

賽馬會齡活城市計劃概覽

Overview of Jockey Club Age-friendly City Project

計劃簡介

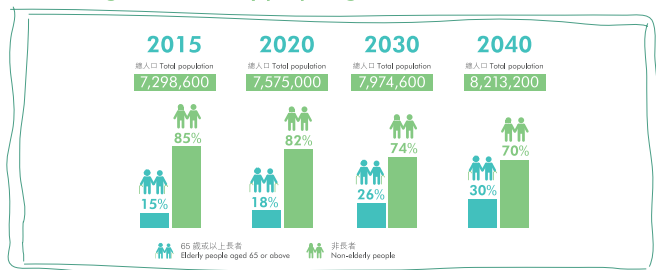
Project Overview

老齡化是全球及香港一個重要的社會議題，預計未來的情況將愈趨明顯。為應對人口老化帶來的挑戰和機遇，香港賽馬會慈善信託基金於2015年聯同本地四間老年學研究單位，推行「賽馬會齡活城市計劃」，讓香港成為適合不同年齡人士生活的長者及年齡友善城市。

The world, including Hong Kong, is facing a major social issue due to its ageing population. The trend is expected to be more apparent in the years ahead. In response to the challenges and opportunities of an ageing population, The Hong Kong Jockey Club Charities Trust partnered with Hong Kong's four gerontology research institutes to implement the "Jockey Club Age-friendly City Project" in 2015 to cater for the various needs of all ages.

2015年至2040年65歲或以上的長者人口增長

Forecasted growth of elderly people aged 65 or above from 2015 to 2040



* 香港特別行政區政府統計處於2015年9月發佈的香港人口推算。

* Hong Kong Population Projections published by the Census and Statistics Department of the Hong Kong Special Administrative Region in September 2015.



目標 Objectives



賽馬會齡活城市
Jockey Club Age-Friendly City

- 採取由下而上、地區為本的模式，讓香港成為長者及年齡友善城市
 - 建立平台推動持續改善世界衛生組織「長者及年齡友善城市框架」下的八大範疇
 - 發掘最佳範例供本地及國際參考，推動制訂長者安老政策
- To help build Hong Kong into an age-friendly city through a bottom-up and district-based approach
- To establish a platform to promote continual improvement on the eight domains under the World Health Organisation's Age-friendly City Framework
- To identify best practices for local and overseas reference and shed light on the formulation of elderly policies



計劃元素

Project Components



賽馬會齡活城市
Jockey Club Age-Friendly City

1. 「香港長者生活關注指數」及「香港長者生活質素指數」 The AgeWatch Index for Hong Kong and Hong Kong Elder Quality of Life Index

- 按年制訂「香港長者生活關注指數」及「香港長者生活質素指數」並發佈結果，以找出需要改善的地方及推動相關項目的規劃
- Develop a local AgeWatch Index for Hong Kong and Hong Kong Elder Quality of Life Index, and publicise annual results to identify areas for improvement and facilitate project planning



2. 全方位地區支援計劃 Comprehensive Support Scheme for Districts

- 於全港18區進行基線研究，檢視各區的長者及年齡友善程度
- 與區議會及其他地區持份者合作，為各區制訂為期三年的行動方案
- 招募及培訓「齡活大使」
- Conduct baseline assessments in 18 districts on the level of age-friendliness
- Formulate a three-year action plan on age-friendliness for each district in consultation with District Councils and other community stakeholders
- Recruit and provide training to AFC ambassadors





賽馬會齡活城市
Jockey Club Age-Friendly City

- 支援非政府機構推行地區計劃，每區撥款港幣一百五十萬元（分三年，每年港幣五十萬元）
- 由四間大學的專業支援團隊主導地區計劃，進一步回應社區內長者及年齡友善的需要
- 對於評分較低的三個範疇（即社區與健康服務、房屋、公民參與和就業），將一些成功的地區計劃擴展至於全港推行
- Provide \$ 1.5M to each district for 3 years to implement district-based programmes by NGOs
- Partner with the Professional Support Teams of four universities to organise district-based programmes to address the age-friendly concerns of districts in a comprehensive way
- Scale up some successful district-based programmes to territory-wide programmes to respond to the three domains with lower scores (namely Community support and health services, Housing, Civic participation and employment)



3. 宣傳及公眾教育 Publicity and Public Education

- 舉行全港宣傳和公眾教育活動
- 與媒體夥伴共同宣揚積極晚年和長者及年齡友善的訊息
- Implement city-wide publicity and public education activities
- Collaborate with media partners to raise public awareness on promoting active ageing and building an age-friendly city

