



**action/2015AllAges**

**Launch updates 2015**

## Overview

The action/2015 campaign is a global coalition campaign consisting of over 1000 organisations across the globe. The campaign will ensure the voices and opinions of citizens in the global south and north are listened to and acted on as the new Sustainable Development Goals are set. Through action/2015, the HelpAge network is joining a broader group of actors and is aimed at making the link between society for All Ages and the wider framework governments are signing up to. Campaign activities will take place over the course of a year and was launched on 15 January. Several of our HelpAge offices and affiliates took part in the launch which was a huge success with celebrities, citizens and media raising awareness about global poverty and justice issues that affect people of all ages.

- 5 HelpAge offices/affiliates took part contribute to the launch (Kenya, Pakistan, Bolivia, Nepal, Bangladesh)
- 3 HelpAge offices/affiliates will host campaign launch in February (Bangladesh, Malawi, Bolivia)
- At least 800 people physically took part in these events
- The HelpAge network recruited 11 Celebrities
- 8.4 million potential viewership of our action/2015 hashtag through social media
- A song was created for the campaign by famous musicians, it was tweeted 758 times; reaching 84,000 accounts

## Country Summaries

### **Ethiopia:**

The Action/2015 in Ethiopia has taken off successfully and promised to be a vibrant movement of older and younger people as well as people living with disabilities. The event brought together a diverse group of people who have pledged to walk hand in hand to create change and ask to be included in the SDGs so that no one will be left behind.



On 15 January, the Ethiopian Elderly and Pensioners national Association (EEPNA) with technical support from HelpAge International in Ethiopia held a half day strategic discussion. This was organised with several organisations and was aimed at familiarise participants on action/2015, establishing a steering group and organising a series of awareness raising campaign activities.

Consequently, positive and prosperous discussions were held amongst the 13 participants which included the Social Affairs Head of the Addis Ababa Youth Association and the Deputy Director of the Federation of Associations of People Living with Disabilities. In the discussions, the member of the youth association stated "I am young now. I am active and I am able to provide for myself, but that doesn't mean I won't get older.

Action for better ageing must be taken today; otherwise the youth of today will face the same challenges as many older people do today." The youth association members also noted that recently a Convention for Youth has been enacted, however the implementation is far lagging behind, and that this coalition could see to it that it is properly put in place. The teenage members from FIDA also expressed their strong support of the cause of action/2015 and committed to actively represent the 15 year age group.

"Change should begin from oneself. And that means older people must accept and change the meaning of old being the equivalent of obsolete or useless...I feel privileged to be here today with older people to voice what I as a young girl think and to have you all listen." Tigist, young student

**Kenya:** action/2015 has landed! In Kenya, the national launch brought together over 300 men, women and children from all over the country who come together to show their support and commitment to the campaign. Issues of climate change, inequality and poverty eradication were discussed. The National Launch Forum received brief presentations of the action/2015 issues though the partners expert presentations on climate change, poverty and inequalities. The government representatives made bold statements in support of the campaign and expressed their commitment to work with civil society, donors and other actors to ensure the campaign is successful. To mark the official launch, the children joined the guests to cut a specially made action/2015 cake. The social media was buzzing with photos, quotes and messages throughout the day.

Great presentations were made by 15-year olds who committed to own the process and ensure that the future is about them, with them. Older people who attended the launch also expressed their interest to work with the youth and children to ensure no one is left behind in the SDGs. The National Launch Forum discussed and resolved to roll out the action/2015 Kenya campaign to reach all the 47 counties in Kenya, the policy makers and other government representatives present in the National Launch from both parliament, Government ministries promised to work closely with action/2015Kenya partners to ensure the issues we seek to address and given priority in Government plans.

On 23 January, HelpAge along with Organisation of Africa Youth organised a special event launching an action/2015 song produced by credible artists (see below). After the song was released, HelpAge will be working on a video through a media agency that is connected to different music channels and TV show across Africa.

**Pakistan:** HelpAge International in Pakistan partnered with Awaz Foundation and launched one of the biggest event called 'Global Leagues of the History', which particularly aims to ensure the world to take an action against poverty and combat climate change till the end of this Year

2015. The campaign was accompanied by 500 Young school children/Youth and other civil society members and included freeing the pigeons and launching balloons in the air. Motivational songs were sung by a Musical Band. Awaz briefed the public about the campaign goals and objectives which included information about sensitisation on ageing issues. Awaz is planning to organise more actions in the future to mobilise the community, civil society, media and youth.

