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PRESS STATEMENT
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Statement of Solidarity With Older Persons

Nairobi, Kenya — **Development Through Media (DTM)** joins Kenyans and the rest of the world in recognising October as the month dedicated to honouring older persons. On the first day of this month, we stand in solidarity with our mothers, fathers, grandparents, and all elders whose wisdom, resilience, and sacrifices have laid the foundation for the progress of our families, communities, and nation.

The Constitution of Kenya, 2010, in Article 57, recognizes the rights of older members of society. It affirms their entitlement to live in dignity and respect, to be free from abuse, and to receive reasonable care and assistance from the State and society. This constitutional guarantee is a powerful reminder that the dignity and welfare of older persons is not a favour, but a right that must be upheld by all.

At Development Through Media (DTM), we locate older persons within our programming on marginalized and vulnerable groups. As exemplified in this [article](#) published on our [Radio Baraza \(RB\)](#) website, we recognise that older persons often face intersecting challenges of poverty, neglect, limited access to healthcare and social isolation. Through advocacy, media engagement, and community-driven initiatives, we amplify their voices, highlight their lived experiences, and demand policies and practices that affirm their central place in society.

Our solidarity with older persons is therefore not symbolic. It is a commitment to action—to build inclusive communities, to strengthen social protection, and to nurture intergenerational bonds that safeguard the dignity of all people as they age.

Today, we affirm that the measure of a just and humane society is how it treats its elders. We pledge to continue standing with older persons in Kenya and beyond, ensuring that they are not left behind in development, but are instead recognised as custodians of wisdom and pillars of resilience.

Signed,

Dommie Yambo-Odotte
Executive Director/Producer

About DTM

Development Through Media (DTM) is a pioneer media-based, not-for-profit Civil Society Organisation (M-CSO) in Kenya, dedicated to harnessing the power of media and communication for inclusive and transformative development. Through partnerships, capacity building, content creation, dissemination and advocacy, DTM empowers citizens—including youth and marginalised communities in the rural and urban areas—to actively participate in shaping the social, economic, and political decisions that affect their lives.

Signed:

Ms Dommie Yambo-Odotte,
Executive Director and Producer

Development Through Media (DTM)

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