**Jockey Club Age-friendly City Project**

**Action Plan of Kwun Tong District 2021 (Updated Version)**

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| **Introduction**This updated version of the Action Plan was drafted based on the past results of the Jockey Club Age-friendly City (JCAFC) Project’s assessments conducted in Kwun Tong District (Note 1) on the age-friendly level of the district, opinions obtained from consultation with elderly groups in the district and suggestions on age-friendly measures for the district collected by the Secretariat of the Kwun Tong District Council.The Action Plan has two main objectives: 1) to keep district stakeholders concerned informed of the needs of an age-friendly community so as to facilitate their follow-up actions; and 2) to regularly update Kwun Tong District’s age-friendly plan as a member of the World Health Organization Global Network for Age-friendly Cities and Communities (WHO GNAFCC) (Note 2) so that the district can provide a cross-reference for other members of the network. The first Action Plan (2016 Action Plan) of Kwun Tong District was submitted to WHO GNAFCC in 2017 after discussion in the Kwun Tong District Council. With the promotion of the Kwun Tong District Council and the efforts and cooperation of relevant government departments and district stakeholders, multi-faceted elderly and age-friendly services and measures have gradually been strengthened and improved. According to the expectations of WHO GNAFCC, communities should submit updated plans after three to five years having regard to their own changes and development to maintain mutual learning with other members of the network. Between 2019 and 2021, the Hong Kong Polytechnic University – JCAFC Project Professional Support Team exchanged views and conducted consultation with the Kwun Tong District Council, elderly services organisations and various elderly groups in the district (Note 3). The Updated Action Plan 2021 (Updated Action Plan) is provided to the Kwun Tong District Council for its reference and will be submitted to WHO GNAFCC after discussion and endorsement, and relevant stakeholders will be invited to participate and make contributions. Despite the fact that the JCAFC Project will come to a close in December 2021, relevant stakeholders will continue to provide support to the district, and some of the work will continue by other means. Notes:1. A baseline and a final assessment were conducted in Kwun Tong District in 2015 and 2018 respectively. For access to the assessment results, please [click here](https://www.districtcouncils.gov.hk/kt/doc/2020_2023/tc/committee_meetings_doc/SSYDC/18140/SSYDC_8_2020_ppt.pdf).
2. Kwun Tong District joined the network in 2017.

3- The elderly groups participating in the consultation included: i) Christian Family Service Centre True Light Villa District Elderly Community Centre - Kwun Tong Age-friendly Conjoint.ii) Hong Kong Christian Service - Elderly Council (Bliss District Elderly Community Centre and Shun Lee Neighbourhood Elderly Centre).iii) Po Leung Kuk Lau Chan Siu Po Elderly Centre - Kwun Tong East Elderly Service Alliance. |

1. **Outdoor spaces and buildings**

**Goal: Create barrier-free outdoor spaces and facilitate mobility for the elderly**

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|  **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To add ramps at passages between blocks in Tak Tin Estate of Lam Tin.
* To check paving tiles and repair uneven ones regularly.
* To establish a notification mechanism for notifying residents of damage and maintenance of lift towers and maintain the mechanism well to enable residents to arrange alternative ways to leave and reach their estates during repair.
* To speed up the implementation of the Universal Accessibility Programme at locations with facilities which the elderly often visit.
 | * Elderly people will be allowed easier and safer access to various locations within the district.
 | \*\* | * Number of barrier-free facilities added to the community
* Frequency of maintenance of facilities
 | * Highways Department
* District Council
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1. **Transportation**

**Goal: Improve transportation between the community and hospital**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To add more bus routes at Choi Fook Estate and other remote areas for access to Christian United Hospital.
* To subsidise Rehabuses so that they can provide more accessible and affordable services to elderly people in need.
 | * More convenient transportation options will be provided for the elderly to travel to United Christian Hospital.
 | \*\*\* | * Frequency of bus routes for access to United Christian Hospital
* Number of newly launched routes/added bus stops
 | * Transport Department
* Labour and Welfare Bureau
* Non-governmental Organisations (NGOs) and other organisations

\* The Hong Kong Society for Rehabilitation, Kwoon Chung Bus Holdings Limited, etc |  |

