Age With Rights

Video Campaign

We are calling on all who wish to support the Age With Rights campaign to create short two-minute video statements for used on social media. They will be shared around two important meetings of the United Nations (UN) that will include discussion of older people's rights in September 2023:

- The 54th UN Human Rights Council session, Geneva
- The 78th UN General Assembly, New York
FOCUS:

The statements should focus on an aspect of older people’s rights that is important to you and a call on your government to start drafting a UN convention on the rights of older people without delay.
1 Start with introducing yourself

Start with your name, organisation (if applicable), and country.

2 Choose an issue to focus on

Choose an issue to focus on, that is important to you and/or is currently getting attention in your country.

The two topics that will be discussed at the two upcoming UN meetings are violence, abuse and neglect of older persons and older persons in the context of climate change disasters*. You could also choose to talk about an issue that is important to you and your own experience.

*The UN Independent Expert on the enjoyment of all human rights by older persons will present her reports on these topics at these two meetings.
Suggested issues to focus your video statements on

- Human Rights
- Caregivers
- Abuse
- Abandonment
- Free-from-violence
- Housing
- Social-participation
- Emotional
- Exploitation
- Financial-independence
- Physical
- Psychological
- Violence
- Public-health
- Neglect
- Inclusion
- Pandemic
- Extreme-weather
- Climate-change
- Right-to-clean-air
- Right-to-food
- Flood
- Temperature-change
- Health
- Water-and-sanitation
- Humanitarian-aide
- Adaptation
- Emergency-preparedness
- Intensity
Answer following questions:

1. Describe the everyday challenges that you/older people in your country experience.

For example:

a) Difficulties accessing a particular service
b) Not being able to fully participate in certain activities
Answer following questions:

2. Explain why you are struggling in this way and what the barriers are.

For example:

a) A lack of information
b) Challenges with physical access
c) Affordability
Answer following questions:

3. Say which specific human right is not promoted or protected in the experience you just shared. For example, the right to be free from age discrimination, violence and abuse, the right to an adequate standard of living, the right to health and health services, the right to water and sanitation, the right to humanitarian aid.
4. Say how a UN convention would improve things in relation to the example you chose.

For example:

a) Provide guidance and clarity for governments to better meet their responsibilities to older people
b) Provide stronger legal protection for older people
c) Prompt new or improved services that meet a recognised standard and protect older people’s dignity
d) Ensure that we all have access to essential services and are free to make our own decisions about our lives as we get older.
e) Prohibit age discrimination in the law and ensure that attitudes and behaviours towards older people are respectful.
f) Guide policy and program making with a human rights-based approach
4 Call on your government

Call on your government to "support a UN convention on the rights of older people and to start drafting it now!"

5 Incorporate the ‘Age With Rights’ campaign slogan

Use the phrase ‘Age With Rights’ somewhere in your statement!
# Suggested rights based language

<table>
<thead>
<tr>
<th>Use</th>
<th>Avoid</th>
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</thead>
</table>
| Older people  
Older persons | The elderly  
The aged |
| My right to... | My need for... |
| Older people with support needs | Dependent older people |
| In line with their will and preferences | In their best interests |
| Service users | Recipients of services  
Beneficiaries of services |
| Older person at risk of...  
People at risk of... | Vulnerable older person  
Vulnerable group |

Note: Click [here](#) for further explanations
Watch videos produced previously for the campaign to get you some inspiration

Video 1
Video 2
Video 3

More videos can be found here
Some quotes from previous videos

Age with Rights should enhance women rights too, accepting their experiences are crucial for the better world.

Christine Nanlohy, Netherlands

All people deserve to live, with active and dignified life. Let us Age with Rights.

Karen Gomez Dumpit, Philippines

We deserve Age with Rights we do not want to be left behind.

Paulette Metang, Cameroon
Resources

Here are some further resources to help you prepare your messages and statements:

- GAROP joint statement for OEWG13 in April 2023
- UN working documents and Government and other stakeholder written submissions
- Report on normative standards and obligations under international law in relation to older people’s rights
- Human Rights Council Resolution on rights of older persons
- Grey and Green road map for climate action
Creating Your Video
Privacy comes first

Any person appearing in your video, including yourself should be supplied with a copy of the GAROP Privacy Notice (download here) and must complete a Media Subject Consent Form. (download here)
Be creative with your video

Explore ways to incorporate the slogan ‘Age With Rights!’ and other campaign assets, such as the red orange colour clothing or virtual background to make noise (click here to read more).

We want to showcase the vibrant, diverse membership base of GAROP, perhaps record your video somewhere that showcases what makes your organisation or country special!
To capture the video:

1. Open the camera on the smart phone.
2. Select the video function and record in landscape mode.
3. Shoot the video from a medium close-up to ensure the video is clear and the audio is good quality.
4. If you have an external microphone, please use it to make sure the audio is clear. Make sure no item, such as scarfs, earrings, are producing noise close to the microphone.

5. If you don’t have a microphone, make sure you’re recording somewhere with no (or very low) background noise. Try not to record near busy roads, crowds, or places with lots of wind.
Using Zoom

You can also utilise Zoom to record your statement. Try to emulate the staging detailed in the smart phone instructions in previous slide (landscape, medium-close up, quiet location, use a microphone if you can).
1. Open the Zoom app. If you have an external microphone, please use it to make sure the audio is clear. Make sure no item, such as scarfs, earrings, are producing noise close to the microphone.

2. In Zoom settings, update your display name to include your country. You can also [click here](#) for instructions on creating an Age With Rights Virtual Background.

3. Click “New Meeting”, ensure your video and audio are turned on by looking at the camera and microphone icons in the bottom-left corner of the screen.

4. Click the “Record” button on the bottom task bar to record your video.
GAROP is an internationally diverse network, full of different communities speaking different languages! We encourage you to record your video in the language of your choice.

If you record your video in another language, please try to add English subtitles yourself to ensure your message can reach the widest audience. **This document** explains how you can do this using YouTube (revised document, originally created by the UN OHCHR).

If you record your video in a language other than English and you are not able to add your own subtitles, please send it to us with an English translation in a Word document and we will try to help with this where we have the capacity to support.
Increase impact of your video

1. If possible, upload the video to your own organisation’s website or YouTube channel and promote it through your own social media channels.

2. Encourage other individuals or organisations you work with to share the video through their own networks and communication channels.

3. Show the video at events being organised during the 54th Human Rights Council session and the 78th UN General Assembly in September.

4. Send the videos along with a press release to local media contacts.

5. You could share the link to the video directly with your contacts in government or tag them in your social media posts to get their attention if appropriate. Also make your government contacts aware of any media coverage the video, press release or event have gained.
When sending your video, you should include:

1. Your video file (preferably .mp4, .mov, or .wmv file).
2. Signed Media Consent forms for anyone appearing in the video.
3. If your video is in a language other than English, an English subtitle file or English transcript.
If you can, email your video through to info@rightsofolderpeople.org.

If the videos are too large to send through regular email, please consider using a cloud option, such as WeTransfer.
To do this:

Navigate to https://wetransfer.com/

Accept Cookies and agree to Terms and Conditions.

On the site, press the plus button and add your files, type info@rightsofolderpeople.org into the “Email To” field, type your email into the “Email From” field. Click “Transfer”.
Check your email and input the verification code.
Once done, the files will automatically transfer to us.

If you’d prefer, you could also upload the files to other cloud sites (i.e. Google Drive, Dropbox) and send us an accessible link.
Your videos will upload it to our website and YouTube channel.

We will share and promote your videos around September 2023.
Thank you!