

# Global AgeWatch Index

Using technology to engage citizens with wellbeing statistics

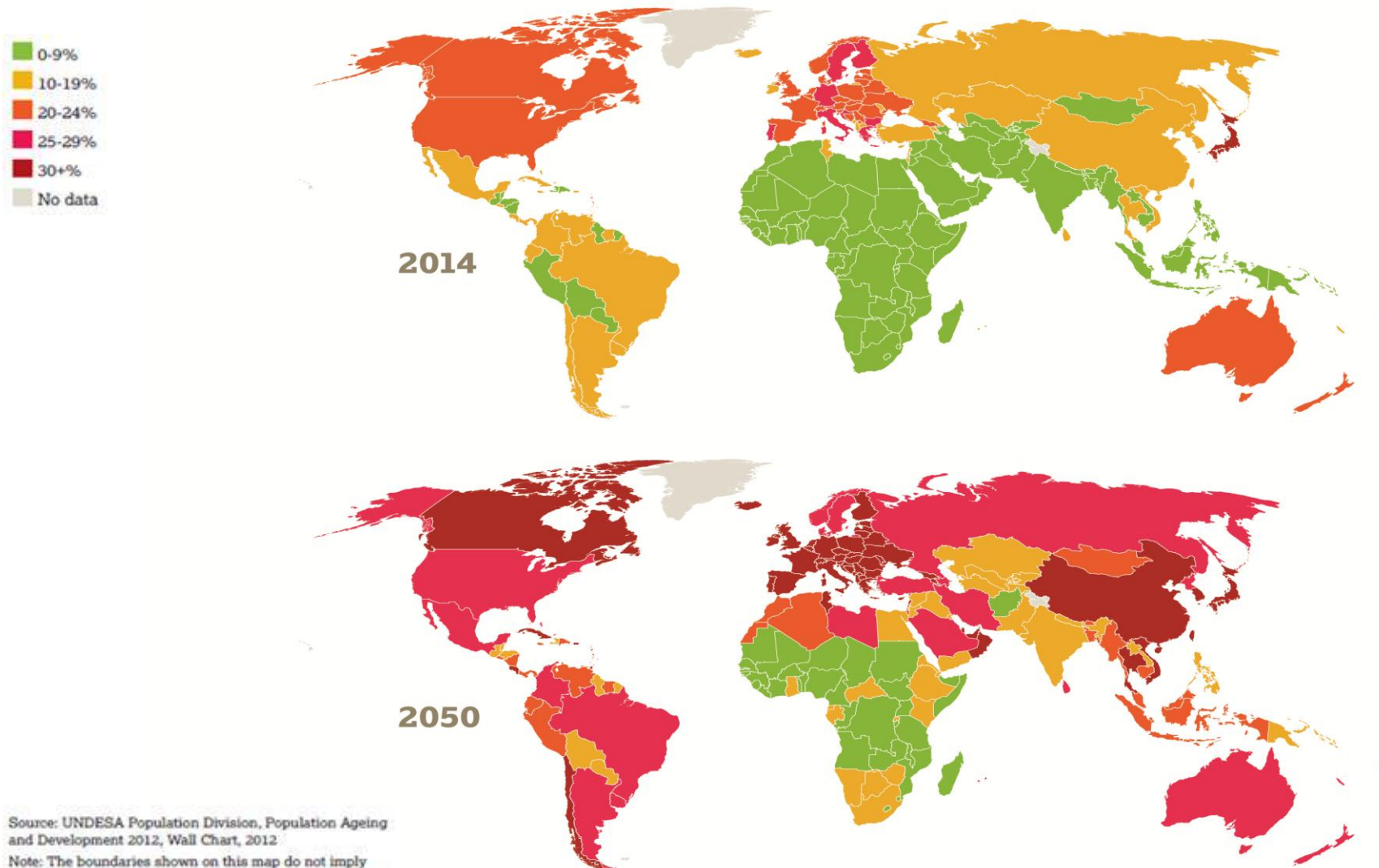


OECD Paris 18 September 2014

# Global AgeWatch Index

- Setting the scene: Population ageing
- About HelpAge
- About the Global AgeWatch Index
- Why it's important to engage with citizens
- Examples of how we used technology to engage
- Successes
- Lessons learned
- Increasing the potential of citizen engagement through tech
- Greatest challenges

