



Age-friendly Cities with Cooperation & Participation

The Asian Pacific Perspective

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Bottom-up Age-friendly Community Development

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Age-friendly Community or User Friendly Community

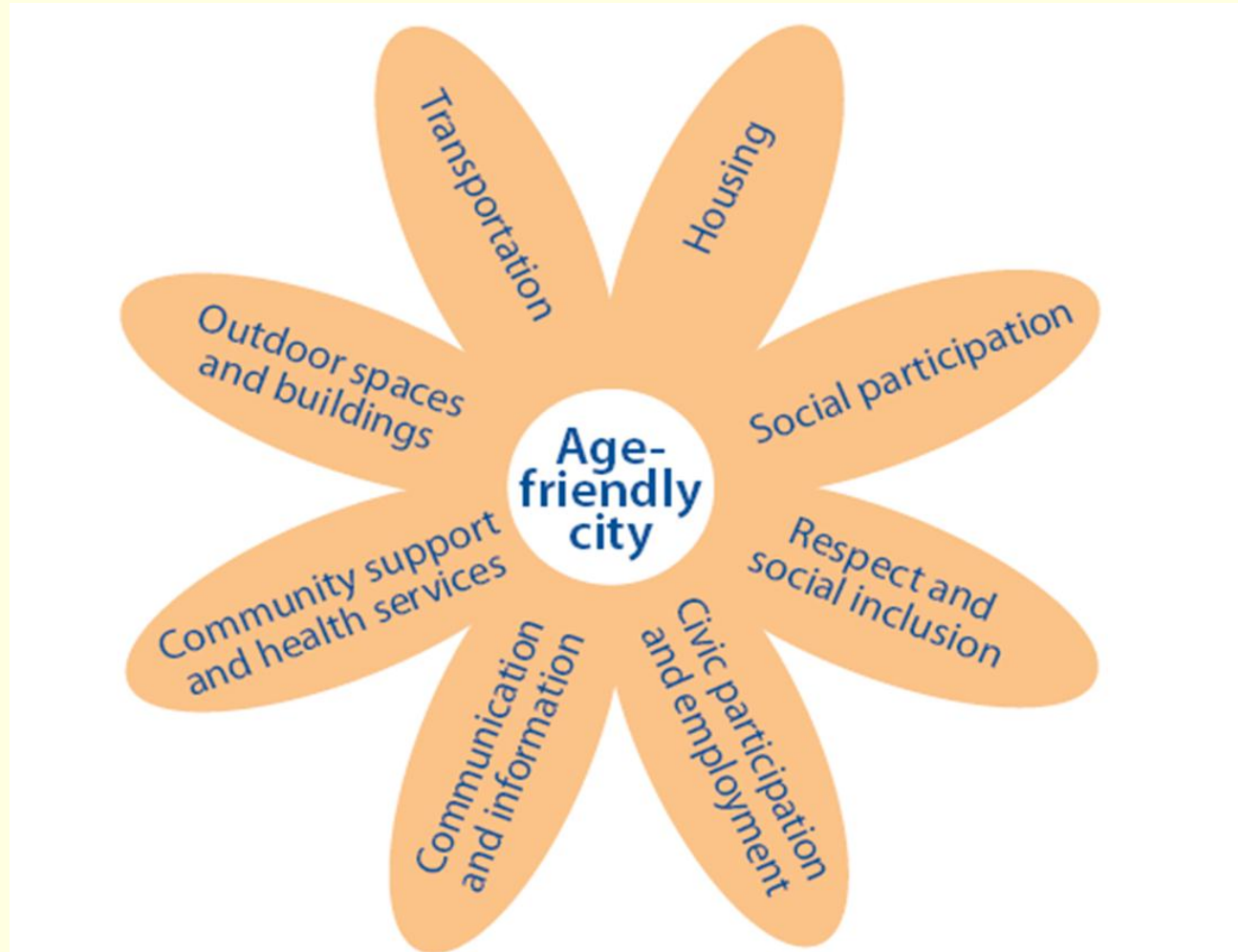
User – producer relationship

- 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



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)



長者議會計劃交流茶會
匯聚智慧經驗 攜手關心社區
活動日期: 2020年1月至3月

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

Achievement (4)

