

Project No : 0028-05
Project Title : Hong Kong East Community Care Network
Name of Organisation : Hospital Authority – Hong Kong East Cluster and Tung Wah
Group of Hospitals – Fong Shu Chuen Social Service
Building

Grant Approved : HK\$2,000,000

Project Aims and objectives :

1. To break through the service boundaries, administrative limitations and organizational bureaucracy of welfare services organizations in both private and public sectors in the pursue of a harmonious, caring and health-conscious community.
2. To promote inter-generation, inter-strata communication and interaction in the community in order to enhance mutual support and understanding among them which eventually lead to a harmonious and caring community.
3. To provide opportunities for developing potentials of every individual in the community and transform their potentials into social capitals.
4. To elevate self-esteem among the deprived groups which will in turn promote their sense of belonging to the community.

Project Duration : 01-10-2005 ~ 30-09-2007 (2 years)

Target Groups :

- (1) Post discharge patients with self care and home care problems
 - chronic illnesses, such as stroke, cancer, dementia
 - orthopedics patients who have mobility problems and needs for rehabilitation
- (2) Frail Elders
 - those with home care problems
 - those without adequate caring agents, either formal or informal

Location of the Project : Eastern Districts

Unique Features of the Project :

1. To promote synergy effect, both the Hong Kong East Cluster and the seven elderly service organizations (Hospital Authority – Hong Kong East Cluste, Tung

Wah Group of Hospitals – Fong Shu Chuen Social Service Building, St. James Settlement, Continuing Care, Wan Chai Methodist Centre for the Seniors, The Hong Kong Society for the Aged – Chai Wan and Eastern DECCs, Hong Kong YWCA – Ming Yue DECC, Hong Kong Family Welfare Society – Home Care & Support Service, Methodist Epworth Village Community Centre) will work together to facilitate the development of a council to monitor the smooth running of the localized cell groups, to enhance the capability of the community care ambassadors and facilitate them to organize health awareness/ health promotion activities in their local communities.

2. To through mentorship intervention approach, this project will develop more stable networks in different aspects. Moreover, there are good sustainability for the networks.

Expected Outcomes :

1. Frail elderly in community are often treated as great burdens to community and to the welfare and medical services. They are often be differentiated, avoided and even discriminated among their social circles. The social integration promoted by this network will subsequently to bring about greater social inclusion and acceptance of this ‘burden’ as they and their family members could be supported among their own neighborhoods.(老有所為)
2. With the active and extensive participation of community members in these networks, social capital will be created, mutual help spirit or reciprocity could be fostered, and social cohesion would be materialized in our community.(社區共融)
3. Housewives, retirees, unemployed youth members and students in community appeared as ‘idle’ members since they are not being employed, or not involved in ‘income earning’ activities for the family. Whilst most of them are still very energetic and active, this involvement in helping the deprived in a way tapping the untapped for cause of community betterment. This will also help to enhance their self-image and status in community with continuous participation and contribution. Thus, their social well-beings would be enhanced.(天生我才)
4. Some people have adopted an indifferent attitude towards the prevention of disease. They do notice a lot of causes for diseases, but they lack the motivation and persistence to maintain healthy lifestyle. It also reflects their poor

commitment and sense of responsibility to their own health. By involving them as motivators, gatekeepers of health and ambassadors of healthy lifestyle, the overall consciousness of the community will be promoted and the health status of the frail elderly will be promoted, too.(你我健康)

5. Many of them though are eager to play a more active and helpful role in this issue, found them does not have much opportunity or the capability to offer their helping hands. The training and empowerment in health knowledge and skills, especially in surveillance, for care-givers in family and volunteers in neighborhood level will be an important asset for a healthy community.(有心有力)
6. With the active participation of the organizing organizations and the establishment of the community care network, more medical professionals, community leaders, community groups and etc could be attracted to involve in the project and make the network more vibrant and sustainable. (集腋成裘)
7. This cross-institutional, cross-sector and cross-generation co-operation could serve as a platform for further collaboration among different parties at different levels or areas; and induce a cultural change in the local community at last. (共建新文化)_