**Goal: Reduce road-accidents by promoting the sense of safety among the elderly**

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| **Proposed Action** | **Outcome** | **Priority** | **Performance indicator** | **Related stakeholder** | **Follow-up** |
| * To raise the volume of audible traffic signals to let elderly people with weak hearing be more alert of the crossing time.
* To promote the sense of safety to the elderly and their caregivers via various delivery methods (radio, television, leaflets, etc).
* To install Smart Devices for the elderly and people with disabilities to extend pedestrian green time to allow them more crossing time (Tsui Ping Estate, Kai Yip Estate and Wo Lok Estate, etc).
 | * Elderly people and their caregivers will be more vigilant when crossing the road, resulting in less jaywalking and fewer road accidents.
 | \*\*\* | * Variety of content of safety information promoted and coverage of channels for promotion
* Less jaywalking by the elderly reported/witnessed
* Number of “Smart Devices” installed, and the frequency of maintenance of the devices
* Usage of the said devices reported on a monthly basis
 | * Elderly centres
* Information Services Department
* Transport Department
* Legislative Council Panel on Transport
* Other NGOs
 | Follow up on Item 1.1 of the 2016 Action Plan. |

**Goal: Make technology more useful with less interference to elderly users**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To reduce the number of advertisements put onto transportation mobile applications (e.g. the KMB mobile application) as they often disrupt reading of information.
* To design more age-friendly interfaces of mobile applications for the elderly (larger fonts, provision of the voice search function at Hong Kong eTransport, which was developed by the Transport Department, etc.).
 | * Elderly people will be allowed easier access to various locations within the district and transportation mobile applications will be improved so that they can help the elderly make travelling plans efficiently.
 |  | * Availability of a feedback system to collect users’ opinions
* Accuracy of transportation mobile applications to reflect actual traffic condition
 | * Bus companies
* Advertising agencies
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1. **Housing**

**Goal: Improve housing conditions and make them safe and pleasant by facilitating renovation, repair and maintenance services**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To provide information and a service network for the elderly in this respect.
* To support home repair volunteer teams to provide free or affordable services to the elderly, especially those with financial difficulties and those who are tenants of flats of the Tenants Purchase Scheme.
* To encourage companies to practise corporate social responsibility by providing resources to improve home conditions of the elderly.
 | * More alternatives (including some affordable options) will be provided for the elderly to choose for their housing maintenance, and the elderly will be more aware of the options they have.
* A safe and pleasant living environment will be provided for the elderly.
 | \*\*\*\*\*\*\* | * Accessibility of maintenance services
* Price range of maintenance services in the market
* Quality of repair services by volunteer teams
* Number of corporates providing related services to elderly people in need
 | * Elderly services organisations
* Buildings Department
* [Legislative Council](https://www.legco.gov.hk/yr19-20/chinese/panels/dev/papers/dev20191216cb1-230-6-c.pdf) Panel on Development
 | Follow up on Item 3.2 of the 2016 Action Plan. |

**Goal: Implement and extend the ageing-in-place policy in the community**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To extend the Ageing-in-Place Scheme of the Hong Kong Housing Society to public housing estates under the Hong Kong Housing Authority.
* To set up a steering committee in the Hong Kong Housing Authority to plan the content and coverage of the implementation of the scheme.
 | * Ageing residents of public housing estates in general can enjoy more comprehensive care in their living areas.
 | \*\* | * The ageing-in-place service content
* The number of estates covered by the scheme
 | * Hong Kong Housing Authority
* Public housing estate management offices
* District Council
* District services organisations
 | Follow up on Items 3.2 and 3.3 of the 2016 Action Plan.  |

1. **Social participation**

**Goal: Organise sufficient leisure and cultural activities for the elderly**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To provide age-friendly facilities and performances in the East Kowloon Cultural Centre and make the centre accessible by different public transport options.
* To reserve venues at the East Kowloon Cultural Centre for the elderly to deliver performances.
* To encourage more intergenerational activities to promote mutual respect across generations.
 | * The elderly will be encouraged to live a fulfilling life with different leisure and cultural activities.
* Current problems faced by elderly residents of Kwun Tong arising from insufficient leisure venues will be addressed.
* A higher level of respect and a sense of harmony across generations will be fostered.
 | \*\*\* | * Public transport options for access to the East Kowloon Cultural Centre
* Number of programmes/ activities designed for the elderly to be hosted in the East Kowloon Cultural Centre
* Proportions of different age groups using the East Kowloon Cultural Centre
* Number of intergenerational activities initiated
 | * Leisure and Cultural Services Department
* Home Affairs Department
* Elderly services organisations
* Performing groups
 | Follow up on Item 4.1 of the 2016 Action Plan. |

