

Benefits of Operating Organic Farms towards the Needy: from the Perspectives of Social Service and Social Enterprise

Sania Yau

Chief Executive Officer

New Life Psychiatric Rehabilitation Association

10 January 2011

**10-1-2011 發佈於基督教家庭服務中心
《都市農圃 X 治療》分享會**

CHRISTIAN FAMILY SERVICE CENTRE

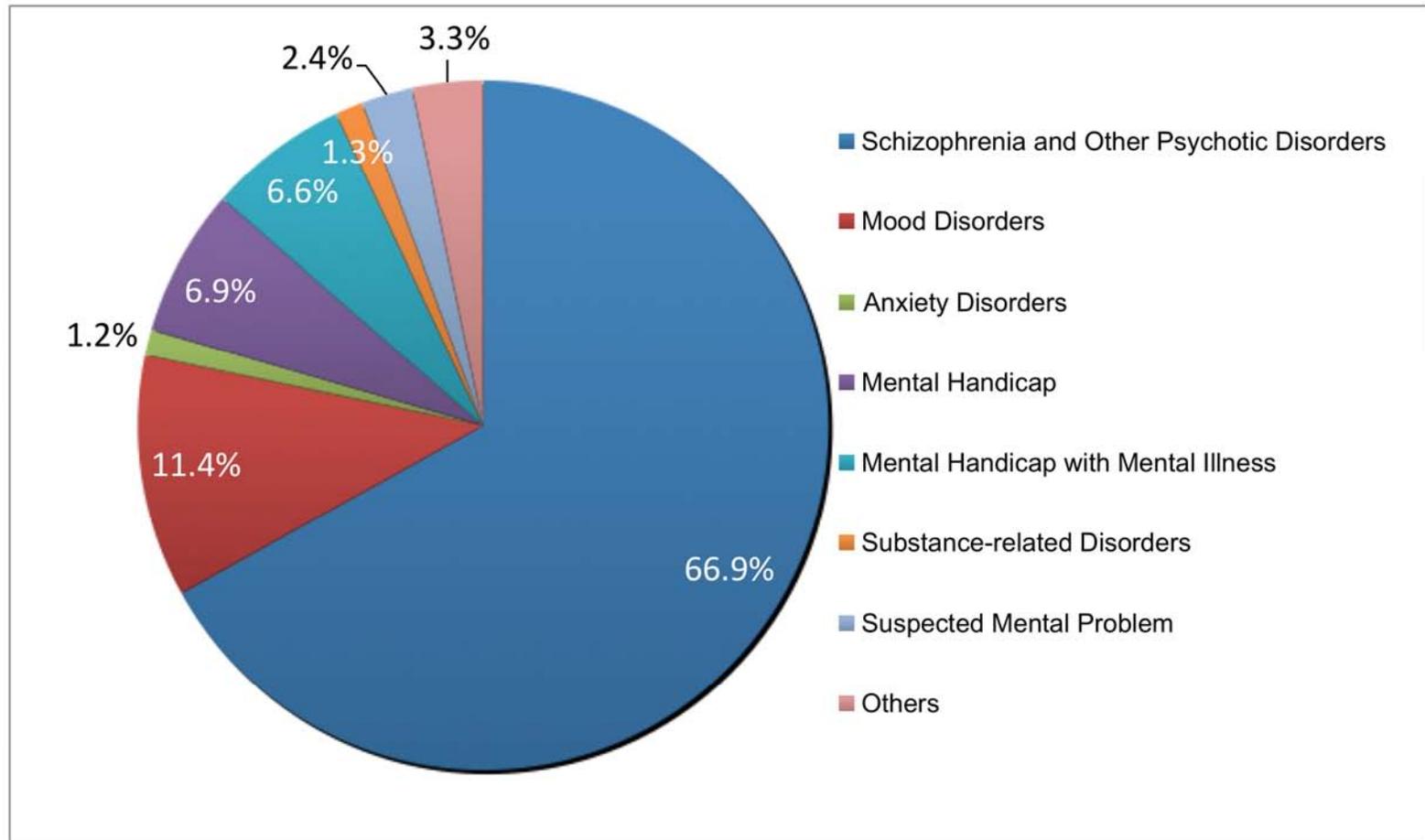
SHARING FORUM ON

《URBAN AGRICULTURE X THERAPY》

History

- New Life Psychiatric Rehabilitation Association, originally called the New Life Mutual Aid Club, was formed in 1959 and registered with the authorities in 1961.
- It was run by a group of people with mental illness, and was reorganized and changed its name in 1965.