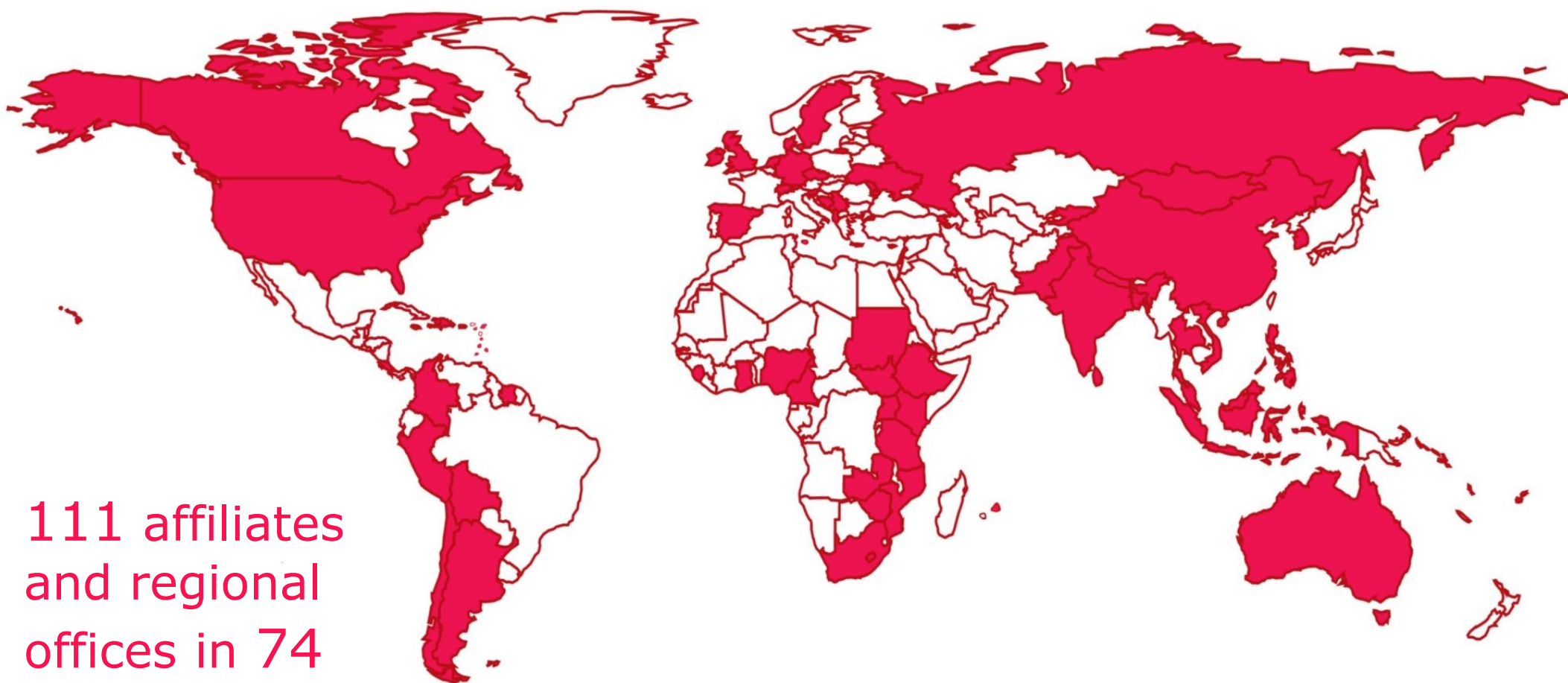
# Population ageing: Proportion of population aged 60+ in 2014 and 2050



Source: UNDESA Population Division, Population Ageing and Development 2012, Wall Chart, 2012

Note: The boundaries shown on this map do not imply official endorsement or acceptance by the United Nations





111 affiliates  
and regional  
offices in 74  
countries

**HelpAge International Network**

# Five global actions

**HelpAge  
International**

*age helps*



Enabling older women and men to have a secure income



Enabling older women and men and those they support to receive quality health, HIV and care services



Enabling older women and men to actively participate in, and be better supported during, emergency and recovery situations



Building global and local movements that enable older people to challenge discrimination and claim their rights



Supporting a growing global network of organisations to improve their work with and for older women and men

# Story behind the Index: Meet Hanna



- No formal education
- No pension
- Works very hard
- Ill but can't afford healthcare
- Looks after young children
- Invisible and excluded because of her age

# Who sees Hanna?



Older people are missed out of data collection and analyses.

They are invisible to policy makers.

