

COVID-19: An Inclusive Response



Older people and COVID-19

Older people and those with pre-existing health conditions are most susceptible to serious complications from COVID-19. In many countries, over 50% of older people are affected by multi-morbidity, the prevalence of which rises sharply with age and poverty.

80%

Elevated Risk
of people who died from COVID-19 in China were over the age of 60

31%

Access Barriers
of older people surveyed in 6 humanitarian crises said they do not have access to hand washing facilities

Targeted, Effective Programs

HelpAge International is the secretariat to a global network of organizations united under a common mission to advance the health, dignity and security of older people.

In response to the COVID-19 pandemic, we are leveraging our partnerships with local organizations and deploying a community-based service model to address older people's disproportionate health risks and mitigate the collateral impacts of measures such as lockdowns and closures.

Increasing Awareness

HelpAge is disseminating accessible COVID-19 health information to older people and caregivers in 85 countries. Our network provides critical resources to older people who are often missed by public awareness campaigns that don't accommodate for access challenges, including illiteracy and sensory disabilities. Through Older People's Associations (OPAs), HelpAge mobilizes older people to campaign for their rights and entitlements.

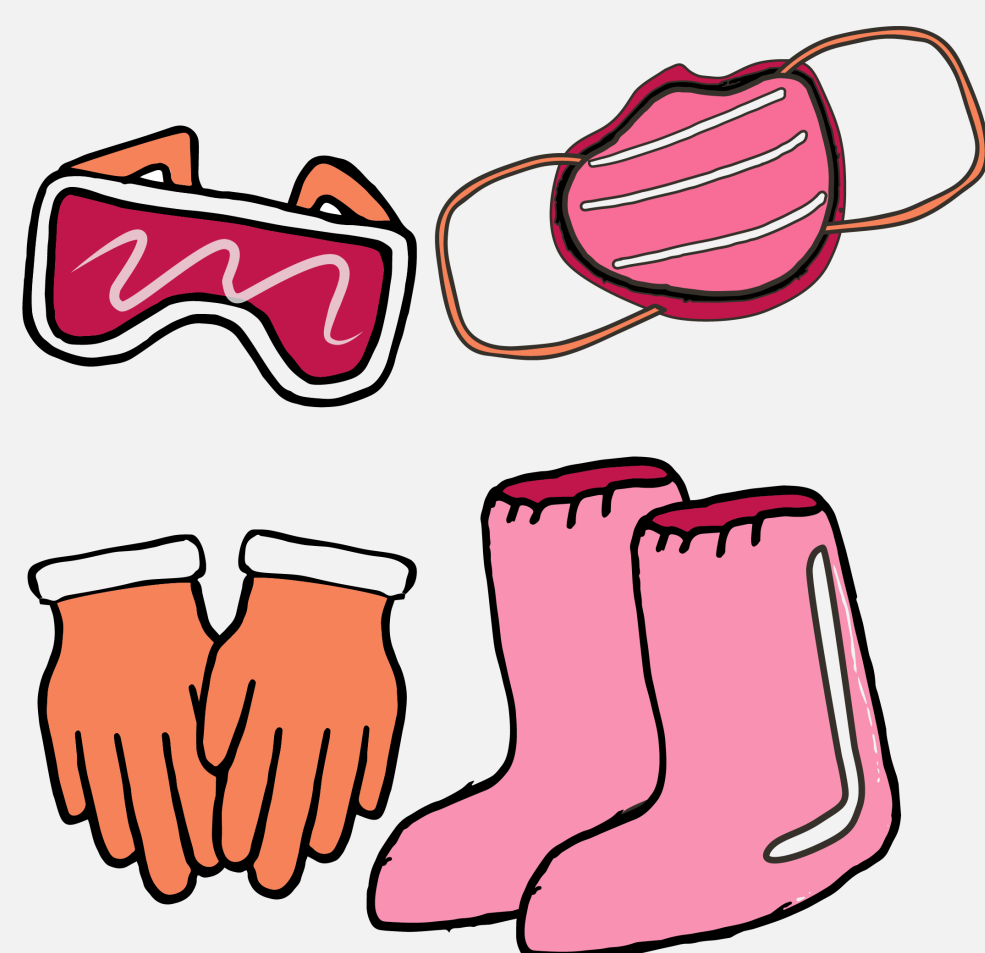


We utilize safe channels, including banners, radio messages, pictorial leaflets, and 'phone buddy' check-ins.