**Bolivia:** HelpAge International took part in a coalition meeting in Bolivia that discussed the coordination of action/2015 activities. The meeting was attended by: The National Association of Seniors Bolivia, Social Institutions Articulating Volunteering, GCAP Bolivia and the Municipal University of Older Municipal Government of La Paz. The meeting began with the presentation from the members in the coalition. A brief description of their activities from their different fields of work was discussed. HelpAge has successfully managed to secure support from Erika Andia, a famous Bolivian actress, who starred the film "Who killed the White Llamita?" She championed the action with strong inclusive messages that were quoted in a press release sent to the media.

The official campaign launch was celebrated on 21 January. Older people advocated for the universality of the Post-2015 agenda and to specifically address the inclusion of older people.

**Nepal:** Our affiliate Ageing Nepal joined the Nepal campaign team and carried out activities between 13-15 January where they approached government officers (MoWCSW, MoH) who pledged their commitments to the theme of "mainstreaming of ageing population for sustainable development". The action/2015 Nepal team organised a signature collection campaign in public spaces. The team also worked with students of Baluddhar Higher Secondary School, Kapan, Kathmandu, to raise awareness about the significance of this campaign to citizens of Nepal. Ageing Nepal also visited communities and old age homes and made them aware about action/2015 and the specific theme "Mainstreaming of Senior Citizens for Sustainable Development".



**Malawi:** A Taskforce will organize a media tour to households headed by the elderly in Blantyre Rural on 26 February 2015. Both print and electronic media will be taken on board to appreciate challenges faced by the elderly and share them with the nation at large. The targeted community will be identified by MANEPO and it will be an impact area for one of its members operating in the district. A press conference will be organised right in the community after the tour. Venue and relevant details will be organized by MANEPO through its membership. A press statement will be produced by the taskforce for sharing with media houses

during the press briefing. The statement will focus on aspirations of the elderly in the Post 2015 agenda as a way building on similar previous engagements at national level.

**Bangladesh:** although there were delays in the launch due to strikes in Dhaka, HelpAge Bangladesh along with the national coalition made a bit splash for the launch. A massive online campaign has been launched and spread across partners and networks. There are approximate 500 Facebook likes (<https://www.facebook.com/action2015bd>). On 21 February, there was an 'art your neighbourhood' event where groups of older people, children, civil society students and local governments observed two walls being painted in two districts. In addition, a team of trekkers are planning to climb Keokaradang, the highest peak of Bangladesh carrying the flag of action2015 campaign. Whole journey will be highlighted in print and social media with the focus of action2015.

## Online

In January, HelpAge International developed a new web page on our [campaign webpage](#) for action/2015. The website summarises our messages and also highlights country summaries for the launch. In addition to this, the campaign has received fantastic social media engagement between 12-18 January. Many HelpAge offices and affiliates have participated one way or another on social media during the launch. Some countries such as Bangladesh that could not conduct physical activities did organise social media actions.

Below is a brief summary of our online work:

- Social Media Statistics for action/2015 - on and around 15 January launch day
  - Total impressions across all social media platforms measured by Sprout Social- 27,300
  - Tweets: 44 from @helpage- with 434 clicks on these tweets.
  - 109 Twitter mentions and 104 retweets
  - Facebook reach from HelpAge International page - 4,823
  - 14 action/2015 HelpAge-originated Facebook posts (including shares from HelpAge International accounts: 323 clicked on posts, 197 liked posts 410 people commented, 4 people shared posts).
- Web page visits- HelpAge website - 11,940
  - [Barbara's action/2015 blog](#) - 99
  - Action/2015 'Get Involved' campaign page - 233 - 24% of which interacted with the page
  - [Action/2015 news story](#) - 83
  - Action/2015 press release - 7
- BINGO -Just over ten people took part in our all ages Bingo on Twitter, with all associated tweets being retweeted around 50 times and favourite around 25 times. On Facebook, Bingo posts reached 1,338 people and had 26 likes.

- Kenya launched a fantastic song which caused a big stir; a total of 758 tweets were sent out in the last 15 hours reaching over 84,000 accounts. We also received support from a young activist Christine Sayo (Kenya) who on Twitter has almost 2,000 followers; she has been involved in tweeting about the campaign:  
<https://twitter.com/csayosays>

We would like to give a special thanks to these notable notable HelpAge network and friends tweeters: HelpAge EWCA, Jamillah Mwanjisi, Christine Sayo, HelpAge LA, HelpAge EAP, HelpAge SAFRO, Nader Alfara, ACD team, Toby Porter, UN Foundation, G3ict, Age Action Ireland.

