

# HelpAge International targets 2005-2010

**HelpAge**  
International

Leading global action on ageing

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## **Vision**

A world in which all older people fulfil their potential to lead dignified, healthy and secure lives.

## **Mission**

HelpAge International is a global network striving for the rights of disadvantaged older people to economic and physical security; healthcare and social services; and support in their caregiving role across the generations.

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## HelpAge International's vision and mission

### **Vision**

A world in which all older people fulfil their potential to lead dignified, healthy and secure lives.

### **Mission**

HelpAge International is a global network striving for the rights of disadvantaged older people to economic and physical security; healthcare and social service; and support in their caregiving role across the generations.

## Achieving HelpAge International's vision and mission

This paper sets out HelpAge International's ambitions for 2005-2010. It is organised in eight 'themes' to provide a structure for HelpAge International to organise and monitor its work. It also recognised that there are important relationships between these themes. For example, an older person's economic security is often dependent on their ability to access a social pension and appropriate healthcare. Our challenge is not only to achieve the aims set out in the eight themes, but also to improve our understanding of how the themes link with each other, as described to us by older people and those with whom we work.

## Scope of the targets

Much of our work depends on the contribution of our affiliates and partners, and the interest and co-operation of governments and other agencies. Our targets relate not only to work done directly by HelpAge International, but also recognise the significant role of older people, our affiliates and our partners for successful implementation. The HelpAge International network now consists of more than 70 affiliate organisations in 50 countries, and a secretariat. Together, these link with hundreds more organisations across the globe, working to improve the lives of older people.

## Monitoring HelpAge International's targets

The targets include both the definition and scope of our work and the key impacts that we wish to achieve. Some aim to influence those who can improve the lives of older people. The achievements made against these targets are used primarily in HelpAge International's reporting to its governing bodies and to other interested internal and external parties. As a result, the information required should be accurate but simple, reflecting either 'milestones' achieved or numerical outcomes to assess our **performance as an organisation**.

The measure of our performance remains in the quality of our work with older people, the network and those we wish to influence. Monitoring our targets at country, regional, or London levels will be reinforced by being able to collect information, evidence and learning to perform analysis that will improve the design and delivery of all our work. Our monitoring of local and global targets therefore only seeks to summarise the achievements we make in our programme and project work.

## Theme one: Social protection

Old age brings a reduced capacity to sustain a livelihood, as well as difficulties in accessing essential services. This increases the likelihood that poor people become even poorer in old age. Some 80 per cent of older people in developing countries have neither a regular income, nor adequate social support. In many countries older people's responsibility for care of younger family members is exacerbated by the HIV and AIDS pandemic and economic migration. Disaster, conflict and the effects of climate change also compound older people's vulnerability in the absence of formal social protection mechanisms.

### Definition/scope of area of work

Formal provision by governments and/or civil society organisations of services to promote the physical, psychological and material well-being of vulnerable older people, and to support them in their role as carers, notably of orphans and other vulnerable children.

### Global aim

Older people exercise their right to basic material security and amenities (including water and shelter), including in times of disaster or conflict.

### HelpAge International targets

- By 2010 at least 15 governments of developing countries have approved new universal non-contributory social pension programmes or have extended existing programmes.
- By 2010 at least 20 countries have programmes that support older people as carers of orphans and vulnerable children.
- By 2010, HelpAge International programmes in at least 20 countries have programmes that include water and shelter provision that explicitly recognises the particular needs of older people.
- By 2010 HelpAge International programmes in at least 15 countries have involved older people in monitoring and designing the delivery of government or donor-funded social protection or poverty alleviation programmes.
- By 2010, at least 5 HelpAge International programmes in Africa, Asia and possibly other regions, aim to ensure access to services or cash transfers in emergency.

### Approaches

- Advocate for the introduction or expansion of universal non-contributory (social) pensions in developing countries.
- Develop, in partnership with governments and civil society organisations, model cash transfer programmes as demonstrations that can be scaled up by government and other agencies.
- Collect, analyse and disseminate both quantitative and qualitative information on risks, livelihoods and access to services in times of crisis, as part of all programmes.

- Raise older people's awareness of their rights and support them to monitor the delivery of services and advocate for improvements.
- Build alliances (e.g. with academic, policy-making and implementing institutions, the media, NGOs and other civil society organisations, including child and youth) to promote the idea of a 'package' of social protection measures across the life course.
- Develop communications and advocacy activities, including publications and media work, to influence policy at national and international level.
- Develop methods of gathering, sharing and analysing information on social protection.

