#AFMIL The Age-Friendly Media and Information Literate City



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The situation

- Fundamental demographic shifts in age structure & disruption of "traditional" elder roles and relationships
- National & supra-national bodies developing rightsbased approaches to ageing (rather than deficit/dependency models)

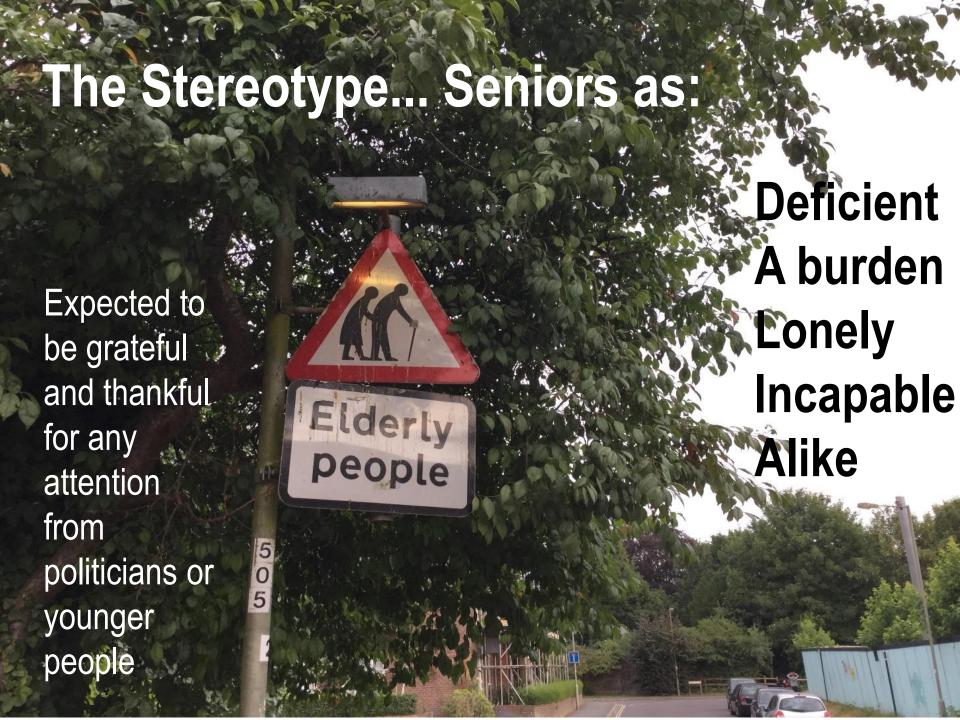
We are seniors

with individual characteristics, emotions, needs, behaviours





Photo: Minxiao Cao



"Ageism is the stereotyping of, prejudice or discrimination against individuals or groups based on their age. Although ageism can target young people, most studies in this area focus on the unfair treatment of older people.

Ageism is deeply structural, "find[ing] expression in institutional systems, individual attitudes and inter- generational relationships." All manifestations of ageism – at the individual, group or societal level – gravely undermine older people's right to human dignity and reduce their potential to contribute actively to society. "

European Union Agency for Fundamental Rights. (2018, p. 11)

Should be focus on Rights rather than seeing Deficits that lead to Needs

Ageism is intersectional and the most frequently mentioned discrimination in EU (European Union Agency for Fundamental Rights, 2018, p. 12)

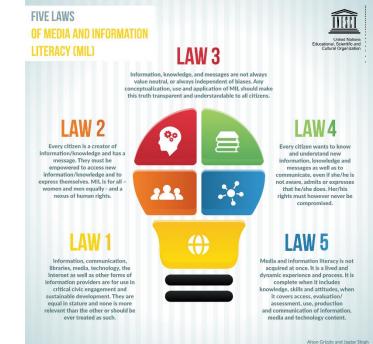


What does this mean for MIL?

3 perspectives on MIL & older people

- Older people as portrayed by media and experts: avoiding stereotyping & disinformation
- Older people as consumers of information and media: taking account of their preferences, practices and life experiences
- Older people as MIL creators, innovators and critics: older people can create new media practices too!

"Every citizen is a creator of information/knowledge and has a message" (UNESCO, 2016).



What does this mean for cities?



"Age-friendly cities and communities foster healthy and active ageing and thus enable well-being throughout life. They help people to remain independent for as long as possible, and provide care and protection when they are needed, respecting older people's autonomy and dignity."

World Health Organization (2017 p.3)

Age Friendly Environments: guidelines from WHO

- Communication and Information: recognised as one of 8 policy domains (WHO, 2017)
- Age-friendly information: accessibility, dissemination and formats
- Includes: local centres; face to face services; using wordof-mouth among older people; tailored information; multiple formats; public events; peer exchange; health literacy initiatives
- Note: accessibility and Universal Design benefit everyone

There are useful guidelines out there, but undermined by:

Lack of recognition of ageism Austerity policies

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European Union Agency for Fundamental Rights. (2018, p. 11)

An #AFMIL city focuses on Rights rather than seeing Deficits

An #AFMIL city examines its structures, systems and relationships to combat Ageism

An #AFMIL city

- Practices MIL: is media and information literate in policy and practice – including in producing, organising, disseminating etc. information for all citizens
- Develops MIL citizens: supports the media and information literacy development of citizens of all ages
- Uses all forms and formats of media and information to increase democratic participation and informed critique

"As we get older, our rights do not change. As we get older, we are no less human and should not become invisible"

(Archbishop Desmond Tutu, HelpAge International, 2016, p.3).

Where is the MIL older persons' forum at this conference?

Having expert speakers who happen to be older is *not the same* as making space for the older person's voice



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Photos and graphics:
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where otherwise indicated

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