# What is the Global AgeWatch Index?

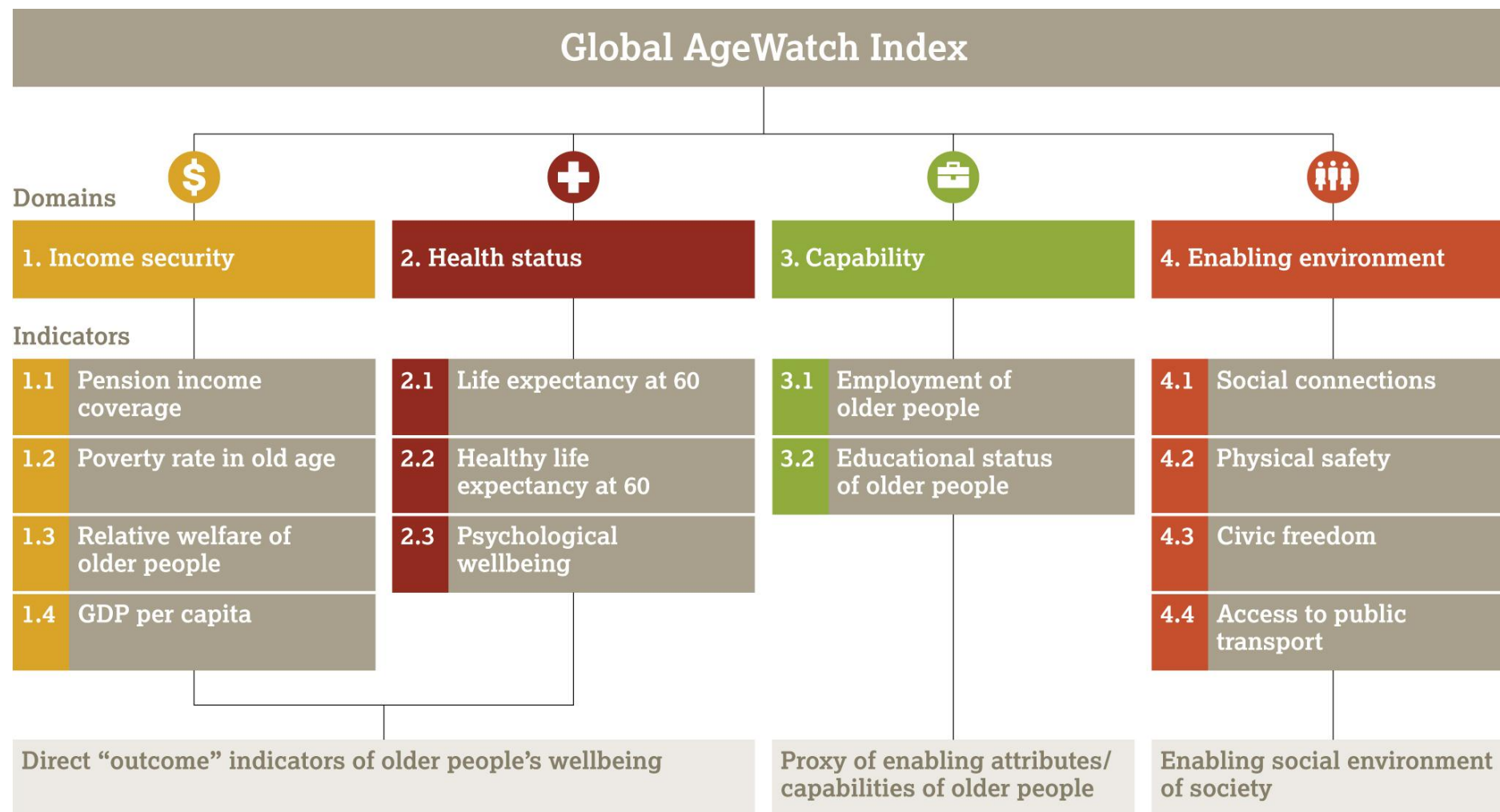
- First-ever measure of quality of life and well-being of older people around the world.
- Responds to the concerns of older people.
- Uses the latest data from World Bank, WHO, ILO, and Gallup World View.
- Covers 96 countries representing 91% of the world's older people.



