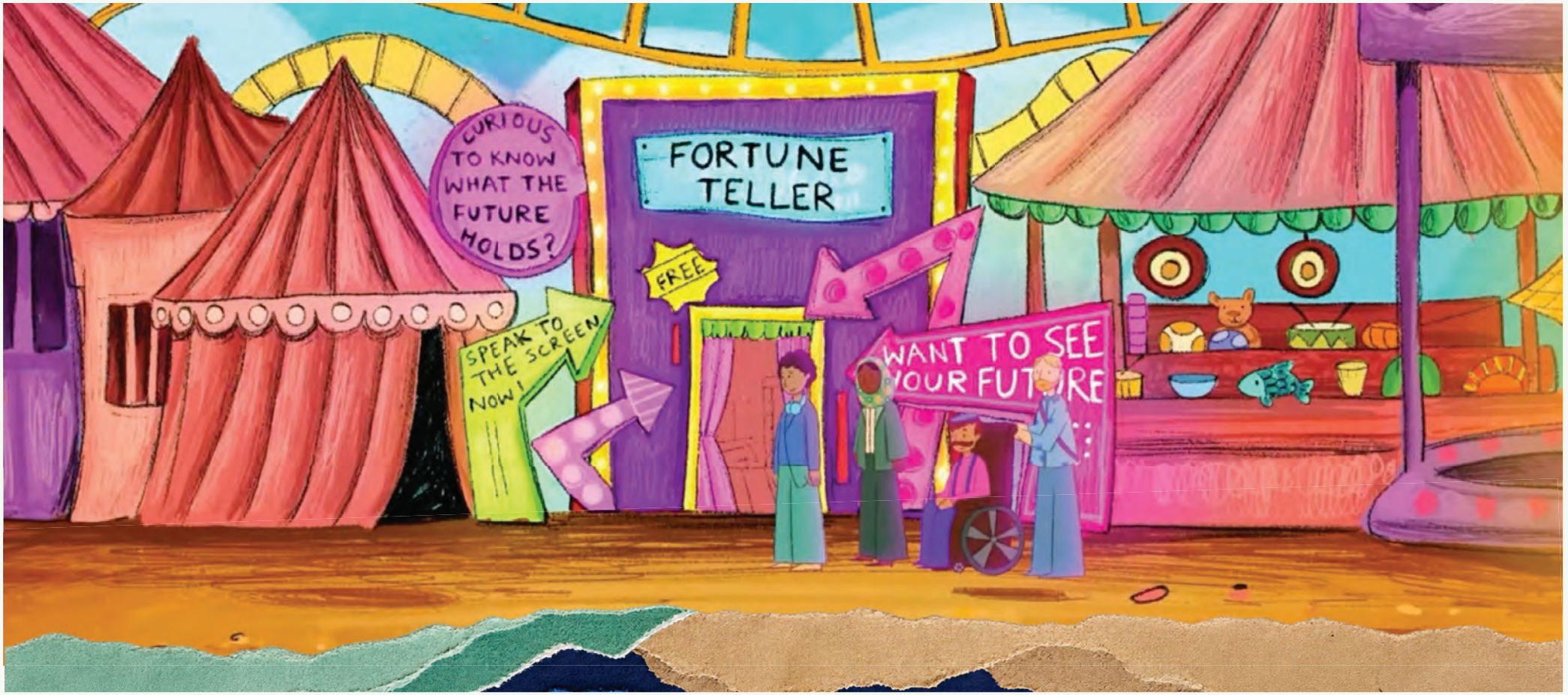
Synopsis: A pill now adds seventy years to a human life, and retirement has become the part everyone waits for. Rowan, a construction worker who has always wanted to open a bakery, takes it, expecting his turn. What he finds is a city built for younger persons. Meeting others whose plans stalled the same way, he starts to question whether a longer life means much if he cannot live it the way he wants. So what will Rowan do now? Watch the film on 1 October to find out. | **Run time:** 5 minutes.



