



悦齡服務

Active Ageing Services

服務方向

SERVICE ORIENTATION

悦齡服務繼續為退休人士及長者提供多元化服務，讓他們展現精彩的人生下半場。兩間長者地區中心為觀塘區長者及照顧者提供社區支援，服務結合地區資源，造就長者友善社區。去年疫情反覆，為長者帶來不少困擾，兩間中心以「抗逆同行」為主題，支援他們積極面對不同逆境，同時透過多種方式讓長者保持健康活躍、持續參與及貢獻社區。

Our Active Ageing Services continue to enhance the well-being of retirees and elderly people aged 50+, with a diversified service portfolio designed to enrich the second half of their lives. Our two District Elderly Community Centres (DECCs) are committed to providing community support services to the elders and their carers in Kwun Tong District, by integrating a range of community resources to create an age-friendly community.

With the recurring pandemic taking a toll on well-being last year, the two DECCs had developed a range of services under the theme of "Solidarity in Adversity", which were empowering the elderly to take on adversities with a positive spirit, so they could stay physically active, remained socially engaged and contributed to their community through various activities.



服務摘要

第五波疫情期間的支援

在第五波疫情最嚴峻的2月至3月期間，順安及真光苑長者地區中心全力支援區內長者及照顧者，共進行4,966次電話關顧、3,108次情緒疏導、1,592次食物援助、188次緊急及應診支援，並派發3,058個抗疫檢測包。另外，在賽馬會「智融易」長者數碼支援計劃的捐助下，向1,900名有需要長者贈送智能手機及上網卡，並教授他們使用「安心出行」應用程式。



- ▲ 來自不同界別的热心人士為長者送上節日溫暖。
Enthusiastic persons from all walks of life delivered festival cheer to the elderly.

深化網上服務 保持社區聯繫

兩間長者地區中心持續推動以網上／視像形式提供服務，過去一年，兩間中心舉辦的智能科技教學活動共錄得5,321參與人次，協助超過500名長者掌握社交及生活應用程式，更幫助其中41名獨居長者與海外或國內親友重新取得聯繫。我們亦舉辦了114次網上／視像活動，共錄得2,278參與人次；上載於社交媒體上的短片或貼文，共獲得78,273瀏覽人次。去年我們再次以Facebook直播方式舉辦團年活動，以線上形式為長者及照顧者帶來歡樂氣氛。

- ▶ 「Chill級觀塘•給您希望」啟動禮以Facebook直播，透過展覽為觀塘區家庭帶來正能量。
The kick-off ceremony for “Chill Kwun Tong, Having Hope” was live-streamed on Facebook. The exhibition spread positivity to families in Kwun Tong District.

SERVICE HIGHLIGHTS

Support Services amid the Fifth Wave of COVID-19

February and March 2022 marked the height of the fifth wave of the COVID-19 pandemic in Hong Kong. During this period, Shun On and True Light Villa DECCs spared no effort in providing urgent support services for the elders and their carers across the community. They included 4,966 over-the-phone check-ups, 3,108 emotional counselling sessions, as well as 1,592 food aid packages, 188 emergency assistance and medical consultation sessions, and 3,058 rapid antigen test kits. With a generous donation of the “Jockey Club Digital Support Project for the Elderly”, 1,900 smartphones with SIM cards were distributed to elders in need for free and taught them using the “LeaveHomeSafe” mobile application.

Enhancing Online Services to Maintain Community Connections

Last year, the two DECCs continued to develop their online and virtual services, including a number of educational programmes on smart technologies with a total attendance of 5,321 people. Through these programmes, more than 500 elders were taught how to use mobile applications for social networking and everyday tasks. Among them, we helped 41 elderly people living alone to reconnect with their relatives outside Hong Kong. We also held 114 online and virtual events that attracted a total attendance of 2,278 people, along with the videos and posts on social media garnering a total of 78,273 views. As in previous years, our Chinese New Year celebration was held through Facebook Live, which created a cheerful and warm atmosphere for the elders and their carers.



關注身心健康 提升抗逆能力

為使長者保持身心健康，兩間長者地區中心過去一年透過不同手法，協助超過250名長者改善情緒困擾，並為超過500名長者改善身體狀況，包括認知障礙症、三高、肌力流失、痛症等，共錄得10,594服務人次。此外，香港賽馬會慈善信託基金資助的三個計劃「樂齡新天地計劃—創健耆」、「樂齡同行」計劃及「抗疫同行」長者支援特別計劃，分別關注長者的身體及精神健康，於過去一年共關顧超過2,000名長者。



▲ 長者與外傭合作完成手工作品，加強彼此溝通。
The elderly and domestic helpers established a good rapport through creating artwork together.