# Why is the Index needed?

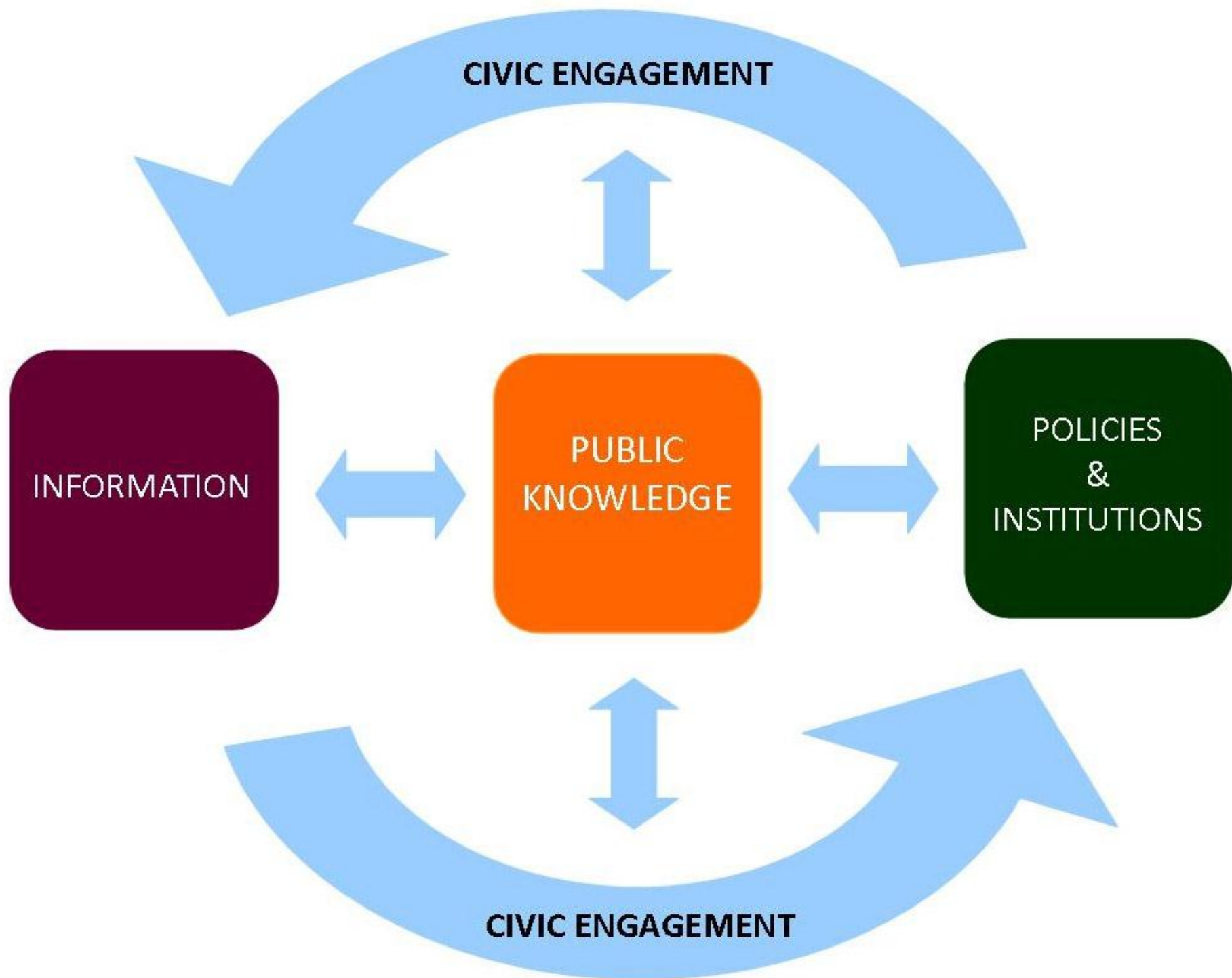
- Monitor wellbeing of older people across the world.
- Benchmark countries and provide insight into areas of policy intervention.
- Provide a guideline framework for governments and international institutions on key data to collect to develop and respond to population ageing.
- Help identify, track and monitor key trends on ageing at country, regional and global levels.
- Ensure the Post 2015 framework includes older people and responds to the UN Secretary General's call for a "data revolution".

# Domains and indicators



# Why is it important to engage citizens?

- Puts people at the centre of economic and social policy development
- Responds to issues citizens are concerned about
- Data and evidence – key to bring about policy change
- Information = power = progress
- Lobby politicians
- Hold governments to account
- Data revolution – Post 2015 agenda – “leave no one behind”





