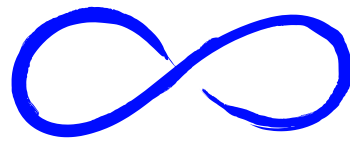




GLOBAL
CAMPAIGN
TO COMBAT
AGEISM

GLOBAL REPORT ON
AGEISM





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MESSAGE BY THE UNITED NATIONS SECRETARY-GENERAL

Ageism is widespread in institutions, laws and policies across the world. It damages individual health and dignity as well as economies and societies writ large. It denies people their human rights and their ability to reach their full potential.

Despite its pervasive nature and harmful impacts, ageism still lacks a solid knowledge base of dedicated research, information, disaggregated data and systematic trends analysis. This new *Global report on ageism* fills this gap and underscores the need to adopt a forward-thinking, rights-based approach that addresses the underlying societal, legislative and policy structures that support long-standing assumptions about 'age' across the life course.

The COVID-19 pandemic has had a devastating impact on older persons. Intergenerational solidarity must be a touchstone in our efforts to recover. Older persons have also made important contributions to the crisis response, as health workers and caregivers. Women, for instance, are over-represented among both older persons and among the paid and unpaid care workers who look after them.

My policy brief on older persons and COVID-19, released in May 2020, highlights the need to recognize the multiple roles that older persons have in society – as caregivers, volunteers and community leaders – and underscores the importance of listening to the voices of people of all ages, valuing their contributions and ensuring their meaningful participation in decision-making.

Addressing ageism is critical for creating a more equal world in which the dignity and rights of every human being are respected and protected. This is at the heart of the 2030 Agenda for Sustainable Development, the world's agreed blueprint for building a future of peace and prosperity for all on a healthy planet. In that spirit, I commend this report to a wide global audience and look forward to working with all partners to uphold the promise to leave no one behind.

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