## Theme two: Health

Many poor and vulnerable older people have faced a lifetime of poor health. Discrimination against older people by health workers, limited access to health services, lack of health promotion programmes aimed at older people, and low awareness among older people of their rights and entitlements are major issues.

### **Definition/scope of area of work**

Provision by governments and/or civil society organisations of basic health services to improve the physical and mental health of older people.

### **Global aim**

Older people in developing countries have equitable access to affordable basic healthcare, providing appropriate age-focused treatment and services, including in times of disaster or conflict. Equitable is defined as at least equal to the access offered to other age groups, and possibly more advantageous given the special needs of older patients.

### **HelpAge International targets**

- By 2010 at least 5 developing countries have implemented equitable access to affordable basic healthcare for older people.
- By 2010 at least 5 governments of developing countries are delivering homecare and community care to the most vulnerable older people.
- By 2010, in at least 6 developing countries, eyecare services for older people have been introduced or expanded.

### **Approaches**

- Improve older people's access to appropriate healthcare services provided by governments and other agencies, and raise older people's awareness of their rights and entitlements.
- Support governments or other healthcare providers to provide free and appropriate health services in times of disaster and conflict.
- Advocate for older people's access to timely, free or subsidised healthcare services and essential drugs.
- Collect and analyse data on older people's access to health services, and the impact of home-based health and care services.

- Change health workers' attitudes to older people and increase their skills in providing services to older people.
- Join in-country and global campaigns to make essential drugs available.
- Demonstrate the effectiveness of home-based health services and community care for older people with limited mobility.
- Support partners to increase access to eyecare services for older people.
- Develop communications and advocacy activities, including publications and media work, to influence policy at national and international level.
- Raise older people's awareness of their rights. Support them to monitor the delivery of services and advocate for improvements.
- Promote older people's right to information and their involvement in the development of policy and programmes.

## Theme three: HIV and AIDS

HIV and AIDS are having a devastating impact on older people. More and more older people are not only losing their sons and daughters, but are left to care for orphaned grandchildren. At least 11 million children have been orphaned by AIDS in sub-Saharan Africa, and 1.8 million in Asia. Governments need to recognise that older women and men are carers of sick people and orphans, and provide them with adequate support. There is also a need to understand and address the differing needs of older women and men with HIV and the specific needs of older people infected and affected by HIV and AIDS during times of disaster or conflict.

### Definition/scope of area of work

Implementation of programmes that respond to older people's need for HIV and AIDS prevention, treatment and education and support in their role as carers.

### Global aim

Global responses to HIV and AIDS, including in times of disaster or conflict, address the needs and rights of older people both as carers and those at risk of infection. Responses will consider the changing roles of older people in families and communities affected by HIV and AIDS, and particularly address the gender and emergency dimensions of the pandemic.

### HelpAge International targets

- By 2010 international and regional HIV-related policies include dedicated resources for older people as carers, educators and at risk of infection.
- By 2010 governments include older people in HIV prevention, care, support and treatment programmes in line with the Universal Access by 2010 commitment.
- By 2010 at least 25 programmes in 20 countries support older people affected by HIV and AIDS and those in their care to address specific risks during times of disaster or conflict.
- By 2010 UNAIDS, other agencies and other selected national governments are collecting data on HIV infection rates among people aged over 50, disaggregated by age and sex.

## **Approaches**

- Design and implement programmes, including Sponsor a Grandparent, that take intergenerational approaches to supporting older people and those in their care.
- Implement joint programmes with other agencies to ensure that older people are included in programmes targeting orphans and vulnerable children.
- Integrate HIV and AIDS into programmes, including emergency responses.
- Work with governments to implement national and international policy commitments that include older people.
- Build partnerships with research institutes, governments, HIV/AIDS service providers and organisations of older people to ensure that older people are included in research, programmes, and policy development.
- Advocate for international and national data on HIV and AIDS infection rates to include people aged over 50, disaggregated by age and sex.
- Participate in key national and international events to advocate for older people's inclusion in HIV and AIDS policies and responses.
- Develop communications and advocacy activities, including publications and media work, to influence policy at national and international level. Share learning with affiliates and other partners.
- Raise older people's awareness of their rights and support them to monitor the delivery of services and advocate for improvements.
- Promote older people's right to information and their involvement in the development of HIV-related policy and programmes.