## News

Media work around the action/2015 campaign has been positive, with interest from journalists and international broadcasters. Offering older people as spokespeople has helped to gain the media's attention as they want to speak to those living and working on the ground at a local level. So far we have received several media hits with a potential viewership figure of **8.4 million**.

**Haiti:** Voice of America French service [interviewed Bertin Meance](#), our Senior Programmes Manager in Haiti who spoke about the importance of 2015 for older people's rights and some of the issues they face in Haiti. This aired on Saturday 17 January, with an online article going up on their website on the 21 January. It has not been possible to find out the reach of VOA's broadcast as they don't release this information.

**Kenya:** HelpAge in Kenya managed to launch an intergenerational song for the campaign with 10 famous artists. The song received coverage from the Kenyan online newspaper, [Standard Digital](#). This is a widely read online newspaper with a potential viewership figure of **3.9 million**. The BBC World Service in Africa showed a keen interest in the campaign and the piece was passed on to BBC staff in Nairobi to produce a programme for the whole African hub. They interviewed several people for the launch of Kenya's campaign song on the 23 January and we are currently waiting to find out when it will be aired.

**Bolivia:** HelpAge in Bolivia secured the support of Bolivian actress Erika Andia, who was quoted in their press release. Unfortunately Bolivia did not receive any coverage through traditional media, partly due to the media's attention on President Morales' inauguration.

**Southern Africa:** Wilson Paulo, Programme Manager from the Southern Africa regional office, was interviewed for SAfm and Channel Africa. SAfm has a potential listener figure of **500,000**. Unfortunately, Channel Africa's reach is not known, but it is an international radio station, broadcasting in several languages, including English and Portuguese. Both interviews took place on 16 January.

**Nepal:** HelpAge partner – Ageing Nepal managed to secure media

coverage as well. It is estimated that at least 500,000 people were reached with the message of action/2015 by Ageing Nepal:

- **TV Talk on action/2015**

Mr. Krishna M. Gautam, Team Leader of action/2015Nepal campaign gave an interview to Channel Ace TV highlighting the need and importance of all to participate in the global campaign. The 24 minute long interview/talk show was aired twice on 12th and once on 13th January 2015. Link to the video:

<https://www.youtube.com/watch?v=sRYtQrZqzfE&feature=youtu.be>

- **An article in daily newspaper**

An article titled "Action/2015 and New Role Of Civil Societies" by Mr. Krishna M.

Gautam appeared in the state owned print media daily **The rising Nepal** on 13th January which can be accessed at

<http://therisingnepal.org.np/news/1013>.

- **An article in a popular weekly "HimalKhabarPatrika"**

An article by Mr. Bhumidatta Paudel, member of action/2015NEPAL team highlighted the changing population age-structure and the relevance of action/2015 for the mainstreaming of ageing populations. The article was published in one of the most popular vernacular weekly Himal Khabar Patrika of 18th Jan. 2015.

<http://nepalihimal.com/article/3901>

## 'I am' Placards

The action/2015 team created a flexible campaign idea that was used to engage the public and mobilise people at the launch. HelpAge network adapted this idea and conveyed the message that the SDG framework should be for all ages. Through such placards, we were connecting to the historical legacy of the 'I am' call and amplified our activities by linking them to the global action/2015 movement.



## Artists

Getting celebrity support can be a great way of grabbing media attention, putting the campaign in the spotlight and reaching new audiences. In Kenya, HelpAge International recruited some Kenya's foremost artistes from both generations, all in a bid to achieve the Millennium Development Goals. The artists recorded a new song for this campaign which you can hear by clicking on this link: <https://soundcloud.com/george-ndungu-2/action-2015-kenya-theme-song>



Below is the list and bio of these artists.

### John Amutabi Nzenze:

He is one of the few surviving pioneers of Kenyan Twist – a style popularized in mid 1960s after Kenya's independence. For over five decades, Nzenze has strummed the guitar – an instrument he encountered aged barely 12. His popular hits include *Angelike*, *Bachelor Boy* and *Safari Tanganyika* among others.

Action 2015 Song Project: It is an honour to be part of this initiative. As a veteran musician, I'm glad to work with these young artistes – this is a rare opportunity. I hardly get a chance to pass on knowledge acquired over 50 years to young, upcoming musicians. I'm concerned about the choices many youths are making today: in my village parents have been abandoned as young men take to drinking liquor and illicit brews with no clearly defined purpose in life.



### Teddy Kalanda Harrison:

Kalanda is an internationally renowned artiste, composer and skilled saxophonist remembered as the founder of Kenya's legendary bands Them Mushrooms, which he founded in 1972. He is also credited as composer of songs contained in the band's 15 albums, inclusive arguably one of Kenya's most popular song globally – *Jambo Bwana*. At its peak and heydays, the hit reportedly sold over 200,000 units within a span of five years during mid 1980s.

