

Legislative Council Panel on Housing
Proactive Registration Campaign for Elderly Persons

Purpose

This paper reports on progress of Housing Department's proactive campaign to assist eligible elderly persons to register on the waiting list for public rental housing.

Background

2. Care for the elderly has always been one of the Government and the Housing Authority's priorities. To address the elderly's housing needs, the Housing Authority has already put in place five priority schemes to facilitate our senior citizens, and their families living with them, to gain access to public rental housing. Notwithstanding the above efforts, we estimate that some 17 000 low-income elderly families are still living in non-self-contained private flats or temporary structures.

3. In his 2000 Policy Address, the Chief Executive has asked the Housing Authority to step up efforts to encourage and help eligible elderly people to apply for public housing between end 2000 and early 2001. We have pledged that eligible elderly applicants who register on the waiting list before the end of March 2001 will be allocated public rental flats by end 2003. With the support and assistance of the Social Welfare Department, the Home Affairs Department and the Buildings Department, we have launched a proactive registration campaign for the elderly.

The Registration Campaign

4. The registration campaign commenced on 22 November 2000 and will end on 31 March 2001. During the campaign period, we have launched intensive promotion and publicity activities to publicise the campaign through placement of advertisement in the media and prominent locations, briefings at social service agencies and interested bodies, distribution of information leaflets, holding exhibitions and road shows. We have enlisted the support of community organisations and social service agencies in disseminating campaign information to their elderly contacts. Besides, outreaching teams have also been despatched to

approach potential elderly applicants in bedspace apartments and outdoor venues such as parks and markets. On-site and walk-in registration service was provided at exhibition spots, Housing Information Centres, Housing Authority's Customer Service Centre and elderly centres operated by Social Welfare Department and voluntary agencies. A telephone hotline has also been set up to handle enquiries on the campaign and the registration procedures. Details of these activities are set out in the Annex.

Outcome of the Campaign (up to 24 March 2001)

5. *Enquiries.* A total of 30 177 enquiries were received from elderly persons and the public through the following channels during the campaign period :

(i) Hotline enquiries	:	12 441
(ii) Walk-in enquiries at Elderly Priority Service counter	:	435
(iii) Telephone enquiries at Housing Information Centres	:	5 046
(iv) Walk-in enquiries at Housing Information Centres	:	8 685
(v) Roving exhibition counters	:	3 490
(vi) Others (e.g. elderly centres, etc.)	:	<u>80</u>
		30 177

Of these, 12 610 enquiries were made by interested elderly in person. Over 39 000 application forms were distributed.

6. *Applications.* During the campaign period, a total of 6 311 applications were received through various channels, as follows :

(i) Applications submitted through mail/by hand at Customer Service Centre counter	:	2 715
(ii) Registration at Elderly Priority Service counter	:	819

(iii) Registration at Housing Information Centres	:	1 221
(iv) Registration at roving exhibition counters	:	1 263
(v) Others (e.g. elderly centres, etc.)	:	293
		<hr/>
		6 311

Conclusion

7. Response to the campaign is generally encouraging. 6 311 applications have been received from the elderly during the five-month campaign period. Subject to eligibility and duplication vetting, they will be allocated rental flats before end 2003. The registration of elderly households is an on-going process. Registration service will continue to be provided in all Housing Information Centres and the Housing Authority's Customer Service Centre. For those who apply after 31 March 2001, Housing Authority will also make prompt offers to them according to established policies.

---0---0---0---

Housing Department
March 2001

**Proactive Registration Campaign for Elderly Persons
Details of Promotion and Publicity Activities**

A. Large-Scale Promotion Exercise

1. Phase I Promotion Campaign (22 November 2000 to 31 January 2001)

(a) Media Placements

Media	Start Date	End Date
Newspapers	22 Nov. 2000	22 Dec. 2000
Radio	24 Nov. 2000	28 Dec. 2000
Bus	1 Dec. 2000	28 Feb. 2001
MTR	7 Dec. 2000	4 Jan. 2001
Announcement of Public Interests on TV	1 Jan. 2001	31 Jan. 2001

(b) Roving Exhibitions

Roving exhibition cum walk-in registration was rolled out from 25 November 2000 to 17 December 2000 in the following six private shopping centres -

Date	Venue
25 - 26 Nov. 2000	Smiling Plaza, Shaukiwan
2 - 3 Dec. 2000	Hung Hom Plaza, Hung Hom
1 - 3 Dec. 2000	City Landmark I, Tsuen Wan
8 - 9 Dec. 2000	Dragon Centre, Shamshuipo
9 - 10 Dec. 2000	Hong Kong Plaza, Western
16 - 17 Dec. 2000	Yuen Long Plaza, Yuen Long

The promotion activities attracted a total of 223 applications and 2 114 enquiries from elderly applicants.

