



**Best4  
OLDER  
LGBTI**

Co-funded by the Rights,  
Equality and Citizenship (REC)  
Programme of the European Union



## Best4OlderLGBTI Awareness campaign

Best4OlderLGBTI Conference: Best Interest for the Older LGBTI | 19<sup>th</sup> January 2021  
*Tiago Leitão, General Director of the European Association for Social Innovation*

[www.best4older-lgbti.org](http://www.best4older-lgbti.org)

# 01 Mupis

One of the Best4OlderLGBTI awareness campaign actions was based on the creation and exhibition of **6 different mupis** aiming to make the issues of discrimination visible in the society, and so play a part in raising awareness about it, and to the appreciation of the rights of older people and LGBTI.



designed by freepik

## 6 countries – same message

The exhibition of the mupis took place in 6 countries: Italy, Portugal, Romania, Greece, Netherlands and Ireland having the same objective, but the campaign has been received by the society differently.

I choose to be myself.

My name is Maria and I am bisexual.

My name is Lucas and I am gay.

My name is Ana and I am lesbian.

Different ages, different sexual identities, same rights. Say no to discrimination based on age, gender identity and sexual orientation.

Sexuality has no expiration date.





# E-cards and videos 02

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## Handle with Care

#handlewithcare

Older LGBTI people may not come out to the doctor. Older LGBTI people may hesitate to make an appointment. Older LGBTI people may not go for treatment even when they desperately need one. Health surveys show that older LGBTI people are more likely to delay or not seek medical care at all, and that's because older LGBTI people often fear discrimination when they need health care services.

**EACH ONE OF US SHOULD ALWAYS BE CAREFUL, BE ENCOURAGING TO HANDLE OUR OLDER LGBTI PATIENTS WITH CARE!**

For more information about Best4OlderLGBTI, please access the project website:

[www https://www.best4older-lgbti.org/](https://www.best4older-lgbti.org/)

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5 e-cards and videos → awareness messages for different target groups have been shared online

The Best4Older LGBTI partnership delivered a “e-awareness campaign” targeting the discriminations faced by LGBTI older people in their daily life, from the health care system to the public services, from teachers and employers to the general public.

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## Denying the sexuality of older people is wrong!

#yeswehavesex

It is often assumed that older people are asexual or that sexuality is no longer important to them. But that's not true, like everyone else, older people have a sexual life. According to statistics, more than 50% of seniors over 65 are sexually active. Like everyone else, older persons should have the right to express their sexuality, but sexual expression does not receive the same levels of acceptance at all ages. When an older person comes to your office or service remember their sexual life is an important part of their being. Take into account their needs concerning sexuality and gender identity!

**DENYING THE SEXUALITY OF OLDER PEOPLE IS WRONG!**

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## 03 Testimonials

### Our stories - Our voices

The Best4OlderLGBTI produced a series of **five testimonial videos** (available with subtitles in Romanian, Dutch, Greek, Portuguese, Italian and French). The scope of the campaign was to create a virtual space where the voices of an often discriminated and forgotten minority, the one composed by older LGBTI people, could be heard and seen.

**Raffaele**, homosexual, the owner of one of the last queer bookstores in the hearth of Bologna, Italy



**Marjet and Ineke**, a lesbian couple who share love, life and social commitment to the LGBTI Dutch community

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