

主辦 Organised by



賽馬會齡活城市
Jockey Club Age-friendly City

「齡的突破」微電影創作計劃及 「齡的突破II」社區教育計劃

"Breakthrough" Micro-film Project and "Breakthrough II" Community Education Programme

計劃主要元素包括

Key components of the programme are

本計劃透過「長者及年齡友善城市」主題短片製作和資訊科技應用訓練，向大眾推廣長者及年齡友善訊息，及提升南區長者使用資訊科技的能力，以推廣數碼共融。



Through the production of videos with the theme of age-friendly city and training on application of information technology, the programme seeks to promote the age-friendly concept to the community, as well as to improve older people's ability in using technology for promoting the digital inclusion.

資訊科技訓練 Digital Literacy Training

計劃提供手機及電腦工作坊，提升長者使用資訊科技尋找資訊的能力，令長者更容易獲得社會的熱門資訊，促進他們與社會接軌。

The programme offered mobile and computer workshop to enhance older people's ability in using the technology for searching information and to facilitate their connection with the society.





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地區宣傳 District Promotion

計劃以互動遊戲及資訊小冊子向區內居民介紹「賽馬會齡活城市計劃」和南區安老與健康服務資源，藉此將資訊帶給長者，同時喚起區內人士對長者的關注。

The programme introduced the “Jockey Club Age-friendly City Project” and resources on elderly and health care in Southern District to local residents through interactive games and pamphlets. This provided useful healthcare service information to older people and increased the community awareness towards older people.



「齡活大使」訓練及短片製作 Training for AFC Ambassadors and Video Production

計劃為「齡活大使」提供短片製作訓練，並由他們與專業攝製團隊攜手完成四套以長者及年齡友善城市為主題的短片，讓市民認識南區安老社區資訊及長者及年齡友善相關議題，以及鼓勵「齡活大使」日後運用影像手法進一步推動長者及年齡友善工作。

Video production training is provided to AFC Ambassadors and they are engaged to produce four videos with the theme of age-friendly city in collaboration with professional filming teams. The programme has enhanced the public understanding on elderly service and age-friendly related issues in Southern District as well as to encourage AFC Ambassadors to use video as a medium to further promote age-friendliness in the community.



推行日期：2018年5月- 2018年10月（「齡的突破」微電影創作計劃）

2019年4月- 2019年9月（「齡的突破II」社區教育計劃）

Implementation date: May 2018 – October 2018 (“Breakthrough” Micro-film Project)

April 2019 – September 2019 (“Breakthrough II” Community Education Project”)

長者及年齡友善社區範疇 Domains of Age-friendly City



信息交流
Communication
& Information



尊重和社會包容
Respect and
Social Inclusion



社會參與
Social
Participation



社區與健康服務
Community Support
& Health Services

