

Project No : 0016-05
Project Title : 'Healthy Parents-Child' Club - A Women and Community Networking Project
Name of Organization : Kwun Tong Methodist Social Service
Grant Approved : HK\$ 900,000

Project Highlights:

- A project with focus on women empowerment and the building up of a supportive and caring network among professionals, unemployed middle aged women and new parents.
- It makes use of the snowball effect of 'knowledge transference' in the way that professionals first train up unemployed middle aged women to become quality child carers and they in return provide quality service and assistance to new parents and their children in their jobs.
- It aims to empower unemployed middle-aged women through quality child carers training so that they contribute not only to the development of our new generation, but also the development of local economy. At the same time, the dignity, values, capability and status of middle-aged unemployed women from that of service users into helper/mentor roles are established.
- A network will be formed among women to promote community education and participate in community services by serving those deprived new parents and their children.

Brief Description of Programmes to be organized :

1. Quality Child Carers Training Course

- a. Through a well-organized training course, unemployed women are trained to provide quality home based child caring service, mentorship and support to new parents.
- b. A steering committee composed of professionals from six disciplines is established. Professionals are involved in the set up of the training course and direct teaching.
- c. All the trainees have to attend mock, verbal and written examination as well as placement of ensuring their quality.

2. 'Healthy Parent-Child' Club

- a. The club is formed by the trained quality child carers. Through the provision of various group activities, it is hoped that their cohesiveness and the fundamental development of the women- networking can be enhanced and strengthened.
- b. By the application of self programming group model, club members are trained in leadership and organizing power so that they can develop and manage their own business. Local economy is promoted through the formation of co-operatives. As a result they perceive and recognize positive changes in their value system, ability and status.
- c. The club is not only a place where they can learn, share and develop, but also where they can promote community education and participate in community service so that the women networking functions and works.

3. New Parents Training Programmes

- a. Quality Parent effectiveness training is provided in the form of a Parent-Child College for new parents so that they can acquire child rearing knowledge and skills systematically.
- b. Mutual help network is formed to promote mutual assistance and development among new parents as well as in their social network and community.

4. Community Service

- a. Using community exhibition as a means to promote community education on effective parenting and healthy development of children to the public
- b. Encouraging women involved in serving the deprived families and their children as a form of serving the community and to develop a mutual concern, integrative and harmonious society.

5. Employment Enhancement

- a. Through various systems and network to promote a new job namely quality child carer is created
- b. Through hotline enquiries services to provide job matching services
- c. The quality child carers training course run by professionals will successfully create new and innovative job opportunities through upskilling of local middle-aged unemployed women and through the provision of practical services, the needs of new parents are addressed.

Unique Features of the Project :

1. A mutual concern community is emphasized and created.
Mutual support between professionals and unemployed middle aged women, quality child carers and new parents are established.
2. With two interactive objectives
 - a. To develop a women mutual help networking
 - b. To develop local community economy
3. Fulfill three functions
 - a. To facilitate women to serve the community in their jobs
 - b. To promote more effective home and community-based education on parenting and health development of children.
 - c. To develop a unique women career, enhancing the social status and value of middle-aged unemployed women and at the same time enhance mutual support in order to achieve the empowerment objectives.

Project Duration: 36 months (from 4/ 2004 – 3/ 2008)

Target Groups : middle aged unemployed women and unsupported new parents

Location of the Project : Mainly at Kwun Tong

Expected outputs and outcomes :

| Outcomes | Indicators / Measurement Tools |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Personal Aspect | |
| 1. Through knowledge and skill delivery to increase women’s dignity, self-confidence and personal capacity 2. Changes in self-concept and self-confidence of omen from that of service users into helper/mentor roles are recognized. | Conducting assessment before and after receiving training as well as after 6 months of employment by using local designed assessment tools to measure the degree of enhancement. It is expected that 80% of the trainees will indicate improvement in the mentioned 3 stages. |
| 3. Trained mentors can apply what they have learned and improve their performance continuously | Using self- assessment form and employers’ feedback form to assess the performance of the trained mentors. It is expected that 70% of the successfully employed mentors reveal that they can apply what they have learned. Both mentors themselves and their employers will indicate that they are satisfied with |

| Outcomes | Indicators / Measurement Tools |
|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | their job mentors'. |
| 4. To facilitate women to serve in their job and to enhance their mutual help spirit | It is expected that through a variety of means all club members can take part in organizing community exhibition, so that they can share what they have learnt with others and become a service provider instead of a service user |
| 5. To enhance job opportunity for middle-aged women | It is hoped that 134 head counts employment opportunities can be offered to the trained quality child carers. |
| Social Aspect | |
| 1. Strengthen community base network in order to provide services for the new parents | Can form a steering committee composed of professionals from 6 disciplines to support the training and establish close co-operation and relationship with the trainees, new parents and children. |
| 2. Community as a whole is benefited | 70% of the trained child carers would join the club and assist in the network formation. |
| 3. Increase community resources | Successfully mobilize 283 headcounts of the club members as volunteers to participate in the community services and programmes. It is expected that 3,813 headcounts of new parents, children and the public are benefited. |
| 4. Enhance family and parenting functions | 70% of the new parents participated in the project indicated improvement in their role performance. |
| 5. Contribute to the nurturing of the new generation | 70% of the trained child carers and the new parents found the project contributive to the nurturing of the new generation |
| 6. Enhance mutual concern, and the development of a harmonious society | 70% of participants indicate the establishment or enhancement of these elements among them after joining the project. |

Outcome Measures:

- Include evaluating the personal development of the participants including self-esteem, capability of self-help and strength of mutual help networks.
- Measurement tools: i) self evaluation form of the participants ii) evaluation form filled in by employers iii) local designed Self-Esteem Scale