Diagnostic Categories of Service Users



Scope of Services

Residential
Services

Vocational
Rehabilitatio
n Services

Social
Enterprises

Community
Support
Services

Family Work

Self-help
Work

Mental
Health
Education

No. of Service Users served

Service Type	Service Unit (Number)	No. of Service Users served
Residential Service	Halfway House (11) Long Stay Care Home (2) Hostel for the Moderately Mentally Handicapped (2) Supported Hostel/Housing (4)	1,272
Vocational Rehabilitation Service	Sheltered Workshop/Integrated Work Centre (6) Training and Activity Centre (2) Supported Employment Service (1)	3,598
Agency-based Occupational Therapy Service		107
Aftercare Service		193
Community Service	Community Mental Health Link (5) Community Mental Health Care Service (1) Community Rehabilitation Day Centre Service (2) Community Mental Health Intervention Project (2)	2,760
* 2009/10 Figures		Total 7,930 ⁵



We strive for **equal opportunities** and **full participation** of people with mental illness with the ultimate goal of their **full integration and acceptance in the community**



New Life Farm (Sheltered Workshop)
Ecotourism (Social Enterprise)
Healthy Living Specialty Shops (Social Enterprise)

Service Path

Self-reliance

Open Employment



Potential Development

Community Integration

<p>Workshop: Packaging & Assembly</p>	<p>Work Skills Enhancement Art & Craft</p>	<p>Social Skills Coping Skills Stress</p>	<p>Employment Assessment Job Matching</p>
<p>Work Habit Formation</p>	<p>Sewing Woodwork</p>	<p>Management Venue Cleansing Retailing</p>	<p>Job Seeking Pre-job Training Continuous On-the-job Training</p>
<p>Workshop: Specialized Job Training</p>		<p>Community-based Job Training</p>	<p>Employment Guidance & Follow-up Service</p>

New Life Farm (NLF)



- Established in 1968
- The first and the only sheltered workshop in Hong Kong using agriculture and horticulture as rehabilitation media for people with mental illness and/or mental handicap
- In the 70s, started as a self-financed project. Training included farming, swine & pigeon rearing and brick production

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New Life Farm (NLF)

- In the 80s, the farm was transformed into a sheltered workshop
- In the early 90s, the farm underwent the 1st phase of reconstruction. Training in vegetables processing and delivery were added, while swine & pigeon rearing were stopped
- No. of service users increased to 80



New Life Farm (NLF)

- In late 90s, the farm underwent the 2nd phase of reconstruction:
 - work stations were constructed
 - no. of service users increased to 140
 - organic farming method was employed



