

Legislative Council Panel on Welfare Services

Progress Report on the Healthy Ageing Campaign

PURPOSE

This paper briefs members on the work undertaken by the Elderly Commission and the Administration on the promotion of active and healthy ageing through the Healthy Ageing Campaign.

BACKGROUND

2. Similar to many other countries faced with an ageing population, we believe that it is timely and strategically important to engage in the promotion of healthy ageing in the community so that older persons in our community can remain active and productive, and continue to contribute to the family and community for as long as possible. Discussions on this were first started at the Elderly Commission (EC) in 2000. In the EC's discussions, it was recognized that much disability and ill health in later life are preventable if a life-course approach is taken to promote healthy ageing in the community, targeting not only the current generation of older population, but also the future olds. Being healthy is also considered as not merely the absence of diseases, but also the optimization of the individual's mental and physical well-being.

3. As the concepts of healthy ageing are relatively new to the community, the EC, with the support of the Administration, launched a three-year Healthy Ageing Campaign (HAC) in 2001. The Campaign was supported by a grant of \$21 million from the Hong Kong Jockey Club Charities Trust (HKJCCT). It aimed to promote healthy ageing along four strategic directions:

- (a) promote personal responsibility;
- (b) strengthen community action;

- (c) create a supportive environment; and
- (d) improve the image of ageing.

THE HEALTHY AGEING CAMPAIGN

Conceptual Framework

4. Hong Kong is not unique in facing a demographic shift resulting from lower birth rates and increased longevity. Many countries, developed and developing countries alike, are facing the same challenge. It is global and it is positive. In fact, the World Health Organization considers population ageing as one of humanity's greatest triumphs. This is because the major contributing factors to longer life span, such as health and environmental improvement, are positive developments and should be seen as such.

5. During the conception of the HAC, EC recognized that most of society's reactions to population ageing had so far focused on the greater demands an older population would place on our healthcare, elderly services and social security. While there are a number of serious challenges brought about by an ageing population, ageing is much more than the onset of poor health and dependency. In fact with the advancement in medical science and increase in longevity, and with more cohorts of our population who will age with better education, in better health and with better financial means in future, poor health and dependency should no longer be regarded as a natural consequence of old age.

6. Research findings show that it is possible to experience healthy and active ageing if people start early in life to foster a healthy lifestyle. In fact, the majority of our older people are healthy and independent. Only a small proportion of older people, about 10%, are frail and in need of special care. Therefore, it is important to foster an awareness of healthy ageing among the population, and to encourage them to take personal responsibility to adopt a healthy lifestyle from young.

7. Furthermore, ageing is as much a social construct as a physical one. The manner in which modern societies are structured and organized may have amplified dependency amongst older people. For example, an environment that does not easily accommodate changes in our physical ability may accelerate the vulnerability and frailty of people with some disabilities. Healthy ageing is therefore not just a health and welfare issue. It permeates across all sectors of our community, and requires the awareness and collaboration of every individual and sector in order to create a supportive environment that enables our elders to lead an active and interesting life.

8. For the community to play its part, there must be a proper

understanding across all ages of ageing and of old people, with the awareness that ageing is a natural, continuous and positive process. There is a need to re-position older persons in our society, not primarily as individuals needing help, but as people having much to offer and wanting to give. The community should encourage and view older people as active participants of our society, and provide opportunity for their participation. There is also a need to remove unfounded bias against older people, and promote a realistic and positive image of ageing that highlights the capability and contribution of older persons.

Implementation and Programmes

9. The HAC was implemented using a two-pronged approach: public education and publicity; and involvement of the community through a Community Partnership Scheme (CPS).