THE FORTUNE TELLER (RELEASED LAST YEAR)

Synopsis: A fortune teller's booth shows people their lives thirty or forty years from now. In one future, the systems around them fail as they age. In another, the same people live with their rights, dignity and choices respected. The Fortune Teller is a five-minute animated film with no dialogue, designed to work across languages. It shows two possible futures and asks: Which one are we building?

Run time: 5 minutes and 21 seconds. **Watch it here on Youtube**



USAGE AND CREDITING

Partners may screen both films for non-commercial activities related to the International Day of Older Persons. The films must be shown in their original form. Please do not edit or re-cut the films, add logos or text overlays, or remove the end card without prior agreement.
Please include the relevant credit line with every repost, and repost from **OHCHR's** official accounts wherever possible.

- **Happily Ever After © OHCHR 2026. Produced by UN Human Rights.**
- **The Fortune Teller © OHCHR 2025. Produced by UN Human Rights.**

9. Social media package

Hashtags and handles
When sharing campaign content, please use:

- Primary hashtag: **#OldEnoughTo**
- Secondary hashtags: **#OlderPersonsDay #Agency&Dignity**
- Tag us on Instagram: **@ohchr.olderpersons**

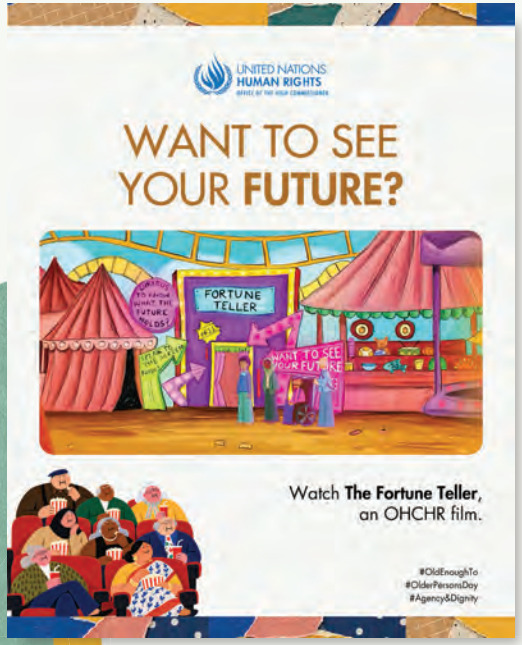
Before you post:

- Add **alt text** to every image.
- Check **captions** are on for any video upload.
- Check the **language** against the language and imagery guidance, especially in copy written locally.

Contact: For questions about the campaign or use of the materials, please contact Kejian Chen (**kejian.chen@un.org**).



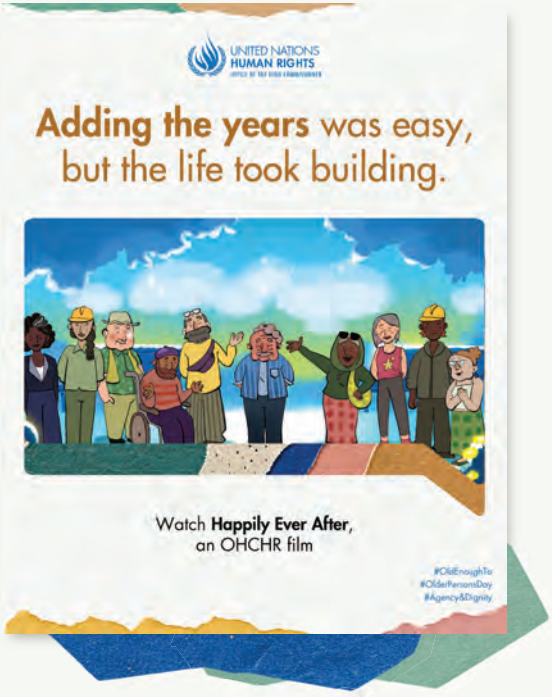

UNITED NATIONS
HUMAN RIGHTS
#OldEnoughTo
Finish the sentence.
1st October
International Day of Older Persons


UNITED NATIONS
HUMAN RIGHTS
WANT TO SEE
YOUR FUTURE?
FORTUNE
TELLER
Watch The Fortune Teller,
an OHCHR film.
#OldEnoughTo
#OlderPersonsDay
#Agency&Dignity


