



Working together for older LGBTIQ+ Pink50+ Netherlands

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Pink50+ ambassador

**FOCUS ON
LGBTIQ+
SENIORS**





Professionals and 100 ambassadors



Vision



1. Visibility and community building
2. Promoting LGBTI acceptance and sensitivity in care and social care (the Pink Passkey)
3. Promoting expertise among (upcoming) professionals in care and social care
4. Lobby and advocacy



buitinkfotografie

LGBTIQ seniors at risk

- ▶ Go back into the closet
- ▶ Small social network
- ▶ Hardly any care by relatives, friends or neighbors
- ▶ Living in loneliness

Core activities Pink50+ ambassadors

- ▶ Pink Passkey
- ▶ Web community
- ▶ Monthly meetings, activities
- ▶ Supporting groups

Important instrument

- ▶ PINK PASSKEY
- ▶ Certificate for openness and acceptance of sexual diversity
- ▶ Care institutions
- ▶ Home care



The Pink Passkey



Pink Passkey scan(c)



The instrument stimulates awareness among management and staff of healthcare institutions. The criteria for LGBTI friendliness, be objectively measurable.

These include:

- ▶ respect and openness to diversity
- ▶ ensuring privacy
- ▶ awareness and emotional safety

Summarizing:

- ▶ Social acceptance of sexual diversity and gender identity



Why are Pink Passkeys necessary?

- ▶ “We don’t have pink residents
- ▶ LGBTIQ residents are invisible
- ▶ LGBTIQ residents don’t feel safe: fear of discrimination and exclusion

Pink Passkey scan



Levels:

- ▶ Policy of organisation towards diversity
- ▶ Training and schooling of staff
- ▶ Human resource policy
- ▶ Signaling and complaints of residents



The Toolkit Pink 50+ is a collection of interventions, concrete instruments that arouse discussions and boosts visibility of LGBTI seniors.





Developments:

- Going Abroad
- Social care organisations
- Care for handicapped people
- Working with more independent Certifying institutes