**Goal: Provide more opportunities of social participation for hidden elderly people**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To identify hidden elderly people and provide outreach services to them (home visits, needs assessments, referrals, etc).
* To provide transportation subsidies or pick-up service to the hidden elderly, especially for purposes of attending medical appointments and going for daily shopping.
 | * Hidden elderly people in the community will be located so that they can be provided with appropriate services.
* Hidden elderly people will be able to have more interactions with other members in the community, utilise community resources and live a more convenient life.
 | \*\* | * Number of hidden elderly cases discovered
* Variety of services for hidden elderly people
* Accessibility and affordability of services provided to hidden elderly people
 | * Leisure and Cultural Services Department
* Social Welfare Department
* Elderly services organisations
* Transport Department
* Bus companies
* NGOs
 | Follow up on 2016 Action Plan Item 4.1 |

1. **Respect and social inclusion**

**Goal: Be considerate to the elderly and provide priority services to enhance the convenience of their daily life**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To promote elderly priority waiting lines or priority queues for seniors at post offices, banks, supermarkets, etc.
* To promote the Senior Citizen Card Scheme, discounts offered on the Senior Citizens Day, etc.
* To improve the manners of employees to provide age-friendly services, e.g. Eldpathy simulation suit experience in bus captain training
 | * The elderly will enjoy more respect by means of tangible benefits, and more convenience in daily life.
 | \*\*\* | * Number of elderly discounts/priority services available to the elderly
* Accessibility of the discounts/priority services
 | * Social Welfare Department
* Banks
* Supermarkets
* Post offices
* Bus companies
 | Follow up on Item 5.2 of the 2016 Action Plan. |

**Goal: Reduce negative stereotypes of the elderly**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To organise intergenerational activities such as visits to promote mutual understanding and harmony.
* To provide opportunities of volunteering and developing new interests and skills for the elderly to assist them in improving self-efficacy.
 | * Stereotypes of the elderly among other generations will be eliminated.
* The elderly’s sense of self-efficacy will be enhanced and a positive image of the elderly will be built.
 | \*\*\* | * Types and quality of intergenerational activities
* Interpretations of the elderly among major media
* Self-reports of self-efficacy/ confidence/self-worth by the elderly
 | * Schools
* NGOs
* Employees Retraining Board
* Related social enterprises
 | Follow up on Item 5.1 of the 2016 Action Plan. |

**Goal: Develop age-friendly products and services**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To encourage enterprises to design age-friendly products and services and draw experience from participating companies/ organisations of the Jockey Club Age-friendly City Partnership Scheme.
 | * Service providers will be more empathetic and have a better understanding of the elderly’s needs.
* Age-friendly business models and production of age-friendly daily necessities will be more popular.
 | \*\* | * Accessibility of age-friendly products to users
* Number of companies/ organisations that produce age-friendly products/provide age-friendly services
* Feedback received from elderly users
 | * The Hong Kong Council of Social Service
* Organisations and enterprises in the district
 | Follow up on Item 5.2 of the 2016 Action Plan. |

1. **Civic Participation and employment**

**Goal: The elderly will continue to utilise their abilities and advantages**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To provide the elderly with training for volunteer work.
* To match elderly volunteers with mentoring networks.
* To support the elderly to stay in the labour market; and to support employers to hire elderly employees via [The Employment Programme for the Elderly and Middle-aged (EPEM)](https://www1.jobs.gov.hk/0/en/information/Epem/Introduction/)/[Post-50 Love Upgrading Scheme](https://www.erb.org/upgrading/eng/)/[Post-50 Internship Programme](https://www.erb.org/post50/internship/).
* To support enterprises that serve/support elderly people (e.g. Social Innovation Fund).
* To provide more opportunities of social participation for elderly people.
 | * The elderly will be able to choose their retirement life.
* Age discrimination will be reduced in the workplace.
 | \*\*\* | * Number of volunteer/ mentoring networks established
* Number of elderly people who choose to keep working/ participate in voluntary work/ training after retirement
* Diversity of training available to elderly people
 | * Social Welfare Department
* Urban Renewal Authority
* Social enterprises in the district
* Elderly services organisations
* Primary and secondary schools in the district
 | Follow up on Items 6.1 - 6.3 of the 2016 Action Plan.  |

**Goal: Establish a safe and fair working environment for elderly employees**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To provide sufficient protection (safety insurance, employee benefits, etc) to the elderly if they choose to continue working after their retirement age.
 | * Employers will feel reassured in terms of hiring elderly employees.
 | \*\* | * The extent to which elderly employees are protected in the workplace.
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1. **Communication and information**

