

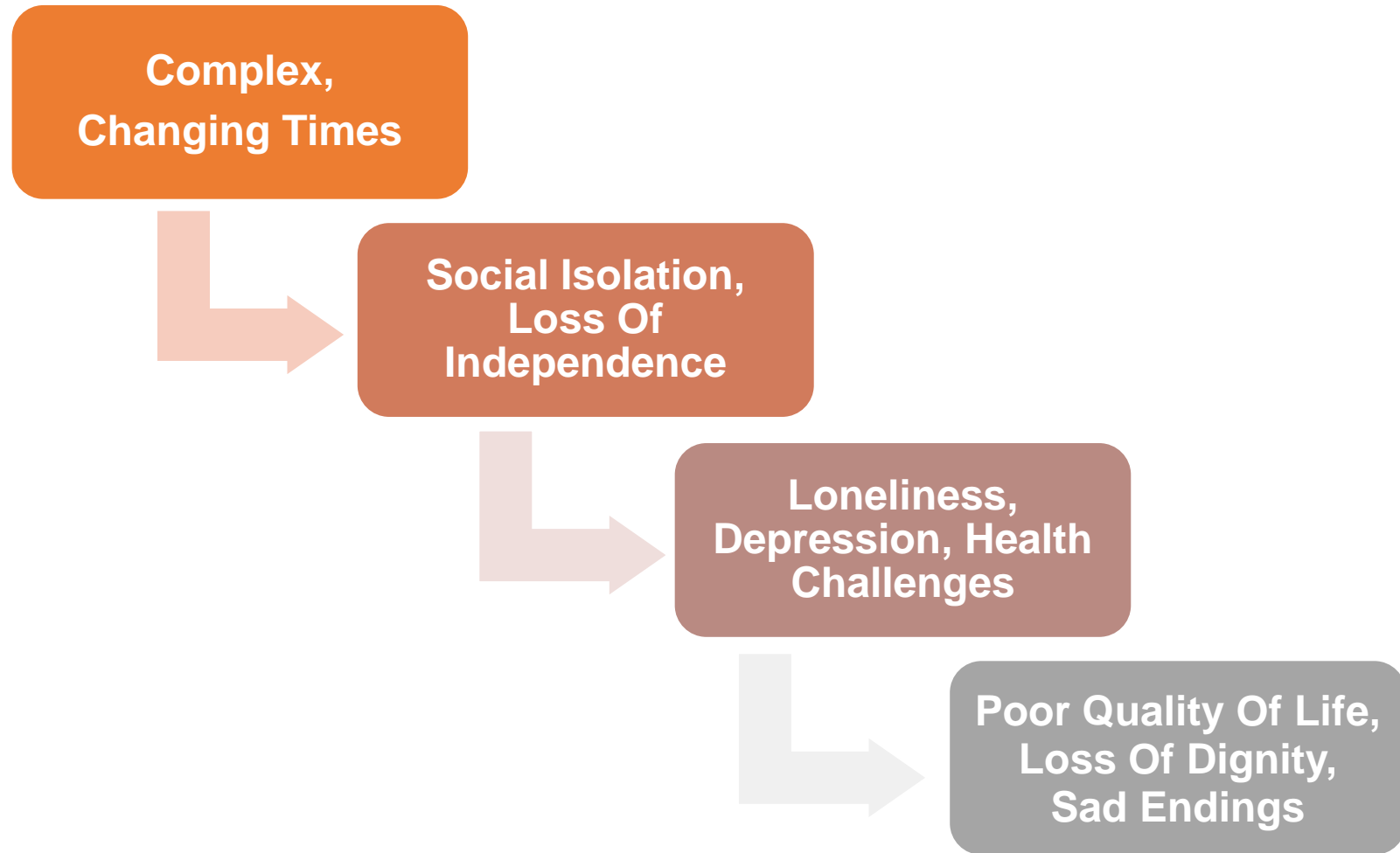


Association of Ghana's Elders (AGE)



Association of Ghana's Elders

THE BIG CHALLENGE



Guiding
Principle:

DIGNITY

VISION:

We envision an Africa
where senior citizens are actively
and productively engaged in their
communities, and are healthy and
happy with the quality of their lives.

MEMBERSHIP (Eligibility)

Primary Target Audience

People who are 60 and above, are the primary beneficiaries of our various initiatives, and we seek to engage them as key contributors to our content as well.



Secondary Target Audience

People who are between ages 21 and 59. We look forward to engaging this group, to support their efforts to plan for life beyond 60. They also tend to be key caregivers of our primary target audience.

WHO: Membership (with access to benefits) starts at age **60**, though we encourage people of all ages to get involved in other ways.

HOW: We will reach out to potential members via multiple platforms, and welcome any, and all who are interested in joining, in various capacities. Just talk to us, and we'll include you in the family!



