

長者社區服務

Active Ageing Services



服務方向

長者社區服務為退休人士及長者提供多樣社區支援服務，讓他們保持健康活躍生活，積極樂頤年。服務單位致力與不同團體合作，推出創新服務以提升長者參與社區及發揮潛能的機會。

Service Orientation

Active Ageing Services provide a spectrum of community support services for retirees and older persons with an aim to keep them healthy and active. The service is committed to work jointly with various partners and organisations to develop more innovative services so as to create opportunities for elder's participation and maximising their potentials.



▲ 悅齡耆夏威夷小結他班之星級導師李炳文先生及小結他班的學員一同合奏。
The members of Active Mind Hub, Prime Link played Ukulele with our star tutor, Mr. Lee Ping-man.

▼ 順安長者地區中心煥然一新的飯堂及閱報處。
Canteen and Newspaper Corner after the fitting-out work of Shun On DECC.



服務摘要

成立悅齡耆

針對新一代年長人士需要，本會於去年成立悅齡耆，為退休人士提供活動服務。為了鼓勵退休人士保持腦力活躍，悅齡耆轄下的思睿學苑提供多元化品味生活、體驗人生及常保活力的課程供他們持續學習，並定期舉辦預防心血管疾病、審慎理財、預設醫療指示、訂定遺囑及選擇合適安老院舍照顧的講座，提升他們對有關專題內容的認識。

Service Highlights

Prime Link – A 50+ Initiative

A new initiative targeting the soon-to-be old was launched last year. To keep mind active by continuous learning, the Active Mind Hub has been kick-started which aims to offer multi-faceted courses and workshops for the people aged 50 or above. A series of workshops revolved the themes from cardiovascular health, prudent financial planning, advance directives, drawing up a will and selection of aged care for families are held regularly and the responses were favourable.

建立創新原素

為了進一步回應新一代年長人士需要，服務發展團隊於本年2月成立，成員包括高級服務經理、業務經理及計劃助理共3人。新團隊將積極尋求創新方法推行支援健康和活躍頤年的服務。此外，長者社區服務也邀請了3位嘉賓，包括觀塘區議會黃帆風議員MH、獨立記者陳曉蕾女士及香港大學社會工作及社會行政學系林一星教授於年度退修日為同工分享長者服務新趨勢及實踐方向，同工獲益良多，亦重燃團隊追求創新服務之熱誠。

Build an innovation engine in the service

To better respond to the needs of the new generation of the older adults, Service Development Team has been set up. It composed of a Senior Service Manager, a Business Development Manager and a Project Assistant. The team will dedicate its effort to innovate the services which support healthy and active ageing. To lead the core service into innovation, we have invited Mr. Wong Fan-fung MH, member of the Kwun Tong District Council, Ms. Leila Chan Hui-lui, independent journalist, and Professor Lum Yat-sang, Department of Social Work and Social Administration, The University of Hong Kong as our honourable speakers to share the updated trend and practices on ageing services in our annual retreat. Their sharing helped kindle a renewed passion for the team to innovate services that address current gaps in services.



順安長者地區中心新面貌

順安長者地區中心獲香港賽馬會和獎券基金資助，於過去一年進行了裝修工程，中心環境煥然一新，富色彩和時尚感，對中心未來的服務發展甚具裨益。中心在裝修期間繼續努力拓展服務，並獲社會福利署資助新增兩名社工人手，以進一步加強長者輔導、護老者支援和認知障礙症支援服務。

New Faces of Shun On District Elderly Community Centre

Shun On District Elderly Community Centre (Shun On DECC) has been undergone fitting-out renovation which was sponsored by The Hong Kong Jockey Club and the Lotteries Fund. The Centre has been modernised with improved facilities that will foster service development in the future. During the renovation period, the Centre kept on devoting to service development and with the additional subvention from the Social Welfare Department, two more social workers were recruited to strengthen the counselling, carer support and dementia care service.



義工們整裝待發，準備前往探訪獨居長者。
Senior volunteers took a photo before visiting the single elders.