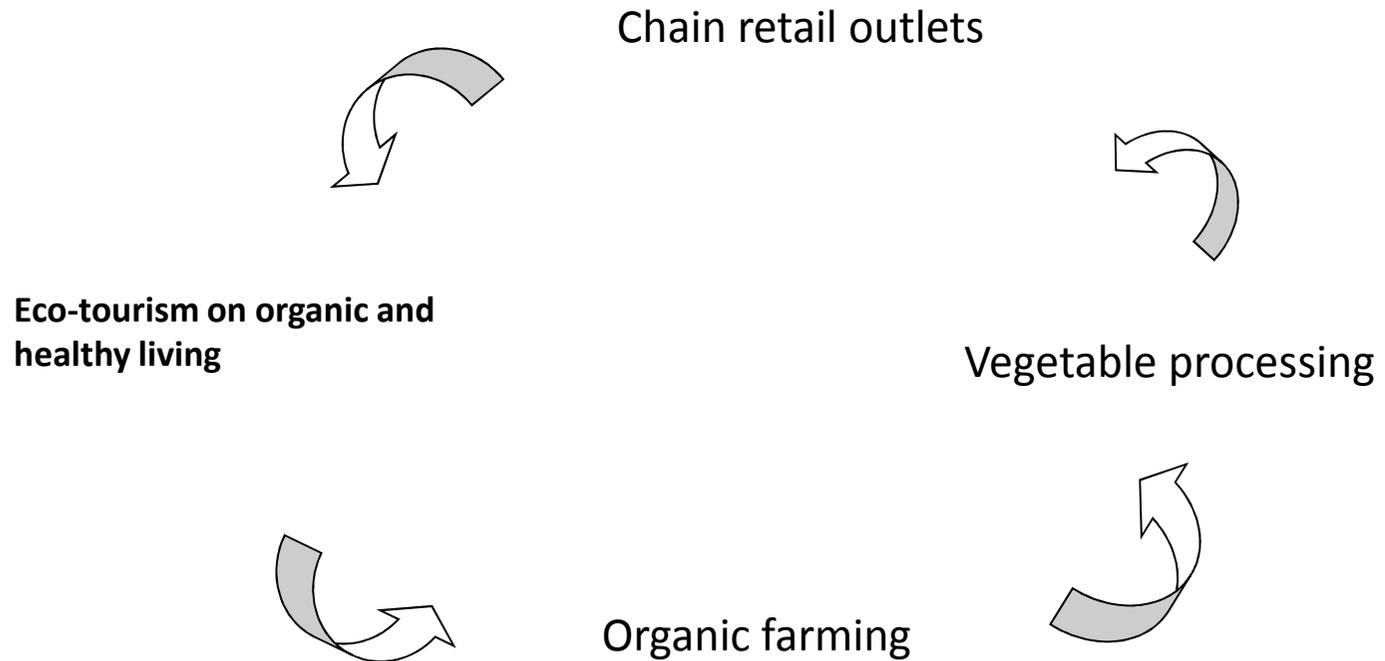
Types of work skills training

- Agriculture
- Horticulture
- Vegetable processing
- Vegetable delivery
- Herbal production
- Horticultural and Floral design
- Organic mushroom plantation
- Customer services

