

Project Title: “OK”Net

Project No: 0038-14

Organization: The Salvation Army SSP FSNT

Grant Approved: HKD \$1,000,000.00

Project Duration: 1-7-2009 to 30-6-2011 (2 years)

Target Groups: Women, New Arrival, Senior Citizen, Children of working parents, University students, School and Business sectors

Location of the Project: Sham Shui Po

Project Highlights

1. Objectives:

- (a) To support the needy by setting up systematic, buddy family network
- (b) To help women, youth and the elder unleashing their potentials; invite them to the buddy-family network where they can seek mutual-help.
- (c) To relieve problems of the “left-unattended”, identify promptly the needs of the elderly through collaborative power in the community.
- (d) To establish platform for women where they can enhance their competency through the running of small-scale businesses.

2. Strategies:

- (a) Highlight the characteristics of ‘OK Net’ by introducing the convenient store concept to the community. This business model is highly visible in public and known for its diversity and convenience. Members can understand more easily the rationales of this project through business operation.
- (b) Divide the community into different “ZONES” where “OK Nets” are built to develop mutual-help network
- (c) Promote the buddy family concept and encourage the development of neighborhood support via the implementation of daily routine programs such as “Breakfast Express”, “Modern Baby-Sitter” and “Home Sweet Home Soup”. Through this programs the young and old in the community can form close bonding under an atmosphere of love and care.
- (d) Invite university students to take part in the “Big Brother and Sister” program. Their role will link up the youth and their parents, thus facilitating better communication

- (e) Through “Cross-over teaching and learning”, young people are assigned to “OK ladies” who will create chances for children and parent to better understand each others. In this way it can help to improve child-parent relationship.
- (f) Develop a systematic training circuit by the program “Care Ambassador Training”. “OK ladies” are trainers of the new “Care Ambassadors” and “Care Ambassadors”, in which upon the completion of the training the ambassadors are promoted to “OK ladies” so as to ensure continuous supply of participants.

3. Expected Outcomes and Performance Indicators

- (a) Establish 80 “Ok Nets” by recruiting 150 “Ok ladies”, 50 “Old Friends”, 80 “Little Masters”, 20 “Uncle Power”. At least 240 families participated in this program.
- (b) Develop caring teams to assist the implementation of “Breakfast Express”, “Modern Baby-Sitter” and “Home Sweet Home Soup”. Different functional teams will be set up such as the “Repair and Maintenance” team run by “Uncle Power”, the “Magic Kitchen” run by “OK lady” to support the operation of the net.
- (c) Invite business sectors as one of the key partners and encourage them to co-work with our team members by organizing different programs for the community. We also look for the provision of employment and trainings conducted by the business sectors so that “OK lady” and “Uncle Power” can be better equipped and soon get the chance to enter the labour market.
- (d) “Uncle Power” provides skill training to “OK lady” and “Little Master”, as well as offering monthly, small-scale home repair and maintenance sessions to families.
- (e) Mobilize women to take larger roles in the improvement of the community.
- (f) Encourage senior citizens to become more active and more responsive to social needs.
- (g) Enhance young people’s responsibility in managing housework and afterwards they become more responsible and considerate in different aspects.

4. Brief Description of Programs

Build up a FAMILY in the community by the creation of different family roles in the NET. It is a buddy-family network. “OK lady”, “Uncle

Power”, “Little Master”, “Old friends” and “Big Brother and Sister” represent different roles in the net. They fill up the service gap in the community and help to consolidate the supporting network among families. The programs of “Breakfast Express”, “Modern Baby-Sitter” and “Home Sweet Home Soup” help to maintain the daily routine of working families and to ensure that children in working families can have proper care by the community. The ultimate goal is to promote a “harmonic family-like” community.

5. Unique Feature and Areas of Innovation

- (a) Create symbolic images to highlight the characteristics of different parties.
- (b) Use “Cross-over teaching and learning” method to explore and develop the potentiality of senior citizens, women, middle-aged men and young people.
- (c) Develop cross-generational mutual-help network.
- (d) A visible and mobilized network.
- (e) Use “One to One” match up model to link up young people and women as a group.
- (f) Promote an “everyone can cook” atmosphere, encourage the old and the youth to enjoy cooking in a way to build up a family-like community.

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