Bottom-up Age-friendly Community Development

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Age-friendly Community
or
User Friendly Community
User – producer relationship

- Public facilitates, services, social policy related to elderly living can be interpreted as products of Age-friendly community.
- Producer need to understand and consider the user, or the consumers’ need and consuming behavior.
Communication & Mutual understanding

- communication between the user (no matter is product, service, public affair, social policy etc.) and producer

- share view and suggestion are beneficial to both parties.
Age-friendly city 8 topic area

- Transportation
- Housing
- Social participation
- Respect and social inclusion
- Civic participation and employment
- Communication and information
- Community support and health services
- Outdoor spaces and buildings
Participation

- A process or mechanism for individual, group or organizations to involve in political, economic, management or other social decisions, from being consult, express opinion, to influence the result.

- Elderly citizen participation is a key component of promoting AFC.
Elder Participation - Citizen Participation

- Elderly people have their right and their choice to involve or to participate in building a better society for themselves and for all.

- It should not depend on what the society can provide, but what the society should provide.
Age-Friendly Hong Kong
Age-Friendly Hong Kong

- AFC development in Hong Kong starts from ELDER citizen participation.
- We promote empowerment and social participation in elderly population.
- We encourage and facilitate elder to contribute and to voice out their needs and wish about their living environment.
- We consolidate the elder’s view.
- We facilitate mutual understanding between the USER and the local stakeholder (such as local government department and public organizations).
Kwai Tsing Age-Friendly Community

- One of the first 5 AFC in Hong Kong since 2009
- Bottom-up community participation
- Cross-sector collaboration and cooperation

Questions:
- How to empower the elder
- How to collect their view
- How to consolidate their contribution
- How to direct their opinion
- How to sustain and continue their drive
Kwai Tsing District

- 2006 census in Hong Kong
- General population: 523,300 (7.6% of Hong Kong total population)
- Aged over 65: 72,700 (13.9%)
- 59% families live in 23 public housing estates
- Low-income elderly family cluster in the public housing estate
- Housing design and management, public leisure area and facilitate, transportation are elders’ main concern topics
Kwai Tsing AFC initiation

- Kwai Tsing District Council
- 13 (out of 17) elderly service centres (around 5000 elderly members)
- Elderly Council of Tsuen Kwai Tsing (independent elderly community organization)
- Cooperation Platform:
  - Kwai Tsing Elderly Council
  - Kwai Tsing Age-Friendly Community Ambassador Troops
Kwai Tsing District Council

- Local council of Kwai Tsing administrative district
- A consultative body on district administration and affairs.
Elderly Service Centre and Elder participation

- Elderly Service Centre:
  - District Elderly Community Centre
  - Neighbor Elderly Centre
  - Social Centre for the Elderly

- Active Ageing is the service focus:
  - lifelong learning
  - Health promotion
  - social and recreational
  - social participation and volunteering, etc

- Important and essential partners of AFC development in Kwai Tsing.
Three layers of elder participation and community cooperation

- General elderly population and social concern group – gather at 13 elderly service centres
- Kwai Tsing AFC Ambassador Troops – representative of the centres
- Kwai Tsing District Council – mediate the communication between elderly and stakeholder of public affairs (government department or public organization)
Achievement in past 2 years
Achievement

Before 2007

- Ac hoc working groups lined-up the District Council and elderly service centres
  - one-shot district forum for elderly on topics of transportation, housing, health and medical, welfare

- There are elderly social concern groups in individual elderly service units
Achievement (1)

Elderly Council of Tsuen Kwai Tsing

- Formed in May 2008, more than 200 members
- It directed their comment and suggestion on transportation in Tsuen Wan and Kwai Tsing to District Council and concerned Government department. It received positive response.
- Territory-wide alliance to present elders’ view on social policy such as retirement protection, healthcare reform
Achievement (2)

Kwai Tsing Elderly Council

- Formed in October 2008
- under the Administration and Finance Committee of the Kwai Tsing District Council
- Membership: 21-29 council members from 7 elderly service centres
- Annual Elderly District Forum on elder social participation (2008), Health (2009)
Achievement (3)

Kwai Tsing AFC Project
- Organizer: Kwai Tsing District Council
  HKSKH Lady MacLehose Centre
- May 2009 start
- Funded by Community Affairs Committee of Kwai Tsing District Council
- 10 Community promotion and educational programs and a district forum on AFC held
Kwai Tsing AFC
Ambassador Troops

2009:
- 21 members from 7 elderly service centres

2010:
- 40 members from 13 elderly service centres
Achievement (5)

- My favorable AFC in Kwai Tsing Nomination Campaign
  - elderly people identify the friendly public facilities and initiation
  - 175 nomination, 7 groups of AFC facilities

- Milestone of Kwai Tsing AFC: My favorable AFC Award Presentation (Feb 2010)
May Favorable AFC in Kwai Tsing Award Presentation 2009

Website: kwaitsing-agefriendlycommunity.webnode.com
Relationship and Communication

Appreciation & Reinforcement Approach

- enable the elderly and public understand more about the concept and practice of AFC.
- strategies to start communication with
- promote friendly relationship and communication between elder and local stakeholders (government department or public organizations)
- welcome by both elderly and the public and private sectors.
嘉許狀

兹嘉許提供
長者友善社區設施

日期：二零一零年一月二十日

葵青區長者友善社區設施
Current Development of Kwai Tsing AFC Ambassador Troop

Sept 2010

- Kwai Tsing AFC Ambassador forward their comment and suggestion about the improvement of 2 public facilitates according to the WHO AFC guideline the concerned companies.

- Both companies present their very positive response to the Kwai Tsing AFC Ambassador Troop.
Discussion
Discussion

- The Kwai Tsing AFC demonstrates bottom-up community participation in AFC development.
- Communication and ELDER Participation are the key elements of AFC development.

Discussion area:
- Steps to start elder participation
- Role of District Council
Kwai Tsing AFC experience (1)

How to empower the elder –

- We can recruit and engage the elders at where they gather, that means the elderly service centre.
- It starts from organizing elders to participate and to discuss social affair actively, forward their opinion to local stakeholders.
- These elderly service centre should be first target to alliance.
Kwai Tsing AFC experience (2)

how to collect and consolidate their view –

- Community organizing strategy is adopted
- joint meeting and discussion forum for elderly representatives from various centres
- collect and polish elder’s view.
- Cooperation, Collaboration, and Coordination are emphasized
how to direct their view –

- inter-sector alliance formed with the District council can provide a platform for communication between elder and local stakeholder (such as Government department, public service local organization, companies)

- District Council take up the mediator role
Kwai Tsing AFC experience (4)

how to sustain and continue elders’ force and drive –

- harmony communication and sharing atmosphere
- appreciation and reinforcement oriented attitude encourage positive response.
- Positive response from local stakeholder may become a drive for the elders to participate continuously.
- A coordinating body – the AFC Ambassador Troop can prolong and sustain the alliance and communication process.
Further discussion

1. AFC development is not a process of power struggle between have-not and have, but communicate between concerned parties.
2. Elderly is not going to manipulate but to facilitate betterment of the decision making process.
3. Elderly need to avoid over-expectation of their participation.
Friendly Community for all

- The elders are going to promote a better physical and social environment for the old age, and also for all ages.
Thank You

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