



Creating an *elder-friendly neighborhood network* by NGOs and property management

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東華三院
Tung Wah Group of Hospitals

140
TWGHs 140th Anniversary
東華三院一百四十周年



石硤尾大坑西邨一對年邁隱蔽夫婦被發現雙雙倒斃家中，妻子疑跌倒失救致死，丈夫欲救無從，結果亦餓死妻旁。



梨木樹邨早前再有另一名獨居病翁，被發猝死寓所。



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Elder Caring Estate Campaign

Organized by Planning and Coordination Team,
Social Welfare Department and 12 NGOs





Elder Caring Estate Campaign

Purpose

1. Reinforce the neighborhood ties and support
2. Advocate the helpfulness and respective attitudes towards the elders



Elder Caring Estate Campaign

On Property Management Level:

1. Develop “Elder Caring Pledge”
2. Launch “10 Most Appreciative Behaviors of Security Guards” survey

Elder Caring Estate Campaign Pledge

- ✓ Organize elder-caring program
- ✓ Help promoting community resources of elderly
- ✓ Refer elder-in-need proactively

48 Public Estate & Private Management Office











10 Most *Appreciative Behaviours* of Security Guards

- ✓ Conducted in March 2009
- ✓ 490 elders were interviewed to investigate the most appreciative behaviours of security guards



10 Most *Appreciative Behaviours* of Security Guard

6

Helping elders to press the lift button
when they are lifting heavy stuff

7

Keeping an eye on elders , e.g. closely observing any elders
who have not been going out for a long period of time

8

Referring elders proactively to various community services

9

Answering simple enquiries elders encountered in daily life
e.g. way of paying electronic bills

10

Assisting elders to read or write letters



10 Most *Appreciative Behaviours* of Security Guard

1

Assisting elders to lift heavy stuff

2

Being Smiley and kind to elders

3

Assisting elders to life heavy stuff

4

Reminding elders to be aware of home safety

5

Helping elders handle any emergencies/
contingencies, e.g. dial 999



Elder Caring Estate Campaign



Elder Caring Estate Campaign





Thank You

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