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eNewsletter



Established 1956

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World Elder Abuse Awareness Day 15 June 2014

World Elder Abuse Awareness Day is celebrated every year as an international event.

The scourge of abuse against and the neglect of older persons must be seen as a human rights issue which is not limited to certain communities, cultures or countries.

Every minute of every day older persons are confronted with abuse, be it physical, mental, financial, psychologi-

cal, etc. It is something which cannot be denied and communities/families often fall short in ensuring the prevention thereof.

We encourage everyone to become part of those who strive to create awareness through church services, rallies, marches, talks, exhibitions, visiting of schools, etc.

For more information contact us and let us rid our society of this evil!

Door-to-Door Survey

A survey was done in Klipfontein, a small missionary community of ±3000 people in Ndlambe, **Eastern Cape**, to determine how the impending closing of the local service centre impacted on the lives of older persons in the area. The high mortality rate amongst older persons was a direct cause of dwindling numbers hence the existence of the centre is in jeopardy. The survey indicated that older persons in the town needed a service centre, which is easily accessible as most of the older persons had problems with mobility.

Read-a-thon

A fun read-a-thon was held at Adcock Homes in the **Eastern Cape** to encourage the senior citizens passion for reading. Extracts from Nelson Mandela's book 'Long Walk to Freedom' was read and participants were given the opportunity to give their input. Part of the activities was the completion of puzzles by individuals and groups. This project provided a variety of inputs from the participants and great prizes were up for grabs which created excitement and involvement by all.

Proud Moments!

A donation from HelpAge Deutschland, enabled the expansion of the intergenerational project in Free State. Ms Katja Busch visited the project, national office and some facilities for older persons in Cape Town from 24 to 28 March 2014.

Acting Provincial Director, Jeanne White was elated with the visit, indicating that the project is progressing very well due to the commitment of the young girls and older persons. They have mutual respect for each other and participants have acknowledged that they have much to learn from each other – which is the basis for the project!

Grannies as old as 84 years are taking computer lessons from young girls from local primary schools. In return, the grannies are teaching them needlework, knitting, crocheting and the age old craft of needle point.

In Cape Town, Katja met with the Ozone Team at BABS (Build A Better Society) and gained valuable information on the role of seniors clubs especially in communities plagued by social-ills. One of the ladies even shared her sweets with Katja, which was manufactured in Germany!

A visit to Huis Protea and Goodwood Jubilee Memorial Home gave Katja an opportunity to interact with the residents and discuss some of their life stories.

Katja's visit to our national office in Cape Town was equally informative. It created a platform for her to give some insight into their operations and programmes in Germany and to engage with the staff on their roles and responsibilities in the organisation, as well as general information on ageing in South Africa.

Thirty Years on by Ingrid Cupido ...

When I arrived at The SA Council for the Aged in Castle Street, Cape Town on 1 March 1984, I had no idea that I had just embarked on an amazing journey. I was introduced to six staff members by the first Director, Mrs Zerilda Droskie, whom I had the pleasure of working with for nearly three years before she retired. She was a beautiful, dignified, passionate person, highly respected at all levels and set the highest standards regarding the quality of work she wanted done.

Mr Syd Eckley succeeded her and after he retired, Mrs Wil Bryan took over the reigns. Ms Martha Mokholo headed the organization until 2009, where -after, I became Acting CEO for the next two years, and was officially appointed in May 2011.

The journey was and still is excitingly challenging, hair raising at times, but certainly enriching. Experiencing the growth and transformation of this unique

organisation, whose core function is the holistic upliftment of all older persons was an education in itself, because it touches all of us at some time or another.

I am very thankful to all our faithful donors for allowing us to bring relief to so many in utter despair.

Lastly, I am deeply grateful to God for His hand over me; to my predecessors who taught me so much; for the exemplary leadership of current chairperson Rev Phillips, fully engaged committee members and dedicated colleagues who all added so much value to my life, and still do. The steadfast support from my husband, our children/grandchildren and late mother, Gladys Anthony, [pictured right] remains an unprecedented inspiration.



Intergenerational Programme

The Jongilanga Pre-School in New Brighton, **Eastern Cape** gave permission for a group of facilitators (older persons) from the Sunshine Service Club to interact with the learners on a regular basis.

Every Wednesday the facilitators meet with the learners for 15 minutes during which time stories are read. The aim of these sessions are to improve the children's numeracy and literacy skills, encourage them to develop a love for reading; and to promote intergenerational activities.