## Theme four: Sustaining a livelihood in old age

Old age brings a reduced capacity to sustain a livelihood, as well as difficulties in accessing essential services, increasing the likelihood that poor people will become even poorer in old age. Some 80 per cent of older people in developing countries have no regular income. In areas affected by disaster and conflict, endemic disease or HIV and AIDS, sustaining a livelihood in old age presents formidable problems.

### **Definition/scope of area of work**

Implementation of programmes designed to support older people, to sustain secure livelihoods for themselves and their families.

### **Global aim**

Older people can secure a livelihood, including in times of disaster and conflict.

### **HelpAge International targets**

- By 2010, in at least 10 countries, programmes enable older people to secure livelihoods for themselves and their families.
- By 2010, in at least 5 countries older people are integrated into the livelihood programmes of other development agencies.



## Approaches

- Design, develop and implement livelihood programmes appropriate for older people, including in times of disaster and conflict.
- Promote alliances with other organisations to increase older people's access to their support funds.
- Provide start-up funding for income-generating activities appropriate for older people.
- Assess the effectiveness of past and present livelihood programmes involving older people.
- Monitor the extent to which older people are included in government livelihood improvement programmes.
- Research different sources of older people's livelihoods and their contribution to household livelihoods.
- Develop communications and advocacy activities, including publications and media work, to influence policy at national and international level.
- Develop methods of gathering, sharing and analysing information on livelihoods programmes.
- Raise older people's awareness of their rights and support them to monitor the delivery of services and advocate for improvements.
- Promote older people's right to information and their involvement in the development of policy and programmes.
- Use data generated by programmes to demonstrate how social pensions or other cash transfers reduce poverty of older people and other vulnerable groups, especially children and women, including in times of crisis.

## Theme five: Emergencies

Older people are particularly vulnerable in emergencies and they are frequently marginalised in emergency responses. Very little attention is paid to their specific needs or potential contributions, either during the emergencies or longer-term.

### Definition/scope of area of work

Inclusion of older people's needs, rights and potential contribution in the ways that humanitarian agencies and communities prepare, respond to and recover from emergencies.

### Global aim

The needs, rights and contributions of older people are included in the disaster risk reduction strategies and emergency response of governments and humanitarian agencies.

## **HelpAge International targets**

- By 2010, international humanitarian policy and practice recognises the specific healthcare needs of older people in emergencies, including their need for treatment of chronic physical and mental health problems.
- By 2010, influence at least 5 international humanitarian agencies to include the protection needs, rights and contributions of older people in their responses to emergencies.

## **Approaches**

- In each emergency we respond to, implement a high quality programme to protect older people and their dependants, and work with others to ensure that their activities are appropriate to older people's needs.
- Strengthen specialist technical and management skills in disaster risk reduction; protection; health; care provision and training; and household economic security (including through cash transfer).
- Share knowledge of disaster risk reduction and disaster response among HelpAge International London and international staff, and up to 10 partners.
- Forge strategic alliances with mandate holders, and key international and national NGO partners, including joint projects and secondments.
- Engage with donors and policy-makers and policy-influencers to advocate for the protection of older people and their dependants in disasters, using evidence from HelpAge International and partners' programmes and research.
- Respond to emergencies centrally and develop decentralised capacity for risk reduction, emergency response and rehabilitation.
- Develop a stronger framework for the management of risk in both our own and our partners' programmes.
- Diversify the number of funding sources for disaster risk reduction and disaster response.

## **Theme six: Discrimination and abuse**

Many vulnerable older people suffer discrimination and abuse as a result of their age, sex, disability or ethnicity. Their situation is frequently exacerbated in times of disaster or conflict.

### **Definition/scope of area of work**

Implementation of programmes that address discrimination and abuse of older people on the grounds of their age, ethnicity, gender, or disability.

### **Global aim**

Inclusion of older people in anti-discrimination programmes and commitment by governments to uphold older people's rights in policies and programmes.

## HelpAge International targets

- By 2010, in at least 5 countries, implement new legislation and policies that reduce discriminatory practices against older people and protect them from abuse.
- By 2010, in at least 10 countries the development of programmes, aimed at reducing abuses of and negative attitudes towards older people, especially older women.

