

[Age Action Ireland \(https://www.activelink.ie/node/575\)](https://www.activelink.ie/node/575)

Age Action supports and advocates for equality and human rights for all older people.

Everything we do is based on a recognition of the diversity of identity and situation among older people and a concern for equality for all older people. In addressing ageing, our work includes a concern to influence perspectives on and responses to ageing. This pursuit of equality and human rights is underpinned by our work to promote ageing in place, life-long learning, and health and wellbeing for older people, empowering them to live as active citizens.

Our work is driven by an organisation that is professional in its operations and lives out its values of dignity, participation, diversity, social justice, and professionalism.

We will mobilise and empower older people to advocate on behalf of themselves, their families and their communities as a key element of our advocacy work. As part of this work we will also challenge attitudes towards ageing and older people.

We will continue to promote the adoption of a life course approach which recognises ageing as a lifelong process. We will particularly focus on highlighting the needs of the most disadvantaged of older people.

This work will be informed by best international practice and will raise awareness of the needs of older people in developing countries, promoting global policies to protect and support older people.

Our services and programmes will support older people and their families to live full and independent lives and we will endeavour to ensure these services and supports are models of good practice.

We will work with partners in the business and community sectors to support the development and expansion of these services.

Our main activities are:

- Informing and influencing public policy
- An Information Service to empower people to make informed decisions about their own lives
- A Care and Repair Services carrying out free DIY tasks in the homes of older people which support people to age in place
- A Getting Started Programme offering free training to older people on digital devices which supports digital inclusion.

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