10. Throughout the past 3 years, a series of central public education and publicity programmes have been launched:

- (a) To launch the HAC, a Healthy Ageing Convention, attended by 700 people from various sectors such as the welfare sector, education sector, private sector and Government agencies, was held in May 2001 to coincide with the publication of the Report on Healthy Ageing by the EC.
- (b) A Symposium cum Exhibitions on “Challenges and Opportunities of an Ageing Population” was held in June 2002 with the objective of raising public awareness of and initiating public discussion on issues related to ageing. The Symposium was the first of its kind in Hong Kong, bringing together different sectors, disciplines and age groups to discuss the implications of population ageing. Over 800 participants came from a wide spectrum of the community, including public and private sector policy makers, academics, experts in various fields from Hong Kong and around the world to share their experiences and ideas. The proceedings of the Symposium were published and uploaded onto the Government website for the information of the general public.
- (c) The television medium was used to depict the positive aspects of ageing when 20 episodes of the television series “Golden Age” were broadcast in 2002 and 2003. The series were well-received.
- (d) Other publicity measures such as television announcements of public interest (TV APIs), promotional posters, newspaper supplements, and publicity leaflets were also produced.

Educational material such as a Healthy Ageing Promotion Kit with material on healthy ageing messages was also produced for use by Government departments and Non-Government Organizations (NGOs) which have regular contact with older persons to promote healthy ageing.

11. The other major arm of the Campaign, the CPS, has also been set up to engage various sectors in the community to organize innovative healthy ageing programmes. The mode of operation of CPS is to subvent community projects, particularly those from outside the health and welfare sectors, to promote healthy ageing along the four strategic directions. A total of 53 projects have been supported using the grant from the HKJCCT. The projects' duration range from a few months to over two years. They are very varied in nature. Apart from the more traditional health promotion projects, other projects like organic farming by older persons and their families, star observing, bird watching, sex education for the older persons, internet projects involving old and young, etc. have also been supported. Many of the projects advocate positive ageing, and inter-generational interaction to strengthen understanding of ageing. A summary of the main public education and publicity programmes undertaken, and a list of the CPS projects supported are at Annex I and II respectively.

12. To promote wider collaboration in the community on healthy ageing, an Arts Promotion Programme for Elders (APP) was launched under the HAC in 2003 in all the 18 districts in Hong Kong with the aim of helping elders to increase their appreciation of arts. To implement this programme, each district has, through the relevant District Social Welfare Office, set up its own District Coordinating Committee or Working Group involving the District Council, the Hong Kong Arts Development Council (HKADC) and other local organisations to implement the programme locally. About 130 programmes have been organised under the APP. All programmes have now been completed. Painting, dancing, drama, and music are among the more popular programmes with the elders.

EVALUTAION OF HAC

13. To gain a better understanding of the effectiveness of the HAC, we have conducted an overall evaluation of the HAC which comprises a review of evaluations that have been conducted for some of the projects and activities, self-evaluation by supported projects, and central evaluation of selected CPS projects. As HAC is a complex pilot project comprising various components with a long-term goal of institutionalizing the concept of healthy ageing in the community, which is a long and continuous process, some of the effects of the Campaign may not be seen for some years. Therefore, when conducting the overall evaluation of the work of HAC over the pass three years, we have

focused on the following areas:

- (a) Inter-sectoral collaboration;
- (b) Impact on project organizers;
- (c) Impact on project participants; and
- (d) Strengths and weaknesses of HAC.

Methodology

14. The evaluation methodology included a review of documents and previous evaluation reports, content analysis, structured interview discussions with project organizers and service providers, and quantitative questionnaire survey of project participants including elders, workers and volunteers.

Inter-sectoral collaboration

15. The work of HAC has aimed at arousing general awareness about healthy ageing, especially among sectors in the community which are less familiar with ageing issues, and to gradually establish healthy ageing practices as community-wide, daily living consideration whether in societal or personal activities. In going about its work, HAC has deliberately adopted a more targeted approach in supporting some experimental projects from sectors which are outside the traditional health and welfare sectors, and taken a more interactive approach in discussing and developing proposals from project organizers so that the outcomes would be more in accord with the strategic directions of the Campaign.

16. The approach taken by HAC seems to have taken effect, so much so that an important outcome for the Campaign is the impact it has on its partners. Our observation has found HAC to be successful in making connections and partnership with different sectors that have been less involved in elder or ageing issues, such as the financial services sector. There are evidences of ripple effects radiating from its liaison with new partners. A case in point is that although some of the initial contact was made by the HAC, the collaborations subsequently take on a momentum of its own. Examples include Radio and Television Hong Kong's commitment in producing the "Golden Age" series drawing inspirations from the 2002 EC Symposium, the initiative taken by the Hong Kong Retirement Schemes Association to organize seminars on retirement and financial protection issues, and the innovative project spearheaded by the Mandatory Provident Fund Authority of a web page design contest on population ageing for secondary school students. It is also noted that the APP, which is a collaborative effort of EC, HKADC, District Councils and Social Welfare Department (SWD) to promote arts among elders

was in fact an initiative of the HKADC.