HOME-BASED CARE & PSYCHOSOCIAL SUPPORT



PROTECTIVE EQUIPMENT



HYGIENE KITS



INCLUSIVE SOCIAL PROTECTION



Policy Change & Stakeholder Influencing

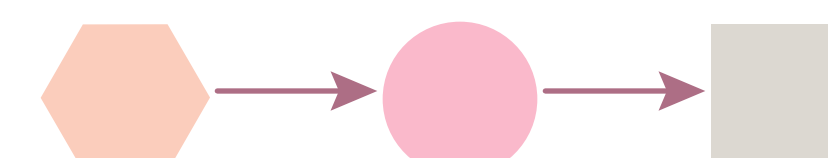
COVID-19 GUIDANCE

HelpAge has drafted COVID-19 guidelines on inclusion, caregiving, and social pensions for humanitarian actors.



TECHNICAL TRAINING

HelpAge trains government and NGO leaders on caregiving, home-based care, protection and inclusion, psychosocial support, contingency planning, and social protection.



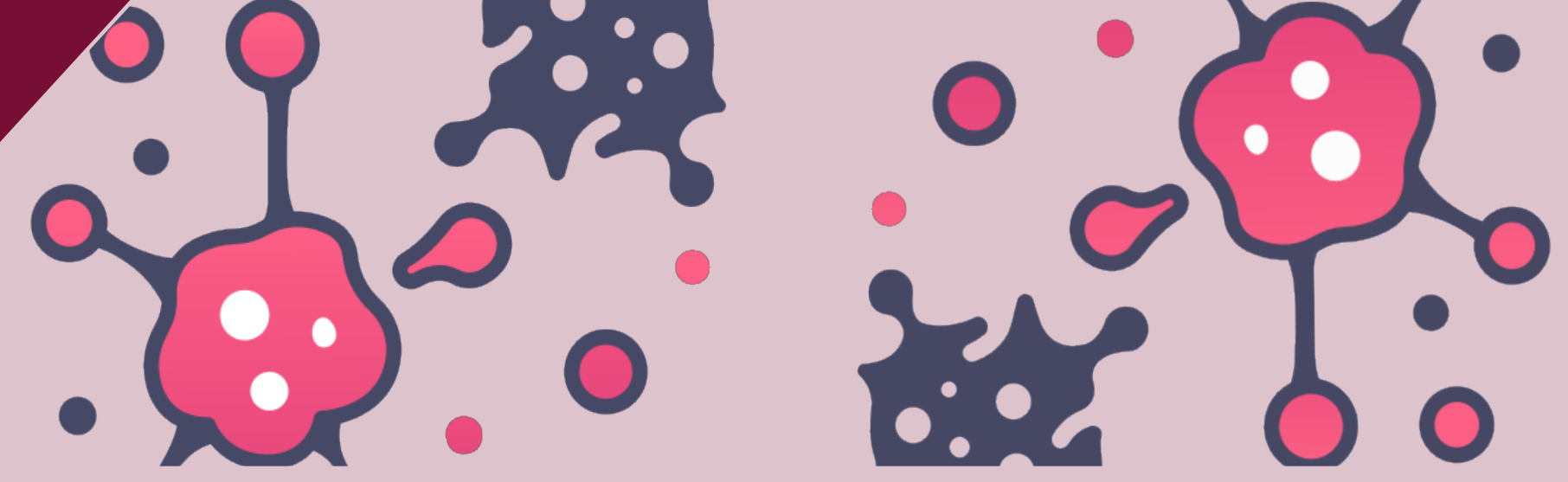
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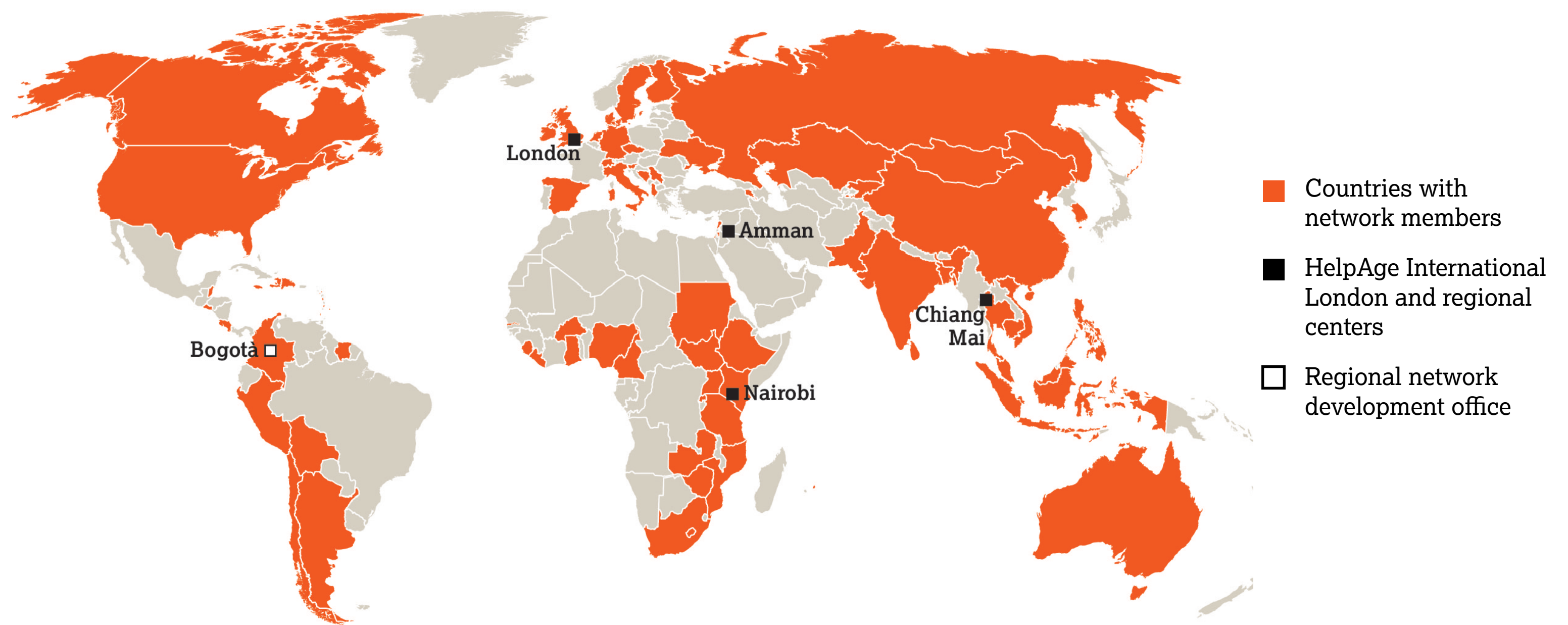


Our Global Network

HelpAge reaches older people where health and social infrastructure to fight COVID-19 is weakest. We are on the ground in the world's poorest communities and operate in complex humanitarian situations. Our focus is on low and middle-income countries, where 80% of people over the age of 60 will live by 2050.

154 network member organizations

85 countries with network members



Ukraine

HelpAge works in the Donbass region of Ukraine in 40 locations all within 5 km of the line of contact. Since 2015, HelpAge has provided home-based care in Ukraine to older people, many of whom live alone and have disabilities. In response to COVID-19, HelpAge is mobilizing 160 community volunteers across 40 locations to prevent loneliness, isolation, and deterioration of health.