Action 2015 Song Project: I'm humbled to take part and contribute in this epic global venture. For close to four decades, I have composed songs laden with socially appealing and relevant lyrical messages. On the lyrics of this Action 2015 campaign composition, we captured typical everyday challenges youths encounter as they interact with older folks in their quest to earn a livelihood. There is a pressing need to initiate avenues that stimulate dialogue between both generations for their mutual benefit.



### John Katana 'Bishop':

Katana grew up steeped in music after he joined an existing family band – Them Mushrooms soon after completion of his high school studies in

Kenyan coastal city, Mombasa. He quickly learnt the ropes as a keyboard player and gradually became instrumental in the rise of the band as one of Kenya's consistent musical outfits. As a composer, Katana is credited as song-writer of numerous songs in Them Mushrooms enriching recording catalogue, which spans over three decades.



Action 2015 Song Project: I feel privileged to coordinate artistes working on this initiative. As a musician, I always pick out projects I'm passionate about being involved in solely on basis of its core objectives. For me, working with the younger musicians is like giving back experience attained over the years. This song's purpose is noble – I hope it will stir up a more interactive, give and take attitude in our society/communities irrespective of age or one's status in life.

### **Judith Bwire aka Mama Afrika:**

Judith is regarded as one of Kenya's fast-rising singers and composer, making music using the eight-string *nyatiti* [*kamba nane*] traditional *Luo* harp. She has risen above odds to transform her creative abilities and embrace pursuit of a recording artiste career. Starting off as a professional choreographer, she earned her ticket to perform on the global podium at numerous events i.e International Spring Festival [Israel], Womex Festival [Spain], World Music Festival [Malaysia], Roskilde Festival [Denmark] and Amsterdam Roots Festival [Netherlands].

Action 2015 Song Project: It is a great honour to take part in this Action 2015 campaign song project. The objective is essentially realistic to me both as an artiste and a mother. Since I was younger, I can't recall for instance women in my community, being consulted nor encouraged to actively engage on issues of national or even communal importance. They are still somewhat considered as the weaker gender – I believe this is an erroneous perception which has to change as, women globally are indisputably the backbone of every society.

### **Judith Nyambura aka Avril:**

Avril's passion for music and the arts was nurtured during high school – an inclination which became influential in her course of choice at the University's School of Art & Design. While pursuing her studies, the musical bug grew intense over time. She could no longer ignore the desire to plunge into the local showbiz scene. Her first track/video aptly titled *Mama* was recorded for release during 2009. Her acting abilities came to fore in 2012, taking up an actress role in the info-tainment series *Shuga: Love, Sex & Money* awareness campaign movie production.

Action 2015 Song Project: I was called upon to participate in this song and I thought why not. For me it's an opportunity to work with established artistes who I never imagined I would get to interact with; I grew up listening to some of Them Mushrooms songs. But more significantly, this campaign song is timely – the youth and elderly, represent distinctly different generational perceptions and of course aspirations. Our elders

need to reach out to the youth, just as much as young people ought to seek to gain and learn from their wealth of knowledge to appreciate fast-changing lifestyle values.

**Dar Mjomba:**

For several years, Mjomba would be called upon to lead fellow primary school pupils in singing before morning parade prayers. Over time, his unique voice was acknowledged by teachers and peers. By age 13, he managed to compose a secular song *Manzi Yangu* [My Girlfriend], singing to anyone willing to listen. He later switched to gospel music, recording his debut track titled *Kila Mtu Taja Jina La Yesu* [Call the Name of Jesus]. Its popularity translated into sales, enabling him to raise money for his high school enrolment. Mjomba scooped the 2014 Koch Awards Best Male Artiste category besides earning nominations for several other music awards.



Action 2015 Song Project: As a teenager it was almost impossible to express my thoughts to anyone older than me. Most adults seemed to regard us as children, not worthy of expressing our ideas. I believe this attitude has contributed to the growing gap between the youth and the elderly. Yet as I have grown older, I realize that we still need each other. I encourage fellow youths to seek wisdom and knowledge from older extended family members, let us dialogue and not get too immersed in just social media exchanges. There is so much we can benefit from each other as we strive to take care of the elderly.

**Afro-Simba band members:**

1. Kombo 'Burns' Chokwe – band leader / rhythm guitarist
2. Walter Mwangombe – keyboardist
3. Morris Kivisi – drummer/percussions
4. Eddy Dena – bass guitarist