暮色醇情

耆性資源輔導中心於去年進行「恩愛夫妻選舉」，以肯定長者夫妻的彼此扶持和忠誠奉獻，其中3對恩愛夫妻的感人故事更獲多份報章報導。本計劃亦安排一班長者義工以幽默生動的方式演繹夫妻生活片段和枕邊忌話，並邀得香港理工大學應用社會科學系助理教授朱志強博士分享夫妻保持恩愛的方法，活動深受長者的欣賞和歡迎。

Pure Love in Twilight

In order to recognise the elderly couples who are loyal and dedicated to each other, Sex Resource and Counseling Centre for the Elderly has launched out 'The Election for Loving Couples'. 3 impressive stories among the rewarded couples were interviewed and reported by several newspapers. The Project also delivered the message of 'Pure Love in Twilight' through humorous speech and dynamic drama which were delivered by Dr. Chu Chi-keung, Assistant Professor of Hong Kong Polytechnic University, and a group of well-trained elderly volunteers respectively. The Project has received favourable responses from elders.



▲「恩愛夫妻選舉」其中一對得獎夫妻。
A couple received an award in 'The Election for Loving Couples'.



▲長者義工以幽默生動的方式演繹夫妻生活片段和枕邊忌話。
Elder volunteers demonstrated daily dialogues between couples humorously.

伙伴合作

觀塘點點情——關顧私樓長者網絡計劃

去年2月，真光苑長者地區中心獲得社會福利署資助，推行為期一年的「觀塘點點情——關顧私樓長者網絡計劃」，協助私樓長者強化鄰舍之間的關係，建立關懷互助的安全網。透過和區議員辦事處（徐海山議員辦事處）、業主立案法團（萬和花園大廈業主立案法團、集景樓業主立案法團、仁苑大廈業主立案法團、觀塘大廈業主立案法團）、地區組織及教會團體等合作，於月華街公園擺設服務諮詢站，為居於附近私樓的長者進行社區網絡問卷，成功認識了350位過往從沒接觸過長者中心的長者，再按照他們的需要和能力，為他們籌辦不同種類活動及提供義工配對服務。當中47位長者加入成為中心會員、41位獨居及兩老長者登記成為長者支援服務隊隊員、26位長者成為「關懷大使」，於計劃期內定期關顧和探訪102位居住在私樓的獨居、兩老共住或體弱長者，甚至護送他們前來中心參與活動。

Partnership Projects

Kwun Tong Network of Elderly living in Private Tenement

In February 2014, our True Light Villa District Elderly Community Centre has implemented a 1-year project named 'Kwun Tong Network of Elderly living in Private Tenement' which was subsidised by the Social Welfare Department. The Project aimed at strengthening the community network among the elders living in private tenement and establishing a caring and mutually supporting safety net for them. Through cooperating with District Councilor Office (Office of Councilor, Mr. Hsu Hoi-shan), owners' corporations (Man Wo Garden Mansion Owners' Corporations, Tsap King Mansion Owners' Corporations, Yen Yuen Mansion Owners' Corporations and Kwun Tong Mansion Owners' Corporations), local organisations and religious groups, we set up an enquiry and service station in Yuet Wah Street. By conducting a social network questionnaire survey, we successfully approached 350 elders who had not been connected with any other elderly service centres before. Then, we matched them with different activities and volunteer services according to their needs and abilities. Among them, a total of 47 elders enrolled as our members, 41 elders were recruited to the Support Team for the Elderly and 26 elders were trained to be 'Caring Ambassadors' to provide concerned visits to vulnerable elders. What's more were visits and escort services for 102 singleton or frail elders.

