



THE 2022 HEALTHY AGEING 50
Government, Civil Society, Industry and Academic Leaders
Transforming the World to be A Better Place in Which to Grow Older

A UN Decade of Healthy Ageing initiative supported by the International Telecommunication Union (ITU), the International Labour Organization (ILO), the Office of the High Commissioner for Human Rights (UN Human Rights), the UN Department of Economic and Social Affairs (UN DESA), the World Economic Forum (the Forum), and the World Health Organization (WHO).

Background

The United Nations General Assembly declared 2021-2030 the UN Decade of Healthy Ageing: an opportunity to bring together governments, civil society, international agencies, professionals, academia, the media, and the private sector for ten years of concerted, catalytic and collaborative action to improve the lives of older people, their families, and the communities in which they live. This year, as the Second World Assembly on Ageing approaches its 20-year milestone, there is an opportunity to generate renewed momentum for action to advance the ageing agenda. The Madrid International Plan of Action on Ageing, adopted in 2002, called for changes in attitudes, policies and practices at all levels – international, national, community, corporate and organizational – to recognize the ageing population as a potential resource that can contribute to development. At the same time, it sought to ensure that people everywhere will be enabled to age with security and dignity, and continue to participate fully in society. The Healthy Ageing 50 will help to drive this renewed momentum by honouring 50 leaders from across the globe who are already working to transform the world to be a better place in which to grow older.

Health and wellbeing are central to our experience of older age and the opportunities that ageing and longevity bring. The COVID-19 pandemic has shed a light on many gaps, not just in the things we do, but in how we think about ageing and older people. Improving the lives of current and future generations of older people requires a whole-of-society approach. Initiatives undertaken as part of the Decade will engage diverse stakeholders and seek to:

- change how we think, feel and act towards age and ageing;
- facilitate the ability of older people to participate in and contribute to their communities and society;
- deliver integrated care and primary health services that are responsive to the needs of the individual; and
- provide access to long-term care for older people who need it.

The Decade sets an ambitious vision, one that can only be realized through the combined efforts of governments, civil society, academia, business, media, and local communities. Healthy Ageing 50 will recognise those who are already working to make the goals of the Decade a reality.

Definition

Healthy ageing is not about the absence of disease but about the creation of environments, opportunities and policies that enable us to be and do what we value as we age.

Categories

The UN Decade of Healthy Ageing, which builds on the Madrid International Plan of Action on Ageing and aligns with the Agenda 2030 and the Sustainable Development Goals, establishes a common framework for driving change and fostering healthy ageing by prioritizing four areas for action. Integral to the framework is the need for concerted, collaborative action that is evidence-based and effective.

Nominations should be associated with one or more of the four action areas of the Decade:

1. **Combatting Ageism:** Changing how we think, feel and act towards age and ageing
2. **Age-friendly Environments:** Ensuring that communities foster the abilities of older people
3. **Integrated Care:** Delivering integrated care and primary health services responsive to older people
4. **Long-term Care:** Providing access to long-term care for older people who need it

The Call

We are looking to name and honour 50 leaders who have contributed to fostering healthy ageing in their respective area of work, whether within administrations, organisations, universities, businesses, local communities, and more. We want to find leaders who do the following:

- Have found new ways to improve the lives of older people, their families or communities.
- Engage locally and nationally, promoting coherence across government policies.
- Lean on business, ensuring that industries help foster healthy ageing for all and not just for a select few.
- Reimagine the future, not only by harnessing new technologies and trends but also by drawing on experiences and lessons of older generations.
- Promote and integrate deeply one or more of the following ways of working essential to realising the Decade's objectives:
 - Putting older people, their families and communities at the centre, ensuring that their views inform every step of the design and delivery of activities;
 - Nurturing leadership and building capacity to take appropriate action integrated across sectors;
 - Connect with their peers and stakeholders, recognizing that to make a difference in older people's lives we need to cut across existing sectors and disciplinary boundaries to provide a joined-up response;
 - Support innovation to accelerate implementation, recognising that systems and requirements are frequently designed for past generations and not current or future ones; and
 - Are responsive, improving or harnessing data, research, and knowledge to drive their activities.

Proposed Selection Process

Nominations will be initially screened for eligibility and due diligence by the Forum, supported by WHO. All eligible nominees will be assessed by the review committee composed of representatives from the Inter-Agency Group on Ageing (IAGA) and the Forum. Directors of UN agencies will make the final selection. The final proposed list of leaders will be approved by a high-level UN agency leader (TBD).

In line with the UN Decade of Healthy Ageing's guiding principles of inclusivity, equity, and leaving no one behind, at least 50% of the selected leaders will be women, and come from low- and middle-income countries as defined by the World Bank.

Deadline and Announcement

The deadline for nominations is **30 June 2022**.

Nominations can be made on the UN Decade of Healthy Ageing Platform in English, French, Spanish, or Russian. Nominees from all UN Member States are welcome, but those from low- and middle-income countries as well as women and other underrepresented groups are especially encouraged to apply.

The Healthy Ageing 50 will be announced at a virtual event in September 2022 (TBD). All nominees will be advised of the outcome prior to this event.

For questions, please contact: healthyageing50@decadeofhealthyageing.org