

The Age Action Alliance:

What we mean by engagement with older people

The Age Action Alliance proclaims itself to be about positive action on ageing, and organisations working together on initiatives and projects.

A) What the Age Action Alliance expects of its members in terms of engagement with older people:

- A preparedness to engage productively with older peoples' organisations and the issues that older people face;
- A growing understanding at all levels of ageing and a knowledge of older people;
- A commitment to use and create positive images of older people and their lives;
- A commitment to seek out and listen to the views of older people where appropriate for the design and delivery of products and services, and to welcome feedback constructively;
- A commitment to act positively on issues of ageism.

B) The Alliance expects that work undertaken by its members working together under its auspices will exhibit the following hallmarks:

- Account is taken of the growing wealth of research on older people, later life, and ageing;
- Older peoples' representatives are involved in steering and developing the project strategically and in the implementation of workstrands;
- The views and opinions of local older people are actively sought, if the project is geographically-based, through a structured approach to consultation, meetings, or surveys, using older peoples' groups and forums where appropriate – but not exclusively;
- Products and services are tested with older people, and their expert views are valued. Feedback is sought and effectiveness reviewed.
- Endorsement or input from the Age Action Alliance Reference Group is sought, and the partners are able to evidence the way that older people have been engaged.

The Age Action Alliance Reference Group June 2012