**Goal: Introduce technology to elderly people as a way to acquire information**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To promote and design mobile applications related to disease prevention or other information (“HA Go” mobile application from Hospital Authority and “Senior Citizen Card Scheme” mobile application from Social Welfare Department, etc).
* To design mobile applications catering for specific needs (sports, meals, transportation, community resources, etc) in an age-friendly manner (large font sizes, simple layouts, etc).
* To conduct training workshops for the elderly to teach them to use smartphones and mobile applications.
* To provide elderly discounts on data packages/smartphone purchases.
* To provide Internet service at elderly centres.
 | * More alternatives for the elderly to obtain information will be available.
* Elderly people will have more control in choosing the ways they obtain information, and hence better life quality.
 | \*\*\* | * Number of free Wi-Fi hotspots and computer stations installed
* Types of discounts available to the elderly
* Number of beneficiaries
* Types of information delivered to the elderly in workshops
 | * Social Welfare Department
* Hospital Authority
* Digital media operators
* Elderly services organisations
* Information technology professionals
 | Follow up on Items 7.1 and 7.3 of the 2016 Action Plan. |

**Goal: Allow diverse distribution channels of information for the elderly**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To introduce digital communication means, which are becoming more common for acquiring information to the elderly.
* To install Internet service and provide training courses for the elderly.
* To retain traditional methods of information transmission for the elderly who are not skilful in using digital communication means or not willing to adapt to technological advancement.
 | * Information will be distributed in ways that fit habits of the elderly via traditional and/or digital channels.
 | \*\*\* | * Number of channels established or newly established
* Number of beneficiaries
* Popularity of information channels among the elderly
 | * Elderly services organisations
* Government publicity and promotion
 | Follow up on Items 7.2 and 7.3 of the 2016 Action Plan.  |

**Goal: Promote information accessibility for ethnic minority groups**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To strengthen support networks for ethnic minority elderly people, and translate and disseminate useful information to them.
 | * Overcome language/cultural barriers, and assist the elderly of ethnic minorities in receiving information.
 | \*\* | * Number of beneficiaries
* Variety of information channels/support networks for hidden elderly people
 | * Elderly services organisations
* Social Welfare Department
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1. **Community support and health services**

**Goal: Strengthen primary medical care to the elderly**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To speed up the implementation and enrich the content of the primary medical care in the district, including services offered by the Elderly Health Centre and District Health Centre.
* To promote the medical-social collaboration model and provide substantial support to related organisations.
* To support free-of-charge health services, e.g. CareAge Nurse Stations in the district.
 | * More opportunities and alternatives will be available for elderly people to acquire primary medical care in the neighbourhood.
 | \*\*\*\*\*\*\* | * Variety of support (health and other areas) provided to the elderly in the community
* Feedback of the elderly and caregivers on “public-private partnership and medical-social collaboration” in Kwun Tong
* Accessibility of medical care and waiting time for elderly people to receive medical attention.
 | * Department of Health
* Elderly services organisations
* Social Welfare Department
* Supporting organisations
 | Follow up on Items 8.1 and 8.7 of the 2016 Action Plan.  |

**Goal: Optimal use of the financial support for health management of the elderly**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To provide guidelines for the use of Health Care Vouchers, so that the elderly can make full and effective use of the benefit.
* To provide other allowances for expensive medicines which exceed the amounts of Health Care Vouchers.
 | * The financial burden of the elderly on health management will be alleviated.
 | \*\* | * Less fraud related to the use of Health Care Vouchers reported
 | * Department of Health
* Elderly services organisations
* Social Welfare Department
* Supporting organisations
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**Goal: Support hidden elderly people**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To investigate cases of hidden elderly people and provide support services (home visits, respite care, subsidised residential services, etc)
 | * More elderly people in need will be benefited.
 | \*\* | * Number of beneficiaries
* Ways to approach/ investigate hidden elderly people
 | * Department of Health
* Elderly services organisations
* Social Welfare Department
* Supporting organisations
 | Follow up on Items 8.1 - 8.3 of the 2016 Action Plan.  |

**Goal: Enhance the elderly’s knowledge on their medication**

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| **Proposed Action**  | **Outcome**  | **Priority** | **Performance Indicator**  | **Related Stakeholder** | **Follow-up** |
| * To show bilingual names and labels on bags containing medicines prescribed by both public and private clinics.
 | * Elderly patients can better understand their medication information.

  | \*\* | * Change of wording used to refer to medicines on medicine bags issued by public hospitals
 | * Department of Health
* Hospital Authority
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**(END)**