

協作計劃及特別服務

Collaboration Projects & Special Services

賽馬會樂齡同行計劃

隨著香港人口不斷老化，獨居長者日漸增加，他們因與外界較少接觸，生活上容易處於孤立無援的景況，亦有些長者因社會角色轉變、家庭崗位改變、健康變差等因素，容易產生情緒或精神困擾，情況值得社會關注。

本計劃獲香港賽馬會贊助港幣\$640萬，由2016年10月開始，分別於觀塘及將軍澳區推行為期3年的服務，將精神健康綜合社區中心和長者地區中心/綜合家居照顧兩個服務連結，根據長者的風險及抑鬱程度提供預防性支援及介入服務，逐步讓長者融入社區；同時建立以社區為本的支援網絡，為有抑鬱風險或患有輕度至中度抑鬱症的長者提供全面支援。

計劃重點之一，是為「樂齡之友」義工提供培訓。他們作為「同行者」，協助及早識別高危及支援有抑鬱症的長者，加強他們在社區生活的支援；此外，亦透過社工外展服務，及早識別及介入的模式協助有密切支援需要的長者，以及舉辦一系列公眾教育活動及講座，提高社區人士對長者精神健康的認識和關注。計劃首半年以社工訓練、活動程序設計、研究模式、招募義工及義工培訓為主，服務將於2017年下半年正式開展。

跨專業合作的「賽馬會樂齡同行計劃」於今年正式啟動，服務將軍澳區及觀塘區的長者。

Jockey Club JoyAge started this year to help elderlies in Tseung Kwan O and Kwun Tong through cross-sectoral collaboration.

Jockey Club JoyAge

With the rising ageing population in Hong Kong, the number of singleton elders is growing. Due to reducing contacts with others, some elderlies become socially isolated from the community. Others are easily suffering from emotional or mental distress due to changes in social role, family status, or poor health, which calls for social attention.

With the 6.4 million funding support from the Hong Kong Jockey Club, a 3-year pilot project has been initiated in Kwun Tong and Tseung Kwan O respectively from October 2016. It creates cross-sectoral services of the Integrated Community Centre for Mental Wellness and the District Elderly Community Centre / Integrated Home Care Service. Basing on the risk and degree of depression, the project provides preventive support and intervention services for the elders to step into the community gradually. Also, it builds up full support for the elders who with risk or mild to moderate depression through community-based support network.

One of the highlights of the project is to provide volunteer training for the 'JoyAge Peer Supporters'. Being a peer, the trained seniors are expected to identify high risk elders, support the depressive elders, and strengthen their livings in the community. Moreover, the project provides early identification and early intervention to assist elders in need of close support through social work outreach service. In addition, a series of public education programmes and lectures will be organised to raise community awareness and concern on elderly mental health. The first half-year of the project was mainly for social workers training, programme design, research design, and volunteers' recruitment and training. Direct service will be launched in the second half of 2017.





「HK 50+我最喜愛品牌選舉」頒獎禮
'HK50+ Award' Ceremony

「HK50+ 我最喜愛品牌選舉」 頒獎禮

香港與世界其他已發展國家一樣，人均壽命正不斷增加。雖然50歲或以上人士(50+)的數目不斷上升，但相應的產品及服務卻未受到應有的重視。銀髮市場無論在市場規模、產品多樣性、服務選項等都未能追上人口的增幅。

由本會50+悅齡服務舉辦的「HK50+我最喜愛品牌選舉」是全港首個專為50+人士而設的品牌選舉，意義深遠。今天的50+人士擁有更好的經濟能力亦較著重生活上的選擇，對於日常生活的產品和服務都有要求，品味、喜好等個人化的元素都需要關注。

是次頒獎禮是全港第一個連繫50+顧客和各大品牌的平台，亦是首個讓他們一人一票選出自己最愛品牌的選舉。投票反應非常熱烈，超過20,000名50+人士參與投票，而當中超過四成的投票者都是介乎於50至59歲。我們相信此項活動能有效鼓勵品牌為50+人士推出更多元化的產品，開拓銀髮市場，從而提升50+的生活質素。

'HK50+ Award' Ceremony

Like many other developed cities, Hong Kong enjoys high life expectancy. Although the 50 plus population (people age 50 or above) has been increasing, the corresponding products and services provided to this market segment have not been given due attention. The silver hair market is yet to be developed with population growth in terms of market capacity, product diversity and service options.