After the first session, the facilitators were advised on how the children should be handled when engaging with them to avoid negative labeling affecting the social and emotional well-being of the children.

During the second session, books from the intergenerational kit was used. The learners

enjoyed the previous session so much that on the second visit one grandmother was addressed as 'gogo Mhlangulo" - referring to the granny in the story read to them!

These sessions are opened and closed with prayer and question and answer sessions are included.

The Calvinia KidzClub in the **Northern Cape** was the proud beneficiary of a donation of 200 magazines from Media24, Cape Town!

This generous donation of magazines and books by Media 24, Cape Town enables the youth to read and share the pictures with frail and bedridden older persons. The youth accompanies the home based carers on Thursdays to visit with the older persons.

The Club has 16 members and they serve 104 older persons in the community.

Never too late to learn

Older persons in **KwaZulu-Natal** proved the saying 'it is never to late to learn' true when ±55 seniors received their ABET certificates at Chatsworth, Bayview library hall.

Due to budgetary constraints not all the learners were able to attend the ceremony. Despite being an essential service to older persons, the programme's future is uncertain as it is completely dependent on donor funding and raising funds has proved to be a huge challenge.

One of the seniors, Mrs Elizabeth Pydia, 77 years old, testified about the benefit she has gained from this programme. She was one of the seniors who could not read or write to the extent that she was embarrassed when attending social gatherings.

The programme enabled her to read, her social interaction has improved and she need not feel embarrassed as she can now sign her own name and does not have to make an X when signing her name.

Care-for-Carer Workshop

Age-in-Action staff members in the **Northern Cape** working with the Home Based Care programme were afforded the opportunity to attend the workshop arranged by Ndiyapgila Wellness Foundation also known as AIDS Response.

The impact of the programme gave staff mem-

bers and caregivers food for thought. The tools and techniques used in the programme addresses the *support and understanding of human beings and their well-being* as it is based on self-care and the transfer of positive energy to the beneficiary or patient. Thus both the carer and the one being cared for benefit.



Active Ageing and Human Rights Day Celebrations

The **Free State** provincial office in collaboration with the Departments of Health and Sports and Recreation linked their active ageing event with a healthy lifestyle promotion at the Clive Solomon Sport Complex, Heidedal.

Older persons, on arrival were treated to bottled water and fruit and screened for chronic diseases. Five older persons were referred for elevated blood pressure and one for acute glaucoma. The importance of regular screening for chronic diseases was emphasized.

The crowd was introduced to the different sporting codes of the Golden Games which they thoroughly enjoyed! They then showcased their athletic prowess.

In **KwaZulu-Natal** the Active Ageing programme, combined with the Human Rights Day celebration was organized with the Msunduzi Museum. Participants were afforded the opportunity to share their twenty years experience of democracy.

Older persons composed a special song with the over-arching message that *"if you honour older persons, you will remain on the right track"*.

Participants showcased a South African flag with the 2014 theme of Age-in-Action reflected on it. Mrs Hieksonia Hilton, a PEC member, delivered a talk on "Celebrating 20 years of changing lives through Human Rights". The government was reminded that senior citizens should not be forgotten and that despite improvements since 1994, much more still needs to be done.

In collaboration with Departments of Social Development, Health and the South African Police, staff of the Age-in-Action office in KwaZulu-Natal embarked on a roadshow highlighting elder abuse. During the roadshow older persons were given the opportunity to question a panel of speakers. An agreement was drafted where all stakeholders promised to find a solution to curb elder abuse as well as to ensure that the services of the government and civil society reach the community.

A boxing day was arranged at the Mpumuza Community by the Laduma High School. As elder abuse in the community was rife, this sporting event was arranged to create awareness and also to assist the youth in partaking in sport rather than using drugs.

Due to unforeseen weather complications, an Active Ageing programme had to take place indoors at the Nongoza Jebe Hall, New Brighton in the **Eastern Cape**. This, however, did not dampen the spirits of the approximately 300 older persons who enjoyed a real fun day. They danced and participated in the indoor sport events such as the duck walk, ball throw, ball in spoon races and the hat parade.

Shoprite and Checkers treated the older persons to soup and a meal from Hungry Lion!



Outreach

A total of four hundred grant beneficiaries were treated with coffee and sandwiches at the pay point at Botshabelo stadium, located sixty kilometres outside Bloemfontein in the **Free State**. On an average pay day, the total reaches nine-hundred.

