

**60+**  
OF OCTOBER  
**COUNTS**  
INTERNATIONAL DAY OF OLDER PERSONS

#UNIDOP | 6 October 2016 | UNHQ, New York

**Take A Stand Against Ageism**



Permanent Mission of the  
**Argentine Republic**  
**United Nations**  
Ministry of Foreign Affairs and Worship



## Mission Statement

The 2016 United Nations International Day of Older Persons (UNIDOP) will **take a stand against ageism** by drawing attention to and challenging negative stereotypes and misconceptions about older persons and ageing.

Ageism is a widely prevalent and prejudicial attitude that stems from the assumption that age discrimination, and sometimes neglect and abuse of older persons is a social norm and therefore, acceptable. It is a reality in some form in all societies, and finds expression in individuals' attitudes, institutional and policy practices, as well as media representation that devalue and exclude older persons. In 2014, Governments around the world adopted a resolution<sup>1</sup> at the Economic and Social Council that recognized ageism as "the common source of, the justification for and the driving force behind age discrimination."

Such discrimination shapes how older persons are treated and perceived by their societies, including in medical settings and workplaces, creating environments that limit older persons' potential and impact their health and well-being. The failure to tackle ageism undermines older persons' rights and hinders their contributions to social, economic, cultural and political life.

The 2016 UNIDOP celebration will:

- **Explore and challenge** negative stereotypes, including cultural and media representations of ageing and older persons;
- **Promote** a positive image of ageing and of older persons through sharing good practices, from diverse country contexts, that address age discrimination, promote social inclusion, and create positive cultural and media representations of older persons;
- **Call for** improved collection, analysis and reporting of age-disaggregated data to better understand the experiences, evolving needs, and contributions of people as they age, as well as evidence-based interventions that empower older persons and uphold their rights.

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<sup>1</sup> E/RES/2014/7