About HelpAge International

HelpAge International helps older people claim their rights, challenge discrimination and overcome poverty, so that they can lead dignified, secure, active and healthy olives. HelpAge’s work in Jamaica aims at tackling age discrimination, promoting solidarity between generations and moving towards a society for all ages.

Our main areas of work are:

- Secure incomes
- Health
- HIV and AIDS and social care
- Disaster risk reduction
- Human rights and justice.

Through its disaster risk reduction programmes, HelpAge International, along with partners such as the USAID/OFDA and European Commission—Humanitarian Aid & Civil Protection (ECHO), since 2009 have invested more than $105 million in Disaster Risk Reduction and Response in four parishes, benefiting more than 20,000 persons.

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About the International Day for Disaster Reduction (IDDR 2014)

The International Day for Disaster Reduction is a day to celebrate how people and communities are reducing their risk to disasters and raising awareness about the importance of DRR. It’s also a day to encourage every citizen and government to take part in building more disaster resilient communities and nations.

The theme of the International Day for Disaster Reduction 2014 is on older people, including their needs and what they contribute to better planning and understanding of disaster risk in their communities. IDDR 2014 intends to switch on and amplify this critical issue now and for the post-2015 framework for disaster risk reduction.

The International Day for Disaster Reduction started in 1989 with the approval by the United Nations General Assembly. The UN General Assembly sees International Day as a way to promote a global culture of disaster reduction, including disaster prevention, mitigation and preparedness. Originally celebrated on the second Wednesday of October, the UN General Assembly decided in 2009 to designate October 13th as the date to celebrate IDDR.

http://www.unisdr.org/2014/iddr/