

# Elderly Care Services



## Service Orientation

We continue to provide the elderly with comprehensive support and multi-disciplinary care, in order to help them enjoy their golden years with peace of mind. With our diversified interventions and activities, we aim to encourage the elderly to stay active and involved in various aspects of daily living, while enhancing their independence and quality of life. In addition, we actively explore various resources and methods that can give carers the support they need to reduce their stress.



Learn more about our Elderly Care Services

## Service Highlights

### Assisting Elderly People Living Alone in the Community

To protect elderly people living alone in the community from accidents and unwanted incidents due to a lack of care and support, we participated in the Jockey Club "Reach to Bridge" Community Elderly Support Project. With a subvention of HK\$10.8 million for a period of 3.5 years, we are set to provide help for 320 elders living alone in the Kwun Tong community per year. We provide services such as the early identification of cases, timely assistance, referral services and home maintenance to re-connect the elderly with the community and facilitate home safety among them.

A community performance and exhibition titled “Painting My Heart” was held, allowing elderly people living alone to express their inner thoughts through sand paintings. With the support of HK\$100,000 from Sunlight REIT, it raised awareness of the community and appealed to the concerns of this group of elders.



⤴ The community event allowed elderly people living alone to express their inner thoughts through sand paintings.



⤴ Elderly people taught children how to draw on the sand during a community event, which was aimed at increasing awareness of the problems relating to elderly people living alone.

## Supporting Carers

To provide tangible support to carers in need in Kwun Tong and Wong Tai Sin, we secured financial support for three major projects last year, including a three-year grant of HK\$3.21 million from the Community Investment and Inclusion Fund for the “Moments of Carer-friendly Community” project, as well as a three-year grant of HK\$6.4 million from the Ronald and Rita McAulay Foundation for “Emergency Assistance and Comprehensive Bridging Services to Elderly Carers to Support Frail Elderly at Home (Kowloon East)” and a two-year grant of HK\$2 million from the Vera Ruttonjee Desai Charitable Fund via HSBC for the “Support U – Home Respite Support Project (Kowloon East)”. These projects are set to fill an existing gap in social services by providing home-based respite services and emergency assistance measures such as crisis intervention counselling, meal deliveries and medical escorts, which will benefit more than 1,000 carers each year.



⤴ The “Together Market” allowed the elderly to spend a relaxing afternoon with their carers and helps relieve the stress of caregiving.

## Supporting Elders with Dementia through Innovation

To promote the early identification and treatment of dementia among the elderly in the community, the Mind Delight Memory and Cognitive Training Centre has kickstarted a 3.5-year project titled the “Brain Health – Dementia Screening and Community Support Project”, with a grant of around HK\$10 million from The Hong Kong Jockey Club Charities Trust. The project provides early identification, early diagnoses and early intervention for 400 elders and 100 carers in Kwun Tong and Wong Tai Sin Districts every year, in an effort to slow the progression of the condition and maintain the patients’ quality of life.



⤴ “Mind Delight Online Store” received the “Impact Award”.



After being awarded the Champion for Change Award (2022-2023) by the Hong Kong Social Workers Association and Keswick Foundation Limited in 2022, the Centre's "Mind Delight Online Store" initiative also received the Impact Award and a grant of HK\$100,000 in 2023. The "Mind Delight Online Store" is an online platform that partners with community volunteers to sell appealing products handmade by elders with dementia. The goal of the initiative is to raise awareness about the condition and help eliminate discrimination by showcasing the capabilities of elders with dementia.



👉 The "Mind Delight Online Store" team believes that even if elders have dementia, there are more things they can do than one might imagine.

## Bridging Rehabilitation with Long-Term Care Services

To address the shortage of discharge support services in Wong Tai Sin District, the Lively Elderly Day Training Centre launched a one-year programme called the "Welcome Back – New Normal Post-Discharged Support Programme", supported by the HSBC HK Community Partnership Programme with a sum of HK\$580,000. The programme provides seamless rehabilitation support to a total of 470 newly-discharged elders, helping them transition smoothly into long-term care services.



👉 We provide centre-or home-based rehabilitation exercise services for the elderly.



## Practising Empowerment in Care through Diverse Activities

We continue to practice the spirit of Empowerment in Care and aim to strengthen the mobility and involvement of the elderly in daily activities through various exercises, training and activities. With our Day Care Centres for the Elderly, we are committed to empowering the elderly to live independently through various means, such as by involving them in the daily operations of the centres, in an effort to foster a sense of belonging. The Centres also partnered with the Residential Care Homes for the Elderly to organise a “Hong Kong Attractions Walk”, where the elderly were invited to take big strides and exercise their lower limbs while watching videos of famous landmarks around Hong Kong. This helped them not only increase the muscle strength in their lower limbs, but also develop a habit of exercising regularly. A series of ADL training sessions incorporating the concepts of gamification into rehabilitation were also designed to improve the participants’ muscular endurance, flexibility and self-care abilities, thus achieving Empowerment in Care.