17. Among the 12 CPS projects selected for central evaluation, most of them involved some inter-sectoral cooperation. Apart from those initiated by social service organizations and with collaboration from medical, legal services and educational organizations, there were also projects initiated by the mass media, dental services, environmental protection and interest groups. The involvement of non-social service sectors in targeting elders as their main concern group surely had an effect in promoting the concept of healthy ageing in wider perspectives. The collaboration from non-social service sector also served to expand elders' exposure to different areas of interest. For instance, without the involvement of interest groups themselves, such groups would probably seldom think about encouraging elders to participate in activities like bird watching, star observing or studying and conducting social research.

18. To some extent, HAC has also been successful in mainstreaming healthy ageing in policy agendas. The importance of developing programmes that promote active and healthy ageing was reinforced by the Task Force on Population Policy which stated in its report published in February 2003 that such promotion would increase the productivity of the elderly. Given the emphasis of the HAC in helping the elderly to achieve healthy ageing through personal and community action, the Campaign also accords with the idea of developing social capital and enhancing social cohesion in the community.

Impact on project organizers and service providers

19. Most project organizers, including those that are familiar with ageing issues, have reported that through the projects, they have strengthened their understanding and belief that elders are capable of learning and responding to new things. They also acknowledged that they have acquired a more positive attitude towards elders and gained useful experience in working with them. Most of them also indicated that their interactions with the elders have helped them to gain a better understanding of the physical and psychological needs of older persons.

Impact on participants

20. The majority of surveyed elder participants agreed that they could learn new knowledge through participating in the activities. Many of them also indicated that they felt energized by the activities, made new friends and gained a better appreciation of their own ability. The experience of participating in the activity had increased their interest to participate in other activities. It is noted that over 1 200 elders have been trained as health or IT envoys under the CPS projects, which would enhance their volunteering opportunity and community participation. However, a strategy would be needed to sustain and tap into this useful pool of resource.

Strengths and weaknesses

21. The HAC is unique in that it is the first and only large-scale, comprehensive programme that aims to promote the concept of healthy ageing from a wide perspective. From the outset, there was recognition of the multi-faceted nature of healthy ageing and that what the Campaign aimed to achieve would require sustained promotional and educational efforts, covering many aspects of our community and daily lives.

22. It appears that the strength of the HAC lies in its collaborative, evolving and flexible approach. It has served as a focal point for coordinating and anchoring different initiatives (new or existing) related to the promotion of healthy ageing. The Campaign has avoided a top-down approach in promoting healthy lifestyle and community partnership. From the outset, it has also purposely stayed clear of the provision of direct service. Rather than designing concrete programmes, it has targeted potential partners and service providers through the provision of opportunity for collaboration, and the necessary infrastructure (mainly funding and programme support). The bottom-up approach has encouraged different sectors and organizations to come forward with a variety of different initiatives and projects to enhance the community participation of elders. The efforts made by the HAC hold promise in making a difference, and institutionalizing the concept of healthy ageing in the community.

23. Many of the project organizers interviewed have expressed that EC's sponsorship of the CPS projects and continual assistance has been useful in seeking cooperation and assistance from third parties. However, not many project organizers have expressed the confidence to continue the programmes when CPS funding is over, although some have expressed that they are prepared to find outside/commercial sponsorship. In other words, there may be difficulty in sustaining the impact of some of these projects.

24. It appears that most participants of the CPS projects have hitherto been confined to members of social centres of the elderly, who are already users of mainstream social services. Under the CPS projects, organizers were required to recruit vulnerable elders or elders not in touch with mainstream social services as participants. However, many have not been able to meet the pre-set target of 40% of project participants. This corroborates with the findings of the questionnaire survey that the majority of participants were members of elder service centres. It is also observed that most of the project organizers have not adopted a special plan or strategy to outreach to vulnerable elders, or elders who are not already users of social services.

