

Strategic Plan



With a focus on responding to social changes and new challenges effectively and fulfilling our mission and values, we have developed a new three-year Strategic Plan (2023-2025) by reviewing our past achievements and exploring future opportunities. To integrate our strengths and in alignment with the relevant policies, the plan sets out four key Service Development Areas and four Organisational Development Strategies.

Through a set of well-defined development goals and strategic solutions, the plan will ensure that our services are closely aligned and evolve together with changes in the social environment. It also makes full use of our strengths and resources to support interdisciplinary, cross-functional and cross-sectoral collaborations and provide services that are forward-looking, sustainable, timely and fit for purpose. The four Service Development Areas include carer support, poverty alleviation, medical-social collaborations and mental health services.

Diverse Forms of Support to Alleviate Carer Stress

In recent years, the notion of carers' well-being has gained significant traction. Putting carers of the elderly and disabled at the top of our agenda, we will leverage our extensive experience in providing core carer support services and tailor our diverse suite of offerings to carers' needs, in order to relieve their stress and identify carers with invisible and special needs. Our proactive approach will ensure that carers receive the care and support they deserve.



- The Mobile Outreach Van for Carers operates in the East Kowloon area, to engage with carers who have yet to discover or receive support and provide consultations and referral services.

Proposed services include a Mobile Outreach Van for Carers that will actively engage with carers in the community who have yet to discover or receive support that meets their needs. This initiative will provide carers with on-the-spot consultations and referral services for the early identification of issues and support for vulnerable and at-risk individuals. A peer support and interactive model will also be adopted to foster a carer-friendly culture and community.



⏏ We offered a diverse range of services to alleviate the stress and anxiety associated with caregiving.



⏏ We provide tutoring and extracurricular activities for children from low-income families to encourage their all-round development.



⏏ We promote cross-sector collaborations to embed inclusivity and the spirit of care into the fabric of disadvantaged communities.



⏏ The "Together We Connect@Carer Inclusion Project" utilised horticultural therapy to help carers build resilience and mental strength, and to promote self-care while caring for others.

Promoting Self-Reliance to Improve the Lives of Those Living in Poverty

With our frontline staff frequently working with the residents of sub-divided units and eligible residents of transitional housing in Kwun Tong, the poorest district in Hong Kong according to statistics, poverty alleviation is a key priority in our service development. In the short term, we aim to address the economic needs of underprivileged families and improve their quality of life through tangible and immediate forms of support, such as material and financial assistance. In the medium to long term, the focus will shift to helping those in need develop essential life and vocational skills. Through diverse capacity-building activities such as skills training and work placements, we will empower disadvantaged individuals to take their future into their own hands and break the cycle of poverty.

We also connect and collaborate with various sectors to provide learning and development opportunities for social vulnerable groups. This includes securing disability-friendly job positions and work experience for people with intellectual or other disabilities, and offering free health check-ups for underprivileged individuals with disabilities.



⏏ Tangible support is offered to help underprivileged individuals reduce their expenses and improve their quality of life.

Medical-Social Collaborations for the Early Identification of Health Risks

Our Primary Health Care Services actively cooperate with various units, to establish a diverse medical-social service model for the early identification of health care needs among service users and members of the community. By integrating medical and social elements, we enhance the medical knowledge of our social workers to enable timely referrals and provide holistic care through a strategic focus on disease prevention. Another aspect of our services is digital management. We are exploring the possibility of developing an “Electronic Health Records Management Programme” to streamline our service appointments, facilitate data collection and integrate health data with medical intervention models. The goal is to ensure comprehensive and effective services, while providing a frame of reference for service planning.



» We actively reach out to members of the community for the early identification of health care needs.

» We are dedicated to organising health seminars, workshops and other activities with various organisations to raise public awareness of individual and family health.

Managed by registered pharmacists, our Diamond Hill Family Pharmacy offers professional dispensing services and health consultations as part of the local health care network. »



Promoting Self-Care and Better Mental Health for All

As a key strategy to promote better mental health, we advocate for “self-care” by organising educational activities, forming community support networks and conducting joint research with other sectors. Our services are centred around exploring the relationship between a family and an individual’s mental health development through research on physical, mental, social and spiritual health indices, and by providing relevant recommendations and support for those in need. In addition, we provide skills training to our staff and adopt an evidence-based method to support vulnerable individuals within the community, with the goal of promoting self-care and fostering holistic health.



» With a focus on family mental health, a diverse range of educational programmes and support services are arranged to improve public knowledge about physical, mental, social and spiritual well-being.



Family-friendly community activities are organised to teach children about different emotions in a fun and engaging way.



We promote the concepts of health through various educational activities and provide the corresponding support.



BearYourMind
熊不喜歡孤單一個

Original characters, such as Bear Bear (our Mental Health Ambassador) and friends, educate the public on mental health issues.

To achieve sustainable development in the long term, we have set out to direct our resources in the directions outlined by our four key Organisational Development Strategies:

Human Resource Management – Review and update personnel management systems and measures to build a stable and professional workforce.

Talent Development – Enhance team capabilities, formulate succession plans, build internal cohesion and boost service competitiveness to meet the growing demand for high-quality services and management in our community.

Quality Management – Review and optimise existing systems and related training constantly, to improve management practices and comply with different levels of regulatory requirements and expectations from various stakeholders regarding our organisational governance and service quality.

Technology Applications and Digitalisation – Advance digitalisation, strengthen internal and external communication, streamline repetitive workflows and use data to improve our service planning and management practices.