## Approaches

- Influence national government policy and practice.
- Support the adoption of legal entitlements which enhance older people's rights and decrease discriminatory practices.
- Develop and institute frameworks for protection of older people from abuse in times of disaster or conflict.
- Support legal cases which set a precedent in enabling older people to claim rights, for example, in relation to property and physical security.
- Support older people's groups to campaign for an end of discriminatory practices and for improved access to entitlements.
- Provide training in mediation and conflict resolution within communities, for example, by training paralegal advisors.
- Develop communications and advocacy activities, including publications and media work, to influence policy at national and international level.
- Develop methods of gathering, sharing and analysing of information.
- Raise older people's awareness of their rights and support them to monitor the delivery of services and advocate for improvements.
- Promote older people's right to information and their involvement in the development of policy and programmes.

## Theme seven: The network and partnerships

The HelpAge International network of affiliates and other partners is key to the development of effective programmes and advocacy activities. Partners include a wide range of organisations, including community-based organisations, NGOs, academic institutions and government agencies. We need to strengthen collaboration between individual partners and support the network as a whole to enable it to achieve its full potential.

### Definition/scope of area of work

Raised profile for HelpAge International as a network that influences policy at all levels through practical programmes and by advocating for older people's rights to be recognised in development and humanitarian debates.

### Global aim

A global network of affiliates and other partners that enables older people's voice to be heard in key policy processes and programmes at national and international levels.

## **HelpAge International targets**

- By 2008 the strategy for expanding the HelpAge International network will have been produced.
- By 2010, in at least 10 countries, HelpAge International work with partners will ensure that older people are included in national government poverty reduction strategies and policies.
- By 2010, at least 5 partners working at regional, national or local level in humanitarian programmes produce proposals that respond to the needs of older people.

## **Approaches**

- Ensure direct programming involves national and local government and the work of affiliates and other partners.
- Facilitate dialogue between affiliates, other partners, and national/international institutions, to uphold the delivery of international commitments to older people's rights.
- Collaborate with regional and multi-lateral bodies to enable civil society to engage with national processes aimed at reducing older people's poverty.
- Strengthen the network's capacity to support the most vulnerable older people, including in times of disaster and conflict.
- Build capacity of partner organisations to enable them to participate in development debates, monitor the delivery of national and international commitments and advocate on older people's issues.
- Develop communications and advocacy activities, including publications and media work, to influence policy at national and international level.
- Develop methods of gathering, sharing and analysing information on network development.
- Identify organisations to become affiliates or partners and contribute to the achievement of HelpAge International strategic objectives.

## Theme eight: Measures to strengthen HelpAge International

To achieve the targets set out under the themes above we need to invest in a series of cross-cutting measures.

### **Definition/scope of area of work**

Measures to strengthen HelpAge International: funding; communications; information management; strategic planning and review; monitoring and evaluation.

## **HelpAge International targets**

- By 2010, HelpAge International's unrestricted income has grown to £2 million.
- Reporting to HelpAge International governing bodies reflects the HelpAge International targets and HelpAge International is able to constantly report

outcomes and impact of work regionally against targets.

- By 2010, 95 per cent of audited contracts pass successfully without financial loss to HelpAge International
- HelpAge International is well regarded with specialist ageing and development groups, governments and key ageing and development experts.
- International offices produce vulnerability assessments that are used for developmental programming and disaster risk reduction.
- By 2010 a 20 per cent increase in sharing experiences across and within regions.
- By 2010, international offices are achieving at least 80 per cent compliance against HelpAge International's Management Performance Indicators.
- A reduction in staff turnover at all levels of the organisation.
- International offices regularly produce emergency response or preparedness plans based on agreed framework.

## **Approaches**

- Integration of evidence gathering in programme work to inform advocacy and programme development.
- Systems of monitoring and evaluating programmes are improved.
- Coherent and transparent planning of HelpAge International work across all departments and offices.
- Implementation of resource development strategy and funding database.
- Communications team to work with the international offices to implement the international communication strategy.
- Ongoing development of a content management system for the website.
- Integration of Sponsor a Grandparent scheme for advocacy and evidence-gathering.
- Review of emergencies work to strengthen capacity to deliver larger-scale emergencies programmes.
- Develop outlines of organisational procedures and processes.
- Develop skills across the organisation through appropriate training and secondment.

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