25. A more noticeable weakness identified in the HAC is its impact on the mass media. In this respect, it is noted that direct reporting of the HAC

and its major activities in the mass media has not been frequent, despite efforts made to publicise the events, or engage the mass media in e.g. the CPS. This may be because the concept of healthy ageing is rather wide-ranging, and some of the intended messages are quite abstract (e.g. personal responsibility) and difficult to translate into publicity materials.

Disseminating experiences learnt from HAC

26. To share the experiences gained from the HAC and mark the three years of the campaign, the EC is organizing a Healthy Ageing Seminar and Exhibition on 5 and 6 June 2004. The seminar, which will be held on the morning of 5 June 2004 at the Sha Tin Town Hall, will aim at disseminating to an audience comprising both health and welfare sectors, and other sectors less familiar with ageing issues, the positive experiences gained from the HAC, and to appeal to the many sectors of the community to positively engage older persons more in their daily programmes and activities. The exhibition will be held in the afternoon of 5 June, and whole day of 6 June, at the Sha Tin New Town Plaza, and will feature displays of selected HAC projects.

OTHER ON-GOING EFFORTS TO PROMOTE HEALTHY AGEING

Social Welfare Department

27. To take forward the Government's policy objective of promoting a sense of worthiness among the elders and to support the 1999 International Year of Older Persons, the SWD, with the support of \$15 million from the Lotteries Fund, started the "Opportunities for the Elderly Project" (OEP) in 1999 for a period of four years.

28. The OEP has subsidised various organizations including social services agencies, district organizations, schools, volunteer groups and residents' associations to plan and carry out a wide range of programmes in order to encourage the whole community to help promote a sense of worthiness among elders, cultivate a community spirit of "Care for the Elders", and provide vulnerable elders with support and care. Most of the subsidized activities have made promotion of lifelong learning, community participation and intergeneration solidarity their goals.

29. To coincide with the EC's HAC, the SWD has decided to run the OEP on a regular basis from April 2003 onwards to sustain the work built up in the past four years, thereby providing a regular framework for the promotion of elders' sense of worthiness by social services agencies and other organisations.

30. The OEP for 2004-05 has just been launched under the theme "Healthy or not makes no difference for Elders, Opportunities aplenty for the

Golden Years”. The purpose is to encourage elders, especially frail elders, to maintain their physical and psychological well-being, acquire new knowledge, make optimum use of their potential, and expand their social life.

Department of Health

31. The Elderly Health Services (EHS) of the Department of Health supports the HAC through their ongoing work in promoting the physical and psychosocial well-being of elders. Apart from the provision of professional advice and support to the overall running of the HAC, EHS also provides resource support to NGOs to undertake health educational activities to promote healthy lifestyle. These include information material like pamphlets, videos and resource books. Special projects were also developed to echo the themes of the HAC in promoting physical well-being in the first year and the promotion of psychosocial well-being in the subsequent two years.

32. Two projects were implemented to promote physical health of elders. The first was a structured exercise programme which aimed at increasing the level of physical activity of community-dwelling elders through emphasizing the benefits of exercise, correcting misconceptions and advocating a structured exercise regime. As at 1 March 2004, over 7 600 copies of the exercise video have been sold.

33. The second programme was a dietetic support service which aimed at improving the nutrition and food hygiene of private and self-financing residential care homes of the elderly through the provision of health talks and tailored health advice by dietitians targeted at deficiencies identified from a “one-week menu” submitted for assessment. Around 90% of private and self-financing elderly homes have joined the programme which has been evaluated to be effective in improving menu designs.

34. To strengthen support to non-health care staff working with elders living in the community, the EHS has organized two seminars for staff of elderly community support services. They were aimed at enhancing multi-disciplinary sharing of experience and exploration of opportunities for inter-sectoral collaboration in health promotion for elders. In addition to the seminars, a resource book on psychosocial health promotion and a video on communication skills for carers have also been produced and made available for sale to the general public, apart from free distribution to elderly service units.

35. In line with the strategic direction to improve the image of ageing and to promote intergenerational cohesion, an e-card design competition was organized to encourage mutual care and concern among young people and elders. The EHS has also published a “health promotion story book”, which is a collection of 30 examples of successful ageing despite the elders’ illness

and impairments. The books are also being distributed to primary and secondary schools, as a means to foster a better understanding of elders among young people, and to enhance intergenerational solidarity.