Kwai Tsing AFC Ambassador Troops

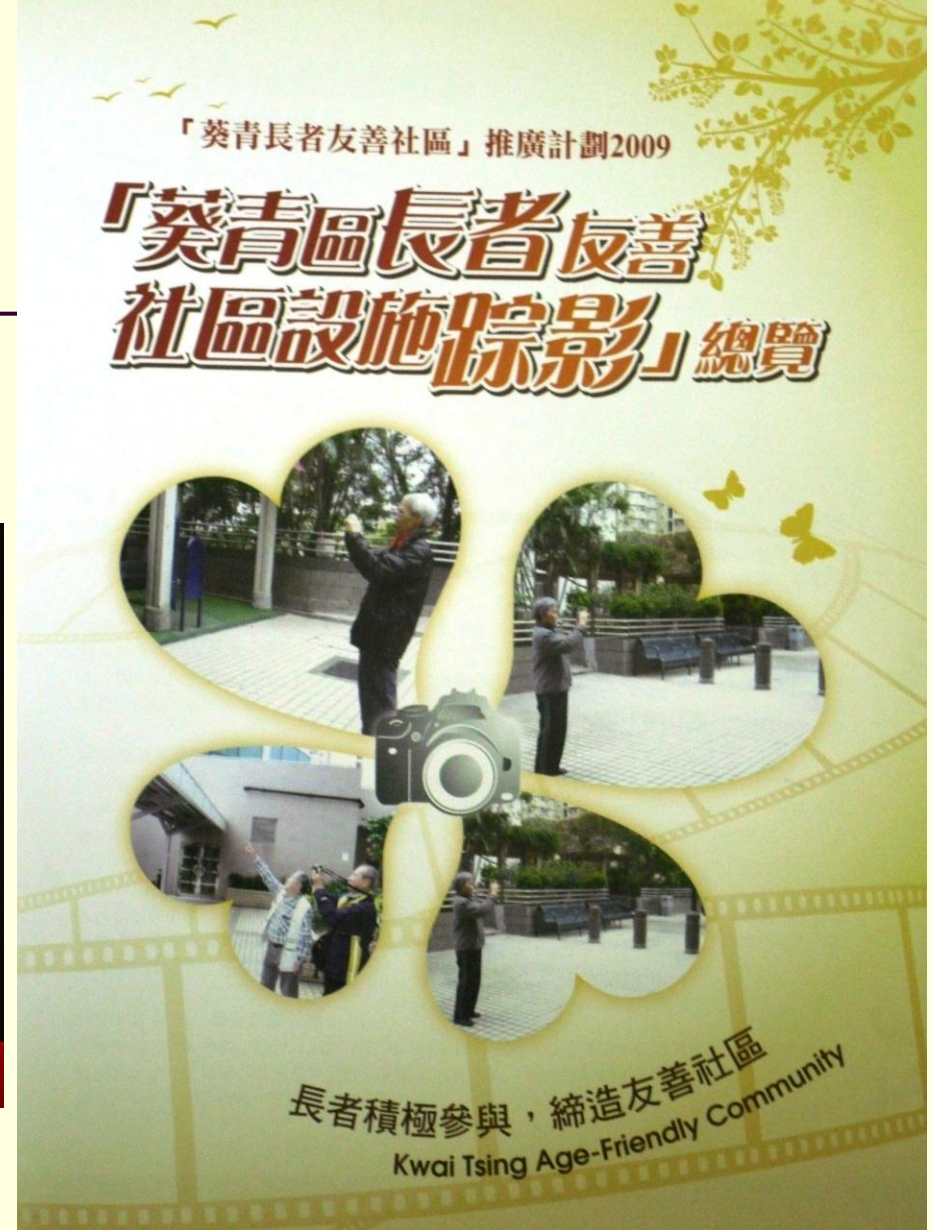
- 2009 :
 - 21 members from 7 elderly service centres
- 2010
 - 40 members from 13 elderly service centres



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.

麥理浩夫人中心 主辦
 葵青區議會 贊助
 「友善社區」雅緻計劃2009
 暨「長者友善社區」論壇
 社區設施追蹤2009 發佈會
 10年1月26日
 得獎團體，踴躍參與及踴躍宣揚



葵青區長者友善社區設施追蹤 2009
嘉許狀
 茲嘉許提供
 長者友善社區設施
 日期：二零一零年一月廿六日
 葵青區長者友善社區大使團



在職城市大學
 應用社會科學系副教授
 麥海華 先生

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 facilities 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

Kwai Tsing AFC experience (3)

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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