



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；服務單位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 strive to enhance the well-being of retirees and the elderly (50+) by providing diversified community support services for them to stay healthy, active and participate sustainably in the second half of their life. Through active collaboration with different sectors, we aim to enhance service effectiveness by innovative measures.

豐盛



嘉賓及得獎公司代表出席頒獎禮以表支持。

Guests and brand representatives attended the award presentation ceremony.

舉辦第一屆「HK50+我最喜愛品牌選舉」

要為市場帶來改變，總不能單靠一兩個人帶動，我們需要將意見集合起來才有足夠的代表性。2016年第一屆「HK50+我最喜愛品牌選舉」收集了超過兩萬位五十後朋友的意見，以一人一票的形式在20多個範疇包括「衣、食、住、行、玩」中選出心中最喜愛品牌。銀髮市場是一塊尚未完全被發掘的藍海，在可見的未來它將會急速發展，專為50+人士而設的產品及服務無論在數量、質量以及多樣性都會持續增加；所以「HK50+我最喜愛品牌」作為全港首個專為50+人士及私人市場建立的平台，為實現「Better Choices, Better Life and a Better City」踏出了重要一步。

The first 'HK50+ Award'

To bring changes in the market, we need to rely on the wisdom of public. 'HK50+ Award' is a favourable solution to foster an Active Ageing society in Hong Kong. Based on more than 20,000 voters' (people aged 50 or above) rating in more than 20 categories including 'clothing, food, lifestyle, transport, leisure, the Award has been presented to the favourite brands for the 50+'. Silver-hair market is a blue ocean that has not yet been fully explored, and it will grow rapidly in the foreseeable future. Products and services specifically designed for the 50+ will continue to flourish. The 'HK50+ Award' demonstrated a pioneered model to establish collaboration between public sector (NGO) and private sector, in order to promote the well-being of the 50+ gear towards 'Better Choices, Better Life and a Better City'.



「躍動觀塘健步行」啟動禮
 'Walking Kwun Tong for Active Ageing' kick-off ceremony



「躍動觀塘健步行」

方便走動的「好·易行」社區是美好城市的重要一環，50+悅齡服務獲香港賽馬會慈善信託基金的賽馬會齡活城市計劃贊助推行「躍動觀塘健步行」計劃。邀請居於觀塘的50+人士，按路線的可行性、有效度、舒適度及宜玩度四項指標，一起尋找區內3條「好好·行」路線，再配合手機應用程式及多元形式推介，讓全民一起躍動觀塘，活出健康，合力建設年齡友善的環境。

「健康生活全方位」長者友善社區計劃

真光苑及順安長者地區中心獲觀塘區議會贊助，聯同區內多個長者服務單位合作推行「健康生活全方位」長者友善社區計劃，期間完成「觀塘長者健康/疾病資訊流程度」調查，並於2017年2月假總部禮堂舉行閉幕禮及發佈會，向公眾及有關部門提出多個改善措施，期望為長者提高獲取健康資訊的效率以及改善與醫護人員的溝通。

'Walking Kwun Tong for Active Ageing'

Walkability is a measurement of how walking-friendly an area is. Walk has health, environmental, and economic benefits. Sponsored by Jockey Club Age-friendly City Project of The Hong Kong Jockey Club Charities Trust, Active Ageing Services had championed a new initiative called 'Walking Kwun Tong for Active Ageing'. 3 'good walking routes' had been designed by 50+ participants living in Kwun Tong according to the feasibility, validity, comfort and enjoyment of the route. Together with a featured mobile apps and multi-faceted promotion, it is hoped to transform Kwun Tong to become an active and healthy region for 50+.

'Healthy Living' Project

Funded by Kwun Tong District Council, True Light Villa and Shun On District Elderly Community Centre (DECC) and other elderly service units had initiated the 'Healthy Living' project. In the project, we had conducted a 'Health/Disease Prevention Information Survey' and presented our finding in the project closing ceremony in February 2017. A number of improvement measures were recommended to the public and the relevant authorities so as to improve the dissemination of the information between medical profession and the elderly.



「觀塘長者健康/疾病資訊流程度」調查的閉幕禮及發佈會。
 'Age-friendly Communication in Health & Disease related Information' Closing Ceremony cum survey release.



2016「友善商舖顯關愛」計劃頒獎禮
The Award Presentation Ceremony of 'Kwun Tong Community Friendly Shops Scheme 2016'.



本計劃吸引了各大傳媒的採訪及報導。
The Project attracted great attention from the media.

「友善商舖顯關愛」

順安長者地區中心獲「老有所為活動計劃」贊助，推行「友善商舖顯關愛」計劃，發動區內長者提名「2016觀塘區友善商舖」，成功搜集到109個商舖與長者之間的感人故事，並從中評選出10大「最友善商舖」，其中一個故事更被拍成短片《心鎖》，並於2017年1月舉行的「友善商舖」嘉許禮中播放該短片，向公眾人士傳遞地區小店友待長者的關愛之情。本計劃已榮獲2016-2017年度全港最佳「一年計劃」冠軍及觀塘區「最佳老有所為活動計劃」。

'Kwun Tong Community Friendly Shops Scheme 2016'

Sponsored by 'Opportunities for the Elderly Project' (OEP), Shun On DECC had carried out 'Kwun Tong Community Friendly Shops Scheme 2016' and collected 109 touching stories from the elderly sharing the best stores' stories in their neighbourhood. While 10 community stores were selected for the award, a micro film 'Heart Lock' was produced based on one of the stories and shown during the recognition ceremony in January 2017 to demonstrate the caring of stores. This project was awarded to be the 'Best OEP in Hong Kong' and 'Best OEP' in Kwun Tong district.



「友善商舖顯關愛」計劃榮獲「老有所為活動計劃」兩項大獎，成績令人鼓舞。
The 'Kwun Tong Community Friendly Shops Scheme 2016' was awarded two prizes in the OEP project and the result is encouraging.

了解女性長者魅力之處

耆性資源輔導中心獲觀塘區議會贊助，推出「女人魅」計劃，透過不同活動，發揮女性長者的獨特魅力，讓人見證長者的生命力。於2016年12月舉行的閉幕禮上更發佈「女性魅力特質大搜查」的調查結果，並吸引本地媒體的報導。



To understand the charming of elderly women

Sex Resource & Counseling Centre for the Elderly initiated 'Charming of Women' project through the support of Kwun Tong District Council. It aimed to unveil the unique charm of female elders through a series of activities. Finding of the survey was presented in the closing ceremony in December 2016 and appealed media report.

未來發展 Outlook

50+人士的豐盛生活在於積極參與，今天的50+人士擁有高學歷、豐富的工作經驗、龐大的人際網絡，他們有能力以更積極的態度去回饋社會。如何協助50+人士在人生下半場發展事業，讓他們尋找新的意義將會是50+悅齡服務來年的發展重點。

我們亦會致力創造長者的科技共融，期望逐步改善長者獲取資訊的效率和能力；我們更希望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。

The key to flourishing second half life is active participation. 50+ nowadays are better educated, experienced and with huge interpersonal network. They are capable to shape their way of living and contribute to the society in a proactive manner. Therefore, helping them to develop their career and find new meaning in the second half of life are the work foci of our Active Ageing Services.

In addition, we are dedicated to the promotion of using information technology for the elderly and look forward to progressively improving the health literacy of the elderly. We will also strive to advance our cooperation with the health care sector so as to enhance the health of the elderly.

2016-2017服務統計 (截至2017年3月31日) Service Statistics (as at 31st March, 2017)

