



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 strive to enhance the well-being of retirees and elderly people by providing diversified community support services to help them stay healthy, active and participate sustainably during the second half of their lives. Through active collaboration with diverse sectors, we aim to enhance service effectiveness by applying innovative measures.

服務摘要 Service Highlights

50+悅齡服務在同工不斷的努力下，服務質素和創意屢獲外界讚賞，並榮獲多個獎項，其中「躍動觀塘健步行計劃」於新加坡「9th International Ageing Asia Innovation Forum」，從超過15個國家和地區團體中脫穎而出，奪得2018年「Best Active Ageing Programme - Community」大獎；而真光苑長者地區中心的「長者齊參與，我們是一家！」及順安長者地區中心的「友里商舖街坊情」亦分別獲得2016-2018年度「老有所為活動計劃」地區最佳活動計劃(兩年計劃)及2017-2018年度地區最佳活動計劃(一年計劃)獎項。



▲ 服務總監陳鳳雯女士及服務經理杜俊文先生與其中一位評審香港安老事務委員會主席林正財醫生BBS, JP於頒獎禮後合照。

Programme Director Ms. Chan Fung-man, Angel and Service Manager Mr. To Chun-man, Ivan have taken photo with one of the judges of the awards, The Chairman of Elderly Commission - Dr. Lam Ching-choi, BBS, JP.

「智友醫社同行」試驗計劃

兩間長者地區中心於2017年2月成立一支跨專業團隊，開始推行「智友醫社同行」試驗計劃，透過醫院管理局轉介輕度至中度認知障礙症長者到中心參與小組訓練，以延緩腦退化情況，並為護老者提供訓練和支援，協助他們紓緩照顧壓力。由於計劃成效得到應同，為日後醫社合作奠下良好基礎，更多次獲邀與業界分享經驗，分別獲安老事務委員會及醫院管理局邀請於「醫社合作—最佳實務分享會」及「2018醫院管理局研討大會」中分享醫社合作經驗。此外，亦獲邀參與由社會福利署統籌的影片拍攝，以便署方於2019年推行計劃常規化時作宣傳及訓練同工之用。

The contributions of our teams have led to the quality and innovation of our Active Ageing Services being repeatedly recognised by external stakeholders and honoured with several awards. Against competitors from 15 countries and regions, our projects 'Walking Kwun Tong for Active Ageing' won the 2018 'Best Active Ageing Programme - Community' at the 9th International Ageing Asia Innovation Forum held in Singapore; moreover, 'We are in One Family with Elder's Participation' project led by our True Light Villa District Elderly Community Centre (DECC) was recognised as the 2016-2018 'Kwun Tong Best Opportunities for the Elderly Project' (OEP) (2-year project), and the 'Neighbourhood Love among Community Shops' project was honoured as the 2017-2018 Kwun Tong Best OEP (1-year project).



▲ 「躍動觀塘健步行計劃」奪得「Best Active Ageing Programme - Community」大獎。
'Walking Kwun Tong for Active Ageing' won the 'Best Active Ageing Programme - Community' award.

Dementia Community Support Scheme

In February 2017, a team of multidisciplinary professional from our two District Elderly Community Centres (DECCs) in created the social-medical collaboration 'Dementia Community Support Scheme'. The team is committed to slow down the suffering in mild and moderate dementia referred by the Hospital Authority by providing group training and providing support services to the carers to reduce their burden. Because of positive feedback, the team was invited to share their success with stakeholders at various events, such as the 'Best Practice in Social-medical Collaboration' sharing session and the 'Hospital Authority Convention' hosted by the Elderly Commission hosted and the Hospital Authority respectively. The team also participated in filming for the Social Welfare Department's promotional and training video which will be adopted as official tool in the scheme's scheduled 2019 regularisation plan.



◀ 獲邀出席「2018年醫院管理局研討大會」擔任講者，分享以醫社合作模式在長者地區中心推行「智友醫社同行計劃」的實務經驗。
We were invited as speaker in '2018 Hospital Authority Convention', in sharing the topic on 'Medical-social Collaboration in the Dementia Community Support Scheme - An Experience from District Elderly Community Centre'.

Enhancing Age-friendly Community

Devoting to enhancing age-friendly community and neighbourhood networks for elderly residents, our two DECCs launched several funding projects in last year. The 'Kwun Tong Age-Friendly Market' was funded by the Kwun Tong District Council. The top 10 elements of an ideal market were selected on the basis of studies on elderly people and 16 Kwun Tong markets; the Social Welfare Department funded the 'Neighbourhood Love among Community Shops' to acknowledge the friendly community shops and to explicit the social bonds among neighbours and community shops through the bazars. The 'We are in One Family with Elder's Participation' OEP project and the Estate Management Advisory Committee funded the 'Shared Health and Happiness' project aimed to strengthen the neighbour networking, especially for supporting the underprivileged elderly people. From the last project, the 'health ambassadors' were recruited helping the low motivated elderly people to go through health test and to establish exercise lifestyles.