(2) Phase II Promotion Campaign (23 February 2001 to 31 March 2001)

Phase II promotion campaign, including roving exhibition cum walk-in registration, media placements, road shows, outreaching promotion at parks/playgrounds/markets/around exhibition centres and banner setups at parks/playgrounds, etc., was rolled out on 23 February 2001. Promotional activities are highlighted below -

(a) Advertising

- Advertisements in 8 **newspapers** from 23 February 2001 to 26 March 2001.
- **Bus advertising** on 12 bus routes from 1 December 2000 to 28 February 2001.

(b) Media placements

- **Script on Commercial Radio 1** from 26 February to 30 March 2001.
- **Announcement of Public Interest on TV** from 1 to 31 March 2001.
- **Radio/TV interviews** during the promotion period.

(c) Delivery of Publication

Posters and leaflets were distributed to public through elderly clinics, hospitals' out-patient departments, Owners' Corporations/management offices of old private tenement buildings and the Hong Kong Council of Social Service.

(d) Roving Exhibition cum Walk-in Registration

A programme of ten roving exhibitions, with on-site walk-in registration and panel display at Multi-services Centres for the Elderly, community halls and markets, etc. in nine old urban areas with high concentration of elderly persons such as Yau Ma Tei, Tai Kok Tsui, Kwun Tong and Tsuen Wan was rolled out on 26 February 2001. The promotion strategy is as follows -

- **Promotional Banners** were put up at parks/playgrounds/ community halls/elderly centres nearby/around the exhibition centres.
- **Road shows** conducted around the exhibition centres one day before the exhibition.
- **Outreaching Promotion : Pre-exhibition**

Contract ambassadors were deployed to distribute leaflets to elderly persons at parks/playgrounds/markets etc. from 7:00 a.m. to 9:00 a.m. in the morning two days before the exhibition.

- **Outreaching Promotion by Volunteers**

Volunteers of Multi-services Centres for the Elderly distributed leaflets to local elderly persons in the early morning a week before the exhibition.

- **Outreaching Promotion - During Exhibition**

Contract ambassadors distributed leaflets outside the exhibition centres during the exhibition period from 9:00 a.m. to 5:00 p.m.

- **Survey**

A survey on the elderly about their living condition, application for PRH and financial support etc. was conducted during the outreaching promotion and registration.

- **Souvenir**

To attract prospective applicants, elderly persons turning up for registration and/or enquiry will be given a shopping bag as souvenir.

- **Outreaching Registration Services by Staff of Housing Information Centres**

Housing Information Centre staff continue to provide outreaching registration services for residents living in licensed bed-space apartments two to three days a week. More than half of the elderly met in these buildings showed no interest in applying for public rental housing and insisted to be rehoused locally.

B. Radio/Television Interviews

Radio/Television interviews on the registration campaign were conducted as below -

Date/Time of Interview	Date/Time of Broadcasting	Nature of Programme	Interviewee
<u>Phase I Promotion Campaign</u>			
(1) 21 Nov. 2000 (3:30 p.m. - 4:30 p.m.)	22 Nov. 2000 (7:00 a.m. - 8:00 a.m. 6:00 p.m. - 7:00 p.m.)	News at RTHK Radio 1 & Radio 5	AHM/Appns.(Projects)
(2) 22 Nov. 2000 (11:25 a.m. - 11:45 a.m.)	22 Nov. 2000 (12:00 noon - 12:30 p.m.)	News at HK Commercial Radio 1	AHM/Appns.(Projects)
(3) 6 Dec. 2000 (11:30 a.m. - 12:00 noon)	6 Dec. 2000 (11:30 a.m. - 12:00 noon)	Live interview at RTHK Radio 5 - 'Programme for the Elderly'	SHM/Appns.(1)
(4) 12 Jan. 2001 (3:30 p.m. - 4:00 p.m.)	5 Feb. 2001 (7:30 p.m. - 8:30 p.m.)	Record Interview at RTHK Radio 5 - 'Evening Elderly Programme'	SHM/Appns.(1)
<u>Phase II Promotion Campaign</u>			
(5) 23 Feb. 2001 (2:30 p.m. - 2:50 p.m.)	23 Feb. 2001 (7:00 p.m. - 8:00 p.m.)	Telephone Record Interview at RTHK Radio 5 - 'Evening Elderly Programme'	AHM/Appns.(Projects)
(6) 6 Mar. 2001 (2:30 p.m. - 4:30 p.m.)	8 Mar. 2001 (1:20 p.m. - 2:00 p.m.)	TVB Programme – 'Pleasure and Leisure'	AHM/Appns.(Projects)

