

Active Ageing Services

50+ 悅齡服務



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；服務單位亦積極與不同團體及界別合作，以提升服務果效及創新思維。

Active Ageing Services strives to enhance the well-being of retirees and the elders by providing diverse community support services to help them stay healthy, active and participate sustainably in the second half of their lives. Through active collaboration with different sectors, we aim to improve service effectiveness by applying innovative measures.

「照顧者策劃及支援服務」團隊

真光苑長者地區中心及順安長者地區中心於2018年10月起獲社會福利署增撥資源，增聘了7名人手並成立「照顧者策劃及支援服務」團隊，進一步深化照顧者支援服務，亦識別出有逼切需要的照顧者，為他們提供適時的支援服務。



Carer Link Service Team

Since October 2018, thanks to a grant from the Social Welfare Department, True Light Villa District Elderly Community Centre and Shun On District Elderly Community Centre have recruited 7 more members of staff and formed the “Carer Link Service Team”, thereby strengthening its carer support services. The team also provides early identification of people with urgent needs and offering immediate support.

◀ 為照顧者舉辦不同的活動。
The team organised various activities for the carers.



「賽馬會50+創豐盛計劃」

本會獲香港賽馬會慈善信託基金捐助，於2018年推行「賽馬會50+創豐盛計劃」，透過以社會創新為理念的創業計劃，加強50+人士與社會的聯繫，開拓精彩的人生下半場。計劃推行至今，接近200位50+人士參與創業培訓課程。第一屆成功培育48位50+人士成為「社會創新者」，組成8隊開展創業里程，項目包括科技教育、長者體適能推廣、「陪行」情緒支援等，為50+製造就業機會，受惠超過600人次。

▼ 第二屆賽馬會50+創豐盛計劃決賽日暨頒獎禮。
Hong Kong Jockey Club 50+ Strat-up Competition cum Award Presentation 2019.

Jockey Club 50+ Startup Project

Supported by The Hong Kong Jockey Club Charities Trust, a 3-year initiative project namely “Jockey Club 50+ Startup Project” which aims to enhance people over 50s (50+) lead a richer life through developing startup businesses based on the idea of social innovation. Since its launch in 2018, near 200 50+ have participated the professional training programme. In the first project year, a total of 8 winning teams have launched their own startup businesses include tailor-made STEM courses for 50+; active exercises and fitness training for the elders as well as a “trained walkers” service which accompany the elders who live alone by walking and listening to their struggles. This Project has created job opportunities for 50+ and more than 600 beneficiaries have benefitted.



「樂齡新天地—創健耆」服務計劃

2019年1月起，我們獲香港賽馬會慈善基金資助，新增聘5名人手推行一個為期3年的「樂齡新天地—創健耆」服務計劃，新隊伍由護士、聯絡員及支援同工組成，旨在為長者地區中心創建一套長者自我健康管理的服務模式。

Path to Wellness

Launched in January 2019 and supported by the Hong Kong Jockey Club Charities Trust, a 3-year project called "Path to Wellness - Optimising Primary Care Project" aims to develop a new model on chronic diseases self-management for the elders in District Elderly Community Centres. Having recently recruited 5 more members of staff, the team includes nurse, link workers and support staff.



◀ 「創健耆」與香港中華基督教青年會合辦「3E健康小教練入門班」，訓練青少年成為了小教練，並參與以長幼共融為主題的運動班。
“Path to Wellness” collaborated with the Chinese YMCA of HK on the “3E Health Coach Introductory Course”.

賽馬會社工創新力量

創老工作室社工蘇健欣入選第二屆「賽馬會社工創新力量」計劃，參與10星期海外及本地進修訓練，包括前往牛津大學及探訪區內的服務單位，擴闊社會服務的視野及創新思維；並且構思「無獨有伴計劃」，為入院的獨居長者提供支援，減低徬徨無助的感覺。

Innopower@JC: Fellowship for Social Worker

Our social worker in the InnovAGE Team, Ms. So Kin-yan was selected in the Second Cohort of Innopower@JC: Fellowship for Social Worker. She has taken a 10-week sabbatical for local and overseas learning to widen her horizons in the social services delivery process. An innovative project called the “Hospital Admission Supportive Scheme” which aims to support early hospital admission for elderly single people is currently being testing.



◀ 出席InnoPower活動，了解在InnoPower中學習到的創新意念。
To participate the InnoPower Event, inspiring by the innovative ideas.

「生活好啲啲」社區支援計劃

順安長者地區中心獲社會福利署資助，於2018年10月至2019年3月期間推行「生活好啲啲」社區支援計劃，為區內200名獨居及雙居長者提供不同的支援項目，改善他們在食物營養、居住衛生、行動能力、睡眠質素等四方面的狀況。根據前後健康測試及問卷調查的結果顯示，該計劃有效地改善長者在這四方面的生活質素，亦提高他們對生活狀況及健康狀況的滿意程度。

Community Support Scheme "For Better Life"

From October 2018 to March 2019, funded by the Social Welfare Department, our Shun On District Elderly Community Centre conducted a community support scheme called "For Better Life". The scheme provides various support materials to 200 elderly individuals and couples, which helps them improve their nutrition, hygiene, mobility, and sleeping quality. According to the pre- and post-test health checks and questionnaires, the scheme has proven effective and the lives and health of the elders have been much improved.



▲ 靜好啲—靜觀活動
Sleep Well - Mindfulness Activity



◀ 行好啲—訓練活動
Walk Well - Training programme

耆性資源輔導中心

耆性資源輔導中心獲觀塘區議會贊助推行「擔得起」計劃，以表揚女性長者在承擔家庭和社會責任方面所作出的貢獻，同時亦鼓勵她們要「擔得起、放得下」，放下身心壓力和疲累，活出更自在的人生。

Sex Resource and Counseling Centre for the Elderly

Kwun Tong District Council sponsored our Sex Resource and Counseling Centre for the Elderly in the running of “Shoulder Up”, a project which aims to recognise the contribution of elderly females in families and society, as well as relieve their day-to-day pressures, allowing them to live more freely.

國際形象顧問藍婷小姐為是次「擔得起分享會」的講者嘉賓。
Certified Image Professional, Ms. Lan Ting (Msc, AICI, CIP) was the honourable guest speaker at our sharing session of “Shoulder Up”.



要達致豐盛的人生下半場，積極的人生觀和良好的健康都是重要的元素。為此，我們將致力協助退休人士及長者尋找人生的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，增強我們的健康服務，以提升長者的身心健康。

Active participation and good health are key elements that contribute to a flourishing second half of life. As such, we will help retirees and the elders find new meaning and develop their career in their second half of life. We are more dedicated than ever to promoting the use of information technology among the elders, and are looking forward to not only improving the level of health literacy among the elders but also continuing to collaborate with the health care sector to improve the health of the elders.

「長青同行·不再孤獨—實踐行動」一班BB醫生探訪長者。“We're not Alone because of Youngsters Companionship” a group of Doctor BB visited the elders.



2018-2019 服務統計 (截至2019年3月31日) Service Statistics (as at 31st March, 2019)