4. 檢討 Project Evaluation

- 評估各項地區計劃，以及整體「賽馬會齡活城市計劃」的成效
- 匯集建立長者及年齡友善城市的良好經驗
- Evaluate district-based programmes and the overall Project
- Consolidate and share the best practices on building an age-friendly city





賽馬會齡活城市
Jockey Club Age-Friendly City

計劃成效 Project Achievements

創新服務模式提升計劃成效 Pioneer Service Model for Greater Impact

18 個地區已加入世界衛生組織「全球長者及年齡友善城市及社區網絡」
districts joined the World Health Organization Global Network for Age-friendly Cities and Communities

128 個地區計劃由超過70間非政府組織推行
district-based programmes implemented by more than 70 NGOs

114,600 位長者直接受惠於地區計劃
elderly people directly benefited by the district-based programmes

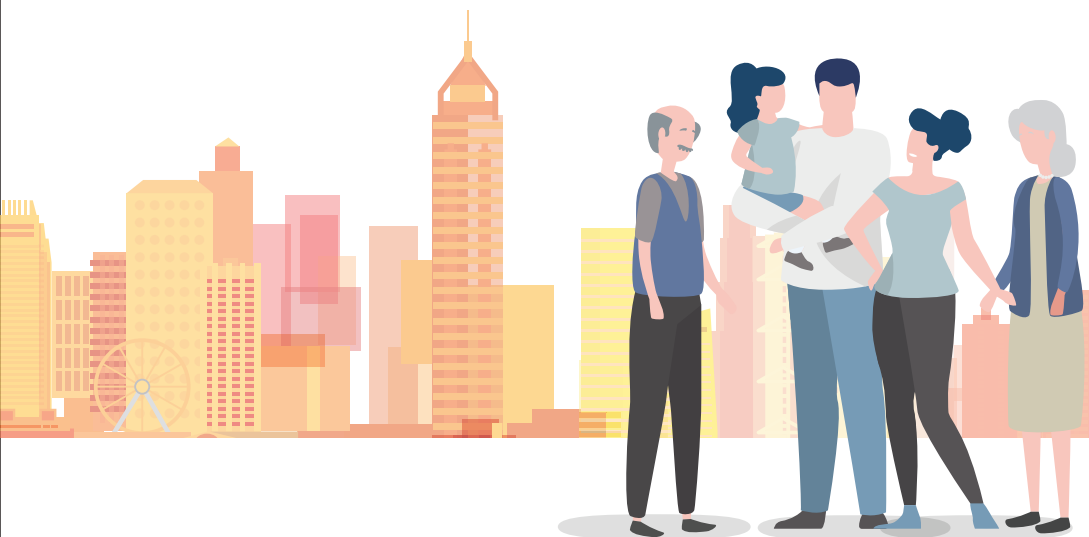


建構社區能力 Capacity Building for the Community

2,270 名「齡活大使」已接受培訓，於社區傳遞長者及年齡友善的訊息
AFC ambassadors trained to promote age-friendly messages in the community



4,600 人參加了超過140個齡活大使活動
participants engaged in more than 140 ambassador activities





賽馬會齡活城市
Jockey Club Age-friendly City

知識轉移及社區資源傳承

Knowledge Transfer and Community Legacy

18

個有關長者及年齡友善程度的基線研究報告已經完成

districts' baseline assessment reports on age-friendliness have been completed



18

區已根據各區的基線研究結果，與區議會共同制訂三年行動方案

districts have prepared a three-year action plan for their own district, in collaboration with respective District Councils



計劃成效獲國際認同

International Recognition

計劃獲選於聯合國可持續發展解決方案網絡全球解決方案論壇2020中展示，是全球獲選的八個最佳解決方案之一。

The Project has been selected as one of the eight best projects to be presented in the Global Solutions Forum 2020 under the United Nations' Sustainable Development Solutions Network (SDSN).

公眾教育提升大眾關注

Public Education to Raise Awareness

3,260,000

公眾人士已參與一系列公眾教育活動

general public participated in a series of public education programmes



180

間私人及公營機構參與「全城・長者友善」計劃，推行長者及年齡友善措施

companies / organisations participated in the Jockey Club Age-friendly City Partnership Scheme and adopted age-friendly practices



賽馬會齡活城市計劃網頁

www.jcafc.hk



賽馬會齡活城市計劃

Jockey Club Age-friendly City Project