UNITED NATIONS
HUMAN RIGHTS
AGEISM IS MORE
COMMON THAN
YOU THINK.
Ageism results in
worsened health
(WHO review)
#OldEnoughTo
#OlderPersonsDay
#Agency&Dignity


UNITED NATIONS
HUMAN RIGHTS
The right to
income security
does not expire.
A pension is not a reward
for the years you worked. It
is a right you hold.
#OldEnoughTo
#OlderPersonsDay
#Agency&Dignity


UNITED NATIONS
HUMAN RIGHTS
THE RIGHT TO
DECIDE FOR
YOURSELF HAS NO
UPPER AGE LIMIT.
Where you live, how you are cared
for and what support you need
should be your decisions.
GOOD IDEAS
HAVE NO
AGE LIMIT
STILL
LEARNING


UNITED NATIONS
HUMAN RIGHTS
Adding the years was easy,
but the life took building.
Watch Happily Ever After,
an OHCHR film
#OldEnoughTo
#OlderPersonsDay
#Agency&Dignity

SECTION C.

REFERENCE MATERIALS

Figures, language and answers to check your own copy against. The figures come from other agencies and are sourced to them.



10. Language and imagery use

USE	AVOID	WHY
Older persons, older people	The elderly, the aged, the old	Older persons is the term used in United Nations instruments. The alternatives turn a diverse group into a single fixed category, often with negative connotations.
People aged 60 and over, people aged 80 and over	Very old	Naming the age band is precise and avoids implying frailty.
Population ageing, the longevity transition	Silver tsunami, grey wave, demographic time bomb, ageing crisis	Disaster metaphors frame longer lives as a threat rather than an achievement or opportunity.
Care and support needs, demand for long-term care	Burden on health systems, dependency burden	Burden language positions people as a cost rather than as rights holders.
Rights holders, participants, decision-makers	Recipients, the vulnerable	Vulnerable has a specific legal use. As a general label it removes agency.
A person living with dementia	Senile	Describes the condition without reducing the person to it.
Older workers, experienced workers	Past their prime, blocking younger workers	Age-based assumptions about capability are exactly what the campaign challenges.
Describe what the person does	Still sharp at 80, 80 years young, young at heart	Compliments that treat age as something to be overcome are ageism in a friendly register.
Retired, no longer in paid work	Put out to pasture, winding down	Neutral description rather than a judgement about worth.
Older persons said, in their own words	Speaking on behalf of older persons	Participation means being quoted, not represented.

IMAGES: WHAT TO USE



Older persons engaging in **everyday life in their own environments,** at work, online, travelling, organizing, caring for others.



Older persons as **active decision-makers and contributors** – leading, speaking, voting, teaching, creating or making choices about their own lives.



Representation across **regions, disability, gender and setting**, including rural and institutional settings where relevant.



Older persons **learning, changing and starting something new** – studying, retraining, developing skills or taking on new roles.



Intergenerational images where the **older person is an equal participant** rather than the object of care.

ALT TEXT

Write one or two sentences describing what is important in the image rather than every visible detail. Name people only if they have consented to be identified. Mention age only when it is relevant to understanding the image.

11. Fact sheet

Every figure below is sourced at the end of this document. Please keep the citation with the figure whenever you reuse one. Full references are in **Annex 2.**

Who is ageing, and where

- About 1.1 billion people aged 60 years or over in 2023. This number is projected to reach about 2.1 billion by 2050, or roughly one in five people globally (WHO, 2025).
- 80% of older persons will be living in low- and middle-income countries by 2050 (WHO, 2024b).

Ageism is common and measurable

- Survey data from 83,034 people in 57 countries estimates that one in every two people worldwide holds moderately or highly ageist attitudes towards older people (WHO, 2021a).
- A systematic review covering 422 studies, 45 countries and more than 7 million participants found ageism associated with poorer health outcomes in 96% of the studies examined (WHO, 2021b).