推廣照顧規劃 減低照顧壓力

兩間長者地區中心去年共為746名體弱長者跟進長期照顧規劃及商討預設醫療指示；亦為1,208名照顧者提供不同程度的支援，以緩減照顧壓力，包括暫託服務、照顧指導、外傭培訓、ME-Time活動、復康用品租借等，在照顧弱老及照顧者的身心需要之間作好平衡。另外，在「賽馬會社工創新力量」計劃的支持下，首創「認知障礙症行為心理症狀紀錄」應用程式，透過資訊紀錄，提升照顧者與醫護人員之間的有效溝通。

Improving Physical and Mental Resilience

To promote physical and mental health of the elderly, the two DECCs supported more than 250 elders struggling with emotional problems and more than 500 elderly people with various physical conditions such as dementia, hyperglycaemia, hypertension, hyperlipidaemia, sarcopenia and pain disorder, with a service attendance of 10,594. To raise awareness of physical and mental health issues among elderly people, three projects were rolled out with support from The Hong Kong Jockey Club Charities Trust, included “Place for Healthy Ageing”, JoyAge Project and “Anti-epidemic Support Programme for the Elderly” – offering an extensive range of health and daily support to over 2,000 elders over the past year.



▲ 協助社聯拍攝「社福幫緊你」短片，讓公眾認識照顧者支援服務。
We introduced our carer support services by taking part in The Hong Kong Council of Social Service's production of a short video titled “NGO Helps You”.



Promoting Care Planning to Mitigate the Care Burden

Last year, the two DECCs followed up on the long-term care planning for 746 frail elders and held discussions regarding their advanced healthcare directives. In addition, we supported 1,208 carers with various types of services to ease their burden and enable them to balance their care responsibilities with their own physical and mental needs, such as temporary respite care, care guidance, training for foreign domestic helpers, ME-Time activities and rehabilitation equipment lending services. A mobile application for tracking the daily care of patients suffering from Behavioural and Psychological Symptoms of Dementia (BPSD) was also launched with the support of InnoPower@JC. Data and records collected will be used to facilitate communication between carers and medical professionals.



▲ 全港首支悅齡啦啦隊在大型公眾活動上表演，為社會注入正能量。
The first senior cheerleading team in Hong Kong injected a dose of positive energy into society with a public performance at a large-scale event.



▲ 順安長者地區中心23年來積極參與「老有所為活動計劃」，表現傑出，獲社會福利署嘉許。
Shun On DECC received an award from the Social Welfare Department for its 23 years of active participation and outstanding performance in OEP projects.

凝聚長者力量 積極參與社區

我們善用年輕長者的智慧經驗，去年推行了「躍動O2O」及「再創·精彩」兩個「老有所為活動計劃」，策劃及舉辦一系列活動，並創作了45條「聲音導航2分鐘」語音片段，內容包括生活小品、哲理思考等，為長者帶來多元化領域的知識。另外，我們與消費者委員會合作，訓練一班消費教育大使推廣長者消費權益。此外，悅齡薈也在去年創辦全港首支悅齡啦啦隊，並獲邀在大型活動「飛躍啟德」上公開表演，得到不少的讚賞。

連結社會資源 提供強大支援

過去一年，兩間長者地區中心共連繫了128個來自不同界別的團體，另外亦招募及培訓了804名義工，共同為超過5,000名長者及照顧者提供各層面的支援，包括提供物資、資訊科技應用、情緒紓緩活動、運動訓練、陪診或視像應診、電話關顧等，讓長者及照顧者感受到社會關愛。



▲ 本會積極推動長者消費權益，獲消費者委員會嘉許。
CFSC was recognised by the Consumer Council for its outstanding performance in promoting the consumer rights of the elderly.

Bringing Elderly People Together through Active Community Engagement

Last year, we launched two “Opportunities for the Elderly Projects” (OEPs), “Moving O2O” and “Create Brilliantness Once More”, in which we made use of the wisdom and experiences of younger elders to plan and organise a series of events. We also produced 45 two-minute audio clips covering a wide array of topics, such as lifestyle practices and philosophical thinking, to help elderly people broaden their knowledge. We were also partnered up with the Consumer Council and trained a group of Consumer Education Ambassadors, who were responsible for promoting elderly people’s consumer rights. Meanwhile, Prime Link set up the first senior cheerleading team in Hong Kong, which won widespread acclaim after being invited to perform publicly at a large-scale event called Kai Tak Fantasy.

Connecting Social Resources to Form a Strong Support Network

Over the last year, our two DECCs joined forces with 128 organisations from all walks of life, recruited and trained up 804 volunteers to forge an extensive network of support services serving more than 5,000 elders and their carers. These services included material assistance, ICT education, relaxation activities, physical training, medical escort services, telehealth consultations etc., in order to ensure that the elderly and their carers felt valued and cared.