Initiated by CFSC Active Ageing Services, 'HK50+ Award' is first-of-its-kind in Hong Kong dedicated to leverage the 50+'s voices. 50+ today have better economic ability and put more emphasis on life choices. They are a diverse customer base with varied tastes, interests and preferences in daily products and services.

The Award ceremony was the first platform to link up 50+ customers and various brands in the market, and let the 50+ speak for themselves and vote for the best brand they like. The response is overwhelming, with over 20,000 votes recorded and more than 40% of the voters are aged between 50 to 59. We believe that this activity can effectively encourage brands to introduce diversified products for 50+ people to enhance the quality of life for 50+ populations.

童步 — 正向為本 兒童心理健康計劃

兒童精神健康近年一直備受各界關注，情緒健康對兒童的學業、社交、家庭生活以至個人發展都十分重要，如未能得到妥善處理，容易引致焦慮及抑鬱情緒等困擾，影響深遠。本計劃於2016年7月由香港上海滙豐銀行有限公司透過香港公益金撥款資助，開展為期3年服務，透過優勢觀點取向，以多個層面介入，為兒童提供及早預防、及早辨識與及早介入的精神健康服務，協助兒童建立正面思想，加強抗逆力。

計劃有3個服務推行重點，首先，為學生提供正向精神健康的預防教育，加強學生的抗逆能力及求助意識；此外，計劃亦透過教師培訓，讓教師成為學校的「守門人」，及早識別有精神健康需要之學生，作出介入工作或轉介合適的服務，儘早解決問題；最後，為家長提供精神健康課程，以協助家長處理及支援有情緒需要的子女。

計劃服務至今，已為25間小學，超過5,000名學生、家長及教師提供服務。未來，我們必會繼續深化服務，幫助有情緒需要的兒童。

透過小組活動助同學探索自己的優勢。
Exploring students' strengths through different group activities.

Footprint – Strengths Based Child Mental Health Project

Emotional wellbeing is a crucial factor for children's academic, social, family life and personal development, and is recently became the growing concern of the society. Unresolved mental health issues may lead to anxiety and severe emotional disturbance. Funded by The Hongkong and Shanghai Banking Corporation Limited through The Community Chest of Hong Kong, a 3-year service 'Footprint – Strengths Based Child Mental Health Project' has been commenced in July 2016 to assist students with emotional disturbance. Focusing on early prevention, early identification and early intervention, this project can help children develop positive attitudes and enhance their resilience in adversity by adapting strengths perspective and multifaceted interventions.

This project has 3 main core service directions. First, students will be provided with positive mental health preventive education to enhance their resilience in adversity and increase their awareness of the need to seek assistance. Besides, teachers will be trained up as students' gatekeepers to early identify students at risk of emotional problems and provide immediate assistance for them such as making early intervention or referral to appropriate services to resolve the problems in an earlier stage. Last but not least, mental health courses will be provided for parents to equip them with knowledge and skills in handling and supporting children with emotional needs.

Since July 2016, this project has served 25 primary schools with over 5,000 beneficiaries including students, parents and teachers. In the future, we will continue to deepen our service and assist children with emotional needs.



觀塘有「里」社區互助計劃

本會地區發展隊獲民政事務總署贊助，推行觀塘有「里」社區互助計劃(本計劃)，以觀塘區的新來港人士為服務對象。

為協助一眾新來港人士適應香港生活，本計劃舉辦一系列多元化的班組活動(例如廣東話班、英語會話班)及每月不同主題的茶聚(例如香港教育及選舉制度)，加強他們對香港的認識；同時透過參與這些活動，慢慢建立起屬於自己的社交網絡。

我們相信走進社區與不同階層人士接觸就是最有效融入本地生活的方法。因此，本計劃除了推動新來港人士貢獻自己的能力參與義務工作外，更舉辦不同的技能培訓，提升他們的工作能力，鼓勵新來港人士照顧家庭之餘，亦可嘗試兼職工作，不但可以建立自己的經濟能力，更能全面體驗香港生活。

觀塘區新來港人士的數字是18區之首，為能接觸更多新來港人士，我們聯同不同單位，包括鯉魚門社區服務處、賽馬會新屋邨支援服務計劃等，在不同地點舉辦新來港人士活動，擴展地區網絡。



舉辦多元化的班組活動，協助一眾新來港人士適應香港生活。
Organising a series of group activities for new arrivals to enrich their knowledge towards local context.