「鳥·藍·飛」創意藝術沙畫音樂會

悅齡耆睿學院的創意藝術沙畫班與多個藝術團體假座香港演藝學院攜手合作，演出了「鳥·藍·飛」創意藝術沙畫音樂會。悅齡耆會員有幸與來自香港演藝學院、香港專業教育學院（李惠利）、香港中樂團、風雅陶笛、陶李結他音樂及香港觀鳥會之藝術家同台演出。這次表演充分表現出沙畫如何瞬間萬變，再配合原創新曲及獨特的舞蹈，令人嘆為觀止。藉此，希望以社區藝術教育來服務長者及退休人士，從而學習以沙畫細說人生故事，讓他們發揮創造力、培養興趣及帶來無限的生活滿足感。

Creative Sand Art Concert – The Spirit of Birds

Creative Sand Draw Group of Active Mind Hub, Prime Link cooperated with artist organisations and conducted a 'Creative Sand Art Concert – The Spirit of Birds' in the Hong Kong Academy for Performing Arts. Members were honoured to collaborate with the Hong Kong Academy for Performing Arts, Hong Kong Institute of Vocational Education (Lee Wai Lee), Hong Kong Chinese Orchestra, Fengya Ocarina Manufacturer, To Lee Studio and Hong Kong Bird Watching Society. The performance was amazing and dynamic with the incorporation of original songs and unique dancing. Through arts means in sand drawing, the retirees could narrate their life stories creatively.

▲ 悅齡耆沙畫班學員與藝術家一同演出「鳥·藍·飛」創意藝術沙畫音樂會。

Our Creative Sand Draw Class members of Prime Link cooperated with artists and conducted 'Creative Sand Art Concert – The Spirit of Birds'.

家·好在有您

順安長者地區中心去年與香港青年協會賽馬會農圃道青年空間、匯基書院（東九龍）以及香港專業教育學院（葵涌）合作推行了「家·好在有您」計劃，成功收集 81 位社區人士提名家中長者參與「家·好在有您」感人故事選舉，並從中選出 3 個故事拍攝成微電影，將長者的家庭角色和貢獻呈現公眾面前。

此外，中心先後與 8 個團體合辦微電影分享會，包括嶺南衡怡紀念中學、民生書院、匯基書院（東九龍）、香港扶幼會盛德中心學校、善一堂安逸幼稚園、鐘聲慈善社方王換娣長者鄰舍中心、佛教正行長者鄰舍中心、香港宣教會恩盈堂等。

本計劃亦榮獲 2014-15 年度「觀塘區最佳老有所為活動計劃」獎項，並正角逐全港最佳活動計劃獎項。

How Lucky Having Your Presence at Home

Shun On District Elderly Community Centre has collaborated with HKFYG Jockey Club Farm Road Youth S.P.O.T, United Christian College (Kowloon East) and Hong Kong Institute of Vocational Education (Kwai Chung) to launch the project of 'How Lucky Having Your Presence at Home', which shows the role and contributions of the elders to the families. A micro-film with 3 stories chosen out of 81 nominations from family members has been produced.

As well, micro-film sharing sessions were conducted separately with 8 partnering groups, including Lingnan Hang Yee Memorial Secondary School, Munsang College, United Christian College (Kowloon East), Society of Boys' Centres Shing Tak Centre School, Shin Yat Tong On Yat Kindergarten, CSBS FWWT Neighbourhood Elderly Centre, Buddhist Ching Hang Neighbourhood Elderly Centre, Hong Kong Evangelical Yan Ying Church.

The project has been awarded the 'Outstanding Project of Kwun Tong District' and is contending with 'The Best Opportunities for the Elderly Project in Hong Kong'.



▲ 計劃獲香港中文大學社會工作學系馬麗莊教授（中）和社會福利署觀塘助理福利專員馮淑文女士（左）的支持，擔任評審及出席微電影放映暨頒獎禮。

The election panel, Professor Joyce Ma Lai-chong (Middle), Department of Social Work, The Chinese University of Hong Kong and Ms. Wendy Fung Shuk-man (Left), Assistant District Social Welfare Officer (Kwun Tong), officiated the micro-film debut cum award ceremony.



▲ 活動上，孫兒為祖母獻上鮮花。
Grandson presented flowers to his grandmother.