Violence and neglect

- A review of 52 studies in 28 countries estimated that 15.7%, around one in six, of people aged 60 and over experienced some form of abuse in community settings during the preceding year (WHO, 2024a).
- In institutional settings, 64.2%, almost two in three, of staff reported committing some form of abuse in the preceding year (WHO, 2024a, table 1).

Systems built for shorter lives

- 79.6% of people above statutory retirement age worldwide receive an old-age pension, up 5.5 percentage points since 2015. More than 165 million people above statutory retirement age receive none (ILO, 2024).
- Regional pension coverage remains highly unequal: 22.3% in sub-Saharan Africa, 47.1% in Southern Asia and 48.4% in South-Eastern Asia and the Pacific (ILO, 2024, ch. 4.3).
- Only 49% of countries had a long-term care policy, plan, strategy or framework in 2020 (WHO, n.d.).
- Existing long-term care systems frequently rely on unpaid family caregiving, predominantly by women, who may lack training, caregiver leave and social protection, and who may experience severe physical and psychological strain (WHO, 2020, s. 3.4).

The digital divide is a rights issue

- In 2024, 2.6 billion people, 32% of the global population, remained offline (UN DESA, 2024). Because older persons are disproportionately represented among people without internet access, the expansion of digital-only services risks reinforcing existing age, income, disability and geographic inequalities.

The right to work and decent work

- In 62% of countries with available data, long-term unemployment is more common among unemployed people aged 55 and over than among those aged 25 to 54 (ILOSTAT, 2024).

Participation and social connection

- Among countries with a national forum on healthy ageing, one in three does not include older persons in

in that forum (WHO, 2023).

12. FAQs

Partners may receive questions about the campaign. The **answers** below can help keep responses accurate and consistent.

Q. Why use human rights framing alongside healthy ageing?

The two approaches complement each other. Health is one area where older persons' rights are at stake. A human rights approach also covers equality, autonomy, social protection, freedom from violence and abuse, work, education and participation. It asks what rights people have and who is responsible for protecting them.

Q. Existing human rights treaties already protect everyone. Why is anything new needed?

Older persons have the same human rights as everyone else, but gaps remain in how those rights are protected in practice. Age is not explicitly listed as a prohibited ground of discrimination in most core UN human rights treaties. In 2025, the Human Rights Council established an intergovernmental working group to draft a legally binding instrument on the human rights of older persons.

Q. Is population ageing a burden on economies?

Longer lives are an achievement. Older persons contribute through paid work, unpaid care, knowledge and community life, and resources flow between generations in different directions. Population ageing needs policies and systems that respond to longer lives.

Q. Does focusing on older persons take attention or resources away from young people?

Everyone ages. Decisions made today about work, pensions, care, health and digital access will shape the lives of younger generations as they grow older. Protecting rights throughout life benefits people of all ages.

Q. Who counts as an older person?

There is no single agreed age threshold. UN data commonly use 60 years and over or 65 years and over, depending on the source and context. When using statistics, always state which age group the figure refers to.

Q. Can we adapt the messages for our own audience?

Facts and figures and their meaning must not be altered and used with their sources. Key messages, boilerplate and social copy may be translated into any language without clearance. Changes to the meaning of a message, rather than the language, needs prior agreement.

Q. What do we do about ageist or hostile comments on campaign posts?

Avoid amplifying them by repeating or quoting them. Reply once with a fact, hide or report abusive comments in line with your moderation policy, and avoid prolonged exchanges with individual accounts.





SECTION D.

GUIDANCE

How to use the material safely and well in your own context

13. Consent and safeguarding

- These safeguards apply to partners creating or collecting campaign material involving older persons.
- Before recording, explain how the material will be used and where it may appear. Tell the person how long it will remain available and that others may reshare it.
- Obtain and record consent in a language and format the person understands. Give them a copy of the consent to keep. Consent to being photographed or filmed does not mean consent to being named.
- Explain how to withdraw consent and whom to contact. Act promptly on withdrawal requests. Once material has been published or reshared, complete removal may not be possible.
- If a person has a cognitive impairment, presume legal capacity and support them to make and communicate their own decision. If they cannot communicate a decision even with support, do not use the material.



