

50+ 悅齡服務

Active Ageing Services



服務方向 Service Orientation

50+ 悅齡服務致力為退休人士及長者提供多元化社區支援服務，讓他們保持健康、活躍及持續參與，展現精彩的人生下半場；兩間長者地區中心提供社區支援服務予觀塘區長者及照顧者，造就長者友善社區，提供機會讓長者持續參與及貢獻社區；而創老工作室則旨在與跨界別人士及團體合作，共同創造具創意和支持健康高齡化的方案。

Our Active Ageing Services strive to enhance the well-being of retirees and the elderly (50+) by providing diversified community support services that allow them to stay healthy, active and engaged in the second half of their life. Our two District Elderly Community Centres (DECCs) continue to provide community support services to the elderly and their carers in the Kwun Tong district, creating an age-friendly community and affording senior citizens opportunities to participate in and contribute to the community. Meanwhile, InnoAge aims to extend interdisciplinary collaboration to the co-creation of innovative solutions in support of healthy ageing.

服務摘要 Service Highlights

促進長者與資訊科技的互動及社區共融

順安及真光苑兩間長者地區中心致力運用資訊科技，促進長者與社區的共融，例如以共同創作VR影片的方式，促進長者與年青一代的聯繫，該影片其後更榮獲香港電訊頒發兩大獎項：「最具創意VR作品」冠軍及「最能代表香港本地特色作品」亞軍；另外，亦訓練義工上門協助體弱長者進行視像小組，讓甚少出門的長者得以拉近與社區的距離。



增強長者健康管理能力

健康支援是兩間長者地區中心致力推行的另一核心服務。其中由香港賽馬會慈善信託基金資助的「樂齡新天地—創健耆」，為長者鞏固自我健康管理的意識和知識；觀塘區議會贊助的「不再慌失膝」計劃則協助長者改善膝關節的活動能力；獲社會福利署「老有所為活動計劃」贊助的「愛·同行」計劃，一直推動長者培養步行的興趣；「糖友會」則關注患有糖尿病的獨居長者的血糖控制情況。



Community Inclusion through ICT-Enabled Interactions

The Shun On and True Light Villa DECCs are devoted to fostering social inclusion of the elderly with the use of Information and Communication Technology (ICT). For instance, intergenerational communication between the elderly and the youth was facilitated through the co-production of a VR video, which later claimed two prestigious prizes from the Hong Kong Telecommunications (HKT) Limited: the champion of “The Most Innovative VR Product” and the first runner-up of “The Most Hong Kong Local-style Product.” Trained volunteers were also enlisted to visit debilitated senior citizens in their private homes and assist them in video conferencing, in order to draw homebound seniors closer to the community.

- ◀ 長幼兩代以VR 360 鏡頭，共同攝製短片，最終獲HKT頒授兩大獎項。
The elderly and youth co-produced a 360-degree VR video that won two prizes from HKT.

Facilitating Self-Management of Health

Health support is another major commitment of the two DECCs. The “Path to Wellness” initiative funded by The Hong Kong Jockey Club Charities Trust focused on strengthening the awareness and knowledge of health self-management among the elderly. The “No Worry about Knee Pain” campaign sponsored by the Kwun Tong District Council was dedicated to improving their knee mobility. The “Walking with Love” scheme supported by the Opportunities for the Elderly Project of the Social Welfare Department was committed to cultivating a passion for walking among the elderly, whereas “Club for DM Patients” gave priority to blood glucose control among diabetic seniors living alone.

- ◀ 九巴公司職員穿上體驗衣，感受膝痛長者上落巴士的困難，並與長者商討改進方法。
KMB staff put on special clothing to experience the struggles of seniors with knee pain when getting on and off the bus and discussed ways of improvement with them.

釋放照顧者壓力

兩間長者地區中心的照顧者服務過去一年也得到新的發展，其中採用人生規劃及斷捨離的概念，協助照顧者從壓力中得到釋放；另外亦先後推出中心暫託服務、居家指導服務及「外傭護老培訓試驗計劃」等，進一步深化對照顧者的支援。

- ▶ 內容豐富的中心暫託服務，讓照顧者獲得個人喘息空間之餘，亦讓長者提升身心機能。

The centre-based respite service allowed carers to take time out from their hectic schedules and enhanced the functional ability of the elderly through a host of activities.

