



AGE CONCERN  
**DIGNITY**  
CHAMPIONS

AGE CONCERN  
**DIGNITY**  
CHAMPIONS



## Working towards an inclusive society – with your help.

Age Concern is striving to create a New Zealand in which everyone is valued, supported and empowered no matter how old they are. However, this is not the society we live in – not yet.

That's where you come in. We need New Zealanders from all walks of life to join us and become Age Concern Dignity Champions.



Visit us at [ageconcern.org.nz](http://ageconcern.org.nz)



Inside, you'll find information about how you can pledge to help create an inclusive society for us all.

*We are the sum of our experiences.*

## We're all growing older, every day.

As we do, the sum of what we've experienced and learned also grows. Yet we live in a society that doesn't always value older people.

Attitudes and behaviours make all the difference.

*An estimated 50,000 older Kiwis are chronically lonely.*

## Where does this lead us?

Lack of respect can lead to loss of dignity, social isolation, and abuse and neglect of older people. An estimated 50,000 older Kiwis are chronically lonely. Every day, older Kiwis are abused psychologically, financially or physically. This happens in families and even in institutions such as hospitals and rest homes. It destroys lives and tears families apart. It also strips older New Zealanders of their dignity and self-respect.

*Here's where you come in.*

## Show your support.

Pledge to help create a more inclusive New Zealand. Follow the basic principles outlined on the following page and register as a Dignity Champion at [ageconcern.org.nz/dignity](http://ageconcern.org.nz/dignity)

AGE CONCERN  
**DIGNITY**  
CHAMPIONS

## Why become an Age Concern Dignity Champion?

To help us change attitudes and behaviours that devalue older people. Together, we can make sure New Zealand is a place where we can all grow old with dignity.

*Stereotypes about ageing do harm.*

## What are the challenges?

Stereotypes about ageing are powerful. They can easily dictate the way we think and respond.

How often do we hear older people referred to as a burden?

How often do we find ourselves growing impatient with an older person?

Where kindness and patience are needed, we don't always measure up.

AGE CONCERN  
**DIGNITY**  
CHAMPIONS

## Dignity Champions pledge to:

- Reject stereotypes and focus on the uniqueness of every individual
- Speak up when they hear people speaking negatively about growing old
- Have the courage to question practices they feel are disrespectful to older people
- Do not patronise older people
- Are patient, polite and friendly
- Have zero tolerance for abuse or neglect
- Are relationship builders – they combat isolation and loneliness by better getting to know the older people in their lives.

*It's the little things we do every day that show respect and offer dignity.*

*Pledge to help create a more inclusive New Zealand by becoming an Age Concern Dignity Champion. Find out more or register as a champion at [ageconcern.org.nz/dignity](http://ageconcern.org.nz/dignity)*