

NGO COMMITTEE ON AGEING-NY

COMMUNICATIONS SUB-COMMITTEE

Terms of Reference

I. Goal

The goal of the Communications Sub-Committee is to develop a strategy for communicating Committee on Ageing activities and advocacy campaigns effectively and consistently to our various audiences across multiple media and platforms. A further purpose is to inspire and facilitate greater engagement in UN advocacy by our members and to encourage broader audiences to advocate actively for the rights and interests of older persons within their own networks, in coordination with the campaigns being conducted by CoA members and partner groups at the United Nations.

II. Chair's Duties

The Chair of the Subcommittee is responsible for:

1. Convening meetings of its members, confirming responsibilities and supervising its work.
2. Making recommendations for communication activities and media to the Executive Committee.
3. Making regular progress reports to the Executive Committee.

III. Responsibilities and Activities

The Sub-committee's activities include:

1. Crafting, tailoring and disseminating key messages that support the CoA's primary advocacy goals:
 - Enactment of a UN Convention on the Rights of Older Persons
 - Inclusion of Older Persons in achievement of the 2030 Sustainable Development Goals
2. Identifying audiences that should receive these messages, including regular subscribers, active members, UN Permanent Missions, potential funders, other NGOs, and additional stakeholders or groups of the broader public that may be interested in international ageing issues.
3. Engaging other NGOs and organizations that might carry these messages and associated action calls through their own communication networks.
4. Identifying additional channels for the messages beyond those traditionally used (emails, brochures, program meetings, website, etc.) to include, among others, newsletters, blogs, podcasts, a speakers' bureau, and social media.
5. Archiving successful messages and modes of communication for future use by the NGO Committee on Ageing-NY.

IV. Membership

The Sub-committee members shall include a chair and other members of the NGO Committee on Ageing as well as interns.

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