防疫在線—電話支援獨居雙居長者X 輔助專業人員

創老工作室聯同基層醫療健康服務推出「防疫在線」電話支援獨居雙居長者服務，由退休護士、社工及輔導員組成的輔助專業人員接聽來電，為九龍東有需要長者解答疫情資訊、評估病情需要、送上緊急食物、藥物及提供情緒支援，短短一個月便收到330多個來電，及後服務得到香港賽馬會慈善信託基金撥款，擴展至九龍區。除接聽熱線外，更會致電有需要長者，提供康復支援、健康教育，協助他們實踐自主健康管理。

「賽馬會50+ 共創豐盛計劃」

「賽馬會50+ 共創豐盛計劃」去年繼續獲香港賽馬會慈善信託基金捐助，以「積極樂齡」及「照顧者需要」為主題設計創業項目，以創新方法服務社會大眾，為人生下半場帶來更多機遇和選擇。第一屆獲選的三個創業項目，服務包括「50+ 長者陪伴員培訓計劃」、「身心靈健康課程計劃」、以及為長者製作人生紀念冊微電影計劃。各項目同時於不同範疇為50+ 製造就業及義務工作機會，推動積極樂齡。

- ▼ 獲獎50+ 團隊於活動上分享創業理念，及參與計劃的經驗和收穫。

Members of the award-winning start-up teams shared their philosophies and reflect on their rewarding journeys and experiences throughout the programme.



Telephone Support for Socially Isolated Elders and Elderly Couples from Auxiliary Professionals

The InnovAGE Team worked with our Primary Health Care Services and launched a telephone support scheme for socially isolated elders and elderly couples throughout Kowloon East, setting up a phone line run by a team of Auxiliary Professionals (aPs) consisting of retired nurses, social workers and counsellors. The team was responsible for answering questions about the pandemic, evaluating the callers' medical needs and offering emergency food, medication and emotional support. In just one month, the line received more than 330 calls. With a grant from The Hong Kong Jockey Club Charities Trust, the service was later expanded to include Kowloon District. Apart from answering incoming calls, the team made outgoing calls to the elderly in need, in order to help them manage their health through recovery support and health education.

Jockey Club 50+ Startup Incubator Programme

With continued support from The Hong Kong Jockey Club Charities Trust, the "Jockey Club 50+ Startup Incubator Programme" has been developing entrepreneurial ventures under the themes of "Active Ageing" and "Carers' Needs" since 2021. The goal is to serve the public in innovative ways and allow the elderly to explore new opportunities and choices in later life. The three start-up projects selected in the first year of the programme included a training scheme for individuals aged 50+ to serve as companions for the elderly, an educational programme on holistic mind-body-spirit wellness and a "life storybook" short film production service for the elderly. These projects had created a variety of job and volunteering opportunities for people aged 50+ and were contributing greatly to active ageing.



- ▲ 「賽馬會50+ 共創豐盛計劃」舉行一系列設計思維工作坊。
A series of workshops on design thinking were held as part of the "Jockey Club 50+ Startup Incubator Programme".

- ▼ 輔助專業人員在家接聽「防疫在線」的來電，支援長者在疫情中的需要。
A telephone line was run by a team of aPs to support needs of the elderly during the pandemic.

未來發展

隨着資訊科技對生活的影響日深，我們將進一步促進長者與科技共融，協助他們改善應用科技的能力，從而提高社交聯繫及生活質素。另外，要達致豐盛的人生下半場，積極的人生觀是重要的元素，我們將為此推廣生命教育和提供多元體驗的機會，協助退休人士、長者及照顧者尋找人生新意義。

OUTLOOK

Given the ever-growing impact of information technology on people's lives, we will continue to promote digital inclusion for the elderly and equip them with ICT skills, in order to enhance their social connections and quality of life. As a positive outlook is essential to a rewarding later life, we will also promote life education and offer a diversity of new experiences to help retirees, the elders and their carers to find new meaning in their lives.

2021 - 2022 服務統計 (截至 2022 年 3 月 31 日)

Service Statistics (as at 31st March, 2022)



2,696

長者地區中心會員數目
No. of members of District Elderly Community Centre



291

創老工作室會員數目
No. of members of the InnovAGE Team



2,158

獨居／雙居長者個案
No. of cases of socially isolated elders and elderly couples



746

接受輔導的長者個案數目
No. of elderly people receiving counselling services



1,208

護老者會員數目
No. of carer members



137

協作伙伴數目
No. of collaborating partners



13,607

接受義工提供網絡支援服務的人次
No. of recipients of networking support services provided by volunteers



128,244

悅齡活動的服務人次
Attendance of active ageing activities