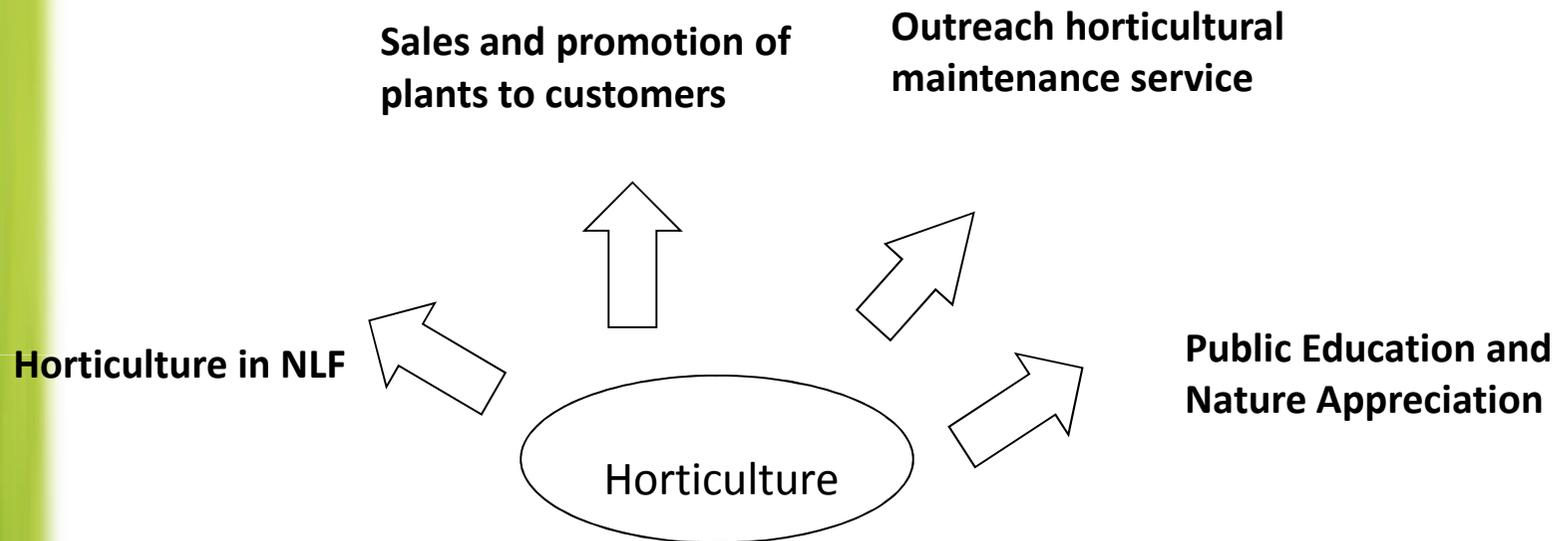


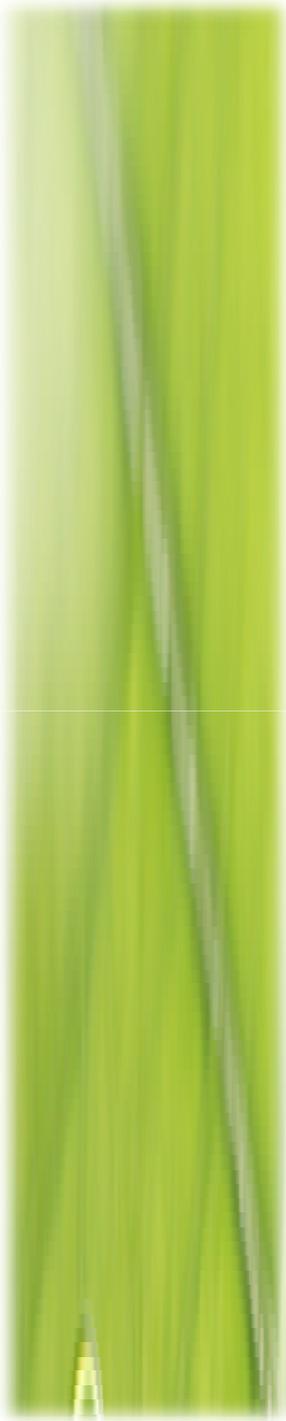
Training Modalities

Agriculture loop



Training Modalities





Social Enterprises

- Social Objectives
- Business Objectives

1. Retailing : from Kin Sang Vegetable Stall to HLSS

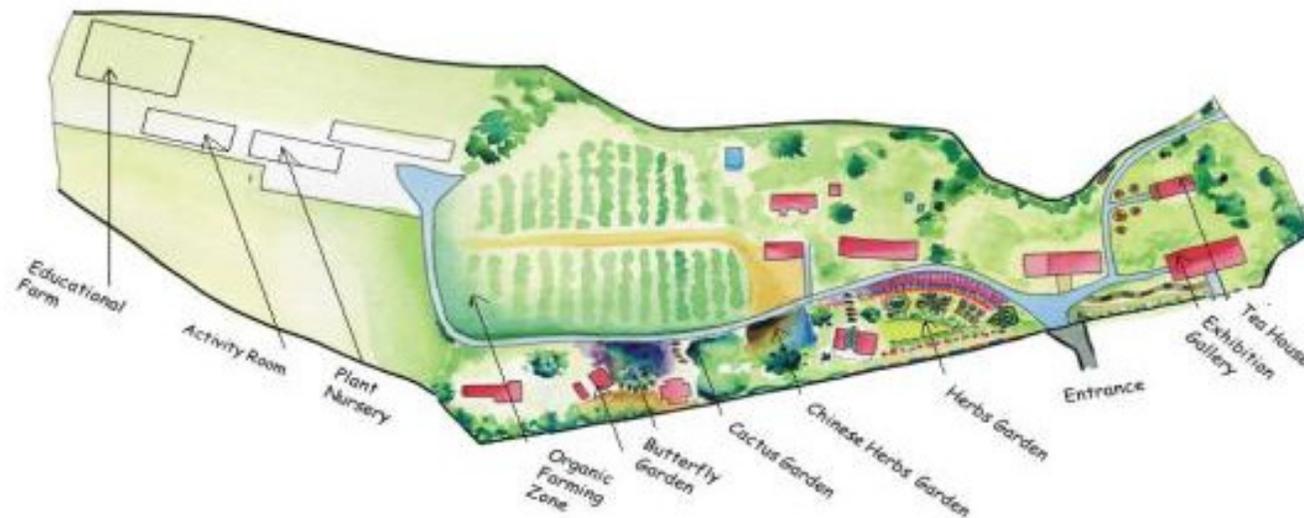
- 1993 operated a vegetable stall in a public housing estate
- An approach combining rehabilitation service and business approach to create opportunity for vocational training
- 2004 operated the 1st Healthy Living Specialty Shop at West Rail Stations to promote healthy eating style to general public