「點對點」長者友善社區發展網絡

順安長者地區中心於2013年成立了「點對點」長者友善社區發展網絡（「點對點」），首年便成功爭取兩項社區設施和一項交通措施的改善。去年，「點對點」再與四順區議員合作，成功向運輸署爭取於牛池灣街市門口增設27號巴士站，方便四順居民前往街市；又與觀塘區議會交通及運輸委員會合作，要求九龍巴士（一九三三）有限公司（九巴）於基督教聯合醫院協和街對面巴士站加設座位，以便長者看病後候車時稍作休息，並獲九巴回覆同意全面檢視觀塘區巴士站的座位配套。另外，「點對點」成員亦開始列席長者政策監察聯席會議，擴闊關注的層面，例如長者院舍照顧券、長者門診預約電話系統等。

展望

隨著新的核心服務成立，長者社區服務將致力在服務定位、建立網絡、與各界團體合作等各層面進行深入討論，期盼長遠能夠擴大服務的影響力。



▲ 左鄰右里計劃
Neighbourhood Active Ageing Project

'Point to Point' Elder-friendly Community Development Network

Shun On District Elderly Community Centre established 'Point to Point' Elder-friendly Community Development Network ('Point to Point') in 2013 and successfully secured the improvement of two community facilities and one traffic measure in the first year. Collaborating with the Sze Shun District Councilors, 'Point to Point' again successfully urged the Transport Department adding a stop outside Ngau Chi Wan Market which eased the burden of elders who carried loads from the market. 'Point to Point' also collaborated with the Traffic and Transport Committee, Kwun Tong District Council, to urge The Kowloon Motor Bus Co.(1933) Ltd. (KMB) to add seats at the bus station near the United Christian Hospital and encouragingly, it has received positive feedback from KMB. 'Point to Point' members started to sit in the meetings of Joint Committee for Elderly Policy and paid concern on Voucher for Elderly Homes, as well as Telephone System for Medical Appointments.

Outlook

Pursuant to the set-up of the Active Ageing Services, the team will focus on discussing the service positioning and strategies on network building, sectoral collaboration so as to maximise the service impact in the community.



▲ 長者義工示範健體操，宣揚健康生活的訊息。
The senior volunteers demonstrated fitness exercises to deliver the message of healthy living.

2014-2015 服務統計 (截至 2015 年 3 月 31 日)

Service Statistics (as at 31st March, 2015)

長者地區中心社區支援服務

District Elderly Community Centre Community Support Services

		順安長者地區中心 Shun On District Elderly Community Centre	真光苑長者地區中心 True Light Villa District Elderly Community Centre	總數 Total
會員人數 Total No. of Members		1,431	1,409	2,840
會員性別分佈 Sex Distribution of Members	男 Male	434	426	860
	女 Female	997	983	1,980
輔導個案 Total No. of Counselling Cases		501	571	1,072
會員年齡分佈 Age Distribution of Members	60-64	83	67	150
	65-69	215	196	411
	70-74	245	235	480
	75-79	328	364	692
	80-84	326	341	667
	85-89	170	154	324
	90或以上 90 or above	64	52	116
	總數 Total	1,431	1,409	2,840
義工人數及年齡分佈 Total No. and Age Distribution of Volunteers	60以下 Below 60	23	55	78
	60-69	60	86	146
	70-79	52	64	116
	80-89	29	28	57
	90或以上 90 or above	0	1	1
	總數 Total	164	234	398
護老者人數及年齡分佈 Total No. and Age Distribution of Carers	30以下 Below 30	6	6	12
	30-39	24	24	48
	40-49	53	97	150
	50-59	78	141	219
	60-69	69	93	162
	70-79	103	66	169
	80或以上 80 or above	66	51	117
	總數 Total	399	478	877

耆性資源輔導中心

Sex Resource & Counseling Centre for the Elderly

電話熱線 (中心裝修期間暫停)

Total No. of Hotline Calls (service suspended during Centre's renovation)

30