

Project Name	: Elderly Friendly in Mei Foo (0054-36)
Organisation & Service Unit	: Evangelical Free Church of China Social Service
Approved Amount	: HKD 3,535,000
Target District	: Sham Shui Po District
Target Group	: Elderly, carers and local residents
Project Period	: 1 July 2024 to 30 June 2027 (three years)

Project Summary:

This is a three-year project implemented in Mei Foo Sun Chuen located in the Sham Shui Po district. By adopting the “Community-Medical-School-Business” cross-sectoral collaboration model, the project aims at facilitating the community collaborators to leverage their strengths to support the elderly and their families and enhancing the residents’ understanding of the needs of the elderly and their families through promotion and public education. The project will also establish “Gathering Points” and mutual support network for the elderly and their carers, as well as encourage members of the local community to become Community Guardians to build an “ageing-in-place friendly community” together.

Project Objectives and Strategies:

Objective (1): Enhance local residents’ understanding of the needs of the elderly and their families/ carers

- To enhance local residents’ understanding of the needs of the elderly and their carers through various means of public education including promotional booths, educational talks. By establishing “Neighbourhood Platforms” through social media platforms such as WhatsApp and Facebook, the project will facilitate the interaction among neighbours, early identification of the elderly in need and their carers and provision of timely support.

Objective (2): Enhance the engagement of the elderly and carers in the community so as to establish mutual support networks

- To promote the engagement of the elderly and carers in the community through different social cohesion activities such as seminars on caring skills and community resources with a view to strengthening their abilities to age in place;
- To identify and recruit carers in the district to join the “Friends of the Carer Network” and establish mutual support networks among the carers through regular peer support groups.

Objective (3): Establish neighbourhood support networks to support the elderly in need and carers in the estate

- To recruit and train local residents to become “Community Guardians” and “Teen Guardians” who will identify and make service referrals for the elderly in need and their families/ carers in the district;
- To encourage the Guardians to become volunteer leaders and continue to care and support the residents in need as a self-run group.

Objective (4): Leverage the strengths of different stakeholders to jointly build an ageing-in-place-friendly community

- To establish a “Community-Medical-School-Business” cross-sectoral collaborative platform that will meet regularly and develop a referral mechanism so as to jointly respond to the needs of the elderly and carers in the district and continue to build an ageing-in-place friendly community for the elderly;
- To share the project outcomes and promote the commitment and cohesion of volunteers by organising the “Mei Foo Caring Day” with collaborators;
- To train community stakeholders on how to support the elderly and their families/carers, in order to promote their awareness of an ageing-in-place-friendly community.