OUR APPROACH

MACRO

At the **national level**, engage senior citizens in relevant policy advocacy.

MESO

At the **community/institutional level**, lobby and engage organizations and institutions to tailor their products, services and commitment to the needs of senior citizens.

MICRO

At the **individual level**, empower senior citizens to enjoy a good quality of life in areas including health, economic well-being and socio-political engagement.

SOME KEY CHALLENGES

POLITICAL	ECONOMIC	SOCIO-CULTURAL	HEALTH
TECHNOLOGY	EDUCATION	ENVIRONMENT	LEGAL/POLICY
<ul style="list-style-type: none">▪ Lack of prioritization of Senior Citizens▪ Lack of engagement of senior citizens	<ul style="list-style-type: none">▪ Financial & material difficulties▪ Lack of post-retirement income-earning opportunities▪ Lack of tailored products & services	<ul style="list-style-type: none">▪ Changing social dynamics resulting in neglect▪ Loss of cultural, institutional memory from Senior Citizens	<ul style="list-style-type: none">▪ Inadequate specialization in geriatrics & gerontology▪ Ineffective healthcare system to meet needs
<ul style="list-style-type: none">▪ Fear of fast-changing world of technology▪ Knowledge & skills gap in technology	<ul style="list-style-type: none">▪ Non-existence of good quality formal & informal education designed specifically for senior citizens	<ul style="list-style-type: none">▪ Lack of aged-friendly facilities▪ Changing environment, endangering health	<ul style="list-style-type: none">▪ Few, well-defined senior-citizen related laws and policies▪ Unresolved (life-long) legal battles

SOME KEY OPPORTUNITIES

POLITICAL	ECONOMIC	SOCIO-CULTURAL	HEALTH
<ul style="list-style-type: none"> ▪ Lobby/Interest group for advocacy ▪ Consulted body for national policymaking ▪ Civic engagement 	<ul style="list-style-type: none"> ▪ AGE-negotiated discounts on goods & services ▪ Support members in income-generating efforts ▪ Investment advice 	<ul style="list-style-type: none"> ▪ Recreation ▪ Inter-generational mentoring programs ▪ Autobiographies & documentaries ▪ Home visits 	<ul style="list-style-type: none"> ▪ Mobile health/wellness van ▪ Insurance cover ▪ Health/wellness screenings and other programs ▪ Caregiver workshops
TECHNOLOGY	EDUCATION	ENVIRONMENT	LEGAL/POLICY
<ul style="list-style-type: none"> ▪ Functional technology workshops ▪ Advocacy for innovative, relevant tech-solutions 	<ul style="list-style-type: none"> ▪ Adult literacy initiatives ▪ Child literacy volunteer program ▪ Online members' journal ▪ Geriatric research 	<ul style="list-style-type: none"> ▪ Advocacy for aged-friendly built environment ▪ Gardening, tree-planting, workshops etc. 	<ul style="list-style-type: none"> ▪ Pro-bono & subsidized legal services ▪ Policy workshops ▪ Policymaking engagement



Career Adventures (CAN) Workshop (June 22nd, 2017)

A half-day workshop with 10 individuals (including 6 seniors) where we discussed self re-discovery and post-retirement career options – writing, gardening etc.



Immediate Outcomes: One inspired to return to authorship of a book on Do-It-Yourself tips from his Boys Scout experience; inter-generational interaction on retirement planning; partnership for referral support system for senior cancer patients

✓ 1st Annual Stakeholder Forum (August 24th, 2017)

A 9am–1pm event bringing stakeholders together to understand the context of ageing in Ghana and share ideas on how to manage the related challenges



Outcomes: A lot of partnerships initiated between organizations working in the space; registration of new members; launch of discount program for seniors etc.



✓ Visit with Retired Seafarers in Tema (September 29th, 2017)

A visit to interact, register them onto our network, identify potential opportunities to help partner with them in their initiatives & health screening



Outcomes: We registered new members onto our network; learnt about a major legal challenge related to lack of severance pay from BlackStar Shipping Line, over 30 years ago. Medical team uncovered major health risks. AGE committed to identify pro-bono

✓ Time with the Seniors on Int'l Day of Older Persons (October 1st, 2017)

A day of good food, music, exercise and health screenings, organized in partnership with the Centre for Aging Studies at the University of Ghana



Outcomes: Wonderful celebration of senior citizens and forming of new partnerships with other organizations; registration of new members and commitment to make this an



✓ Accra International Marathon (5km walk) October 29th, 2017

Two AGE members (70 & 71years old) did the 5km walk/run, one was a cheerleader, and 2 non-members walked in support. It was a lot of fun.



Outcomes: a great conversation on AIM2018 – a paired Gen-2-Gen buddy-walk between an AGE member (60+), and a younger person (primary/secondary school) to share stories while walking.



Our Dream: Inter-Generational (Evergreen) Housing Communities



Sample Only



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