- In care settings, obtain the person's own consent. Permission from the institution does not replace it.
- Collect only the personal data needed for the agreed use. Store it securely and delete it when it is no longer needed.
- Consider whether participation could put someone at risk, particularly when they are sharing a sensitive personal experience. Offer anonymity and do not press for identifying details.
- Where possible, share the final material with participants before publication so they can confirm their consent. If consent is withdrawn before publication, do not publish the material.

14. Accessibility requirements

When posting campaign content, please **follow these basic accessibility requirements**:

- Use the provided Alt text on every image from the social media package; if you translate a caption, translate the alt text with it. If you design your own card, provide alt text for it.
- Turn captions are on when you upload videos. You can also edit the auto-generated captions.
- Capitalize each word in a hashtag, as in **#OldEnoughTo**, so that screen readers can read it correctly.



15. Localization and translation

- Campaign copy and key messages may be translated without prior clearance. Sourced facts may also be translated, but the underlying figures and statistics must not be changed.
- Use of the **OHCHR logo requires prior clearance**. Please write to Kejian Chen (**kejian.chen@un.org**).
- For quotations, use an official-language version of the source where available rather than producing a new translation.
- Editable files are available on request to help preserve the campaign's typography, formatting and logo placement.
- Share local-language versions with Kejian Chen (**kejian.chen@un.org**), along with a link to the published material. This will allow OHCHR to list translations centrally and help avoid duplication in the same language.
- Examples and imagery may be adapted to reflect the local context.



TELL US WHAT YOU DID

16. Feedback

Please take a moment to complete the four fields. Your responses will help us report on this year's campaign and build a useful evidence base for next year.

FIELD	WHAT TO SEND	FORMAT
1. What you did	Posts, events, screenings, publications, media coverage	Short list with links
2. Reach	Impressions, views, attendance, or your platform's nearest equivalent	Views, reach and impressions, per channel
3. Older persons' participation	How older persons took part, and in what role	Two-three sentences
4. What worked and what did not	One thing you would change next year	Two-three sentences

Deadline: 31 October 2026. Kindly send to Kejian Chen (**kejian.chen@un.org**)

ANNEXES

ANNEX 1. OWNERSHIP AND USAGE

OHCHR leads the campaign and provides the campaign materials in this toolkit. Publications from other agencies listed in Annex 2 remain the property of their respective publishers. They are not campaign materials and not covered by these terms. Photographs from third-party sources are used under the license granted by the provider. Check the relevant license before reusing an image outside this toolkit.

MAY BE REUSED AS PROVIDED, WITH ATTRIBUTION TO OHCHR WHEREVER POSSIBLE

- Key messages
- Campaign films, unedited and with the credit line intact
- Social media cards and adaptable copy
- Standard campaign text



REQUIRES PRIOR PERMISSION

- Use of the OHCHR logo, subject to the relevant authorization and branding requirements
- Co-branding of the campaign cards or the film end card
- Re-editing, re-cutting, or adding overlays to the campaign films
- Changing a key message. Translation into another language does not require permission.
- Any commercial use

Permission requests are answered within five working days.

CURRENT VERSION

This toolkit is the current version of the campaign materials. Partners are encouraged to cite or link to it rather than reproduce it separately, to avoid fragmented or inconsistent versions of the materials. For permission requests or other questions, **contact: kejian.chen@un.org**

ANNEX 2. SOURCES AND FURTHER READING

OHCHR and United Nations materials are the basis for the campaign's key messages and may be cited as campaign sources. Materials published by other agencies are provided for further reading. They are not campaign materials and are not covered by the usage terms in Annex 1; please cite the original publisher when using them.