Relieving Carer Stress

Over the past year, there were new developments in the carer support services provided by the two DECCs. The notions of life coaching and decluttering were adopted to help carers recover from the stress of caregiving. Centre-based respite service, home-based guidance and the “Pilot Scheme on Training for Foreign Domestic Helpers in Elderly Care” were also launched to provide additional support to carers in need.



- ◀ 長者透過繪畫藝術，表達內在情感。
The elderly expressed their emotions through artworks.



- ▼ 行動不便的長者在視像小組中，與其他長者互動分享，感到心情舒暢。
Seniors with limited mobility were able to put their mind at ease by interacting with their peers via video conferencing.





▲ 一眾「型男·索女」銀髮模特兒，在 Catwalk Show 上展現魅力。
A group of silver-haired models showcased their charisma during the Catwalk Show.

重塑長者健康正面形象

耆性資源輔導中心獲觀塘區議會贊助，推行「型男·索女」計劃，為一班銀髮長者重塑健康正面形象，讓社會見證長者的魅力和活力。

Rebuilding the Healthy and Positive Image of the Elderly

Sponsored by the Kwun Tong District Council, our Sex Resource and Counseling Centre rolled out the “Stylish Ladies and Gentlemen” project to rebuild the healthy and positive image associated with the silver-haired generation and show their charisma and exuberance to the public.



創老工作室繼續注入新動力

創老工作室獲香港賽馬會慈善信託基金資助推行三個計劃，包括於 2020 年 1 月開展為期 3 年的「賽馬會躍動啟航計劃—香港輔助專業人員計劃」，為退休的 50+ 專業人士建立參與社會的服務平台，推動他們成為社福機構的新「人力資源」，計劃亦將擴展到各非牟利機構。

New Initiatives from the InnoAGE Team

Supported by The Hong Kong Jockey Club Charities Trust, three projects were set in motion by our InnoAGE Team. This included a three-year initiative named “Jockey Club Golden Age Journey Project - Hong Kong Auxiliary Professional Scheme” starting from January 2020, which aims to create a platform for social engagement among retired professionals and encourage them to join and work with social welfare institutions. The initiative is set to extend to NGOs in the future.

於 2019 年 8 月開展為期 15 個月的全港長者健步行計劃「躍動香港健步行」，與長者於全港各區設計 12 條友善步行路線，鼓勵長者建立健步行習慣，並量度參加者參與健步行後的身心成效。

A 15-month project named "Walk the City for Active Ageing" was kick-started in August 2019 to design 12 pedestrian-friendly routes in various districts of Hong Kong in collaboration with elderly residents. It aims to promote the habit of walking among the elderly and measure the physical and mental benefits of walking enjoyed by the participants.



◀「躍動香港健步行」啟步禮。
Opening ceremony of
"Walk the City for Active Ageing".

推行第二屆的「賽馬會 50+ 創豐盛」計劃，而冠軍隊伍創立的「日日有營」計劃，更於香港社會服務聯會舉辦的「耆創無窮—優化銀齡生活創新大賽」中脫穎而出，獲得獎項，於未來服務更多有需要人士。

After the second "Jockey Club 50+ Startup Project" was launched, its champion team and their "Nourish Link" initiative came out on top in the "Silver Innovators Competition" organised by the Hong Kong Council of Social Service. The team is now ready to fine-tune its business model and benefit more people in need in the future.

▼「躍動香港健步行」計劃鼓勵長者在區內步行。
The "Walk the City for Active Ageing" project encourages elders to walk around their district.



▶「賽馬會 50+ 創豐盛」計劃冠軍隊伍「日日有營」計劃參與展覽。
"Nourish Link", the winner of "Jockey Club 50+ Startup Project" participating in an exhibition.



未來發展 Outlook

要達致豐盛的人生下半場，積極的人生觀和良好的健康是重要的元素。我們將為此致力協助退休人士及長者尋找人生新意義並建立下半場的事業；我們亦會致力創造長者與科技的共融，協助他們改善獲取資訊的能力和效率，也會進一步深化醫社合作，增強我們的健康支援服務，以提升長者的身心健康。

Active participation and good health are key to life enrichment for seniors. We will, therefore, strive to help retirees and elderlies find meaningful life and develop a new career in their second half of life. We will endeavour to engage them with technology and look forward to improving their health literacy. Medical-social collaboration will also be advanced to buttress our health support services and enhance the physical and mental well-being of the elderly.

2019-2020 服務統計 (截至2020年3月31日) Service Statistics (as at 31st March, 2020)

