International Day of Education
24 January 2019

LEAVE NO ELDERLY BEHIND
Introduction

On 3 December 2018, the United Nations created a unique day of “International Day of Education”, reaffirming resolution of 25 September 2015, entitled “Transforming our world: the 2030 Agenda for Sustainable Development”. The day acknowledges quality, inclusive and lifelong learning to all at all level. It was decided to observe “International Day of Education” on each 24 January starting from 2019.

Education is the basic human rights. However, many people are still deprived from education throughout their life. There are so many social taboos on education that are leaving behind children, women and older people in particular. Several efforts have been made for education of marginalized and vulnerable groups. However large number of ever increasing ageing population is still far from those efforts even though more than 90% of older people of developing countries like Nepal are illiterate. Among them, large number of today’s older women is illiterate due to traditional social taboo on girls’ education and limited academic institutions before 1960s.

Ageing population is increasing rapidly due to increasing life expectancy and decreasing fertility rate. It is estimated in 2017 that globally 13% of total population is aged 60 and above and the number will be doubled by 2050. This increasing population ageing is bringing challenges and opportunities at the same time. They are having impact on all aspects socio-economic status of the whole society. So, this emerging population needs to be mainstreamed in each aspects of the society, including education.

This is right time to ensure inclusive and equitable quality education so that the trend of lifelong learning opportunities which enable to participate and contribute in society can be established for older people.

This is an opportunity for us to observe the 1st International Day of Education highlighting older people.
**Objective**

To create a milestone in observance of “International Day of Education” ensuring inclusiveness of ageing population

**Major messages of the day:**

a) Leave no elderly behind in quality education  
b) #Age does not determine the learning capacity  
c) #Educate elderly for lifelong learning  
d) Ensure equitable access to quality education for #allages  
e) Population ageing is increasing dramatically but there is no policy for inclusiveness of elderly in quality education and lifelong learning  
f) Empower older people with literacy/education

**Theme**

Education for all ages: Leaving no one behind
JOIN THE CAMPAIGN

24th January 2019

Use this toolkit to plan your own campaign
CAMPAIGN ACTIVITIES

Become action partner
Like and follow our page to share your activities
https://www.facebook.com/proudtopbeold/
https://twitter.com/AgeingNepal

Please tag Ageing Nepal while sharing your events in social media.

Campaign materials

a) Prepare a main banner for the event (Template is given below)
b) Design and distribute pamphlets/flyers on importance of education for older people

c) Prepare banner-stand and use widely
Organize awareness building sessions

People in developing countries are still unaware on importance of basic literacy for older people. Consequently they are left behind in plans and programmes related to literacy, vocational training and lifelong learning. So, awareness building sessions on importance of education for older people should be organized in different groups like: youths, organizations representatives, women groups, government as well as older people. A majority of population still do not realize that illiteracy adds vulnerability in old age.

Encourage them to:

- Organize basic literacy class for older people
- Organize vocational trainings for older people
- Organize training like using mobile phone, computer to make them techno friendly
- Influence government to formulate policy and programmes on literacy/education for older people
Rally and demonstration

Rally and demonstration are some of the most effective campaign methods to influence local government. Organize a rally of older people or young or people of all ages demanding education and lifelong learning opportunity for all including older people. It can also gain media attention.

Some slogans

- Support #SDG4 for elderly
- Don’t leave elderly behind
- Education is human right for all ages
- I made you literate, now it’s my turn to be literate
- Promote lifelong learning for all ages
- Education gives voice to voiceless #elderly
- #SDG4 cannot be achieved leaving ever increasing older people
**Photo stunt**

Organize photo stunt in your community. Click pictures with messages and post it in social media for mass awareness. Don’t forget to put hash tags #internationaleducationday #olderpeople #SDG4 and tag @Ageingnepal while uploading pictures in face book and twitter.
Signature campaign
Organize signature campaign in support of International Day of Education in major public places of your area. Handover the signatures collected banner to your local/central government to aware them about the day.

Template of banner for signature campaign

Radio talk
Organize a radio talk in local or community radio. Give talk or invite concerned people from Ministry or organizations. Inform people about the radio programme, its date, day, time and radio station through social media.

TV talk
Arrange TV talk with concerned people from Ministry or organizations. Inform people about the programme, its date, day, time and channel through social media.
Blog

Write a blog with case studies to collect evidence based information on importance of education for older people, and upload it in social media or website of your organization.

You can also send us through email: ageingnep@gmail.com by 22 January, so that we can upload it in our website and share widely through social media. Requirement:
Font: Calibri
Font size: 12
Words: 800

Please provide us your passport size photo.

Sample of blog

Article writing

Articles in daily newspapers help to build mass awareness. Write articles highlighting the importance of education for older people and publishes in national newspaper(s). Please contact us to make it publish.

Sample of an article
Design and share graphic with message

Please feel free to write us if you want to share these graphics. Please use followings hashtags for sharing these graphics #internationaleducationday #olderpeople #SDG4 and don’t forget to tag Ageing Nepal.

“Now, i can help my grandchildren to do their homework”
- Bhagwati Poudel, 74, Neo-literate Nepal

“My desire for learning was buried at a small age. Then, I became child bride and spent rest of my life being illiterate & dependent on my husband.”
- Chandra Kumari Panta, 80 Nepal

“When I was in dire need of money to build a house, my bank loan was rejected just because I was unable to write my name.”
- Kanchi Gautam, 73, Nepal
Please feel free to contact us for technical support

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