Neighbourhood Mutual Help Project for New Arrivals

With funding support from Home Affairs Department, the Locality Development Team launched the 'Neighbourhood Mutual Help Project for the New Arrivals' (the Project) serving new arrivals in Kwun Tong.

To help new arrivals adapting to the life of Hong Kong, the Project conducted a series of diversified group activities (e.g. Cantonese and English Oral Class) as well as monthly tea gathering with various themes (e.g. introduction to education and voting system) for new arrivals. Through participating in the activities, new arrivals can not only enrich their knowledge towards local context, but also establish strong social network.

We believes that stepping into community and getting into contact with people from all walks of life are the most effective way to integrate into local life. Therefore, the Project not only mobilised new arrivals to contribute in volunteer services, but also organised various skill training programmes to encourage them to engage in part-time jobs apart from taking care of their families, whereby they can not only build up economic capacity, but also experience Hong Kong's life in a comprehensive way.

Among 18 districts, Kwun Tong had the highest number of new arrivals. In order to serve as many new arrivals as possible, the Agency has collaborated with different service units, such as Lei Yue Mun Neighbourhood Level Community Development Project and Jockey Club New Estate Support Programme, to expand the regional network, and organised new activities for new arrivals in various corners across Kwun Tong.

weCare共融義工計劃

殘疾人士發展及共融核心服務致力運用協作策略，增加殘疾人士在不同生活領域的參與和選擇。本服務去年與新地義工 TEAM 力量合作創立「weCare 共融義工計劃」，安排新地義工擔任陪伴者，帶動殘疾學員透過義務工作發展自我和推動共融。計劃名稱包含了四個層次的工作目標：

- CONNECT:** 連結商界力量同創支援環境
- ADVOCATE:** 提倡生活經驗的承傳
- REDUCE:** 減少社會對殘疾人士的負面標籤
- ENRICH:** 鼓勵充實而健康的生活

新地義工及學員已透過培訓和活動建立默契，準備就緒開展義務工作。展望未來，weCare期望將影響由個人層面推進至家庭層面，鼓勵殘疾人士家庭參與義務工作，貫徹CFSC「重視家庭」及新地「以心建家」的信念和價值。

weCare Inclusive Volunteering Scheme

Opportunities & Inclusion for People with Disabilities adopts collaboration strategies to enlarge the participation and choices for people with disabilities at their life experiences. A scheme named 'weCare Inclusive Volunteering' was co-created by the core service and SHKP Volunteer Team last year. SHKP volunteers serve as mentors to motivate people with disabilities to develop their potential and promote inclusion through voluntary work. The name of the scheme contained four working levels of target:

- To **CONNECT** the power of Enterprise for creating a supportive environment;
- To **ADVOCATE** for positive sharing on life experience;
- To **REDUCE** social labelling on people with disabilities;
- To **ENRICH** and encourage substantial and healthy life style.

SHKP volunteers and our users has built up mutual understanding through training and programmes and are ready for upcoming volunteer-work. Looking ahead, weCare expects to upscale the impact from individual level to family level by encouraging the families of disabled people to be volunteers together and follow the visions and values of CFSC's 'Strengthening Families' and SHKP's 'Building Homes with Heart'.



新地義工隊總領袖梁麗慈女士、新地義工及學員出席weCare的首次聚會：盲人觀星傷健營。Ms. Michelle Leung (Chief Leader of SHKP Volunteer Team), SHKP volunteers and our service users attended weCare's first gathering: Stargaze Camp for all and the Blind.