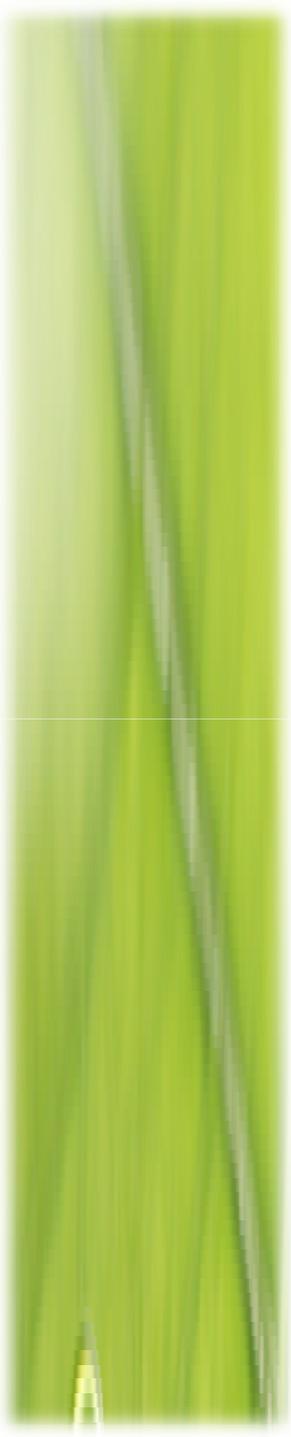


2. Ecotourism

- In 2004, funding applied from 'Enhancing Employment of People with Disabilities through Small Enterprise' to start a social enterprise named 'Eco-tourism'

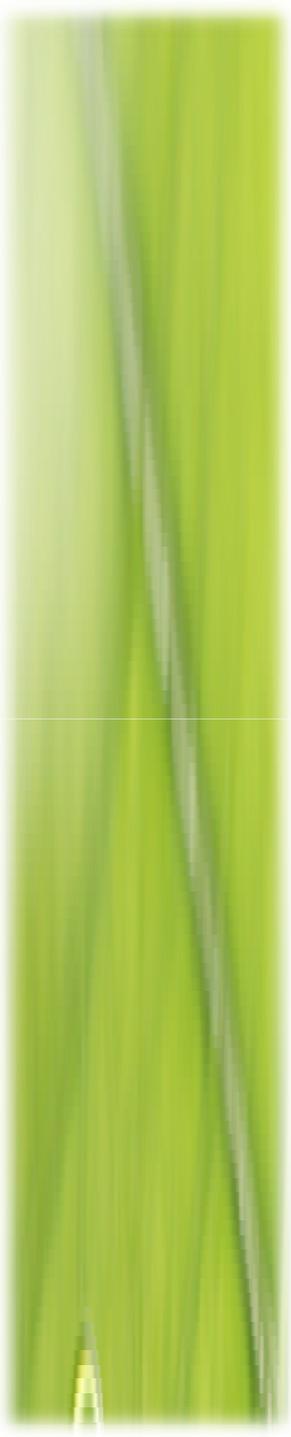
Map of New Life Interactive Farm





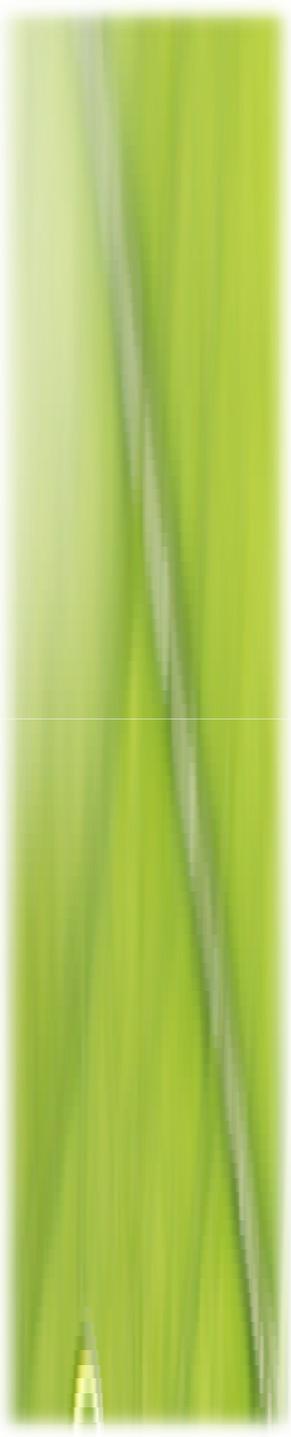
2. Eco-tourism

- Aim to enhance public's awareness to mental health, environmental protection and rehabilitation services
- To develop eco-tourism (social enterprise) to let public to participate in organic farming activities
- To create opportunity in vocational training and employment for service users
- To promote social integration between service users and general public



