



International Day of Older Persons 2026 Campaign Toolkit

International Day of Older Persons

1 October is international day of older persons. From September - October, join Age Concern New Zealand in recognising the United Nations International Day of Older Persons, a global celebration of the contributions of older people, to raise awareness of the challenges they face, and encourage communities to take action to support ageing well.

The theme for this year is 'The Age of Longevity: Rethinking Systems for Longer Lives'.



Campaign objectives

- Amplify the voices of older New Zealanders within a global movement.
- Reach more older New Zealanders with trusted information
- Challenge ageism and stereotypes through stories that demonstrate the diversity, resilience, contributions and aspirations of older people.

Key Messages

To strengthen the collective message we want to convey, you can use the following key messages as you post on your channels:

- **See the person, not the stereotype.** Every older person has unique experiences, talents and aspirations. Positive ageing starts with seeing people as individuals
- **Call out unconscious bias towards ageing.** Small assumptions can have a big impact. Everyone benefits when people of all ages are respected and included.
- **Treat older people with real respect - no talking down.** A society built for longer lives is one where people are treated with dignity, are heard and included. Every person deserves to be treated with dignity at every age.
- **Be kind, patient and friendly.** Small acts of kindness can make a world of difference. The stronger and more inclusive our communities are, the more people can thrive as they age.
- **Stand strong against abuse and neglect.** Speak up, support others and help create communities where older people feel safe, valued and supported.
- **Reach out and connect.** Loneliness is not an inevitable part of ageing. Everyone can have a role in creating a sense of belonging. Living longer should also mean living connected.

Campaign hashtags

Please use these recommended hashtags for the campaign and tag us at Age Concern New Zealand if you are posting on social media.

Hashtags:

#IDOP #AgeConcernNZ #AgeingWellNZ

Campaign assets



You can download the campaign assets through the links provided below. Social media and banners are in PNG format, while Print is in PDF format.

We also provided Canva links as editable assets.

We will be running this campaign from 10 September - 30 October 2026

Download links:



Social Media | Facebook & Instagram



Banners | Newsletters & Email Signatures



Print | Posters & Flyers



Canva | Editable files for [Facebook](#) & [Instagram](#)



Other areas of work

The International Day of Older Persons is both a celebration and an opportunity to shine a spotlight on the important role older people play in our communities. It recognises that the insights, experience, skills and contributions of older people are valuable at every age and in every workplace.

Alongside this media toolkit, Age Concern New Zealand is highlighting other initiatives that celebrate and support older people, including our **redeveloped website** and the **Huia Awards**.

Age Concern New Zealand Website

For more than 50 years, Age Concern New Zealand has been a trusted charity supporting older people across Aotearoa. Our newly redeveloped website provides accessible, reliable information for older people, whānau, communities, and anyone seeking trusted advice on ageing.

The website includes information on health promotion, positive ageing, Age Concern services, and links to reputable sources of information. The redevelopment has also strengthened accessibility features, making it easier for people of all ages and abilities to find the information and support they need.

In line with this year's International Day of Older Persons theme, "The Age of Longevity: Rethinking Systems for Longer Lives", the website serves as an important resource that helps people navigate and plan for longer, healthier and more connected lives.

www.ageconcern.org.nz



Huia Awards



Now in its fourth year, the Huia Awards has become an important opportunity to recognise individuals who are making, or have made, a significant contribution to improving the lives of older New Zealanders. Held annually to coincide with the International Day of Older Persons, the awards shine a spotlight on remarkable people whose dedication, leadership and service have made a lasting impact in their communities.

Through celebrating these achievements, the Huia Awards help raise awareness of important issues affecting older people while providing inspiration, hope and recognition for those making a difference.

This year's Huia Awards will be held at Parliament on 30 September, with news of the winners shared shortly afterwards.

Sharing our campaign, website and the Huia awards will help us spread the message and provide information and support to older people across Aotearoa. Ngā mihi nui - thank you for making Aotearoa New Zealand a great place to age!

For any queries, you can reach out to us at communications@ageconcern.org.nz