Hygiene Kits Distributed 2,000 COVID-19 hygiene kits to older people (includes wet wipes, toilet paper, soap, toothpaste and toothbrush, shampoo foot balm, and sponges)

Home-based care Reaching 2,000 older people with home-based care support, COVID-19 health information and hand sanitizer.

Technical Support HelpAge in Ukraine leads the UN protection cluster's age and disability technical group and provides input on how to make cluster activities more inclusive of older adults.

Ethiopia

HelpAge is adapting existing health and care programs in Addis Ababa and Hawassa to respond to COVID-19. We've mobilized 150 home-based care volunteers in these communities who help us support over 3,000 older people and people with disabilities. Humanitarian programs that support South Sudanese refugees in Gambella are reaching older people with protective measures and information.

Awareness & Education Developed a radio program on COVID-19 airing nationally; translated and disseminated posters and brochures. Media activities will reach at least 20,000 people.

Home-based care Support care homes to develop protective measures and procure supplies. HelpAge is providing disinfectant, gloves, and masks.

WASH & Food Security Provide older people who are most at risk with disinfectant, soap, and food.

Venezuela

According to a rapid needs assessment (RNA) HelpAge conducted on older people in Venezuela, 80 percent reported difficulties getting food they could eat. Over 60 percent of older migrants in La Guajira reported not having access to toilets or bathing facilities. HelpAge is bridging access barriers and mitigating the impact of COVID-19 containment measures for older people in Venezuela and displaced in Colombia.

Food Security Delivering 2 hot meals per day to 750 Venezuelans who are displaced or homeless.

Psychosocial Support Supporting older people, people with disabilities, and caregivers through referral services and reporting mechanisms for gender-based violence.

Hygiene & Sanitation Providing 850 households with hygiene supplies, including disinfectant, face masks, and soap in Pamplona and Bucaramanga.

Bangladesh

In Cox's Bazar, home to about 855,000 refugees displaced from Myanmar, severe overcrowding, poverty, and a chronic lack of health care facilities are fueling concerns that COVID-19 could quickly spread, exacerbating an already dire humanitarian crisis. HelpAge has worked in Bangladesh since 1991 and is adapting programs to increase awareness among older people about the virus and put preventative measures in place.

Awareness & Education Broadcasting audio messages in the Rohingya language developed by BBC Media Action via loudspeakers; informing older people through outreach services.

Hygiene & Sanitation Distributing hand sanitizers and detergent to 21,000 older people; established handwashing points at service facility entrances.

Procuring PPE Procuring medical gowns, surgical masks, gloves, goggles, hand sanitizers and shoe covers; preparing volunteers to provide community health care and WASH support.

PARTNER WITH US

Response & Recovery

HelpAge collaborates with partners on operations, resource development, program design, and monitoring to ensure older people's needs are met. In Indonesia, HelpAge partnered with Yakkum Emergency Unit to respond to the 2018 earthquake-tsunami. Together, we conducted consultations with older people and delivered outreach services, home-based care, psychosocial support, and assistive devices.

Technical Assistance

HelpAge provides guidance and training to governments, NGOs, and donor agencies across a range of sectors, including humanitarian response and preparedness, health and care, and social protection. For instance, HelpAge was a key resource for the launch of the Kenyan Government's first universal social pension *Inua Jamii 70 and Above*, designing a monitoring framework and impact evaluation.

Research & Policy Analysis

HelpAge bridges gaps in data on older people and builds an evidence base for interventions that are age and disability-inclusive. Our recent analysis of the UN's Global Humanitarian Response Plan to COVID-19 and corresponding \$2.1 billion USD appeal provided concrete proposals for how to strengthen needs analyses, monitoring frameworks, and financial requirements to address the needs of older people.

HelpAge works within the Core Humanitarian Standards (CHS), Humanitarian Standards Partnership (HSP) and Sphere Standards. In 2018, we released the Humanitarian Inclusion Standards for Older People and People with Disabilities with a consortium of NGOs.



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