TRANSITION FROM HAC TO THE PROMOTION OF ACTIVE AGEING

36. The promotion of healthy ageing is a long-term undertaking and the ultimate objective is to effect a cultural change in society's mindset towards ageing and lifestyle. It is recognized that this is a major task which entails fundamental change in the general population's concept of ageing and cannot be achieved in a three-year period. Therefore, efforts should be continued to sustain and further enhance the impacts that have been effected by the HAC so far in order to attain the long-term goal of institutionalizing the concept of healthy ageing in the community.

37. As noted in paragraph 4 above, the Symposium and Exhibition on the "Challenges and Opportunities of an Ageing Population" in June 2002 yielded many valuable insights on population ageing which can be followed up under the World Health Organization (WHO)'s Policy Framework on Active Ageing. According to the WHO, "active ageing" is meant to convey a more inclusive message on many ageing-related issues than "healthy ageing", and to recognize those factors, in addition to health care, that affect how individuals and the populations age in a positive manner. For active ageing, it has advocated a policy framework of the three pillars of 'Health', 'Participation' and 'Security'.

38. To further promote active ageing in Hong Kong, the EC considered that evolving the local promotion of healthy ageing, including the HAC, to active ageing would be a natural progression, and was in step with international development. It agreed to set up a task group with terms of reference to promote active ageing, to identify major ageing-related issues for priority knowledge development, and to consider how the identified key issues and ideas may be applied in the local context for EC's consideration. The task group has been formed since April 2003, and has initially identified four priority topics for the promotion of active ageing, namely: lifelong learning; financial security, retirement and work practices; intergenerational solidarity; and transportation / built environment.

39. To carry forward its work, the task group will focus on networking with different sectors so as to promote active ageing to a wider audience. It will also consider the development of research on local ageing issues to support its work.

WAY FORWARD

40. Despite the conclusion of the HAC, the Administration will continue to work with the EC to promote active and healthy ageing in Hong Kong as this is a long-term endeavour.

ADVICE SOUGHT

41. Members are invited to note the work undertaken by the Elderly Commission and the Administration on the promotion of active and healthy ageing through the Healthy Ageing Campaign as set out in this paper, and provide their comments.

Health, Welfare and Food Bureau
May 2004

Healthy Ageing Campaign

(1) Public education and publicity programmes

2001-02

- Healthy Ageing Convention
- Healthy Ageing Promotion Kit (for use by government departments, NGOs and other bodies in briefing/training sessions to disseminate the messages of healthy ageing)
- Internet Portal to provide information and hyper-linkages to selected web sites promoting healthy ageing
- Mass Media
 - > TV announcement of public interest (API) promoting personal responsibility
 - > Healthy ageing message on public buses
 - > promotional poster
 - > newspaper supplements (in two Chinese language newspapers)
 - > publicity leaflet on nutrition for elders
- Support from Government Departments and Other Organizations
 - > Social Welfare Department: Opportunities for the Elderly Project (multi-year project)
 - > Department of Health: Structured Exercise Programme for Community Dwelling Older Persons
 - > Leisure and Cultural Services Department and Department of Health: Healthy Exercise for All
 - > Hospital Authority: - Carer Empowerment Programme (2001-2003)
- Smart Elderly Programme (2001-2004)
 - > Hong Kong Council of Social Service: Elder Physical Exercise Programme and Elder Recipe Programme

2002-03

- June 2002 Symposium cum Exhibitions on “Challenges and Opportunities of an Ageing Population”
- Radio Television Hong Kong TV series “Golden Age” (黃金歲月)
- Sharing Session on Continuing Education for Older Persons in Hong Kong

- Hong Kong Retirement Schemes Association seminar “How to enrich retirement”
- Mandatory Provident Fund Schemes Authority web page design contest on population ageing for secondary school students
- Support from Government Departments and Other Organizations
 - > Department of Health: Dietetic Support Service for private and self-financing residential care homes of the elderly
 - > Department of Health: leaflet and resource book on psychosocial health of elders
 - > Department of Health: video on communication skills for carers