The coffee provided much needed warmth for the beneficiaries whilst waiting for their grants to be paid, which included older persons, people with disabilities, youth with babies/toddlers.

Once again, the demand outstripped the resources – many of the beneficiaries were still hungry and disappointed that they could not enjoy second helpings!

The adverse weather conditions did not prevent the Bloemfontein staff to reach out to the beneficiaries at the Dewetsdorp pay point in the municipal district of Naledi, Xhariep. The older persons were hesitant to take the free fruit and one explained that they get nothing for free and could not believe that they were being treated to free fruit like that!

Club 60, a member organization of Age-in-Action, assisted with the outreach in Portlands, Mitchells Plain, **Western Cape**. A total of 300 older persons enjoyed a sandwich and juice – for many it was a long walk to the pay point. They welcomed the refreshments, as is the case in many instances; they have not had anything to eat before leaving home and were extremely hungry.

In the villages of Ruighoek, Mmorogong, Witrankie, Maologang, Raborife and Mabeleng in the **North West Province**, more than 650 older persons were treated to soup and bread as well as linen packs! The volunteers of the Rise and Shine Gogo-Getters and Balema Home Based Care Givers assisted with the preparation of the soup and the local crèche offered their kitchen for the preparation of the meal. Sun City International donated the linen packs and assisted with serving beneficiaries at the various pay points.

Tshing Community Hall was the venue for the outreach in Ventersdorp. 500+ Beneficiaries enjoyed sandwiches, fruit and juice. The assistance of the Mafikeng and Kopanang club members ensured the success of the day. Age-in-Action staff members encouraged the older persons to participate actively in community activities and to report suspected cases of abuse.

At the Taung Batlhaping ba ga Phuhuchwana Community Hall, 200 older persons were given a meal whilst waiting for the SASSA (SA Social Security Agency) staff to arrive with their grants. The gathering was blessed with prayer by members of the SA Council of Churches. Information on Age-in-Action was disseminated and the elderly were encouraged to join service clubs to combat loneliness and isolation.



NEC & SENIOR STAFF WORKSHOP, GAUTENG

NEC Members, senior national office staff and provincial directors met in Kempton Park, Gauteng, for the first time in just over 3 years, to discuss ways of taking the organisation forward effectively, despite current challenges. Rev Phillips warmly welcomed the two new provincial directors, Pheliswa Lekganyane [Northern Cape] and Johannalie Knoetze [Limpopo] and wished them well in their endeavours to uplift older persons in their provinces.

NEC members shared their experiences of serving thus far which was insightful. Rev Phillips thanked the members for their commitment to the organisation and gave an overview of their critical roles and responsibilities as leaders. He encouraged everyone to be ever mindful of our goals and the need to stay in touch with current trends through relevant research, networking and delivering excellent services to our older persons.

Each provincial director presented information about their offices, staff, committee involvement, projects, successes and challenges, which was most enlightening. In-depth sessions on the management of finances, human resources, acquiring CPD points, information dissemination and marketing strategies ensued.

It was a great privilege to welcome officials from National Dept of Social Development who spent over two hours capacitating the group on the Protocol on Elder Abuse [Victim Empowerment Programme and Older Persons Abuse Register] and new methods of capturing data/statistics on abuse which government is in the process of implementing.

It was a highly beneficial time; interaction was good and evaluations from everyone indicated that the workshop was of immense value.

Making a difference

The Pretty Things for Little Things Competition, sponsored by Shoprite and Checkers, is in its 12th year. The competition presents seniors countrywide with an opportunity to bring joy to less fortunate children at Christmas time, and proves that older persons are still resourceful, creative and contributing members of society. Details of the competition are:

- It starts on 1 June and ends on 31 August.
- There are four categories: soft toys; blankets; clothes [for children up to 5 years]; and 'other' [items made from wood, metal, etc.]
- Articles must be 100% child friendly, i.e. machine washable, no sharp edges, no small buttons which can be swallowed, and all novelties on items must be properly secured, etc.
- There is no limit to the number of categories or items entered, but each entry must have its own entry form attached to it.
- Any person may enter the competition, but only senior citizens (aged 60+) are eligible for the prizes, which are gift vouchers sponsored by Shoprite and Checkers.
- Entry forms are available from all Shoprite and Checkers stores or from our Age-in-Action

offices countrywide and items must be handed in there as well, from 15 June – 31 August. It can also be downloaded from our website : www.age-in-action.co.za

Judging is done on provincial level and all first prizes of each category are then judged nationally to acknowledge the efforts of the winners. Age-in-Action thanks all those who entered over the years, bringing joy to the hearts of 116 000 deserving children since its inception, irrespective of the prizes.

