



www.best4older-lgbti.org

Press Release

Best4OlderLGBTI Awareness E-actions

The Best4OlderLGBTI project will release the first of 5 awareness videos on December 5th. The dates for the remaining 4 videos are below. Each video is aimed at a different target:

- Health and social care professionals - **5th December 2019**
- Public service representatives - **9th December 2019**
- Teachers / Educators - **12th December 2019**
- Employers - **16th December 2019**
- General public - **19th December 2019**

Many older LGBTI people lived their lives at a time where issues around sexuality and gender were hidden and they concealed their identity, experiencing social exclusion.

Different studies highlight problems experienced by older LGBTI adults, such as access to social protection and financial security, stigmatisation by healthcare providers, issues concerning isolation and a lack of family support. Discrimination as a result of a person's sexual orientation, gender identity, gender expression and sex characteristics still exists.

To highlight these issues, the Best4OlderLGBTI Partnership developed 5 videos to encourage the reporting of discrimination and show the inequalities faced by older LGBTI people when availing of public services and engaging with health and social care professionals. Ageism along with homophobia, and heterosexism, can adversely affect the delivery of care for those who identify as LGBTI.

The awareness campaign will run over a three-week period and commences with the 1st video presenting a powerful message - *#handlewithcare* – for health care professionals.

This campaign aims to raise awareness about age discrimination and sexuality among all older people, with a focus on those who are LGBTI. We hope to change attitudes and influence the behaviour of professionals and the general public towards older LGBTI people and respect of their rights.

Each video will allow you to choose from subtitles in English, Dutch, Greek, Italian, Portuguese, Romanian and French. The videos are meant to deconstruct stereotypes and promote the use of non-discriminatory language.

Follow our [social media channel](#) to stay updated and visit our [website](#) to learn more about Best4OlderLGBTI Project!

Do you want to be a part of the project - let your voice be heard, and for further information, email: best4older.lgbti@gmail.com

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ABOUT THE PROJECT

The Best4OlderLGBTI project, funded by the Right, Equality and Citizenship (REC) Programme, intends to fight against discrimination based on age, sexual orientation, gender identity, gender expression and sex characteristics of older people, and to promote the rights of older (LGBTI) people, through raising awareness of different target groups contributing for a more equal and inclusive society. The aim of the project is to develop a raising awareness campaign in six EU Member States, contributing for the decrease of inequalities and discrimination in attendance of public services and health and social care, as well as in encouraging the report of cases of discrimination.

Visit our website to learn more about the project!

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Best4 OLDER LGBTI

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PROJECT PARTNERS:

