



香港大學秀圃老年研究中心
Sau Po Centre on Ageing
The University of Hong Kong



賽馬會齡活城市
Jockey Club Age-friendly City

Volunteerism of health ambassadors via empowerment approach and time-bank system

透過賦權方法及時間銀行計劃鼓勵耆健大使參與義工服務

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Background

- **Hong Kong is one of the most rapidly ageing societies in the world**
- **Demands on health & social care will continue increasing in the coming decades**
- **Lack of professional manpower in health and social care sectors**
 - This is a global shortage (2016 WHO Global Strategy on Human Resources for Health: Workforce 2030)
 - Traditional community care services in Hong Kong typically rely on professional resources such as social workers and medical practitioners for service delivery

Citizens aged 65 years or above		
Years	Percentage	Number (million)
2019	18%	1.27
2036	31%	2.37 (Est)
2066	37%	2.59 (Est)

Background

- **Provision of care and services is necessary but insufficient**
 - Many older people remain healthy and active in their 60s and 70s
 - They possess tremendous capacities to contribute meaningfully to the community

- **Volunteering & meaningful engagement**
 - Volunteering reduced mortality among older adults
 - Volunteering also contributes to preventing depression, increased quality of life in later life, and other mental health outcomes
 - The participation rate in voluntary work among retirees is relatively low (7.6% - 17.1% in Hong Kong)

Global attention on Healthy Ageing and Age-friendly City

• Decade of Healthy Ageing (2020-2030)

- World Health Organization (WHO) defines healthy aging “as the process of developing and maintaining the functional ability (FA) that enables wellbeing in older age”
- Functional ability is about having the capabilities that enable people to be and do what they have reason to value.
- These are the abilities to: meet basic needs; learn, grow and make decisions; be mobile; **build and maintain relationships; and contribute to society**



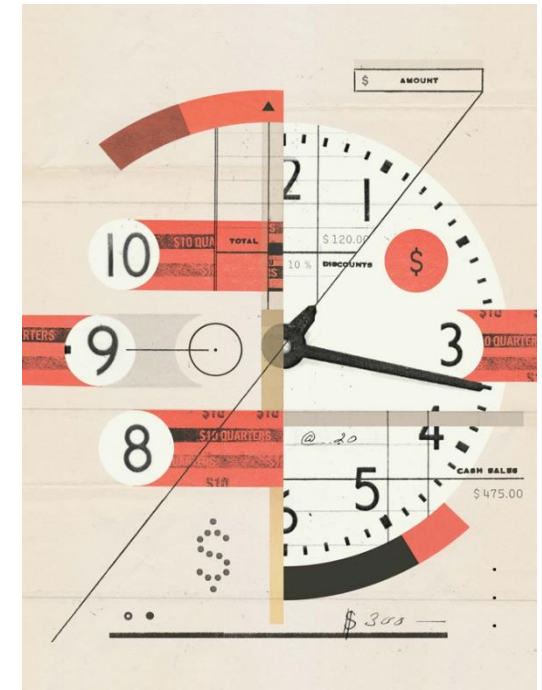
• Age-friendly city

- World Health Organization (WHO) has made concerted efforts in promoting AFC since 2005
- In practical terms, “an age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities”



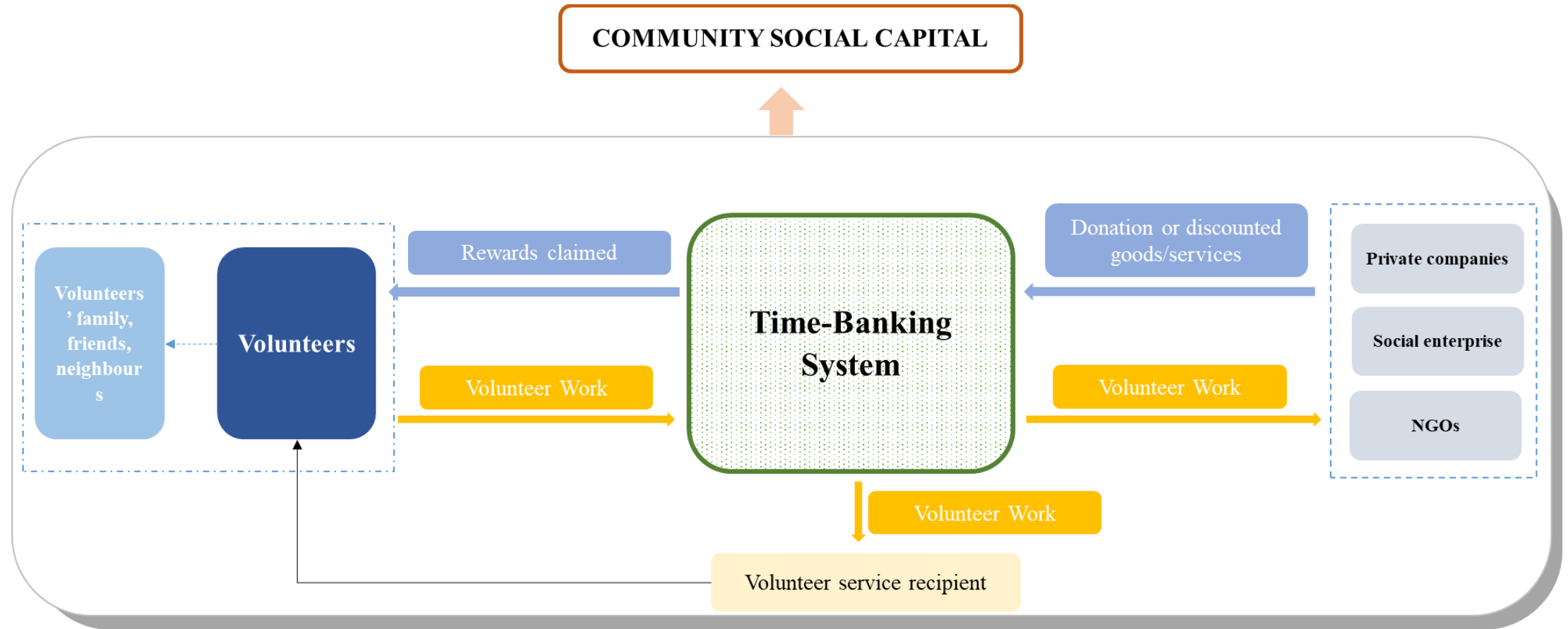
The concept of Time Bank

- **A Time Bank is a form of community currency**
 - Time banks reward volunteering by paying one hour for each hour of commitment, which can at any time be 'cashed in' by requesting an hour of work in return from the system
- **Time Banks operate to facilitate exchanges that honors five core values**
 - **Assets** – every human being has something to contribute;
 - **Redefining work** – rewarding the real work in our society by creating a currency which pays people for helping each other and creating better places to live;
 - **Reciprocity** – giving and receiving are basic human needs which help to build relationships and trust with others;
 - **Social Networks** – building people's social capital is very important, belonging to a social network gives our lives more meaning; and
 - **Respect** – encouraging people to respect others in their community.



(Illustration by Mike McQuade) Source: https://ssir.org/articles/entry/the_time_bank_solution

Time Bank Model



Health Ambassadors Time Bank Programme

• Objective

- To equip and empower local older people (ambassadors) with knowledge and information on various aspects related to health and age-friendliness in their district
- To promote civic volunteerism and participation among older people via time-bank system

• Core components

- Training
- Volunteering matching and management
- Reward system

• Programme information

- Started in 2019/2020
- 120+ retired volunteers
- Three pilot districts



賽馬會齡活城市
Jockey Club Age-friendly City

賽馬會齡活城市計劃 – 耆健大使時間銀行

耆健大使時間銀行是賽馬會齡活城市和香港大學秀圃老年研究中心所舉辦的義工獎勵計劃。香港大學秀圃老年研究中心邀請東區、南區和黃大仙區的年輕長者進行為期12小時的義工訓練，提供體能、認知及情緒健康有關的培訓，讓他們成為「耆健大使」，在區內推廣長者健康和年齡友善的訊息，並為有需要的長者提供協助。是次獎勵計劃希望激勵和獎勵年輕長者積極參與義工服務，關懷區內長者之餘亦增強社區的承載力，並且推廣長者友善城市及社區概念。

