



Information Sheet 1

Introduction to the Your Issue, Your Voice information sheets

The Scottish Older People's Assembly (SOPA) exists to give a **strong voice to older people** about their experience of life in Scotland, their challenges and concerns, and to celebrate the positive contribution that older people make to society.

OUR AIMS

We believe that older people's views and experiences should inform decisions made at all levels, but there are often barriers that prevent older people from having their say. These include:

- **not being asked**
- **lack of confidence**
- **not knowing where or how to raise issues**
- **lack of time or skills, for example using email or an online form.**

SOPA aims to support and empower older people to raise issues that are important to them, so they can be heard directly by decision makers. Many SOPA members are skilled and experienced in influencing and ensuring that the views of older people are considered.

This series of information sheets aims to support older people to have their say, with information on where and how to raise issues, along with tips from our members.

TOPICS

Who to influence - key individuals and groups you can raise your issue with (Sheet 2)

How to develop a campaign (Sheet 3)

Ensuring your message is inclusive (Sheet 4)

Examples from SOPA members and links to further information (Sheet 5)

Top Tips from SOPA Members

"The more groups that you can engage and gather round to support you the better."

Eileen Wallace, Stirling Public Partnership Forum

"Try to use different formats such as social media, local newspapers and radio. If you don't know how, find someone who does!"

Diana Findley, SOPA Chair, Age Scotland, Borders Older People's Forum

Your Issue, Your Voice
www.scotopa.org.uk

Scottish Charitable Incorporated Organisation No: SC046520