建立長者友善社區

兩間長者地區中心致力建立長者友善社區和鄰舍支援網絡，去年分別獲不同資助推行多個活動計劃。由觀塘區議會資助的「觀塘長者友善社區計劃—友善街市全城愛」，根據觀塘區 16 個街市的友善設施投選出長者眼中最理想的「街市十大」元素。而社會福利署「老有所為活動計劃」資助的「友里商鋪街坊情」，則選出觀塘區友善商鋪，並以市集形式展現商鋪與地區街坊之間的人情味。而另一個「老有所為活動計劃—長者齊參與，我們是一家！」以及屋邨管理諮詢委員會資助的「健康•快樂共享」計劃，著力於鞏固鄰舍互助網絡，加強對弱勢長者的支援，後者更透過一班「健樂大使」協助積極性較低的長者進行健康測試和建立運動習慣。



▲ 觀耆友善聯席成員到區內街市巡迴考察。
The committees of Kwun Tong Age-friendly Conjoint visited the markets of Kowloon East Region.



▲ 區議員、小店老闆及計劃成員分享平時彼此關照、互相幫助的街坊情，及小店存在的社會經濟價值。
District Councilors, Small Business Owners and OEP Scheme members share their experiences in mutual help and neighbourhood spirit, and the social-economic value of small businesses in Hong Kong.



▲ 真光苑長者地區中心「長者齊參與，我們是一家！」榮獲 2016-2018 社署老有所為活動計劃觀塘區最佳兩年計劃獎。
The Opportunities for the Elderly Project 'We are in One Family with Elderly Participation' organised by True Light Villa DECC was awarded the '2-Years Best District (Kwun Tong) Project' Winner.

「築喜好心情 • 由關懷開始」計劃

為響應 2017 年世界衛生日的主題「關注抑鬱症」，真光苑長者地區中心獲觀塘區議會贊助，聯同觀塘健康城市督導委員會及觀塘南分區委員會推行「築喜好心情 • 由關懷開始」計劃，並以一套短片帶出「聆聽與陪伴」對預防長者抑鬱症的重要性。短片上載至多個社交媒體，瀏覽人數節節上升，推廣層面廣泛。



關顧男性長者的健康

耆性資源輔導中心去年獲觀塘區議會贊助，推行「執子之手，與子偕老」計劃，以「性功能障礙」為主題，並邀請到泌尿科專科醫生葉維晉醫生擔任主講嘉賓，鼓勵長者及早預防有關疾病，提升夫妻生活質素，有關活動並獲傳媒廣泛報導。

'Happy Mood Originated from Love' Project

Another Kwun Tong District Council funded project 'Happy Mood Originated from Love' was implemented by the True Light Villa DECC, Kwun Tong Healthy City Steering Committee, and Kwun Tong South Area Committee in response to 'Our depression: Let's Talk Campaign' on World Health Day 2017 and to increase public concern about depression among elderly people. A video whose theme was 'Listening and Accompany' was produced and posted to social media platforms, garnering a record number of views and click-throughs.

◀ 順安長者地區中心舉辦「健康 • 快樂共享」計劃，由 20 位「健樂大使」協助一班低動機做運動的長者，在公園一齊做運動。
Shun On DECC held the 'Sharing Health & Happiness' project, totally 20 volunteers were trained to encourage the elders with low-motivation to do exercises in the park.

Caring About the Health of Elderly Men

Kwun Tong District Council funded our Sex Resources & Counseling Centre for the Elderly to launch the 'Holding your Hands and Ageing Together' project, which brought attention to sexual dysfunction among elderly men; Urologist Dr. Andrew Yip was invited to speak to elderly men to prevent them from developing sexual dysfunction and improve quality of life with their spouses. The event was reported by various local media.



▲ 香港賽馬會慈善事務經理黃玉華女士與本會總幹事郭烈東先生 JP 進行亮燈儀式。
Senior Charities Manager of The Hong Kong Jockey Club, Miss Patricia Wong and Chief Executive of CFSC Mr. Kwok Lit-tung, JP are hosting the lighting ceremony.

全港首個專為 50+ 人士而設的初創平台

50+悅齡服務獲香港賽馬會慈善信託基金贊助，於2018年至2021年間，推出全港首個專為50+人士而設的初創平台—「賽馬會50+創豐盛計劃」。計劃旨在為50+人士提供一站式初創支援，包括培訓、資金資助、營商指導、共享工作間，加強退休人士與社會的聯繫，鼓勵他們退休後創業。計劃首年預算有200位參加者，並由中文大學創業研究中心提供兩個月的培訓和諮詢。

Jockey Club 50+ Startup Project

An initiative that will run for 3 years, the 'Jockey Club 50+ Startup Project', has been sponsored by the Hong Kong Jockey Club Charities Trust starting from 2018 to 2021. Its objective is to promote the values of active ageing and leading a richer life after retirement through startups. Moreover, it improves connection between the society and retirees. The startup project includes a training workshop, startup funding, consultation services, and free coworking space in the Co-Creation Hub. It is expected to recruit approximately 200 participants during the first year. They will receive a 2 months' training following by consultations from The Center for Entrepreneurship of The Chinese University of Hong Kong.



◀ 50+ 同學聚精會神聽取區玉輝教授給他們創業上的意見。
50+ classmates are listening to Professor Kevin Au's startup advice.

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，全面提升長者的身心健康。

Active participation and good health are key elements helping elderly people thrive during the second half of their lives. We shall strive to help retirees and elderly people find new meaning and develop their careers. We shall dedicate ourselves to promoting information technology to elderly and progressively improving their health and health literacy. We will also advance our cooperation with the health care sector so as to enhance the health of the elderly people.

2017-2018服務統計 (截至2018年3月31日) Service Statistics (as at 31st March, 2018)