OHCHR AND UNITED NATIONS SOURCES

Normative standards

Update to the 2021 Analytical Outcome Study on Normative Standards in International Human Rights Law Regarding Older Persons (2025)

Assesses normative standards in international law regarding older persons, incorporating COVID-19 impacts, OEWGA consultations, the lived experiences of older persons and other stakeholders to build the case for a dedicated binding instrument. Read/explore resource →

Human Rights Council — Resolution 58/13: Open-ended Intergovernmental Working Group for the Elaboration of a Legally Binding Instrument on the Human Rights of Older Persons (2025)

The milestone Human Rights Council resolution that launched the intergovernmental process to elaborate a dedicated, legally binding instrument on the human rights of older persons. Read / explore resource →

CEDAW Committee — General Recommendation No. 27 on Older Women and the Protection of Their Human Rights (2010)

Clarifies States parties' obligations to address the multiple and intersecting forms of discrimination experienced by older women, including in relation to autonomy, participation, social protection, health, housing, violence and access to justice. Read / explore resource →

United Nations — United Nations Principles for Older Persons (1991)

A concise foundational framework organized around five enduring principles: independence, participation, care, self-fulfilment and dignity. Read / explore resource →

Thematic reports

OHCHR — Human Rights Obligations of States regarding Violence against and Abuse and Neglect of Older Persons in All Settings (A/HRC/57/36, 2024)

A practical human rights analysis of States' obligations to prevent and respond to violence, abuse and neglect in homes, communities, institutions and other settings. Read/explore resource →

Independent Expert — The Intersection between Older Persons' Right to Social Protection and Their Right to Work (A/HRC/60/24, 2025)

Examines how the rights to work and social protection interact in older age, including the effects of age discrimination, mandatory retirement, inadequate pensions and barriers to decent work and economic autonomy.
Read/explore resource →

A/81/133: Violence against older women - Report of the Special Rapporteur on violence against women and girls, its causes and consequences (2026)

In the present report, the Special Rapporteur on violence against women and girls, its causes and consequences, Reem Alsalem, examines the different manifestations of violence against older women. Read/ explore source →

A/HRC/18/37: Thematic study on the realization of the right to health of older persons by the Special Rapporteur on the right of everyone to the enjoyment of the highest attainable standard of physical and mental health, Anand Grover (2011)

It examines the main challenges older persons face in accessing healthcare and long-term care services. He provides a rights-based framework for States to ensure that health systems, community environments, and palliative care remain available, accessible, acceptable, and of good quality for older populations. Read/ explore source →

A/74/186: Older persons with disabilities (2019)

The Special Rapporteur explores how age-related decline and disability overlap to create distinct forms of marginalization. The study outlines actionable guidelines for governments to eliminate systemic discrimination, safeguard legal autonomy, and guarantee inclusive, community-driven care for ageing populations.
Read/ explore source →

Publications by other agencies

Cite to the publisher named in each entry.

Ageism, evidence and narrative

WHO — Global Report on Ageism (2021)

The go-to global evidence source on ageism, covering its scale, determinants, health and social consequences, as well as strategies shown to reduce it. Read / explore resource →

UNECE — Changing the Narrative on Ageing and Older Persons, Policy Brief on Ageing No. 31 (2026)

Challenges burden and crisis narratives around population ageing and offers practical ways to communicate longer lives as a societal achievement while recognizing older persons as diverse and active members of society.
Read / explore resource →

Income security and social protection

ILO — World Social Protection Report 2024–26

The latest global flagship assessment of social protection, with authoritative evidence on pension coverage, adequacy and inequalities between countries and population groups. Read/explore resource →

Care and support

WHO — Long-term Care for Older People: Package for Universal Health Coverage (2024)

A practical package of essential long-term-care interventions that countries can use to build integrated, person-centred and more equitable care and support systems. Read/explore resource →

Digital access and technology

ITU — Artificial Intelligence and Ageing: Inclusive Pathways for Older Persons in a Digital World (2026)

Examines how artificial intelligence is affecting older persons across health, economic security, participation and connectivity, and proposes pathways towards more inclusive, responsible and human-centred AI in ageing societies.
Read/explore resource →

Population ageing and policy

UN DESA — World Social Report 2023: Leaving No One Behind in an Ageing World

Explores the social and economic implications of population ageing and sets out life-course policies that can enable societies to benefit from longer lives while reducing inequality and protecting the rights of older persons.
Read/explore resource

Sources for the fact sheet:

Every figure in section 11 is listed here by author and year. Please carry the source whenever you reuse a figure.

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