C. Briefings to Community Organisations and Social Service Agencies

	Name of Agency	Date	No. of Participants	No. of Application Forms Distributed	No. of Application Forms Received during Visits
1.	Caritas Community Centre - Cheung Sha Wan	14.12.2000	50	50	-
2.	TWGH Fong Shu Chuen Multi-services Centre for the Elderly (Shaukiwan)	15.12.2000	200	100	5
3.	HK People's Council on Housing Policy	16.12.2000	14	50	-
4.	The Salvation Army Shamshuipo Integrated Neighbourhood Project	20.12.2000	50	50	-
5.	Caritas Community Centre - Caine Road	4.1.2001	250	1,500	2
6.	Yan Chai Hospital Fong Yock Yee Social Centre for the Elderly (Tsuen Wan)	16.1.2001	50	50	-
7.	The Methodist Southern Centre for the Elderly	2.2.2001	10	-	-
8.	IBPS(HK) Ltd. Law Chan Chor-sze Social Centre for the Elderly	13.2.2001	50	50	-
9.	Asia Women League Ltd. Yaumati Social Centre for the Elderly	19.2.2001	450	-	-
10.	HK Society for the Aged - Eastern District Multi-services Centre for the Elderly	23.2.2001	150	300	20
11.	SKH Holy Carpenter Church Multi-services Centre for the Elderly	1.3.2001	350	20	-
		8.3.2001	400	50	-
		15.3.2001	200	-	-
12.	SKH Lok Man Alice Kwok Integrated Service Centre	10.3.2001	200	300	-
13.	Fung Ying Seen Koon Tai Po Centre for the Elderly	16.3.2001	30	50	7
14.	St. James Settlement Wanchai Multi-services Centre for the Elderly	19.3.2001	40	-	-
		20.3.2001	10	-	-
15.	Caritas Community Centre - Tsuen Wan	21.3.2001	80	31	-
		Total:	2,584	2,601	34

D. Registration and Enquiry Service

(a) Housing Information Centres

Registration services are provided to elderly persons at all Housing Information Centres since commencement of the campaign on 22 November 2000. A total of 1 221 elderly persons were registered, 13 731 telephone/walk-in enquiries were received and 6 948 application forms were distributed at the six Housing Information Centres so far.

(b) Elderly Priority Service Counter

An additional Elderly Priority Service counter had been set up at Customer Service Centre to provide walk-in registration and enquiry services to the elderly persons. 819 applications and 435 walk-in enquiries had been received at Elderly Priority Service Counter since 22 November 2000.

(c) Hotline

A telephone enquiry hotline at 2794 5135 has been set up at Elderly Priority Service Counter specifically for the campaign. A total of 12 441 telephone enquiries have been received since 22 November 2000.

E. Assistance from other Departments/Organisations

(a) Social Welfare Department

A briefing to 70 subvented Multi-services Centres for the Elderly and Social Centres for the Elderly was conducted on 29 December 2000. Over 90 representatives attended the briefing and they were requested to disseminate information on the campaign and registration procedures to their elderly contacts. Counters were set up at their centres to provide registration services for their clients.

To give wider publicity to the campaign, staff of Social Welfare Department sent invitation letters to some 2 800 able-bodied elderly currently on the Waiting List for Home For The Aged to apply for public rental housing on 29 December 2000.

In March 2001, staff of Social Welfare Department extended the invitation on behalf of the Housing Authority to some 29 000 recipients of Comprehensive Social Security Assistance aged 60 and over to submit their applications for public rental housing.

(b) Buildings Department

The Buildings Department provided addresses of 4 451 single-staircase buildings with rooftop structures. Distribution of invitation letters and application forms to the residents of these rooftop structures is in good progress. Furthermore, three

Housing Officers from the Housing Information Centres had been assigned to conduct outreaching service to these addresses.

(c) Home Affairs Department

Lists of licensed bedspace apartments had been provided by Home Affairs Department. Housing Officers at the Housing Information Centres are visiting these premises. With the addresses and names of residents for 1 524 cubicle apartments provided by Home Affairs Department, letters were sent to the residents about the registration campaign.

(d) District Council/Social Service Agencies

A Working Group under the Shamshuipo District Council and a Project Team of S.K.H. Kei Oi Tai Hang Tung Community Development Centre jointly organised a 2-day registration exercise at Lai Kok Community Centre and Cheung Sha Wan Community Centre on 4 and 11 February 2001 respectively. Visits to private tenement buildings and road show near MTR station in the district had been conducted by the Project Team prior to registration services provided by Housing Department staff in the Community Centres. 211 applications were received from 252 elderly participants in the 2-day registration exercise.