

PRIAE's vision has been to make a difference towards an improved quality of life for all black and minority ethnic elders in the UK and across Europe. This has continued to be done by producing clear information, creating focused studies with targeted policy and service developments, and engage and connect with minority elders and organisations as a normal practice.

### **Key Aims and Objectives**

- To represent BME elders' issues through engagement, information, support, development and managing change in the areas of PRIAE's scope of employment and pensions, health, social care and housing, citizenship and quality of life.
- To strengthen the BME age sector to support BME elders and organisations that are critical to them
- To engage with an array of stakeholders, including BME communities and small to medium-sized enterprises (SMEs);
- To promote good practice in work with BME elders
- To provide leadership, consultancy services and facilitate experts/users' events

### **How?**

To achieve these aims, PRIAE has developed innovative solutions that provide tangible benefits to elders, policy makers, voluntary organisations and health/care practitioners through a range of services and products from thought provoking publications and recommendations to interactive DVD's 'in the UK and across Europe and even launched a BAFTA film narrated by Channel 4 news presenter Jon Snow.