

#AFMIL The Age-Friendly Media and Information Literate City



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#AFMIL The Age-Friendly Media and Information Literate City: Combining policies and strategies for ageing populations in media and information rich societies.

The situation

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

We are seniors
with individual
characteristics,
emotions,
needs,
behaviours



Photo: Minxiao Cao



The Stereotype... Seniors as:

Expected to
be grateful
and thankful
for any
attention
from
politicians or
younger
people



Deficient
A burden
Lonely
Incapable
Alike

“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).

FIVE LAWS
OF MEDIA AND INFORMATION
LITERACY (MIL)

LAW 3

Information, knowledge, and messages are not always value neutral, or always independent of biases. Any conceptualization, use and application of MIL should make this truth transparent and understandable to all citizens.

LAW 2

Every citizen is a creator of information/knowledge and has a message. They must be empowered to access new information/knowledge and to express themselves. MIL is for all - women and men equally - and a nexus of human rights.

LAW 1

Information, communication, libraries, media, technology, the Internet as well as other forms of information providers are for use in critical civic engagement and sustainable development. They are equal in stature and none is more relevant than the other or should be ever treated as such.



LAW 4

Every citizen wants to know and understand new information, knowledge and messages as well as to communicate, even if she/he is not aware, admits or expresses that he/she does. Her/his rights must however never be compromised.

LAW 5

Media and information literacy is not acquired at once. It is a lived and dynamic experience and process. It is complete when it includes knowledge, skills and attitudes, when it covers access, evaluation/assessment, use, production and communication of information, media and technology content.

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 word-of-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 ML 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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Information Literacy Weblog

We bring you news and reports about information literacy around the world

THURSDAY, AUGUST 19, 2010

IFLA World Report

IFLA announced the launch of its new World Report. "For the first time, the World Report is being made available online in a fully searchable database, complete with graphical map interface. By clicking on a country's marker, you can either select "View individual report" if you would like to view a single country's report or "Add to report list" in order to view multiple countries in one report. The report includes questions on: Internet access in libraries; Copyright; Library initiatives for providing information to different categories of citizens (such as senior citizens, women, the disabled and visually impaired); The role of libraries in universal primary education and environmental sustainability. And much more!" <http://ifla-world-report.org/>

Posted by Sheila Webber at 9:35 PM 0 comments
Labels: Information Society, librarians

WEDNESDAY, AUGUST 18, 2010

Articles: blended librarian and parental health literacy

Howard, J. (2010) "A blended librarian talks about information literacy." *Chronicle of Higher Education*, August 2. <http://chronicle.com/blogpost/A-Blended->




INFORMATION LITERACY IS ...

"The adoption of appropriate information behaviour to identify, through whatever channel or medium, information well fitted to information needs, leading to wise and ethical use of information in society." (Webber and Johnston)



Information Literacy

ABOUT ME

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SELECTED LINKS

- Info4global: International site
- Paperfables page that has feeds from a number of relevant blogs
- Information Literacy

BLOG ARCHIVE

▼ 2010 (174)
▼ August (23)

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