# Using technology to engage

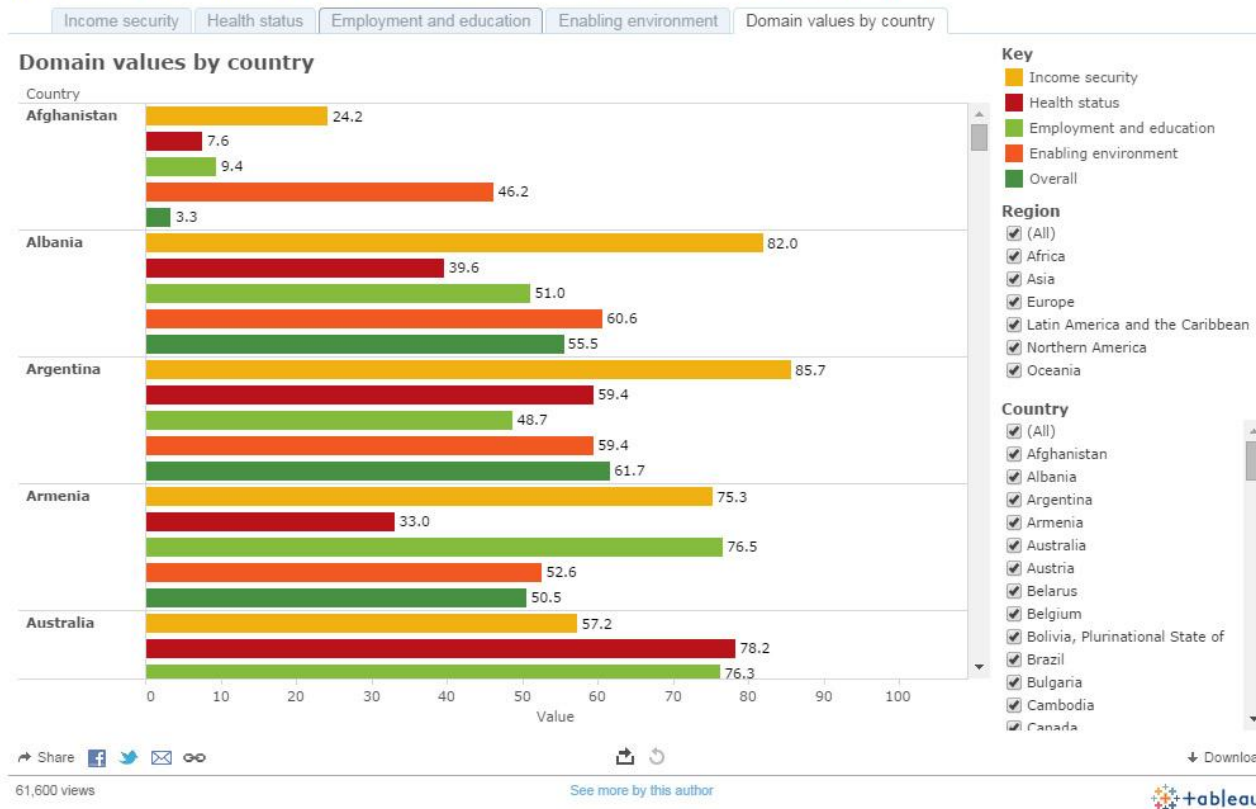
## Compare countries

These visualisations allow you to identify surprising results – countries that do well overall but perform poorly in a certain domain or vice versa.

The **domain values by country bar charts** show a country's value across all domains. You can also view selected domains and select countries to compare.

**Click on a tab below to see heat maps for each domain.** The size of the rectangles is proportionate to the overall Index value and the colour indicates how well a country does in a particular domain.

The values show how near a country is to the ideal value of 100. The higher the value, the better older people fare.

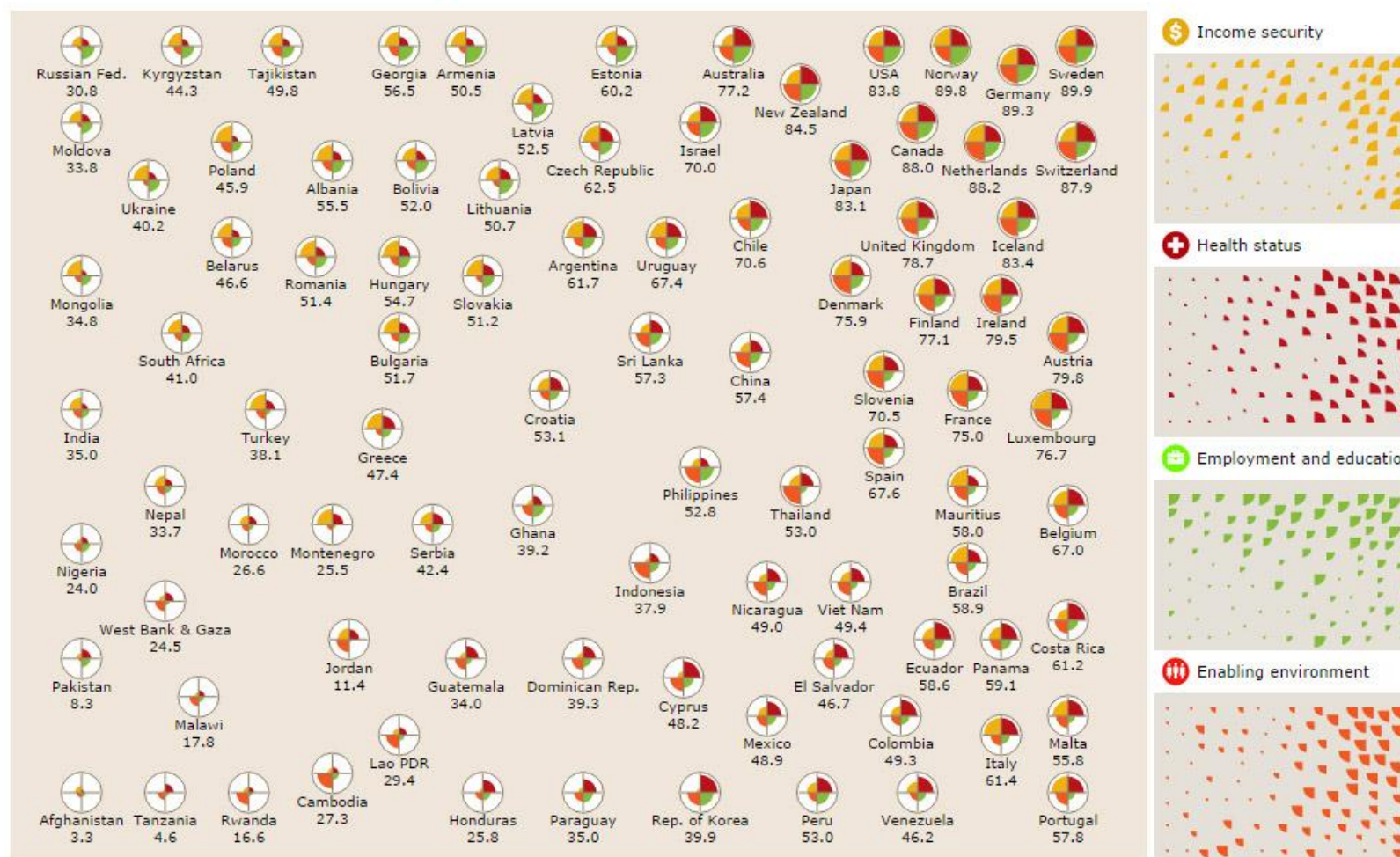


Datakind  
volunteers  
dived deeper  
into the Index  
data to create  
engaging data  
visualisations.