2003-04

- 18 districts Arts Promotion Programme for Elders
- Lifelong Learning Sharing Session
- Hong Kong Housing Society healthy ageing activities, including the. Pearl River Delta Senior Athletics Meet 2003
- Active Ageing Chinese Term and Slogan Competition
- Support from Government Departments and Other Organizations
 - > Department of Health: e-card competition to promote intergenerational cohesion and mutual care and concern
- University of Third Age Sharing Session

Community Partnership Projects

Ref. No.	Project Title	Organization	Commencement Date	Date of Completion
<i>First Round Projects (42 projects: 34 completed, 8 in progress*)</i>				
01-002	Healthy Lifestyle	Caritas Social Centre for the Elderly - Sai Kung	03/2002	1/5/2002
01-003	Reminiscence and Care of Elderly Project	Hong Kong Family Welfare Society – N.T. (Tivoli) Home Help Service	01/2002	1/6/2002
01-004	Certificate Course in Care for Community Elderly Towards Healthy Ageing	The Hong Kong Medical Association	05/2002	1/8/2002
01-007	Healthy Ageing Young and Old*	Shatin Hospital and Jockey Club Centre for Positive Ageing	05/2002	1/1/2005
01-039	Seniors & Youth Leading E-life	Hong Kong Sheng Kung Hui Welfare Council - Hong Kong Sheng Kung Hui Cyber World for the Senior Citizens	03/2002	1/2/2003
01-044	Golden Lily Health Action	Aberdeen Kai-fong Welfare Association Social Service Centre	04/2002	1/3/2003
01-048	Enjoyable Healthy Project - Healthy "IN" People*	The Mong Kok Kai-Fong Association Limited. Chan Hing Social Service Centre	01/2002	1/4/2004
01-060	Elderly Community News	Holy Carpenter Church Multi-service Centre for the Elderly	11/2001	1/1/2003
01-062	Elderly Fitness Award Competition	Caritas Lai Kok Elderly Centre	05/2002	1/10/2003
01-066	Caring the Carers'*	Caritas District Elderly Centre - Sham Shui Po	01/2002	1/3/2004
01-071	Smoking Cessation for Hong Kong's Elderly - Training Programmes for Carers and a Demonstration Service Project for Elderly Smokers*	Department of Community Medicine, The University of Hong Kong	01/2002	1/1/2005
01-077	Healthy Ageing Scheme in Rural Area	Christian Community Service Network Limited	02/2002	1/10/2002
01-078	Bird Watching – Learning From Nature	The Hong Kong Bird Watching Society Limited	12/2001	1/6/2003

01-081	Community Involvement Project of the Silvered Hair	HKYWCA - Ellen Li Multi-Service Centre for the Elderly	01/2002	1/10/2002
01-082	Creating Healthy Community Project	Jockey Club Sau Mau Ping C&Y Integrated Services Centre	12/2001	1/10/2002
01-084	Be Lively, Be Happy	HKYWCA - Wang Tau Hom Social Centre for the Elderly	12/2001	1/2/2002
01-093	Be a Happy Health Elderly	Yuen Yuen Elderly Centre (Sham Tseng)	05/2002	1/9/2002
01-106	Healthy Lifestyle	Buddhist Po Ching Home for the Aged Women	03/2002	1/8/2002
01-111	Healthy Gardening	Concern for the Aged Working Group Under the Community Building Committee of the Wan Chai District Council	12/2001	1/9/2003
01-115	Be Happy	Democratic Alliance for Betterment of Hong Kong - Tuen Mun Branch Office	02/2002	1/12/2002
01-119	Colourful Life for the Elderly	Democratic Alliance for Betterment of Hong Kong - Kowloon City Branch Office	03/2002	1/6/2002
01-122	Anti-smoking Programme	Hospital Authority	05/2002	1/12/2003
01-124	Academy of Multiple Intelligences for Senior Citizens*	Hong Kong PHAB Association	01/2002	1/12/2004
01-130	Supported Employment for the Elderly*	Hong Kong PHAB Association Stanley Social Centre for the Elderly	04/2002	1/3/2004
01-149	New Century for the Promotion of Healthy Life by Senior and Teenage Volunteers	The Salvation Army Yaumatei Multi-service Centre for the Senior Citizens	12/2001	1/9/2002
01-151	Outreach Services for Carers of Older Persons Living in the Community*	Hong Kong Association of Gerontology - Hong Kong Institute of Gerontology	02/2002	1/6/2005
01-155	Healthy Aged Make Aged Health	ELCHK Kwai Chung Elderly Service Centre	12/2001	1/9/2002
01-156	Young-Old Partnership Internet Project*	Lingnan University, Asia Pacific Institute Ageing Studies	10/2001	1/8/2004
01-168	O'sex - Project on Sex Education for the Elderly	Christian Family Service Centre	01/2002	1/12/2003
01-172	Golden Age in Old Times	Yan Chai Hospital - The 24th Term Board of Directors Social Services Centre	05/2002	1/3/2003
01-176	Senior Power Project	Cyber Senior Network Development Association Limited - the Hong Kong Association of Senior Citizens	12/2001	1/12/2002