⚡ The “Hong Kong Attractions Walk” used a series of short videos to invite the elderly to appreciate flower shows from a different perspective.



⚡ Daily necessities were transformed into fun games to make exercise more enjoyable for the elderly.



## Fighting For 120: A New Perspective on Ageing – Living Longer in Better Health and with Fewer Disabilities

Last year, we hosted a seminar and invited Professor David Sinclair from Harvard Medical School’s Department of Genetics as well as Mr. Lin Jin-li, Honorary Chairman of the Taiwan Self-Supporting Care Professional Development Association and the pioneer of Long-Term Care 2.0 in Taiwan, to be the keynote speakers. A total of 278 participants joined us in exploring the secrets in slowing ageing, understanding the Empowerment in Care model of elderly care and discussing how to improve quality of life in the later years by extending the disability-free life expectancy. The seminar also featured a panel discussion with Professor Terry Lum Yat-sang, the Henry G. Leong Professor of Social Work and Social Administration at the University of Hong Kong, and Mr. Chua Hoi-wai, Chief Executive of the Hong Kong Council of Social Service, who delved into the topics under discussion and offered valuable insights, by taking into account the practical reality in Hong Kong.



⚡ During the “Fighting For 120: A New Perspective on Ageing” seminar, experts and scholars worldwide discussed the secrets to prolonging a disability-free life expectancy.



⚡ Professional and academic experts in Hong Kong shared tips on combating ageing with participants at the seminar.



## Enhancing Mobility and Self-Care Abilities

We launched a series of long-term programmes and activities aimed at improving the mobility and self-care abilities of our service users. They included a four-month Mölkky tournament featuring 21 competitions among 10 teams of 134 elderly athletes from our different service units. After a period of intensive training, the team from our Kwun Tong Home Care and Support Services for Elderly Persons with Mild Impairment was crowned as champion in the final.

During the event, an impact evaluation study was conducted in conjunction with the Department of Rehabilitation Sciences of The Hong Kong Polytechnic University, and it was found that participating in the Mölkky training and competitions led to a significant improvement in the elderly athletes' cardiovascular endurance, lower-limb muscle strength and muscular endurance, as well as their cognitive functions such as attention and reaction, when the pre- and post-test results were compared.

A House Chore Olympics was also organised to encourage participation in daily self-care training through a series of competitions, which engaged 146 elderly participants from 17 Elderly Care Services units. The event proved to be highly effective in motivating the participants to participate in training and, as a result, improving their ability to take care of themselves in daily life.



👉 The elderly athletes were engaged in a decisive moment during the Mölkky tournament.



👉 Household chores were transformed into fun competitions to get the elderly active and moving together.

To further promote the concept of self-care among elderly members of the community, we received additional funding of HK\$700,000 from the Simon K.Y. Lee Foundation to extend the “Project GrandMove” programme for a period of one year. The programme was led by elderly fitness coaches, who designed and validated effective exercise courses in collaboration with the University of Hong Kong. A total of 13 classes were arranged for 130 elders from the East Kowloon area over a period of four months.



With funding support from the Simon K.Y. Lee Foundation, the “Project GrandMove” programme offered a four-month course to 130 elderly people in Kowloon East.

## Outlook

Moving forward, enhancing mobility and promoting independence among the elderly will continue to be the key focal points of our work. Apart from strengthening evidence-based interventions through related research, we are also looking to extend our collaboration with the United Christian Hospital and continue the “Breathing Resilience – COPD Home Based Rehabilitation Project” for another year, with the aim to reduce hospital readmissions by providing home-based rehabilitation for elderly patients with chronic obstructive pulmonary disease. To align with the CFSC’s strategic plan for supporting carers, we will spare no effort in responding to the issue of stress and the urgent needs of carers, and will reach out to carers who are less inclined to seek help, in order to ensure that they get the support that they require. Our team at Wong Tai Sin Home Care Services will also develop “end-of-life care” to improve awareness and preparedness among the elderly and their family members, and plans have been put in place to establish a systematic “end-of-life care” service model internally.

## Service Statistics 2023-2024 (as of 31<sup>st</sup> March 2024)



**250**

No. of elderly people receiving residential care services



**363**

No. of community connection events for the elderly



**40,424**

No. of rehabilitation training sessions

**5,044**

No. of elderly people receiving community care services



**289,829**

No. of home-delivered meals



**100,792**

No. of hours of care and nursing services