<http://www.datakind.org>

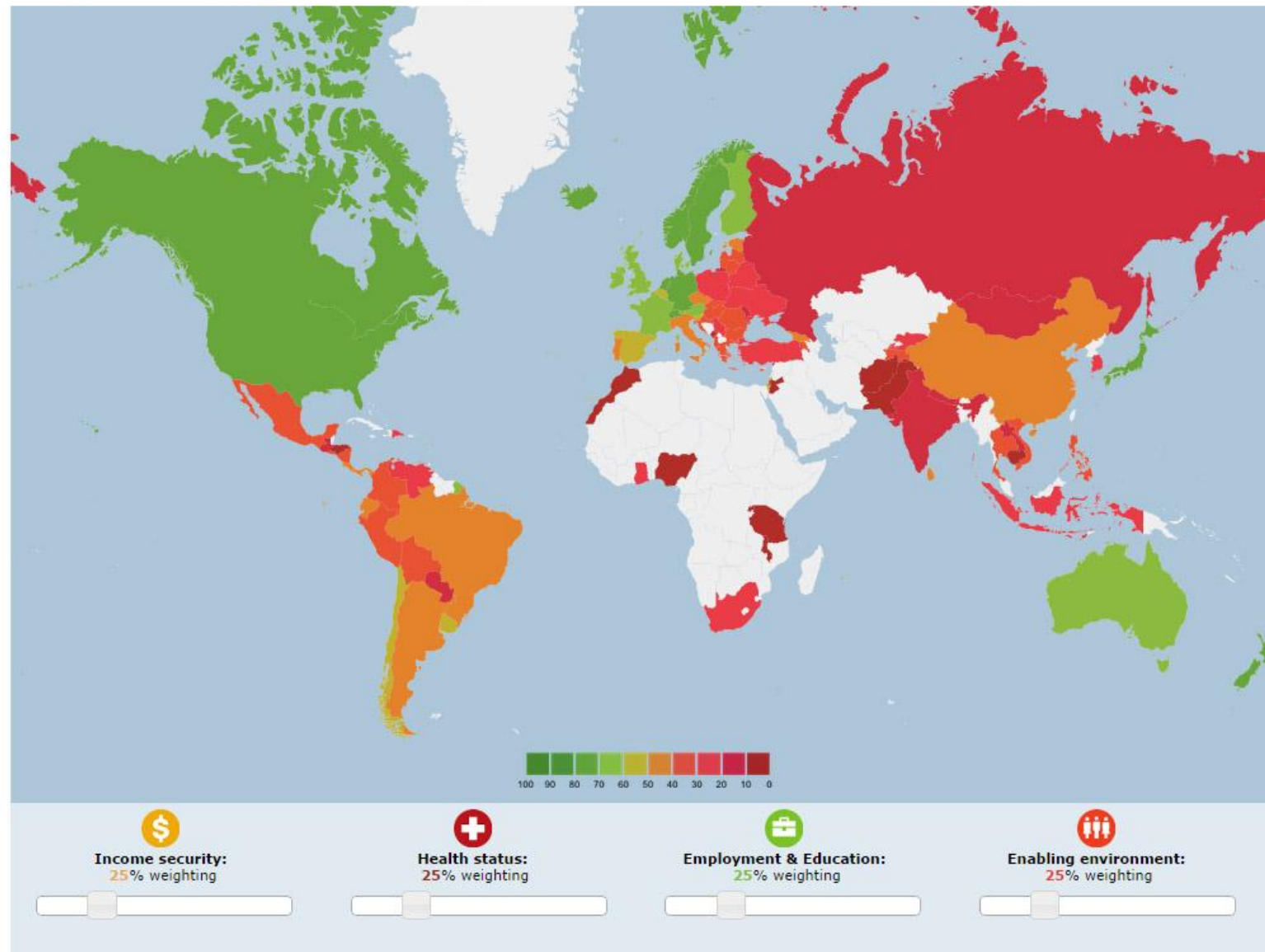
## Profiles and clusters

The data visualisation shows how countries compare in terms of their overall value and their value for each domain. The figures represent the overall value and the coloured segments represent the value for each domain. The higher the value for the domain-specific index, the larger the size of the segment. Countries that are close together have similar values overall and for each domain. The boxes show how countries are positioned in the diagram according to their domain values. **Show country clusters based on domain values.**



## Your Index

Our interactive map below allows you to prioritise wellbeing domains and analyse which combination of weights and domains improves the wellbeing of older people in each country. Move the sliders to change the weightings. (The sliders default to equal weights as in the original Index.)





# Website

Accessibility Text only Notes Sources www.helpage.org Select Language Search

Home About Data Reports Insights Blogs Download Index 2013

## Global AgeWatch Index 2013

Population ageing is transforming economies and societies across the world.