The happy and exciting faces make this competition all the more worthwhile because items reach those who really would not experience any Christmas cheer at all.

Would you like more information about our organisation or our special projects and events?

Contact us at:

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Foundation for Human Rights Training

Age-in-Action staff in **Mpumalanga**, in collaboration with the Department of Justice and Constitutional Development hosted a Human Rights Workshop.

The workshop focused on the Rights of Older Persons, Equality, Constitution and the human rights implication for HIV/AIDS. Interesting information shared was the distinction made be-

tween fair and unfair discrimination, listed and unlisted prohibited grounds for discrimination and direct and indirect discrimination.

This is a national initiative and Age-in-Action staff, PEC members and various stakeholders greatly benefited from this training.

Beauty inside ...

Four service centres in Mentz in Capricorn, **Limpopo**, held a beauty contest for older persons!

Gogo's from 60 year and older competed in different categories and were

judged on their attire, self-confidence, *stunning smiles* and the reciting or singing a poem.

The contents served as an excellent opportunity for clubs to display their handcrafts.

Handing out of assistive devices

National Executive Committee member of the Eastern Cape, Mrs Lillian Daniels, accompanied staff to the remote village of Goshen some 60+ kilometers outside Cathcart.

The purpose of the visit was to provide older persons in need with assistive devices. (Pic left) Goshen is a farming village and services to older

persons are non-existent. The resources available to them do not meet their needs.

The older persons were encouraged to revive their activities and to utilize whatever resources they have to the benefit of the greater community, and to maintain an active lifestyle.

01 June– 31 August **Pretty Things for Little Things Project**

15 June **World Elder Abuse Awareness Day**

18 July **International Mandela Day**

21 September **World Alzheimer's Day**

29 Sept - 05 Oct **Week of Older Persons**

01 October **International Day of Older Persons**

05 October **Grandparents Day®**

**UPCOMING
EVENTS:**



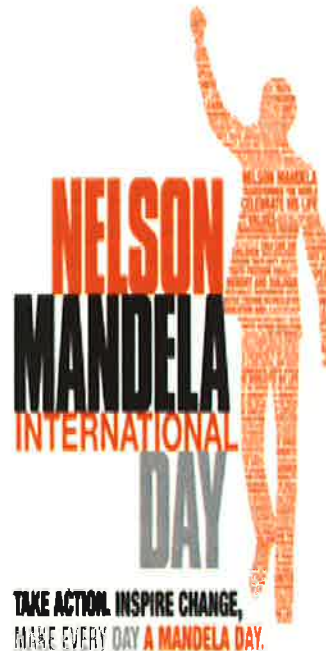
Mandela Day : 18 July

Madiba has made a huge impact on the lives of South Africans nationally and globally. He was an inspiration to many people. Through his example, he changed the lives of many and his lifestyle was one of service. His example is not easy to follow, but as a nation, we need to honour the legacy he has laid down and as an organization, by striving to make a difference in the lives of older persons.

We, therefore, urge you to join us in taking time out and make 18 July, Mandela Day, special for our older persons.

We appeal not only to individuals, but also to companies to either treat an older person to a food parcel; visit those who are lonely and feel rejected; assist those who cannot maintain their property by mowing their grass, painting their homes; or washing windows, etc.

For more info on how to make a difference, contact our organization at : info@age-in-action.co.za or fax your details to 021 426 4290. We will connect you with the nearest Age-in-Action office!



Your sponsorship needed!

As we circulate this eNewsletter today, it is with great sadness that the services of 25 dedicated home-based carers in the Free State come to an abrupt halt on 16 June 2014, due to new systems incorporated by the Department of Health.

These home-based carers provided care for frail older persons and disabled with utmost care and respect, whilst receiving a monthly stipend of only R1 500! If you feel moved to sponsor them further, please contact us so that this programme can continue to those who desperately need it.

Please indicate whether you would like to continue receiving our eNewsletter in future!

Please consider sponsoring our services. Our bank details are:

Account name	Age-in-Action
Bank	ABSA
Branch	Adderley Street, Cape Town
Branch code	632005
Account No.	01363190011
NPO	002-842
VAT	482 012 8322
PBO	930014308