

**Project Name** : **Choi Fook Estate Community Club Project (0018N-31)**  
**Organisation & Service Unit** : **Hong Kong Playground Association**  
**Choi Tak Integrated Service Center for Children & Youth**  
**Approved Amount** : **HKD 3,922,000**  
**Target District** : **Kwun Tong District**  
**Target Group** : **Local residents of Choi Fook Estate**  
**Project Period** : **1 December 2020 to 30 September 2024**  
**(three years and six-month intake period and extended four months)**

**Project Summary:**

This project, adopting the “Community-Welfare-Medical-Business” collaborative model, is implemented in Choi Fook Estate, Kwun Tong. A “Community Club” is established in the estate to share resources and promote physical and mental health. With the established neighbourhood network, residents of Phases I and II of Choi Fook Estate will help new residents of Choi Wo House in Phase III adapt to and integrate into the new community. Under the “House Captain” system, a neighbourhood mutual support network will be built to enhance residents’ sense of belonging to the community.

**Programmes include:**

1. **Support services at the intake stage:** to liaise with local stakeholders (including the Social Welfare Department, Housing Department, property management companies, etc.) to provide a series of support services for new residents, which include producing community resource kits and organising briefing sessions as well as guided tours, to help residents obtain community information.
2. **House Captain/Floor Captain:** to recruit and train residents as House Captains/Floor Captains. They will pay visits to families in need in the district and assist in the organisation of activities, so as to establish a neighbourhood mutual support network.
3. **Healthcare ambassador:** with the theme of healthcare, the project trains residents to be “Healthcare Ambassadors” to provide health assessments and activities for residents of different ages, so as to cater for their health needs.
4. **“Community Club”:** to build a “Community Club” to gather residents and organise activities based on their needs. Through sharing and learning together, the Club will enhance mutual trust and understanding among residents, which serves as a foundation for a solid network in the community.
5. **Cross-sectoral collaborative platform:** to link up collaborators from different sectors to help residents integrate into the new community and to formulate appropriate plans in response to residents’ needs.