The Global AgeWatch Index ranks countries by how well their ageing populations are faring. It is based on four domains that are key enablers of older people's wellbeing: income, health, employment and education, and enabling environment. Download the Index Insight report, view the Global AgeWatch country ranking table or choose a Global AgeWatch country report card from the list below.

Choose country  Go

Global rankings  
Compare countries  
Your index  
Profiles and clusters

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## Read our blog for the latest comment and analysis



How best to measure older people's wellbeing?  
By Caroline Graham, Posted 10 October 2013  
[See more by this blogger](#)



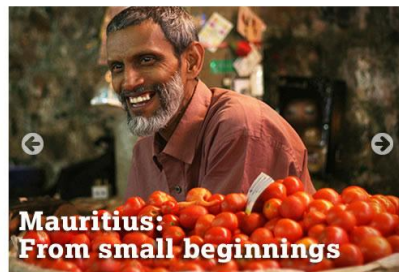
Welcome to the first-ever global ageing Index!  
By Jane Scobie, Posted 01 October 2013  
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Global AgeWatch Index and pension systems  
By Renate Finke, Posted 30 September 2013  
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## Insights



# Global AgeWatch

Data and analysis on population ageing

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Home | Data | Country ageing data

## AgeWatch report card: Argentina

Global AgeWatch rank **26** out of 91

Global AgeWatch value <b>61.7</b> <small>Shows how near a country is to the ideal value of 100.</small>	Total population <b>41.1 million</b>
Population over 60 <b>6.2 million</b>	% of population over 60 <b>15.0%</b>

Overview

Argentina is ranked 26 on the Index. For income security Argentina ranks 11, top in Latin America. The poverty rate for older people in Argentina is 13.9%, relatively low for the region. Argentina ranks 42 in the enabling societies and environment domain. 61% of people over 50 say they are satisfied with local transports and 42% feel safe walking alone at night.

This year as part of our Age Demands Action campaign and in the run up to national elections, older people are demanding that politicians support a UN convention on the rights of older people and the regional Latin American convention on older people's rights.

Rank by domain

	<b>Income security</b> ▼ Show indicators	<b>11</b> Value: 85.7/100
	<b>Health status</b> ▼ Show indicators	<b>37</b> Value: 59.4/100
	<b>Employment and education</b> ▼ Show indicators	<b>34</b> Value: 48.7/100
	<b>Enabling societies and environment</b> ▼ Show indicators	<b>59</b> Value: 59.4/100

Data visualisations   
Choose a visualisation

Data

- Download Index 2013 data
- Print Argentina ageing data
- Social pensions database
- Notes
- Sources

Get involved

www.globalagewatch.org



# Successes

- Between 1-14 October:
  - 93,341 unique visits (2,000% increase)
  - Almost 60, 000 report downloads
  - Half of visitors interacted with the data visualisations
  - Around 100 comments on the website
  - Potential audience of 1 million on social media and 8,000 referrals from social media channels
- Wikiprogress chat
- HelpAge Korea has commissioned new research into ageing data
- Pakistan funding for national index and new data on use of health services
- ESRC Secondary data analysis: Understanding quality of life and wellbeing of older people – case studies of China, India, Pakistan and Bangladesh
- ADA campaigners using country report cards for lobbying



# Learning

- Takes a lot of time and resources!
- Make sure data is robust, from reliable sources and comparable.
- Spread the word – media, social media platforms, offline events, other websites, stakeholder events, use networks
- Involve experts – eg Academic partners. “Friends of the Index” team of advisors to take the Index forward.



# Learning

- Combine use of technology with offline engagement.
- Link with grassroots/local activity - ADA campaign
- Use local knowledge – this year we asked affiliates/local experts to provide analysis and commentary.
- Explain methodology clearly – separate report and this year we have produced films to help explain more clearly.
- Support staff and affiliates to use the data at country level – webinars, toolkits.
- Keep it simple. Make it meaningful. Intuitive.

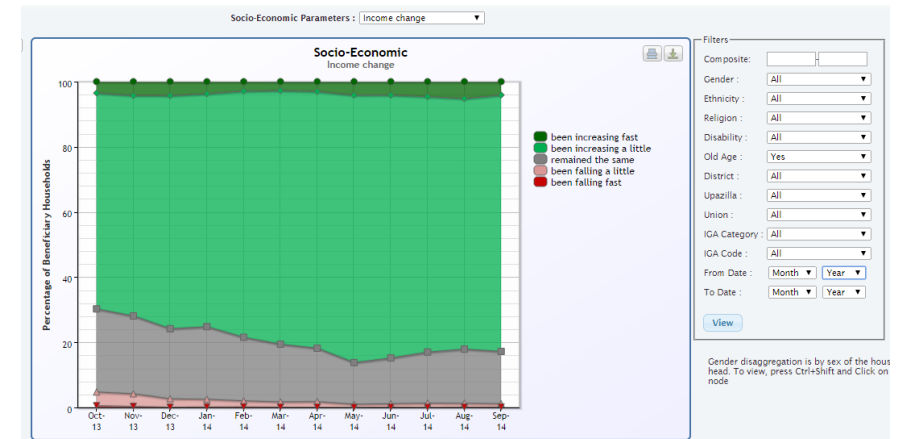
## Increasing potential for citizen engagement

- Engage older people in technology and data collection.
- Online surveys – eg DRR survey.
- Create responsive version (or app?) so data is accessible on mobiles.
- Complement use of technology with other forms of engagement
- Build on existing programmes that are using tech.  
Examples...