「耆健大使」透過以下長者地區中心和非牟利機構組織的活動，可以以每一小時義工時數換取1 HKU point。

參與本計劃的長者地區中心和非牟利機構組織如下（依筆畫排序）：

東華三院方樹泉長者地區中心（東區）
東華三院王少清長者中心（南區）
宣道會利福長者鄰舍中心（南區）
香港仔坊會方王煥娣長者鄰舍中心（南區）
香港仔坊會林應和長者鄰舍中心（南區）
香港仔坊會南區長者地區中心（南區）
香港仔坊會南區長者綜合服務處（南區）
香港仔坊會黃志強長者地區中心（南區）
香港基督教女青年會明儒松柏社區服務中心（東區）
香港傷健協會赤柱石澳長者鄰舍中心（南區）
香港聖公會竹園馬田法政牧師長者綜合服務中心（黃大仙區）
香港聖公會黃大仙長者綜合服務中心（黃大仙區）
耆康會東區長者地區中心（東區）
耆康會柴灣長者地區中心（東區）
基督教家庭服務中心智活記憶及認知訓練中心（南區）
基督教家庭服務中心樂力長者日間訓練中心（黃大仙區）
循道衛理楊震社會服務處彩虹長者綜合服務中心（黃大仙區）
耆色園可聚耆英地區中心（黃大仙區）
鄰舍輔導會利東鄰里康齡中心（南區）
禮賢會萬隸爾夫人長者鄰舍中心（南區）

[查看獎勵詳情](#)

Component 1 Training

• Skill based approach

- Volunteers are trained and equipped with new knowledge and information on various aspects related to health and age-friendliness in their districts
- It *empowers* participants with health-related information and awareness

• Training courses

Dementia	Depression	Frailty
<ul style="list-style-type: none"> • Basic knowledge on dementia • Dementia screening (Hong Kong version of Montreal Cognitive Assessment; HK-MoCA) • Available dementia support service in the district or in HK 	<ul style="list-style-type: none"> • Basic knowledge on depression • Depression screening (Patient Health Questionnaire; PHQ-9) • Mental Health First Aid for Older Adults • Available depression support service in the district/HK 	<ul style="list-style-type: none"> • Basic knowledge on frailty • Frailty screening (frailty scale) • Available frailty support service in the district or in HK

賽馬會齡活城市計劃—耆健活力大使

香港大學耆老研究中心主辦

2019年4月11至21日(逢星期三)

時間: 下午2:30-3:30

地點: 香港大學自修室 名額: 共60人*

課程主題:

- 耆健老化
- 認識理論
- 有效策略及溝通訓練
- 耆樂安全及流行

2019年4月11至21日(逢星期三)

時間: 下午2:30-3:30

地點: 香港大學自修室 名額: 共60人*

課程主題:

- 老年障礙的原因及成因
- 認識風險因素
- 辨識及相處技巧

2019年4月11至21日(逢星期三)

時間: 下午2:30-3:30

地點: 香港大學自修室 名額: 共60人*

課程主題:

- 大數據
- 認識障礙的原因及成因
- 認知與行動的關聯
- 溝通及相處技巧

費用全免

賽馬會齡活城市計劃

「耆健活力」

體能健康大使 培訓課程手冊

主辦: 香港大學, 香港大學耆老研究中心, 賽馬會齡活城市計劃, 香港賽馬會耆老服務處



賽馬會齡活城市計劃

「耆健智醒」

認知健康大使 培訓課程手冊

主辦: 香港大學, 香港大學耆老研究中心, 賽馬會齡活城市計劃, 香港賽馬會耆老服務處



Component 2 Volunteering

• Volunteering opportunities matching and management

- Volunteers mainly serve their own community
- Volunteer opportunities provided are matching with volunteers' skill set and knowledge
- Use of Mobile app

➤ The community capacity of elderly support and care increases with increasing number of volunteers who equip with elderly care and health related knowledge



Component 3 Reward system

• Reward system design

○ Work with the social enterprises

- ❖ Increase the understanding of the mission of social enterprises
- ❖ Engage with service users from social enterprises
- ❖ Contribute to the development of the social enterprises at the same time

○ Different types of rewards

- ❖ Physical training courses, workshops, dining coupons and more

○ Transferable reward

- ❖ Share the rewards with friends and family, or even donate to people in need in the community



Future steps

- To scale up the pilot project and get business sectors involved
- To examine the effectiveness of time-bank program in promoting the volunteering participation among older adults in the community

THANK YOU