

Project No: 0090-02

Project Title: The Journey of Birth – Prenatal & Postnatal Emotion Support and
Community Network Project

Name of Organization: The Boys' & Girls' Clubs Association of Hong Kong

Grant Approved: \$250,000

Project Highlights:

- The goal of the project is to develop a community network to support those maternity women before and after giving birth.
- Volunteers will be recruited and trained to provide hotline services to those maternity women and share their expertise in pre and post-natal care with them. Community education programmes and exhibitions will be organized to arouse the public concern about the emotional aspect of pregnancy. Also, the volunteers will conduct home-visit to families with newborn baby.
- Middle-aged women will be recruited and trained to be an accommodator who gives intensive care to the mother and baby including general housework and baby care. Career counseling and job matching will also be provided to them.
- Locality supportive network for the post-natal mothers/parents would be established to share their experience in baby care among them and later on they would offer similar support to those pregnant.
- It implies a change of status from a service user to a service provider and volunteers and the networks of volunteer support will be developed and expanded among the maternity women.

Brief Description of Programmes to be organized:

1. Supportive Network for post-natal parents

- Community educational programmes are to arouse the public concern about the post-natal depression of the maternity women.
- Pre-natal training course would be organized and the themes are preparation of parenthood, parent-child relationship and family relationship
- Supportive network for the post-natal mothers/parents would be established to share the experience of pre and post-natal care as well as baby care

2. Volunteer Training

- Knowledge of postnatal depression, basic counseling skills training, programme design and leadership training would be provided to the volunteer in supporting the emotional aspect of the maternity women.
- The volunteers would share their experience in pre-natal and post-natal care as well as baby caring and child-rearing skills through hotline services. Home visit and community education programme would be conducted by the volunteers as well in order to arouse the public concern and understanding about the

postpartum depression and to achieve the goal of early identification and early intervention

- Sharing sessions among the volunteers would be organized regularly in order to consolidate their experience throughout the helping process
- Outstanding volunteers would be recognized in a Ceremony of Outstanding Volunteer Award

3. Service of Accommodation After Pregnancy

- Training course with practicum would be organized to the middle-aged women to equip them to be experienced accommodators in order to give intensive care to the mother and baby and help mothers to overcome that important period. Career counseling and job matching would be offered to them
- Accommodators are encouraged to organize and participate in the community education programme so as to enhance their self-confidence and competence
- Sharing session among the accommodators would be organized regularly in order to share their working experience

Unique Features of the Project:

1. Research indicated that adequate and sufficient social support could prevent post-natal depression. Therefore, this project is designed to increase the social support for the maternity women so that the goal of early identification and early intervention could be achieved and reduce the medical expenses of the Government in long term.
2. Different supportive networks would be established (supportive network among post-natal parents, volunteers supportive network, accommodators supportive network). The self-reliant and ability to help of different networks would be strengthened.
3. The competence and the self-esteem of the middle-age women could be enhanced through strengthening the ability to help and the contribution of self. Also, the enhancement of working ability will further improve the self-esteem of the middle-aged women.

Project Duration: 24 months (from 1/2004 – 1/2006)

Target Groups: Prenatal and postnatal maternity mothers and parents, middle-aged women

Location of the Project: Tsuen Wan & Kwai Tsing

Expected outputs and outcomes:

- To establish the locality supportive network for the maternity women/post-natal

parents, volunteers, accommodators.

- Emotion improvement of the maternity women can be strengthen.
- To mobilize the community participation by middle-aged women not only strengthen their ability to help, but also to increase the community resources.
- Self assessment and evaluation from employers will be adopted to assess the performance of the accommodators and 75% of the accommodators are expected to have a satisfactory feedback on the effectiveness of their training programme.
- 80% of the volunteers and accommodators will participate in organizing the community education programme and demonstrate their knowledge and skills acquired in their training programme.
- Cooperation and coordination with three different local parties can be establish so as to promote the cooperation and inclusion among different strata and social sectors.

Outcome Measures will include:

- Social Network and Social Support Index by Froland et al., 1981.
- Evaluation on the effectiveness of the pre-postnatal parents' services by applicant organization, 2003.
- Pre and post measurement to evaluate the emotional improvement of the maternity women by applicant organization, 2003.
- Evaluation on the social participation of the middle-aged women by applicant organization, 2003.
- Rosenberg Self-esteem Scale by Rosenberg, 1965 & Froland et al., 1981 applying to the volunteers and the accommodators.
- Self assessment on the service of accommodation by the accommodators, feedback and evaluation on the service of accommodation by employers.