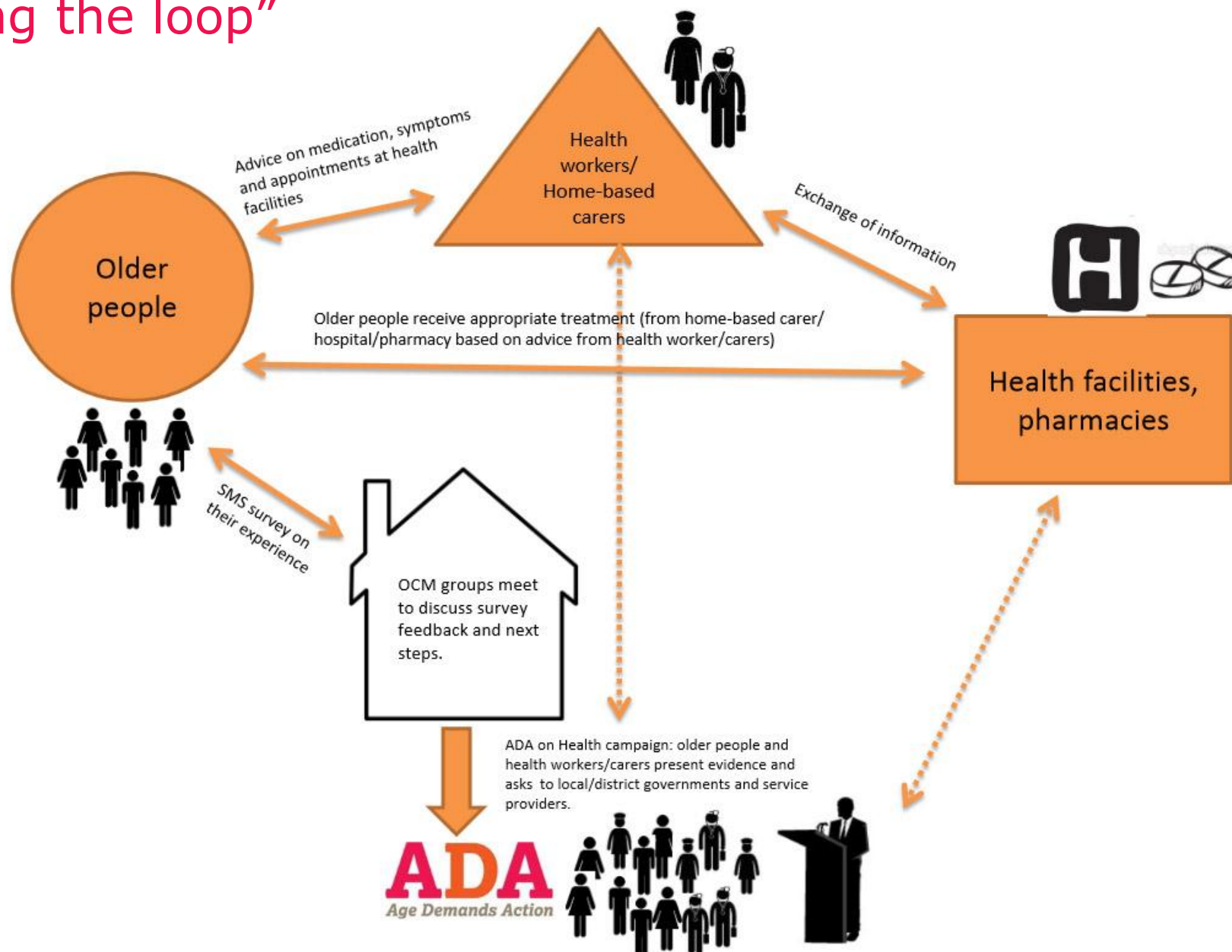


# Accelerate Livelihood of Left-behind Older Workforce (ALLOW) Project

- Use of mobile phones to monitor poverty in Bangladesh
- Supported by DFID and GoB
- Two districts
- Dynamic, real time, information about beneficiaries
- 1000 households that are left behind due to economic migration
- Innovative smartphone-based monitoring tool
- 10 minute monthly survey



# "Closing the loop"



# Challenges

- Difficult to get funding.
- Data lag.
- Gaps in data collection, esp age appropriate.
- Lack of analysis of age disaggregated data.
- Engaging older people and people in rural areas with technology.
- Scale and scope – increasing sample size/global surveys.
- Presenting lots of (complex) information in a user-friendly way.
- Making data visualisations easily accessible on mobile devices.





Thank  
you!

GAWI 2014  
launches on  
1 October

[www.globalagewatch.org](http://www.globalagewatch.org)