

Project Summary

Project Title and No.: Yue Kwong Mutual Help Network 0028-12
Name of Organization: Aberdeen Kai-fong Welfare Association Social Service Centre, Hong Kong Housing Society, Yue Kwong Estate Mutual Aid Committees (MACs)
Grant Approved: \$1,900,000
Project Duration: 1/9/2008 – 31/8/2011
Target Groups: Yue Kwong Estate Residents
Location of the Project: Southern

1. Project Highlights

(i) Objectives

- To establish the mutual help support network on estate-oriented basis, and to provide multi-services for the residents' needs; to mobilize and develop community strength for establishing multi-strata, close and sustained neighbourhood mutual support and community support network.
- To promote the concept of social capital with care and concern as the foundation through the participation of government sector, residents and business sector so as to improve the living standard of residents and build a harmonious community.

(ii) Strategies

- Representatives from the Hong Kong Housing Society, Yue Kwong Estate Mutual Aid Committees (MACs) and Aberdeen Kai-fong Welfare Association Social Service Centre form the steering committee and working group. The working group is responsible for studying, discussing and analyzing the concrete idea, effectiveness and implementation methods of each service content suggested; while the steering committee is responsible for formulating strategic direction, as well as monitoring and evaluating the programme.
- To promote this programme by setting up voluntary worker recruitment station and home visit.
- To carry out renovation works and purchase equipment for the community station, and to recruit staff and arrange volunteers to run the mutual-help network
- To mobilize different resources in the community, including the Hong Kong West Clusters of the Hospital Authority, welfare sector, Housing Authority, resident associations, etc. to promote the concept of social capital, so that greater synergy and energy could be created in the community.

(iii) Expected Outcomes and Performance Indicators

- To mobilize 35 Yue Kwong Estate (MACs) members to participate, to contact more than 1,000 residents, 20 shops, 20 organisations and recruit 100 volunteers for strengthening the relationship among 150 families and advocating the participation of different sectors in community affairs. Service targets include elders, new arrivals, housewives and young children in the estate. It is expected that more than 1,500 person-times will benefit.
- At least 20 organisations and 20 shops are expected to support and participate in this programme. These shops will provide job vacancies and on-the-job training to the job seekers.
- Day childcare service can serve more than 150 person-times for the needy families.
- The Yue Kwong Estate Mutual Aid Committees (MACs) will participate in the programme for at least 100 times.
- The Yue Kwong Mutual Help Network will mobilize residents to participate and develop community power to establish an integrated and multi-faceted supportive service centre through multi-strata and comprehensive mutual help network.

2. Brief Programme Introduction

- To look for a place where the location is accessible as the community station to allow the residents to gather together, so that interaction and communication among residents could be enhanced while their sense of belonging to the community could be established.
- The function of community station :
 - (a) To recruit and train the volunteers to be "Care Ambassadors" to give support to the needy residents in the estate, including provision of day childcare service, home maintenance service and purchase of daily necessity for the elders.

- (b) To provide health care and the community information for the elders.
- (c) To transfer, exchange and sell second-hand stuff at a low price through recycling to the poor families.
- (d) To arrange the medical staff to help train the volunteers about medical knowledge to assist the frail elders and patients just being discharged from hospital.
- (e) To provide employment and training opportunities for the job seekers through job matching.
- (f) To invite shops and organizations in Southern to participate so as to expand the network and support coverage.

3. Unique Features and Areas of Innovation

- This is the first diversified and interactive mutual help association keeping pace with time in the estate. The community station also provides a converging point for the residents.
- Staff from the Hong Kong West Clusters of the Hospital Authority will assist in training the block leaders, floor leaders and volunteers to as to enhance their medical knowledge for giving support to the frail elders and patients just being discharged from hospital in the estate. The Hospital Authority will provide direct support and consultation service through “community nurses” when necessary.
- This project is the first project co-organized by the estate office, MACs, NGOs and medical organizations to jointly promote social capital. If the effectiveness is prominent, it will become a learning model for other districts.
- This project adopts “Caring Index”¹ as the assessment tool to measure the project’s function and the social capital outcomes objectively in Yue Kwong Estate.

¹ “Caring Index” assessment tool is jointly developed by Lingnan University and Aberdeen Kai-fong Welfare Association Social Service Centre, which is used to measure social capital outcomes.