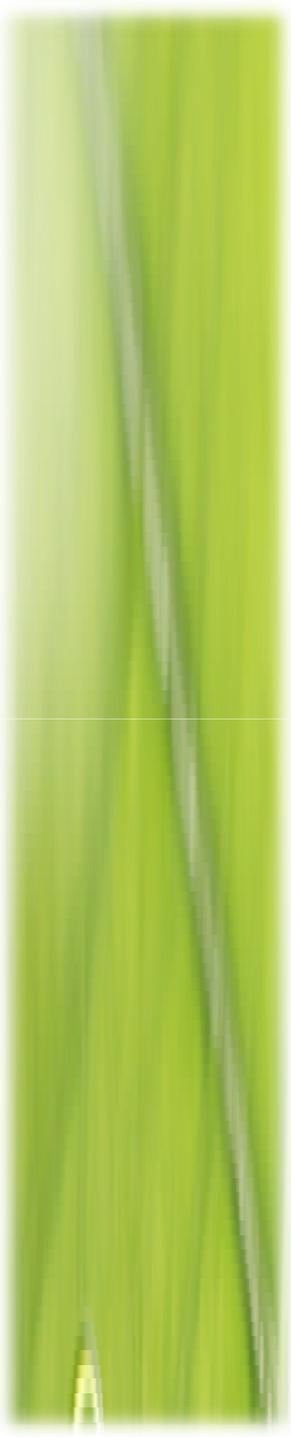
Benefits for the Needy

- Service users benefit from participating in agricultural and horticultural activities
- Public benefit from participating in organic farming activities and healthy lifestyle and diet



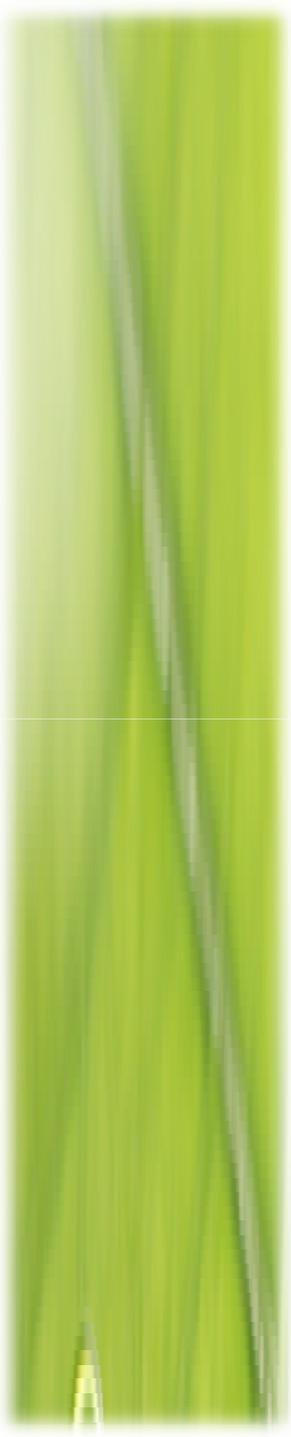
Studies (1)

- An Exploratory Study on the Relationship between Agricultural and Horticultural Approach in Vocational Rehabilitation and Well-being of People with Psychiatric Disability in New Life Farm
- Conducted by Occupational Therapist and social worker in 2006



Objectives

1. To study the subjective well-being of people with mental illness receiving agricultural and horticultural rehabilitation in New Life Farm
2. To explore factors contributing to objective 1



Method

- Study period:
10/7/2006 -18/8/2006
- Target:
43 service users (37 male, 6 female) receiving agricultural and horticultural rehabilitation in New Life Farm diagnosed with mental illness and/or mental handicap