01-177	Dynamic Ageing Campaign	Tseung Kwan O Elderly Service Coordinating Committee	04/2002	1/11/2002
01-187	Health Kaleidoscope for the Elderly	The Salvation Army Tai-Po Multi-service Centre for Senior Citizens	12/2001	1/6/2002
01-191	Silver Wave Generation Project	Chinese YMCA of Hong Kong - Tin Ping Social Centre for the Elderly	04/2002	1/2/2003
01-196	Inter-generational Collaboration - Drama and Variety Show	St Jame's Settlement - Retired Persons' Association	11/2001	1/7/2002
01-200	Brilliant Ageing	Methodist Centre	05/2002	1/12/2003
01-201	Opportunities for the Elderly - Creating a Beautiful Life	Sheng Kung Hui Wong Tai Sin Multi-Service Centre for the Elderly	05/2002	1/11/2002
01-204	Develop Elderly's Potential Scheme	Hong Kong YWCA Ming Yue Multi-Service Centre for the Elderly	01/2002	1/10/2002
01-209	Fitness for the Elderly	Ho Hing/ Ho Hong/ Ho Tai Social Centres for Senior Citizens	03/2002	1/6/2002
01-215	Matching Towards Healthy Ageing	Hong Kong Sheng Kung Hui St. Luke's Settlement Social Centre for the Elderly	04/2002	1/11/2002
01-219	Care for Health	Hong Kong Sheng Kung Hui Wu King Day Activity Centre and Hostel	04/2002	1/8/2002
01-232	Happy and Healthy Ageing	The Hong Kong Society for the Aged - Chai Wan Multi-service Centre for the Elderly	05/2002	1/3/2003
<i>Second Round Projects (7 projects: 2 completed, 5 in progress*)</i>				
01-131	Talks on Legal Matters*	Hong Kong Aged Concern Limited	07/2002	1/6/2004
01-188	Health Promotion for Elderly Clients of Private Medical Practitioners	Department of Social Work & Administration, The University of Hong Kong	10/2002	1/12/2003
02-001	A Community Garden for the Elderly*	Produce Green Foundation	03/2003	16/9/2004
02-004	Star-observing Activities for the Elders*	St. James' Settlement and Sky Observers' Association (Hong Kong)	11/2002	1/6/2005
02-005	Healthy Smile for the Elderly	Hong Kong Dental Association	09/2002	1/9/2003
02-007	"We Have a Say" Training Project on Community Studies for the Elderly*	ELCHK, Lutheran Senior Citizen Club	12/2002	1/11/2004
02-008	Elderly Enjoyment*	Wen Wei Po	08/2002	1/7/2004
<i>Third Round Projects (4 projects: all in progress)</i>				
03-005	Friends of Private Home Elderly	Senior Citizen Home Safety Association	07/2003	06/2005
03-009	Elders Bird Watching Programme	Hong Kong Bird Watching Society Limited	10/2003	09/2005

03-010	Public Education of Healthy Ageing	Sau Po Centre on Ageing, The University of Hong Kong	06/2003	10/2005
03-013	Community Advance Care Education for Positive Ageing: A capacity Building Model for Female/ Caregiver and Elderly	Hong Kong Federation of Women's Centre	10/2003	03/2005